



## FAQ for Recertification

**Q: What factors were considered when the recertification program was designed?**

A: One of the underlying missions of the association is to BUILD a recognized profession for ITAM so that it has a career path, title and an accepted set of job responsibilities. This recognition then aids us in being able to do our jobs as we can start from a common base of understanding and can concentrate on "selling" a particular project rather than what ITAM best practices can do for the organization and what our credentials are. We have found that:

- The backgrounds of people in the ITAM field are diverse, from an educational perspective, from a work experience prior to ITAM, from a skill set perspective. *What this means to IAITAM:* We must not presume a requisite common background, but must cover all areas broadly for the base certifications.
- The job responsibilities for people who consider themselves in ITAM are very different, organization to organization. In fact, no one person could do all of the tasks that are covered by ITAM professionals. *What this means to IAITAM:* No one person in a single position, in a single organization, has the option to do all aspects of ITAM. And, in fact, some people's positions are quite limited in scope, with great depth in one area.

In order to build the key elements of our profession, IAITAM feels that it is essential to get people away from their desks to both bring their own experiences into the mix, and to expand their exposure to other aspects of ITAM. At this stage of development, it is important to both level set everyone and to enhance the skill set of that individual.

**Q: What role does recertification have for my career?**

A: IAITAM provides the opportunity to build commonality of language, standards and understanding so that each one of us helps to drive the view of the profession down a common path. The IAITAM training and certification is the flagship for this project, but actually each attendee carries with them the ability to help make this happen. The original certification does not act like a "Gatekeeper," it instead functions as a way to designate that an individual has been exposed to broad-based education that provides the basic skills for success in the three career paths represented by the training. It does not and cannot establish commitment to the profession.

*IT IS IN THE CONTINUED RECERTIFICATION THAT A PERSON SEPARATES THEMSELVES FROM THE PACK AS A LEADER AND A COMMITTED PROFESSIONAL.* Attending a class to gain a firm foundation is a good start. It is in the continued application of the practices taught and the expansion on that skill set that separates the professional CSAM, CHAMP and CITAM from the person put in the classroom by their employer without making a commitment to themselves, their employer, or the profession.

**Q: Why is the fee small if it is a valuable activity to recertify? What does the fee cover?**

A: Our commitment to support the growth of the profession is seen in the nominal fee that covers only expenses for processing the program. Expenses include administrative time to process the paperwork, web hosting the information, and expert review of submissions of entries not in pre-authorized courses, web casts, etc. Let us not say that anyone was prevented from being considered a true ITAM professional because of a monetary reason! There are of course other ways that people separate themselves as professionals, an important way is communicating successes and failures - hence our focus on presentations, magazines and sharing in the forum.

**Q: Why is the point scale for work on the job so low?**

A: With the career in its infancy still and the lack of commonality, overemphasizing work accomplished that allows an individual to sit at their desk, not mingle with others, not help build the common language and standards – would be a mistake. IAITAM would be performing a disservice to the very profession that we are dedicated to creating. At this level, practitioners of ITAM can achieve 1/3 of the needed points through performance of their job and obtain the rest through a manageable set of personal development activities such as obtaining additional education, sharing with the profession through writing or speaking and much more throughout the year.

**Q: Why are the points so high for the IAITAM Conference?**

A: Our emphasis on our own conference is linked to our belief that there is no substitute for the experiences of the conference - for the attendees and for the impact that conference can then have on the association and the profession as standards are updated, language updated, you name it. We can only control our own conference. It is only this conference that will be changed based on member needs and concerns expressed.

**Q: Who developed the recertification program?**

A: We used the same approach we have used for all projects to date. That is, we develop an internal draft, based on our knowledge, research and interviews where necessary. We typically present information to the Advisory Council, as was done in this case, and accept feedback from them. Other peer professionals are also asked to review programs when possible. But, the initial draft is ours, the final delivery is ours. We welcome feedback and evaluate all remarks for potential changes, either now or at a future time.

**Q: I feel that the web seminar, conference, training class, etc. that I attended elsewhere is more valuable than the points assigned in the recertification program. What can I do about that?**

A: Write a document stating the nature of the event – where, when, how long. Then, describe what you learned and how it was valuable to you. State your case persuasively, and then send in the document as an additional document with the recertification paperwork. IAITAM will consider the complete package that you present. The recertification documentation does state that these courses should be pre-approved and we do recommend that approach so that you are not disappointed. We commit to reading and evaluating your individual contributions, but cannot promise points from an event unless we have had the opportunity to pre-approve it.