ITCC Employer Survey
Results Summary

Conducted: May 2016
ITCC employer survey

Objectives:
• Gain insights into the value employers place on certification
• Determine the role certification plays within the hiring process
• Learn more about how employers use social media sites, such as LinkedIn in their search for new talent

Methodology:
• 2 email invites were distributed with further email invite banners displaying on HRdive.com & CIOdive.com
• The survey was conducted online, with the full survey taking respondents approx. 10 minutes
Who responded?

**CIO - 45%; HR - 55%**

**Job role:**
- Manager: 22.0%
- Generalist/Coordinator: 18.2%
- Director: 16.0%
- Senior Manager: 8.0%
- C-Suite (CIO/CTO/COO etc): 7.3%
- Owner: 4.5%
- Other (please specify): 24.0%

**Job sector:**
- Computer Software & Services: 10.5%
- Health Products & Service: 9.8%
- Education: 8.6%
- Energy: 5.5%
- Financial Services: 5.5%
- Retail: 4.9%
- Food Industry: 4.6%
- Materials & Construction: 3.7%
- Telecommunications: 3.1%
- Computer Hardware & Services: 2.8%
- Automotive & Transport: 2.5%
- Media: 2.2%
- Consumer Services: 2.2%
- Electronics: .9%
- Chemicals: .9%
- Real Estate: .6%
- Metals & Mining: .6%
- Other (please specify): 31.1%

Source: ITCC Survey
Where do you currently post job requisitions?

- LinkedIn.com: 63.1%
- Internal company job board: 50.3%
- CareerBuilder.com: 22.0%
- Monster.com: 21.0%
- Dice.com: 4.9%

Source: ITCC Survey
Which employee recruitment methods have you found to be the most useful in finding quality talent?

- Internal employee referral: 69.2%
- Job boards (e.g. Monster.com, Dice.com, etc.): 56.4%
- Social media (e.g. LinkedIn): 56.1%
- Paid recruiter/agency: 47.3%
- Professional association referral: 37.8%

Source: ITCC Survey
How challenging is it for your organization to find qualified candidates for open positions?

- Very challenging: 27.1%
- Somewhat challenging: 62.2%
- Somewhat easy: 8.5%
- Very easy: 2.1%

Source: ITCC Survey
What challenges do you run into when trying to fill job vacancies?

- Not enough applicants with required skills: 72.0%
- Too much competition from other employers: 25.6%
- Poor terms for the position/compensation below market: 23.2%
- Low number of applicants: 17.7%

Source: ITCC Survey
Do you verify credentials related to a person's resume/CV?

Source: ITCC Survey
If not, why?

- Too time consuming: 60.5%
- Don’t feel it is necessary: 41.9%
- Too expensive: 32.6%

Source: ITCC Survey
Have you paid a higher salary to candidates that hold a professional certification?

Source: ITCC Survey
What information/credentials do you verify during the hiring process?

- Education/degree: 69.2%
- References: 65.9%
- Date of employment: 61.3%
- Criminal history: 58.2%
- Certification: 47.6%
- Specific job-related skills: 46.6%
- Professional license: 39.6%
- Military record: 14.0%
- Professional membership: 13.7%
- Other (please specify): 2.7%

Source: ITCC Survey
How do you verify candidate credentials?

- Check with references: 65.5%
- Contact former employer: 53.0%
- Pay a service to verify credentials: 37.2%
- Contact the accrediting body directly to verify record: 36.3%
- Check LinkedIn profile: 30.2%
- Ask for physical or online certificates: 29.9%
- Other (please specify): 3.0%

Source: ITCC Survey
When do you verify a candidate’s background?

- Before the offer is made: 55.2%
- After the offer is accepted: 23.8%
- During initial screening process: 21.0%
In the last three years, have you rescinded a job offer or fired an employee upon learning that the candidate falsely represented his/her credential or experience?

**Credential**

- No: 68.9%
- Yes: 31.1%

**Experience**

- No: 75.9%
- Yes: 24.1%

Source: ITCC Survey
How trustworthy have you found candidate information posted on business-oriented social networking sites (e.g. LinkedIn)?

- Very trustworthy: 10.4%
- Fairly trustworthy: 69.5%
- Not very trustworthy: 10.1%
- Not at all trustworthy: 0.6%
- Don’t know: 9.5%

Source: ITCC Survey
If you could search for qualified applicants from an official, verified database of recently certified candidates would you find this valuable?

Source: ITCC Survey

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How aware are you of digital badging as a means of representing credentials, certification and professional achievements?

Source: ITCC Survey

- Very aware: 11.0%
- Somewhat aware: 34.1%
- Not aware: 54.9%

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Are you aware that digital badges can be used to verify a professional accomplishment or credential?

Source: ITCC Survey
Have you ever used a digital badge to verify a job applicant's qualifications?

Source: ITCC Survey

- Yes: 6.4%
- No: 85.1%
- Not applicable: 8.5%
If yes, how would you rate the quality of information obtained from the badge?

- Great Quality: 28.6
- 2: 42.9
- 3: 23.8
- 4: 4.8

Source: ITCC Survey
Is certification required of those employees selling your company’s products or services?

- Yes: 30.2%
- No: 69.8%

Source: ITCC Survey
Does your organization support and fund employees to get certified?

Source: ITCC Survey
If yes, why?

- Employees view it as an investment in their future (employee): 39.9%
- Perform better on the job: 26.0%
- Mandatory for employment: 11.2%
- Fosters employee loyalty/reduces turnover: 9.4%
- More confident on the job: 8.5%
- Other (please specify): 4.9%

Source: ITCC Survey
If not, why?

- Don’t think it’s relevant/valuable: 51.4%
- Too expensive: 35.2%
- Don’t want employees to get a better job elsewhere: 4.8%
- Other (please specify): 19.0%

Source: ITCC Survey
Do you require any specific assessment or tests of employees?

- Yes: 28.0
- No: 36.3
- Depend on role: 35.7

Source: ITCC Survey
If yes, what type of assessment(s)?

- Skills related to job function: 76.6%
- Critical thinking: 46.9%
- Technology skills: 45.9%
- Personality: 43.1%
- Aptitude: 36.4%
- Leadership: 34.9%
- General office skills: 23.0%
- Interest: 17.2%

Source: ITCC Survey