


**The Few
The Proud
The Certified**




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**What PHR / SPHR
Certification Isn't**

- Initials following your name on letters and business cards
- A certificate on the wall gathering dust
- A requirement for a position or for promotion
- A guarantee that you will be a successful HR practitioner

What PHR / SPHR Certification Is

- A statement one has mastered the HR body of knowledge
- A satisfaction in having met standards established by your peers
- A sense of accomplishment
- A sense of relief



What Constitutes a Profession?

(Cornell / ASPA, 1968)

- A national organization (SHRM)
- A code of ethics (SHRM Code of Professional Standards)
- Applied research (SHRM Foundation)
- Defined body of knowledge (HRCI Outline)
- A credentialing organization (HRCI)

The Missing Element of a Profession

Giving back
to the community
and
to the profession

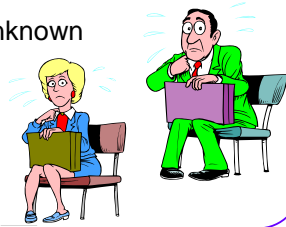
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History of HR Certification

- 1948: "Qualifying the Professional Industrial Relations Worker"; Dr. Herb Heneman, Jr.
- 1968: Cornell and ASPA Conference of HR Professionalism
- 1975: ASPA Accreditation Institute Founded
- 1976: First Accreditation Awarded to Dr. Herb Heneman, Jr.
- 1979: ASPA Accreditation Institute Changed Name to Personnel Accreditation Institute (PAI)
- 1988: PAI Discontinued Specialist Exams
- 1989: PAI Changes Name to HRCI

Why HR Practitioners Don't Sit for the HRCI Examinations

- Fear of failure
- Fear of the unknown

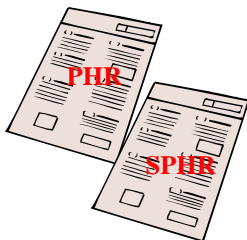


The Certification Examination — Myth & Reality

- Myth:** 4-option multiple choice items have been shown to cause cancer in laboratory rats
- Reality:** They are not easy and require preparation, either through background experience and/or study

Two Levels (and Types) of Generalist Examinations

- PHR
- SPHR



*PHR or SPHR ...
That is the Question!*

PHR Candidate:

- Focuses on program implementation
- Has tactical/logistical orientation
- Has accountability to another HR professional within the organization
- Has 2 to 4 years of exempt-level generalist HR work experience, but because of career length, may lack the breadth and depth of a more senior level generalist.



*PHR or SPHR ...
That is the Question!*

SPHR Candidate:

- Designs and plans rather than implements
- Focuses on the "big picture"
- Has ultimate accountability in the HR department
- Has 6 to 8 years of progressive HR experience
- Has breadth and depth of HR generalist knowledge
- Uses judgment obtained with time and application of knowledge



*Anatomy of the PHR / SPHR
Examinations*

- 225 Questions (25 are pretest questions; not scored)
- All 4-option multiple choice
- 4 hours to complete
- Computer administered



*Functional Areas & Weightings on
PHR / SPHR Examination*

	PHR	SPHR
Strategic Management	12%	29%
Workforce Planning & Employment	26%	17%
Human Resource Development	17%	17%
Total Rewards	16%	12%
Employee & Labor Relations	22%	18%
Risk Management	7%	7%

Computer-Based Testing

- 250+ Testing Centers
- Exam Windows
- Immediate Results



*2009 Testing Windows and
Deadlines*

	Exam Window	Regular Deadline	Late Deadline
Spring	May 1 - June 30	March 13	April 17
Winter	Dec. 1 - Jan. 31 (2010)	Oct. 9	Nov. 13

2009 Exam Fees

(All fees include a \$75 application fee*)

	Regular Deadline*	Late Deadline*
PHR		
SHRM Member	\$250	\$300
Non-Member	\$300	\$350
Student	\$120	\$170
SPHR		
SHRM Member	\$375	\$425
Non-Member	\$425	\$475

* Included nonrefundable \$75 Application Fee

HRCI Examination Process

- Practice Analysis – Body of Knowledge Outline
- Item Writing
- Item Review
- Coded to Test Item Bank
- Computer Generated Examination Forms
- Examination Forms Review
- Examination Administration
- Post-Examination Item and Form Performance Review
- Examination Score Reports Prepared

Why 4-Option Multiple Choice Items?

They:

- Are flexible and adaptable
- Tend to be more reliable than other formats
- Can accommodate a wide range of KSAs
- Provide a good sampling
- Have low chance scores
- Can be optically scored



*Parts of a
Multiple Choice Item*

Stem

Correct Answer (Best)

Distractors (Three)

*Example of a
Multiple Choice Item*

Stem: Typically the most unreliable tool utilized in the selection process is a(n):

Correct Answer: A. Employment Interview

Distractor: B. Ability Test

Distractor: C. Physical Examination

Distractor: D. Background Check

Special Examination Items

Bar Chart Graph



Scenario Items

Taking the Examination

“Staring at the Monitor”



Test Taking Tips

- Trust your first impression
- Avoid overanalyzing
- If uncertain, skip and return later
- Don't stop
- Don't look for answer patterns
- The length of an option is a false clue



Test Taking Tips

- 4 Eliminate obvious distractors
- 4 Try to identify answer before reading choices
- 4 Use educated guesses
- 4 Don't worry about what you don't know
- 4 Review your answers
- 4 Don't rush
- 4 Don't worry

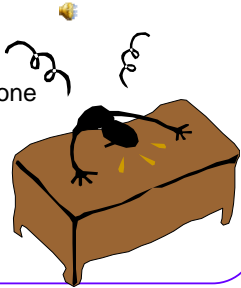


Post-Exam Stress Disorder

Frustration

- How did I do?
- What could I have done different?

Normal Reaction



Assessing Readiness

- Know thyself
- Know the HRCI Outline
- Know how the two intersect

Some Interesting Facts

- Pass rate are not a good indicator of exam difficulty
- Exam scores have a strong positive correlation with experience (breadth as well as depth)
- Exam scores have moderate positive correlation with education
- Exam scores are highly reliable

How to Study?

- Chapter affiliated courses
- College/university sponsored courses
 - SHRM
 - Non-SHRM
- SHRM course for certification preparation
- Study groups
- Self study



What Study Materials are Available?



- HRCI Certification Guide
 - SHRM Store
 - Amazon.com
 - Barnes & Noble On-Line
- SHRM Learning System
 - SHRM Store
- University or Professional Level Textbooks

Recertification

- 60 contact hours in three years
 - Courses
 - Seminars
 - Tech Sessions
 - Publishing
 - Teaching
 - Leadership
 - Innovative Projects, or
 - Senior Level Hours (SPHR)
- Retest

What's Happening at HRCI?

International Certification
California Certification
N.O.C.A. Certification
100,000 Certified
New Eligibility Requirements (2011)



New Eligibility Requirements for 2011

- PHR Candidates Must Have:
- 4 years of **demonstrated** exempt-level HR experience with less than a Bachelor's degree
- 2 years of **demonstrated** exempt-level HR experience with a Bachelor's degree
- 1 years of **demonstrated** exempt-level HR experience with a Master's degree or higher

New Eligibility Requirements for 2011

- SPHR Candidates Must Have:
- 7 years of **demonstrated** exempt-level HR experience with less than a Bachelor's degree
- 5 years of **demonstrated** exempt-level HR experience with a Bachelor's degree
- 4 years of **demonstrated** exempt-level HR experience with a Master's degree or higher

Some Parting Thoughts

- The HR profession is at a crossroads
- Certification plays an important role in its future
- Certification doesn't mean you can apply what you know
- Becoming certified is a starting point not an ending point

*Thank You and
Good Luck!*
