Memorandum

Date: October 26, 2017

To: CACE Executives, AIA Strategic Council, Knowledge Community Leadership

From: AIA Board Knowledge Committee

Subject: Update on Credentialing

Copies:

The American Institute of Architects has been involved in credentialing for over 20 years. The AIA's involvement already stretches across a broad waterfront including our Continuing Education Program, course curriculum programming, our formal recognition of program's like the American College of Healthcare Architects and partnerships with groups like GBC and NAAB.

Recent conversations about credentialing aren't about whether we should be in the business. We are. Rather they are about whether that involvement should extend and if so, how.

Based upon the Board's endorsement of the Credentialing Task Force's recommendations and in the spirit of the resolution adopted at this year's Annual Meeting, the BoKnoCo has been tasked with advising the Board about how best to continue with credentialing in a manner that achieves a balance between the potential benefits and harms to the profession.

To that end, a sub-committee of BoKnoCo has been working to develop a framework to guide creating any AIA credentialing

programs as well as credentials pursued in partnership with others. We are actively involved with legal counsel in defining the potential risks (and associated mitigation) for the Institute and for individual practitioners. We are also working to assess the risks and benefits associated with credentialing as they impact practice and the practice marketplace.

BoKnoCo is also currently working with staff and volunteer leadership to develop credentialing programs for Resiliency.

Moving forward, BoKnoCo will be advising the Board about how best to evaluate opportunities and implementation strategies for new credentialing programs arising out of either innovations being proposed by volunteer leaders like those in the Knowledge Communities or those that were identified by the Task Force in its deliberations:

Skills-Based Credentials
The task force recommends that knowledge be organized and credentials developed around the following areas:
• Project/Program Management
• Resilience
• Construction Specifications
• Construction Documents Technology (CDT)
• Certified Construction Contract Administrator (CCCA)
• Certified Construction Specifier (CCS)
• Certified Construction Product Representative (CCPR)
• Historic Adaptive Reuse
• Building Code Analysis

Subject Matter Curricula:
The AIA is currently working on the creation of subject matter curricula including:
• 2030 Challenge
• Leadership Development
• Materials
• Design & Health
• Resilience & Adaptability

BoKnoCo is currently working with the following as an overarching credentialing program framework:

1. The AIA will reserve the use of the terms Certification and Certified for Skills-Based Certification Programs that meet all of the following criteria:
• Formal third-party process that recognizes and validates an individual's qualifications in a certain subject
• Periodic field knowledge studies and resulting examinations are undertaken and graded by independent third party organizations who specialize in surveys and examination development
• Earned by an individual to assure he or she is qualified to perform a job or task through the acknowledgement of educational achievement and practical experience
• Verify that a professional has achieved a baseline level of competence in a complicated subject area and assures that an individual is capable of handling the challenges his or her job responsibilities present
• Must be renewed periodically, generally through completed continuing education units and continuing work in area of certification
• Each Competency Certification Program must meet AIA's existing accreditation standards and be periodically re-accredited using the AIA's standards.
Examples: Architectural Specialization: e.g. American College of Healthcare Architects (ACHA), Medical Specialists and Legal Specialists

2. The AIA will reserve the use of the term Credential and Credentialed for use in programs that meet all of the following criteria:
• Candidate completes a designated threshold of curriculum coursework and practical experience.
• Knowledge is demonstrated by the candidate by successfully passing a subject-area examination.

- The credential must be renewed periodically, generally through completed continuing education units
- No third party attestation about experience or judgement is required.

Examples: LEED AP, Secretary of the Interior's Professional Qualification Program for Architecture and Historic Architecture, Plan Examination/Code Review Credential (various jurisdictions, e.g. PASS in CA), ASHE Health Care Construction (HCC) Certificate, AICP, Certified Access Specialist (CA), Certified Safety Assessor (CA Emergency Management Agency), DRI Certification

3. The AIA will reserve the use of the term Certificate Programs for use in programs that meet all of the following criteria:
- Approved Continuing Education courses that are part of a structured curriculum on a specific topic or skill
- Earned by successfully completing the prescribed set of courses which may include core and   optional or elective courses
- Indicates that the certificate holder has successfully completed the entire series of courses and any associated requirements, but does not attest to any standard of competency
- Generally, does not have a renewal requirement

Examples: AIA-U's Business of Architecture Series, AIA-2030 Series (six courses), Resilience (TBD)

4. The AIA will reserve the use of the term Course Certificates for use in programs that meet all of the following criteria:
- Certificates issued at the completion of a single AIA-approved continuing education course
- Earned by successfully completing the requirements of the individual course
- Indicates attendance in the course and, where an assessment is included, a passing grade.
- Issued to comply with state and other organization requirements to provide a certificate of attendance and completion for mandatory continuing education activities

- Includes all relevant course information as outlined in the AIA Continuing Education Provider Manual

Examples: AIA's Continuing Education Program (and Transcript Program)

Questions or comments may be directed to Stephen Martin, Managing Director, Professional Development & Resources, stephenmartin@aia.org