

CPIM Research Project

The Effects of APICS Certification on Hiring and Promotional Decisions

Roger Schwarz ❖ Operations/Materials Management ❖ University of Wisconsin-Eau Claire



Introduction

Ten years ago, UW-Eau Claire added a new requirement for Operations/Materials Management majors. All students must pass at least one CPIM exam (except the Basics) in order to graduate with an Operations/Materials Management degree. We wanted to distribute a survey and get factual data to validate this requirement and find out if it is helpful for a UW-Eau Claire student's career.

The Million Dollar Question

- Is the requirement to pass at least one CPIM exam before graduation beneficial to UW-Eau Claire students?

Hypotheses

1. Passing one or more APICS CPIM exams will help graduates obtain employment.
2. CPIM certification helps graduates receive more promotions in the supply chain field than non-certified employees.
3. CPIM certification helps graduates achieve higher salary levels than non-certified supply chain employees.

How We Developed the Survey

- We first brainstormed ideas of potential questions we thought would be helpful.
- We then interviewed several professionals at local companies including: 3M, Nestle, McCain Foods, Andersen Windows, and Bush Brothers.
- Each company provided great feedback on how to mold the survey to the final version that was sent to the database of professionals.

How We Developed the Database

- We used the ReferenceUSA database to access professionals in Wisconsin and Eastern Minnesota that met our criteria.
- After creating the database, we called *over 1,500 companies* to ask permission to participate in the survey, as well as obtain their e-mail address to send them the survey.
- Of those companies, approximately 125 were willing to participate in the survey.
- In the end, we received 102 responses.

How We Analyzed the Data

- With the help of Jeri Weiser from Learning and Technology Services, we used Zoomerang to help distribute the survey.
- Once the survey was complete, Zoomerang provided statistical data as well as specific feedback from the individuals that participated in the survey.

Hypothesis 1 Conclusions

Presently

- **65%** of companies consider, prefer, or require CPIM certifications for hiring Interns.
- **75%** of companies consider, prefer, or require CPIM certifications for hiring entry-level positions.

In the Future

- **76%** of companies will consider, prefer, or require CPIM certifications for Interns.
- **82%** of companies will consider, prefer, or require CPIM certifications for entry-level positions.

Hypothesis 2 Conclusions

Presently

- **58%** of companies consider, prefer, or require CPIM certifications for promotions with Interns.
- **73%** of companies consider, prefer, or require CPIM certifications for promotions with entry-level positions.

In the Future

- **64%** of companies will consider, prefer, or require CPIM certifications for promotions with Interns.
- **77%** of companies will consider, prefer, or require CPIM certifications for promotions with entry-level positions.

Hypothesis 3 Conclusions

Presently

- **23%** of companies that consider, prefer, or require CPIM certifications for Interns will pay a higher salary.
 - **30.4%** of those companies give more than a 10% salary increase.
- **42%** of companies that consider, prefer, or require CPIM certifications for entry-level positions will pay a higher salary.
 - **31.6%** of those companies give more than a 10% salary increase.

In the Future

- **28%** of companies that consider, prefer, or require CPIM certifications for Interns will pay a higher salary.
 - **40%** of those companies give more than a 10% salary increase.
- **53%** of companies that consider, prefer, or require CPIM certifications for entry-level positions will pay a higher salary.
 - **49.1%** of those companies give more than a 10% salary increase.