Are you the next Certified Information Professional?

This exam guide contains the body of knowledge necessary for information professionals to be successful in the Intelligent Information Management era.
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Part 1: Introduction to the CIP Exam

Over the past decade, there has been a “perfect storm” of change driven by consumerization, cloud, mobile, and the Internet of Things. It has changed how we think about enterprise information and IT - and changed how we think about the kinds of skills needed to adapt to these changes. The value-add for information technology in organizations is rapidly shifting from the technology per se to the stewardship, optimization, and application of the information assets themselves.

In 2011 Gartner noted a similar development:

“The vast majority of organizations see the need to manage information as an enterprise resource rather than in separate “silos,” departments or systems, but they don’t know how to begin to address the challenge, as it is so large...Professional roles focused on information management will be different to that of established IT roles...An “information professional” will not be one type of role or skill set, but will in fact have a number of specializations.”

“CIO Alert: The Need for Information Professionals”, by Debra Logan and Regina Casonato, August 2, 2011, Gartner Inc.

And David Foote of Foote Partners noted in the IT Skills Demand and Pay Trends Report in January 2012:

“Gone is the tendency to hire specialists and large teams of limited range permanent staff for long-term initiatives. New models require smaller teams made up of multitaskers and multidimensionally skilled workers with subject matter expertise, business savvy, technology skills, and a range of appropriate interpersonal and “political” skills.”

“IT Skills Demand and Pay Trends Report, January 2012”, David Foote, Foote Partners
In other words, organizations now find that they need professionals with a broader skill set than what is typically found within traditional records management or IT departments. Specifically, they need staff that understand the management, utilization, and application of information and social assets to the organization. They need a new breed of information professional. AIIM recognized this, and in 2011 introduced the Certified Information Professional (CIP) certification and accompanying body of knowledge.

**What is the CIP Exam?**

In 2010 and 2011, AIIM worked with industry experts and focus groups to define the body of knowledge necessary for information professionals to be successful in the Intelligent Information Management era. The result was building a certification exam based upon this body of knowledge. As technologies and the processes that use them have continued to change, AIIM has continued to review and update the CIP exam, most recently in 2019.

The exam is made up of 100 multiple choice questions on the five domains of Intelligent Information Management:

- Creating and capturing information
- Extracting intelligence from information
- Digitalizing information-intensive processes
- Automating governance and compliance
- Implementing an information management solution

Let’s look at each domain in a bit more detail...
Domain 1: Creating and Capturing Information

Creating and capturing information focuses on all the different types of information and the characteristics to consider in determining how to store, manage, and use it effectively in support of business processes. This domain covers:

- **Capturing Information**: This domain begins with a look at how information comes into the organization and the most effective way to capture it - preferably in an automated fashion.
- **File Formats**: Learn about the common file formats and the importance of using open and standards-based formats wherever possible.
- **Digitalization**: Understanding the process for digitizing paper documents in terms of selecting the proper strategy and the steps in an imaging process.
- **Information Storage**: Once the information is present, it needs to be put somewhere.
  - **Pro tip**: If you can tell your users “where to put their stuff” (or better yet, automate where and how their stuff gets put somewhere), that’s a big help. Learn about different solutions such as repositories and file sync and share applications and help you understand which to use when.
- **Collaboration**: Work is a collaborative process, so we spend quite a bit of time on how to do it effectively (hint: it’s not through email), how to manage the collaborative process, and things to consider when collaborating across organizational and geographic boundaries.
- **Knowledge Management**: We take a look at knowledge management as a discipline, paying particular attention to how to identify the right person for a specific role or issue.
- **Content Migration**: How do you get information from one system to another effectively? Two things to consider here: what do you migrate, some or all, and how do you ensure the migration was successful and accurate?

By the end of Domain 1, you should have a solid grounding on how information is created or received by the organization and where and how it is captured so it can be used and managed throughout the information lifecycle.
Domain 2: Extracting Intelligence from Information

Extracting intelligence from information is all about gaining a better understanding of the information your organization has by using a variety of tools, techniques, and automation. Let’s take a look at what’s covered in this domain:

- **Metadata**: More than “data about data”, metadata provides the context required to understand information: how it’s used, how it’s managed, and how it is made available to users throughout the information lifecycle. This is one of the three pillars of findability.

- **Taxonomies**: If metadata makes up the bricks of findability, taxonomies are the blueprint. Taxonomies form the second pillar of findability by allowing users to browse information in different repositories and storage locations.

- **Analytics/Machine Learning/Artificial Intelligence (AI)**: These tools and techniques form the third pillar of findability by extracting the contents of unstructured documents and making them available to other tools and processes. They also offer significant support for automating common information management tasks like classification and file share cleanup.

- **Data Recognition, Extraction, and Standardization**: These capabilities improve our ability to make sense of images as well as documents and can significantly improve the findability of business information.

- **Search**: Having all this information available doesn’t help the organization if users are unable to find what they need.

*By the end of Domain 2, you should have a solid grounding on how to extract the value from different types of information and how to leverage these capabilities in support of business goals and objectives.*
Domain 3: Digitalizing Core Business Processes

Digitalizing core business processes is much more than scanning paper documents or workflows. It involves rethinking business processes and asking questions about how information comes into, flows through, and leaves business processes. It involves reimagining work at the speed of digital and leveraging new capabilities to satisfy business and customer expectations. Domain 3 includes the following topics:

- **Introduction to Business Process Management:** We don't change processes simply because we're bored; instead, process change is usually driven by changes in the business, legal, or technical environment. Whatever the changes are to be introduced, though, it's important to ensure they continue to support business goals and objectives - and it's important to recognize that successful process change is much more dependent on human factors than technology.

- **Business Analysis:** It's important to understand the current state before making recommendations for change. Gaining and maintaining senior management support will require an understanding of the cost of making changes to a process - and the cost of not making the changes.

- **Flowcharts:** Flowcharts are simple yet effective tools to help document existing business processes, identify bottlenecks or other process issues, and redesign those processes to be more efficient.

- **Troubleshooting and Improving Existing Business Processes:** Once we understand the issues with business processes, we can take steps to rework or redesign them for efficiency. This could include introducing or expanding the use of parallel processing or work specialization.

- **Selecting the Right Process Automation Solution:** Different business processes will benefit from different technical approaches depending on their complexity and other factors. Whichever approach is selected, it's important to measure the efficiency of business processes so that corrective actions can be taken as required.

- **Robotic Process Automation:** This is a newer entry into the BPM stack, but it is already proving its value to processes that involve a lot of manual data entry between systems. These solutions free up users to perform more valuable, innovative tasks that require creativity.

- **Case Management:** Case management blends content management and process management capabilities to help manage all content associated with a particular incident, application, or case throughout a business process.

*By the end of this domain, you should have a solid understanding of process analysis and process improvement, and how to streamline and automate business processes in support of business goals and objectives.*
Domain 4: Automating Governance and Compliance

This domain is important because it focuses on the compliance and risk side of information management. While the primary focus of intelligent information management is enabling and supporting business goals and objectives, it’s still important to safeguard information to minimize risk and liability.

The challenge here is that all the policies and procedures you can imagine won’t help if they aren’t implemented and followed. Here, particularly in the case of records management, users aren’t records managers and don’t want to be - they want to focus on their main job responsibilities. In addition, they aren’t trained to do these types of tasks. So, the better approach by far is to streamline and automate them so that they are relatively transparent to users.

This is the single biggest domain on the CIP exam - and looking at the contents, it’s no wonder.

- **Information Governance (IG):** IG is the strategy that all the other information management disciplines and tactics support. But this strategy still needs to align to and support the overall business strategy. It starts with assessing the existing IG program (if one exists) in the overall context of the organization, developing an IG strategy, and then building or optimizing IG practices to promote effective information management practices.

- **Records Management:** For most organizations, only a small percentage of information needs to be formally managed as records. But those are their most important information assets because they document strategies, decisions, and financial and legal liabilities. Information professionals should know how to determine whether something is a record and how to manage them throughout the information lifecycle, including how to disposition them at the end of that lifecycle.

- **Information Security:** Information professionals play a key role in balancing security and business requirements and need to know how common information security practices can impact effective information management. This means understanding tools like roles-based access, redaction, and encryption, and when and how to use them effectively.
• **Privacy and Data Protection**: It seems like every day brings news of another data breach. But data breaches are almost always preventable. At the same time, regulations around the globe are forcing organizations to understand what constitutes personal data and how to protect and manage it appropriately. Organizations that leverage the principles of Privacy by Design, that follow effective information lifecycle management practices, and that collect only what they need for only as long as they need it will be much less likely to suffer breaches and the attendant costs - in both money and trust.

• **Digital Preservation**: Information has to be managed throughout its lifecycle; for some types of information, this lifecycle can be measured in decades, centuries, or...longer. Organizations need to understand what they have, where the risks are, and take appropriate actions to ensure they can access information as long as the business requires.

*By the end of this domain, you should have a solid understanding of how to develop and implement an information governance framework and program, how to manage information effectively and securely throughout the information lifecycle, and how to ensure long-term access to digital information.*
Domain 5: Implementing an Information Management Solution

The final domain of the CIP focuses on how to implement an information management program. Such a program includes more than just technology, though that is often a part of the overall solution. But it’s also assessing the current state of the organization, making the business case for change, and designing a solution that will support and enable its goals and objectives. Domain 5 includes the following topics:

- **Information Management Strategy:** Any information management initiative needs to support the overall goals of the organization. The strategy should outline the impact of the initiative on ways of working, how business processes may change, roles and responsibilities for the initiative, and the outcomes of the business and technical assessment.

- **The Business Case for Intelligent Information Management:** The business case identifies the expected benefits of the initiative and serves as a baseline for improvement. As the old maxim notes, you can’t manage what you don’t measure, so one of the key outcomes of the business case is to identify key performance indicators and critical success factors that support improved outcomes.

- **Business Requirements for Information Management:** Requirements serve to identify and document how the solution will satisfy the organization’s needs - what is included in the implementation and what might be left for a subsequent iteration. We also compare on-premises vs. cloud from a business requirements perspective.

- **System Design and Implementation:** Your organization is unique which makes every implementation different. However, there are some common steps that need to be included: design, development, deployment, the pilot, local preparation, and the actual go-live process.

- **Change Management:** Most technology projects fail due to human issues rather than technical ones. Change management begins when the project does. While different audiences receive different messages and on different timelines, change management has to be an ongoing process if the initiative is to succeed.

*By the end of this domain, you should have a solid understanding of how to develop and implement an information management solution, from strategy to implementation and post-implementation activities.*
The CIP exam is available in multiple formats:

- **In-person**, at Kryterion testing locations around the world.
- **Online proctored** via a secure web testing application.
- **Onsite proctored** at select locations and events.

The exam consists of 100 questions, and candidates have two hours (120 minutes) to complete the exam. In order to receive the CIP designation, candidates must earn a score of 60% or higher.

**The exam costs $349.00 for AIIM Professional members and $385.00 for non-members** [click here to register].

*(The exam is presently only available in English.)*

### The Value of the CIP Program

Since the introduction of the CIP exam, more than 2,000 people have taken the exam, and nearly 60 countries can count CIPs among their citizens. What is it that appeals to individual information professionals across industries, across job titles and roles, and across the globe? We can consider this from three different perspectives: individual professionals, their employers, and the solution provider sector that offers products and services in support of information management.

### The Value of CIP to Information Professionals

Let’s start by looking at the value of CIP to individual information professionals. According to PayScale.com, **organizations are willing to pay 27% more for a certified professional** than an uncertified comparable specialist.

The funny thing is, that’s not even the best part about becoming a Certified Information Professional. The majority of our CIPs report that the true value is what it does for your reputation.
CIPs stand out among their colleagues and peers and are recognized for their knowledge, experience, and expertise. The CIP can also help to boost information professionals’ confidence because it validates that they really do know what they are doing across a broad body of knowledge. In both cases, this can lead to opportunities to contribute more meaningfully, promotions, and greater responsibilities.

“The CIP has given me more confidence to discuss RIM and ECM strategies in detail with senior management and ITS project managers.

Devon McCollum, Corporate Records and Information Manager, Members 1st Federal Credit Union

As with other certifications, CIPs are required to maintain their certification through periodic exams or completion of continuing education. This ensures that CIPs are always current on the latest developments in information management processes and solutions.

Since the release of CIP we’ve seen a steady increase in the number of jobs posted to job boards looking for CIPs as a preferred, or even required, credential. And having your CIP tells a prospective employer that you know your stuff, you stay current, and that you’re dedicated to continuous improvement and learning, which gives you an advantage in an increasingly competitive job market.

“The CIP designation has greatly enhanced my experience professionally in that I have earned a promotion, acquired a new job, and been given the lead on enterprise impactful projects.

Lorelei Chernyshov, AVP Information Governance, Merrick Bank

Determine your readiness for the CIP with this free 100-question practice exam.
The Value of CIP to Employers

The value of certification is often described from the perspective of the individual and how the certification will benefit the individual. But what about the organization – what is the value to a particular organization of hiring Certified Information Professionals (CIPs) or developing them internally?

CIPs reflect a more integrated, more holistic view of information management. Changes in one process, technology, or practice invariably affect others in the organization. CIPs are able to see the forest and the trees and understand and plan for these outcomes. Because of this, CIPs will identify and understand changes that could cause compliance issues, thereby reducing liability.

Organizations that manage their information more effectively enjoy reduced costs, faster time to market, increased revenues and cash flow, and increased business agility. CIPs are uniquely positioned to help organizations achieve these benefits because they understand the interactions between different information-intensive processes and activities.

“Becoming a CIP has helped me gain the confidence of our IT department by speaking and understanding their language and I am successfully giving legal advice as our court system goes digital."

Elizabeth Croom, Legal Counsel for Technology and Innovation, North Carolina Administrative Office of the Courts

At the same time, the CIP was built on industry standards, guidelines, and accepted best practices. CIPs are not just winging it or reinventing the wheel – they bring and use techniques that have been developed, revised, and improved upon by many others in the industry. These techniques are not specific to a particular industry, work process, or technology solution; rather, they are broadly applicable across industries and technologies. CIPs understand how to leverage these standards and practices – and how to tailor them to meet the particular needs of their organization.

In the case of new hires, research has shown that certified individuals hit the ground running. A 2015 study by CompTIA found that 90% of employers believe IT certifications enable employees to learn faster once starting a job. Reducing onboarding time can reduce specific project costs as well as the overall cost to hire and train staff.
CIPs bring to their organizations a foundational base of knowledge that covers all aspects of information management. This means they will already be familiar with information-related processes and issues that are common to different types of organizations. Similarly, internal staff that complete the CIP process will demonstrate that they understand information management issues beyond just their narrow work process.

The CIP program provides a shared understanding and vocabulary, based on industry guidelines and good practices. CIPs will be able to communicate more consistently and effectively across process areas and bridge the gaps between information management, legal, IT, and specific business units. This also means that CIPs will be able to identify and resolve issues faster because of that shared language and shared understanding.

CIPs demonstrate a commitment to their own professional development. This means that as new developments occur in their industries, in technologies, and in processes, CIPs will be well-positioned to address and leverage them on behalf of their organizations.

The CIP program itself was developed by AIIM, a global industry association dedicated to information management best practices. Since 1943 AIIM has been at the forefront of effective information management – developing standards, delivering educational events and content, and conducting research. Organizations that hire or train CIPs can be confident that CIPs demonstrate the breadth and depth of knowledge required to effectively develop, manage, and support information-intensive processes throughout their organizations.

**The Value of CIP to Solution Providers**

Whether you get your existing sales organization certified or make the CIP a requirement when hiring, here’s how the CIP can help you close more deals:

**Get Positioned as a Trusted Advisors**

The CIP helps vendors demonstrate to their customers that they know more than just their product; rather, they know information management processes and how those processes impact each other. The CIP assists in positioning the solution provider’s staff as trusted advisors.

So, what exactly is a “trusted advisor”? Anthony Iannarino, B2B sales industry speaker and thought leader, proposes, “The idea of being a trusted advisor isn’t something separate from being a sales person; it is a set of behaviors and attributes that great salespeople possess. Being a trusted advisor means that you have the ability to diagnose your client’s business problems and challenges and then to make the right recommendations to improve their situation. A trusted advisor is a change agent, building the case for change and managing the politics of change within their organization and their clients.”
What makes a salesperson a trusted advisor? According to Savo Group:

1. Trusted advisors offer value and actionable insights. They do not just push products and try to make a sale. 
   - CIPs are uniquely positioned to offer actionable insights based on what they’ve seen and done, and how they’ve helped customers in the past. They stay abreast of developments in the industry because they recognize the speed of change in business and the importance of keeping up. This in turn helps them better position their customers for success.

2. Trusted advisors make decisions about what’s best for the customer. They don’t always prioritize their own interests. 
   - CIPs recognize that the surface problem may just be a symptom of a deeper issue. A solution to the surface problem likely won’t address the underlying issue and, in fact, may make things worse.

3. Trusted advisors are viewed as subject matter experts. They do not just scrape by with minimal knowledge. 
   - CIPs bring broad subject matter expertise across a wide array of information management processes. This gives them credibility with customers: they speak the same language, they understand the industry and their processes, and they understand their solution’s role in the industry and the extent to which it can address particular challenges. As Savo Group notes, this allows sales reps to become viewed as resources for best practices.

In short, the CIP certification can help customers understand that your staff knows more than just your solutions and that they can help them to address their genuine business needs.
Fast Track Onboarding and Training

The CIP can also speed up your onboarding. An industry consultant (and CIP) was recently hired to work for a major ECM solution provider. He’d been implementing ECM systems for nearly 20 years, yet they required him to go through a week’s worth of “What is ECM?” training. This was a waste of both his and their time, as well as the cost of the training.

And their training was specific to their terminology, which is not always consistent with the rest of the industry. By standardizing on the CIP and CIP training, both of which are based on industry standards and best practices, the organization could have gotten him up to speed and productive more quickly and ensured that he, and all their sales and professional services staff, are using the same, industry-standard terminology with their customers.

“As a professional, CIP means that I can go out to a customer with more confidence and say, “We know what we’re talking about.” That helps you open doors that would normally be closed.

Ed Steenhoek, ECM Solution Principal and Manager Business Solutions, Informed Consulting

Similarly, the CIP and the CIP Prep workshop can help you to take new hires or staff that want to grow within the organization and prepare them to contribute as sales people, pre- or post-sales people, or even in professional services roles. And if you have staff that have deep but narrow skills in a particular area, such as ECM, legal, or IT, CIP training can help them broaden their understanding of information management processes and challenges to better position them to offer more holistic advice and solutions.

The Bottom Line

In short, CIPs can be more productive, contribute more quickly, and can help position solution provider staff as trusted advisors.
Is CIP Right for You?

Now that you understand the CIP and how it is of value to different roles, you may wonder whether CIP is right for you. We’ve seen the CIP add value to many different roles and job titles within an organization, but it’s not the only certification that addresses information management. And speaking plainly, sometimes it’s just not the right fit.

CIP vs. CRM

The Certified Records Manager (CRM) certification is well-known to records managers. Here we compare it to the CIP in six key areas.

Exam content and development

The CRM is a very deep dive into records management best practices, but it doesn’t go into as much depth on many other aspects of information management. The CIP exam addresses records management, in less depth, as one of many information management functions and processes within an organization, to provide the broader contextual picture.

The CIP and CRM are formal, psychometrically sound exams developed by subject matter experts and based on industry standards and global best practices. Both are multiple-choice exams.

The CRM consists of five separate 100-question multiple-choice exams and a four-hour written exam consisting of two case studies that demonstrate writing skills and the application of knowledge to solve RIM problems. This requires CRM candidates to analyze and apply the best practices identified in the multiple-choice exams. The CIP exam is a single 100-question multiple-choice exam.
Specialization
The Institute of Certified Records Managers (ICRM) offers two specializations available to CRMs – the Nuclear Information and Records Specialist (CRM/NS) and the Federal Specialist. These are awarded to CRMs in good standing who pass an additional specialty exam. The CIP does not offer any specialization or additional designations.

Exam preparation
The ICRM offers 100 practice questions, 20 per exam part, and two case study practice questions for Part 6. They present pre-con prep workshops at major conferences and have endorsed CRM exam prep courses offered by ARMA chapters and select other industry associations. ICRM also recommends ARMA’s Essentials of RIM certificate program. And they have a CRM Mentoring program to match Part 6 CRM candidates with mentors.

AIIM offers a 100-question practice exam that mimics the exam weighting and timing of the real exam, as well as a Foundations of Intelligent Information Management course that serves as a prep course for the CIP exam. A CIP study guide is free to all members of AIIM and available for $60 to non-members. Finally, each one of AIIM’s training courses offers a deeper dive into one of the elements of the body of knowledge covered by the CIP exam.

Exam experience
Both the CIP and all of the individual CRM exams, except Part 6, are available year-round; CRM Part 6 is only available during designated test windows. The CRM exam is available worldwide through the Pearson VUE testing network.

The CIP is available worldwide through the Kryterion testing network, and can be taken at a test center or using Kryterion’s online proctoring process.

Exam price
If you compare just the cost of the exams, CIP is less expensive at $385 for a single exam vs. the total cost of the CRM for six exams of $750.00 in the U.S. and Canada ($900 outside). Some CRM candidates spread the exams out, so the cost for any one exam part is significantly lower ($100-$150).

Certification maintenance
Both the CRM and the CIP require certificants to complete 20 hours of continuing education per year – CRM is 100 over five years, and CIP is 60 over three years. And both require a fee to maintain the certification. The CIP renewal fee is $135 for members and $150 for non-members; the ICRM is a bit different in that maintaining the CRM requires the CRM to maintain membership in the ICRM at a cost of $200 per year.
CIP vs. IGP

The Information Governance Professional (IGP) is a newer certification offered by ARMA focused on the more strategic issues associated with information governance and information management. Here we compare it to the CIP in seven key areas.

Exam content and development
Both the CIP and IGP are formal, psychometrically sound exams developed by subject matter experts and based on industry standards and global best practices. Both are multiple-choice exams; the IGP consists of 140 multiple-choice questions in a 2 hour and 45-minute exam. The CIP exam consists of 100 multiple-choice questions in a 2-hour exam.

Exam price
The IGP exam costs $599; the CIP exam costs $385. If you are not successful the first time around, the IGP retest costs $250. After three attempts, the candidate is required to pay the original $599 fee. The CIP costs $385 every time you take it.

Exam preparation
ARMA has a 30-question IGP practice exam available on its website. It also offers a self-paced online 12-hour Essentials of Information Governance course and will be introducing a certification prep course in early 2020.

AIIM offers a 100-question CIP practice exam that mimics the exam weighting and timing as well as a 13-hour or 3.5-day Foundations of Intelligent Information Management course that serves as a primer for the CIP exam.

Exam experience
Both the CIP and the IGP are available year-round. The IGP is offered worldwide through the Pearson VUE testing network. However, once candidates have been notified that they are eligible to take the exam, they only have 12 months to schedule and complete the exam. Failure to do so will require candidates to reapply and pay the full application fee.

The CIP is available worldwide through the Kryterion testing network, and can be taken at a test center or using Kryterion’s online proctoring process.

Both exams are closed-book; candidates cannot use any outside materials.

Digital badging
ARMA offers IGPs a digital badge through Credly/Acclaim. AIIM offers CIPs a digital badge through Accredible.

Certification maintenance
Both the IGP and the CIP require certificants to complete 20 hours of continuing education per year or 60 CEUs over 3 years. However, the IGP requires that CEUs be earned in a variety of different disciplines: information management, legal, technology, business, information security, privacy, risk management, and ethics.
In addition, IGPs may only receive a maximum of 18 CEUs for any one activity regardless of the actual length. Both certifications also require a fee to maintain the certification. The IGP renewal fee is $250 every 3 years; the CIP renewal fee is $150 every 3 years.

Industry Acceptance
There are 369 current IGPs as of this writing. The current number of active CIPs is 820. Both the IGP and CIP are listed on job postings as requested, preferred, or even required qualifications for information management positions.

When CIP is NOT the Right Certification for You

Here at AIIM, the last thing we want is for you to spend your time, money, and effort towards a certification that you won’t be happy with in the end. With that in mind, here are three reasons you may wish to reconsider the CIP for your certification goals - at least right now.

- **CIP is an advanced certification.** The CIP exam was designed to demonstrate the expertise and experience one might acquire over a long career in the Intelligent Information Management Industry. We recommend that candidates have a minimum of five years of experience and to have experience in more than one exam domain. It’s definitely not a good fit for beginners with little to no preparation.

- **CIP requires you to keep up with changes to processes and technologies.** CIPs have to remain up-to-date on current intelligent information management processes, technologies, and best practices. The CIP isn’t even ten years old yet - and we’ve seen so many changes in how we manage information since its launch in 2011. And while CIP is very much focused on business issues and outcomes, you need to have a solid grounding in the technologies used for intelligent information management.

- **CIP is not very well known - yet.** While information professionals from nearly 60 countries have passed the CIP, it’s still not as well-known as some other industry certifications. Therefore, the CIP might not have the clout that you’re hoping for. Or, it might be difficult to get your company to cover the expense of certification vs. other options.

The bottom line for this section is that we believe that CIP is a good fit for many different job roles and titles, in many different industries and geographic locations. It’s a good complement to other certifications as well, such as CRM and IGP (among many others). It’s not right for everyone, to be sure, but it can be a solid addition to your resume.
Part 2: Preparing for the CIP Exam

How to Prepare for the CIP Exam

Qualifying for the Exam
The CIP has no formal application or qualification requirements. But that doesn’t mean that you can take the exam on the spur of the moment, with no preparation or experience, and expect to succeed. Here are some tips to improve your test outcome.

As of the 2019 CIP exam update, our recommendation is to have at least 5 years of hands-on experience in at least one domain of the exam; if you have more experience or in more than one area, you will likely find the exam easier. If you are in a management, sales, or other non-hands-on role, we recommend you have 7-10 years of broad information management exposure.

CIP candidates are not required to be members in order to take the exam, and CIPs are not required to be members in order to receive or maintain their CIP status. That said, there are many other benefits to AIIM membership and, as industry professionals, CIPs are encouraged to take advantage of them!

The CIP is a challenging exam. Accordingly, it’s very challenging to succeed at the exam if you have no practical experience/knowledge to bring to bear. Someone fresh out of college, or fresh out of high school, or who has just changed jobs from a completely unrelated field, should not expect to pass the exam without a massive amount of studying.

Similarly, we think pretty highly of our CIP study guide and CIP Prep workshop. But it is not realistic to go into the prep workshop cold, with no background or experience in any of the domains, and expect to pass the CIP 3.5 days later. The workshop and study guide are better understood as ways to brush up on topics you know, and do some light studying of things you might not be as comfortable with.
If you are a consultant or other role and have 5+ years of significant breadth and depth of experience in multiple domains, you may be able to take it “cold”, i.e. with no preparation, and do well. But it’s still rare that a single individual would have that depth of experience across all five domains, so we still recommend that candidates take the practice exam and then study in the areas where they were weakest.

**Paths to Preparation**

We recommend that your preparation start with the CIP Practice Exam. This free exam consists of 100 questions and a 2-hour time limit to closely mimic the actual CIP exam. Upon completion you’ll see, and receive via email, your overall results and a breakdown by domain.

Taking this practice exam will help you determine which path to certification is right for you.

The key is to select the appropriate path based on the FIRST time you take the practice exam. It’s the same 100 questions, so if you take it 15(!) times, your practice exam scores *will* go up. Our experience has been that in the absence of any other preparation, the first time candidates take the practice exam, their scores are really close to what they get on the actual exam.

**CIP Path 1: “I scored well on the practice exam; I’m ready to take the test!”**

This is the most direct path to certification, but also the most challenging. The CIP exam was designed to demonstrate the expertise and experience one might acquire over a long career in the Intelligent Information Management Industry. For this group, they might be able to pass the exam with little to no preparation.

**CIP Path 2: “I did well on the practice exam, but I still need a little help.”**

This path is great for anyone who did well on the practice exam, but would still like some additional information to help them study and become more confident in their knowledge. This path includes AIIM’s CIP Study Guide, which will teach you about the foundations of Intelligent Information Management by exploring the five domains covered on the CIP exam.

**CIP Path 3: “I did well in most areas on the practice exam, but — REALLY gave me trouble.”**

There are five domains on the CIP exam. AIIM offers online self-paced training courses that align to each of the five domains:

| Creating and capturing information       | ECM Specialist |
| Extracting intelligence from information | Practical AI, Taxonomy & Metadata |
| Digitalizing information-intensive processes | BPM Specialist |
| Automating governance and compliance    | Modern Records Management |
| Implementing an information management solution | ECM Master, MRM Master |
If you are just struggling in one domain, but strong in the others, you may want to consider taking training on the area you are weak in. Strengthen the areas you're weakest in and then ace the exam!

**CIP Path 4: “I did horrible on the practice exam, I hate tests, and I need help!”**

For those that need the most help, this is the best option. This path pairs the Foundations of Intelligent Information Management Training Course with the CIP exam. The Foundations of Intelligent Information Management Course was designed as a primer for the Certified Information Professional exam. This course covers ALL 5 of the CIP domains in great detail.

**CIP Path 5: “I did well on the practice exam, but I’m not super-confident, AND I’m going to the AIIM Conference!”**

Take the CIP Pre-Conference workshop at The AIIM Conference. This interactive workshop will not only give you that extra help to prepare for your exam, but it will also give you practical tips you can bring back to your organization for implementation success. Day 1 will walk you through the training course; day 2, you can take the CIP exam as an onsite proctored exam. Then, enjoy the full conference experience.

**Becoming a CIP**

*Which path is best for you?* Again, we recommend that you start your path with the FREE 100-question CIP Practice Exam to assess your personal readiness. Then, give the options outlined in this post another look and see which path makes the most sense for you.

**Preparing for YOUR exam**

Finally, here are the things to do once you feel ready and prepared to be successful on the CIP exam.

Schedule your exam. You can find Kryterion test centers on their website; you can also schedule and take the exam in an online proctored format if you meet the technical requirements.

Prepare to take an exam. The usual guidelines apply: don’t worry about cramming. Instead, get some sleep, have a typical meal, dress comfortably, don’t stress out too much.

If you’re taking the exam at a test center, bring 2 types of photo ID. If you’re taking the online proctored exam, complete the biometric and other technical requirements at least 24 hours in advance.

The CIP is a closed-book exam, so don’t bring any references, the study guide, your electronics etc. If you’re taking the online exam, make sure your desk and immediate area are both clear of papers, electronics, books, etc.
If testing at a test center, bring your registration documents with you to the exam. There is a code you will receive via email that you will be required to provide in order for the proctor to start the exam.

**CIP Exam Approved for Reimbursement Under the GI Bill**

The CIP exam has been approved for reimbursement under the Veterans Education Benefit program for Licensing and Certification reimbursements administered by the U.S. Department of Veterans Affairs - aka the GI Bill.

If you haven’t applied for education benefits, you will need to do that first; if you’ve already applied, you don’t need to do it again.

To apply for reimbursement, you need to provide the following information to the VA:

- Your name, address, and Social Security Number or VA Claim number
- The name of the test you took and the date you took it
- The cost of the test
- A copy of the test results, whether or not you passed it
- The name and address of the organization issuing the certification: AIIM, 8403 Colesville Road, Suite 1100, Silver Spring, MD 20910
- This statement: “I authorize the release of my test information to VA.”

Date and sign the request and send it to the Department of Veterans Affairs in Washington, DC. A checklist is also listed on the back of the official VA License or Certification Brochure.

Keep in mind that the GI Bill only covers the CIP exam itself and does not include the prep course, other preparation materials, or any of AIIM’s other training courses. It does include any necessary exam retakes, either because you were unsuccessful or if you choose to maintain your CIP status that way. And under the Forever GI Bill, as of August 1, 2018 benefits for certification tests are prorated: instead of using an entire month’s benefits, you only use the actual cost of the exam, in this case, $349 for the CIP.

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**Ready for your next step towards certification?**

Take this free 100-question CIP Practice Exam to test your skills.

CLICK HERE
Registering for the CIP Exam

Once you feel ready for the exam, the next step is to register for and schedule your exam. The process starts by going to https://www.webassessor.com/aiim and creating an account. Log in and you’ll see two options: Onsite Proctored and Online.

- **Onsite Proctored:** This requires you to go to an in-person Kryterion test center. There are around 1,000 test centers around the world. During the registration process, you’ll select your desired location, then you’ll see the dates available at that location. Select the date and you’ll see the times. The exam itself is two hours/120 minutes, but you’ll want to budget additional time to find the test center, get there, park, and check in.

- **Online:** This is also a proctored exam and, if anything, is even more strict. Your computer must meet specific technical requirements including a working webcam and microphone and the ability to install a small software application. We cover the online exam experience in more detail later in this eBook.

It’s the same exam and cost regardless of how you take it. The key considerations are whether there is a test center that works for you, and whether your computer meets the technical requirements for the online exam.

In both cases you’re setting up a formal exam appointment and Kryterion is committing resources to your exam experience. If you need to change your scheduled exam appointment, you can do so up to 72 hours in advance (24 hours for online) with no penalty. Changes within that period may be charged a change fee. Failure to appear at your appointment at the allotted time will result in a change fee and may result in your needing to purchase another exam.

Once you’ve completed the registration you will receive an email with next steps. For the online exam, you will be encouraged to complete the biometric and exam setup process in advance of your appointment. For onsite exams, your email will confirm the location, date, and time, and include an authorization code. You must bring that code with you to the test center as the proctor will need it to start your exam.

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Test your CIP readiness with this free 100-question practice exam.

CLICK HERE
Preparing for the Online Proctored CIP Exam

We’ve been offering the CIP exam in a proctored online format for a couple of years. In that time, we’ve noticed some common pitfalls that cause issues with candidates or even prevent them from completing the exam. Here are the top three issues candidates run into and how to avoid them:

Pitfall 1 - Not Setting Up Your Computer in Advance
In order to take the online proctored exam, you need to have/do the following:

- Complete the biometric authentication.
- Install the Kryterion Sentinel software.
- Have a working webcam. Internal or external is fine.
- Have a working microphone. Internal or external is fine.
- Have a keyboard that uses the U.S. English keyboard layout.
- Have the immediate area around the computer free of books, papers, and electronics.
- Be in an area free from other people and distractions.

If you cannot meet these requirements, you cannot take the online proctored exam and must take the exam at a Kryterion test center.

We strongly recommend that you set your computer up at least one day in advance - and so does the registration email you receive from Kryterion. This way, if you have any technical issues such as your webcam or microphone not being compatible, or your computer being too locked down to install the Sentinel software, you can identify and resolve them prior to the scheduled exam.

Kryterion has a guide for preparing for your exam, which you can find here. You can also check your technical readiness here.

Pitfall 2 - Reading the Exam Questions Out Loud
This is one of the most popular reasons for exam suspensions. Reading the questions out loud or even mouthing them to yourself silently is a big exam security issue. When this occurs, we don’t know whether someone else might be just out of sight capturing those questions. So, what’s the best way to avoid it? Just don’t read the questions to yourself - don’t even mouth them silently - or your exam will be suspended and could be terminated. Avoiding this pitfall mostly comes down to just being aware of the seriousness of the violation.
Pitfall 3 - Missing the Exam Appointment

Another issue we commonly see is that test takers will be late to, or even miss their exam appointments altogether. Sometimes this is because of issues in setting their computers up as noted above. Candidates need to know that the exam is a scheduled exam, just like the one you’d take at a test center. If you are late or miss your scheduled start time, you may have to pay a rescheduling fee of $50, or even pay for a new exam fee in certain cases. Candidates can launch the exam 10 minutes before their scheduled appointment or up to 20 minutes after at no penalty.

In addition, here are some other things our proctors look for. Some of these are warning behaviors - that is, candidates who do these things will get at least one warning, and continued or repeat behavior can cause the exam to be suspended.

Warning behaviors include:

- Camera out of position or out of focus. This can also occur if you lean in too close to the camera.
- Audio problem - the microphone isn’t working or is too low to hear clearly.
- Talking, non-test related. If someone yells a question at you about, say, dinner, or the Wilkins’ case, you’ll get a warning. If it keeps happening, your exam will be suspended.
- Poor lighting such that the proctor can’t see you well.
- Invalid keystroke. Specifically, this is keystrokes like TAB, ESC, CRTL, and the like.
- Video signal problem.
- Multiple people in view. If your child wanders into view, or a coworker, you’ll get a warning (and of course they will have to leave the area).
- Inappropriate environment.
- Reading exam aloud. Don’t do it. Don’t even mouth the questions to yourself.
- Leaning out of view. True story: when I took the OLP exam to see for myself, I stared out into space for a few seconds. I got a warning. Don’t do it.

Other behaviors are considered termination behaviors. These will cause your exam to be terminated - meaning that we will not restart it and you will have to pay again to take it.
Termination behaviors include:

- Leaving the area
- Unauthorized test aid usage
- Talking about the exam
- Test item theft

These are behaviors that tend to compromise the security of the exam and cause damage to the CIP program as a whole. At our discretion, we may:

- Let you retake the test, subject to a rescheduling fee.
- Let you retake the test, but make you pay the full fee to offset the time we spend investigating the behavior.
- Prohibit you from retaking the test for some time - including permanently.

What this really boils down to is:

- Schedule the exam when it’s convenient - and keep the appointment.
- At the appointed test time, make sure you’ve used the bathroom, you have a 2-hour window with no interruptions, and you’re not in view or audio of anyone else.
- Once you start the test, don’t talk, don’t mouth or read questions aloud, keep your eyes on the screen, don’t try to write anything down, and focus on the questions. If you’re prepared, you’ll do well.

**After the Exam**

Whichever way you take the exam, you will see your test score immediately upon conclusion of the exam. You will also be sent an email with your results. If you passed, congratulations, you’re now a CIP and can use the letters and logo for three years. You can also start accruing continuing education units (CEUs) which you will need to submit to maintain your CIP status.

We will update your record to reflect your CIP status within 7 calendar days. We will also issue an Accredible digital badge and certificate that can be added to your email signature, social media, etc. It also offers a mechanism for CIPs and their employers and clients to verify the exam date and current status of the CIP.
Retaking the CIP

We want everyone who takes the CIP exam to be successful. At the same time, we know that with a rigorous exam, there will be some candidates who don’t pass the exam on the first try, for a variety of reasons. We regularly hear from these candidates who want to retake the exam, but are unsure how to do so.

1. An unsuccessful candidate has to wait 15 calendar days to even reschedule the CIP exam. This is to deter unscrupulous individuals from simply taking the CIP over and over again, memorizing the questions, and then selling them to one of the many “brain dump” (i.e. cheat) sites available. Any candidates who are unsuccessful a second time and require a third or more opportunity to pass the exam are required to wait 90 calendar days between each subsequent attempt.

As an aside, if you go to a website that guarantees you’ll pass a certification exam on the first try, you should run in the opposite direction as fast as possible. All those sites do is cheapen the value of a certification by creating “paper CIPs”, or whatever certification, that have the letters but don’t actually know what they are doing.

2. You should review the areas of the exam in which you performed poorly as outlined earlier.

3. You need to pay the exam fee again. This is the norm for certifications - we haven’t done exhaustive research, but some of the most well-known certifying bodies require retake candidates to pay at least a portion of the original exam fee, and some require paying the entire fee again.

Our policy is that candidates who wish to retake the CIP exam must pay the full exam fee. Since we don’t require an application fee, we don’t require AIIM membership to take or maintain the CIP, and our exam cost is already among the lowest in the information management industry, we feel it’s still a good value. In very, very rare cases we will waive some or all of the retake fee, but this is highly unusual.
Part 3 - Congratulations, You’re A CIP! Now What?

Maintaining Your CIP

One of the differences between formal certifications and other sorts of training/designations is the requirement to maintain them. Every certification has some sort of reexamination or continuing education requirement. This is to ensure that, as best practices, processes, and technologies change, certified professionals keep up with those changes. The CIP is no exception; CIPs are required to recertify every three years.

There are two ways to do this.

- CIPs can retake the CIP exam. CIPs should remember, though, that they will have to take the then-current exam at the then-current price.
- The more common way is to complete the continuing education unit (CEU) requirements. This requires submitting a certain number of CEUs every three years, and paying a renewal fee of $135 for AIIM Professional Members and $150 for non-members.

If you received your CIP by taking the 2019 beta exam, or took the exam after May 29, 2019, you must submit 60 CEUs within 3 years and pay the fee. If you received your CIP before May 29, 2019, or if your current renewal cycle started before that date, you must submit 45 CEUs and pay the fee. Once you have renewed, your next renewal cycle will require 60 CEUs. If you are not sure about how many CEUs you need, you can contact us at certification@aiim.org and we will clarify.

If you do not complete your CIP CEUs within the three-year certification period, you will be decertified and will have to retake the CIP exam or complete the reinstatement process as outlined below in order to reinstate your CIP status. The reinstatement process requires submitting 60 CEUs, regardless of your certification date, and paying the reinstatement fee of $249. There is no time limit to reinstatement.
What types of events count for CIP CEUs?

We’ve tried to make it as easy as possible to complete CEUs. It’s this simple: If it’s an event that meets one of the topic areas on the CIP, it counts. It doesn’t matter who provides or sponsors the event - it just has to be educational and align to one of the topic areas on the CIP. So all of these events would count for CIP CEUs:

- Attending an AIIM Chapter meeting
- Attending an ARMA Chapter meeting (or any other association meeting)
- Speaking at the AIIM Conference, or the ARMA annual conference, or MER, or any other industry event
- Attending a webinar
- Attending a formal training course
- Attending employee-sponsored training
- Attending a college course, whether for credit or not - we award 3 CEUs per academic credit
- Developing and/or delivering a presentation - 2 CEUs per finished hour for development, 1 CEU per finished hour for delivery
- Publishing an article or book. A blog post might count if it’s a pretty meaty post. A Tweet? Not so much. 1 credit per page.
- Attending vendor-sponsored or vendor-provided content, including product demos. Vendors have unique content to share that is incredibly valuable, even when it’s very specific to their solution.
- Read industry publications. Credits are awarded at the rate of 1 CEU per every 10 pages of educational content (cover, index, ads, author bio etc. don’t count).

Again, it has to align with at least one topic area on the CIP in order to qualify. And this is by no means an exhaustive list; if you’re not sure whether something would count or what it would be worth, send a note to certification@aiim.org.

Each event qualifies for 1 CEU credit per contact hour of educational content; we round down to the nearest 1/2 credit. So an AIIM pre-conference workshop from 9-5 would count for 6.5 hours - 8.0 hours, less 2 15-minute breaks, less 1 1-hour break for lunch - or 6.5 CEU credits.
So what types of events would NOT qualify for CEUs?

Again, pretty simple: If it isn’t educational, or doesn’t align with the CIP, it doesn’t qualify. So:

- Attending an AIIM or ARMA chapter meeting on “How to Dress for Success” or a similarly unrelated topic
- Employer-provided training on conflict resolution or how to drive a forklift
- A vendor mixer/meet and greet with no educational content
- Snack and lunch breaks during events and conferences
- The Welcome Reception at an event or conference
- Work experience. We just don’t have any way to know how long it took you to do that thing you did or to compare it with others’ work experience.
- A conference unrelated to the CIP. However, if a session you attend does relate, it counts. We have given credit for specific sessions at conferences on genealogy, state government, software development, and many others.
- Other certification exams. But certification prep might count if you can document it.

The bottom line is that if it relates to the CIP, we’ll probably accept it; if it doesn’t, we won’t.

How do you document and submit your credits?

We have a form you can complete and submit at https://gzclelland.wufoo.com/forms/zgi0j8s0t2bdj3/. You need to submit a separate submission for each event.

For AIIM-delivered events - conference, webinars, training, AIIM publications - we track your registration and attendance in our systems automatically. Note that we do not track AIIM chapter meetings; you’d still need to submit those.

For any non-AIIM delivered events, you need to submit some sort of documentation: a registration receipt, certificate of attendance, something. We’ll be flexible but we do need some sort of proof you attended what you said you did.

And if you’re planning to attend a non-AIIM event, suggest to them that they get it pre-approved. That gives them a bit more value-add for their marketing and helps to raise the visibility of CIP, especially outside the broader AIIM community.

Continuing education helps to ensure you’re up-to-date on current processes, technologies, and best practices. It demonstrates to your employer your commitment to staying up-to-date and to your own professional growth and development. And you’ve passed the CIP exam, which is no small matter. Maintaining your CIP is a cost-effective way to demonstrate your professionalism and ensure that you can continue to reap the benefits of being a CIP in the future.
Reinstating Your CIP Status

Like all formal certifications, the CIP requires continuing education to maintain it. Technology changes fast, and so do processes and best practices, and the CIP needs to keep up with those changes.

But sometimes life happens. Things come up. CIPs decide not to renew for whatever reason...and then change their minds. Sometimes it’s as simple as overlooking the need for recertification - or forgetting the exact date by which it needs to be completed.

For our part, we send out automated email reminders every 6 months to all active CIPs. If you’ve opted out of AIIM emails, you might not be getting them; they might also be going into your spam or clutter folders.

Regardless of the reason why you let your CIP status lapse, you can renew it in one of two ways. First, you can take the test again, and if you pass, you’re back to being a CIP. But that’s expensive, and requires you to go to a test center or do the online proctored exam, and schedule around it, and some people have test anxiety, etc.

Second, you can complete the reinstatement process. The reinstatement process is almost identical to the renewal process - you have to submit CEUs and make the payment. For CEUs, you must submit 60 CEUs and they can be from whenever you last renewed or passed the exam. The reinstatement fee is a flat $249 for AIIM members and non-members alike.

Once you submit the reinstatement fee and CEUs, we'll process the reinstatement application. Assuming everything is good, you'll once again be a CIP in good standing, subject to current maintenance requirements. Your new renewal date will be three (3) years from the date of reinstatement.

You can find the forms and payment information at http://www.aiim.org/Education-Section/CIP/CIP-Reinstatement-from-lapsed.

Digital Badging with Accredible

For CIPs who are active and have been since August 2018, we offer digital badges for the CIP program through Accredible. Every new CIP gets set up on Accredible within a week or so of passing the exam. Once that’s done, new CIPs will receive an email with instructions on how to accept the digital badge, how to share via social or email, how to add to your LinkedIn profile, etc.

You can also download and/or print the certificate, which includes the official date you originally passed the CIP exam. You can see my Accredible badge and certificate here: https://www.credential.net/06wb2kdv
These digital badges are verifiable, so you can share the link with your employer to confirm your CIP status. They also expire; the CIP has always required certificants to renew every 3 years, but it will be more obvious in this interface. When CIPs renew, we update the expiration date to reflect the new date.

We encourage all CIPs to join us in accepting the badge and sharing it proudly via social media. One of the key ways to increase the value of the CIP is to grow the CIP community, and a great way to do that is to promote it so your colleagues and peers see it and can get a sense of how you earned it.

**How to Support the CIP Program**

You did it - you passed the CIP exam. Congratulations! So how can you make the most of your newly acquired credential? Here are a few things you can do - and some things we’re working on as well that maybe you can help with.

**Recertify**

The first thing you can do as a CIP to help ensure its growth and success is to stay a CIP by recertifying. After all, in the end it’s the number and visibility of current CIPs that will make the CIP certification more valuable. We are very flexible in what we accept for CEUs - generally the only requirement is that the event or resource is related to CIP or information management more broadly.

**Add CIP to job descriptions**

One of the more significant metrics for a certification is its inclusion in job postings. If you help to develop such postings, either for information management professionals or those who are significantly impacted by IM issues (HR and finance both come immediately to mind), please consider adding the CIP to the list of required/preferred qualifications. This helps your organization to understand the value of *your* CIP as well.

**Increase your organizational visibility**

Make sure your leadership knows that you attained the CIP and what it means - that you understand your specific information challenges and how they relate to other departments and processes and their information challenges. Print your CIP certificate and put it up in your office or cubicle. Offer to mentor your colleagues on information management topics or even to help prepare them for the CIP exam. Lead lunch & learn presentations on information management topics.
Submit a case study

How has earning your CIP benefited you professionally? How has it contributed to the success of your organization? We’d love to share your successes with other CIPs, CIP candidates, and the broader AIIM community. I can send you a questionnaire, or we can conduct a phone or even video interview. If this is of interest, send me a note and I’ll get it scheduled. Here are some examples of previous interviews we’ve done:

- CIP Spotlight: Hemaben Patel is a Business Enabler (https://info.aiim.org/aiim-blog/cip-spotlight-hemaben-patel)
- CIP Spotlight: Devin McCollum is Serious About the Information Industry (https://info.aiim.org/aiim-blog/cip-spotlight-devon-mccollum-is-serious-about-the-information-industry)

Get preapproval for CIP Continuing Education Units (CEUs)

We’d like to both raise the visibility of CIP and make it easier to recertify. One way you can help is to get your events preapproved for CIP credits. We award 1.0 credit for each contact hour of educational content, so for the typical AIIM/ARMA chapter meeting, we’d award 1.0-2.0 credits, while an ARMA Spring Seminar might be as much as 6.0-7.0 CEUs per day of the seminar. An AIIM training class might be worth as much as 26.0 CEUs, and applies whether you attend in-person or via our self-paced online courses.

Note that these events do not have to be AIIM events, and can even be vendor events provided that the content is a) educational and b) is related to the topical areas of the CIP. Demos would count; a cocktail reception would not.

Improve your professional visibility

Of course if all CIPs sported the lapel pin, changed their names on Twitter and LinkedIn to include “, CIP”, and put the CIP logo on their business cards, blogs, and websites, that would be awesome, too. :) I know some of you can’t, due to corporate policy, but for those of you who have, thank you! At the very least you should add it to your email signature if that’s allowed.
Every active CIP has also received a digital badge from Accredible. This digital badge includes instructions for how to add it to your LinkedIn profile, your email, and many other social media tools. It also provides verification of your CIP status and whether it’s current or lapsed. We strongly encourage CIPs to leverage this capability.

And if you’re a chapter leader - for AIIM, for ARMA, for any other industry associations or chapters - consider promoting the CIP at your events.

Serve as a mentor

I mentioned mentoring your work colleagues earlier in this post -- but you can mentor professional colleagues outside your organization as well. We’re actively soliciting mentors through this community; you could also offer your expertise and experience to local chapter and event attendees. Again, this could be specific to CIP preparation or much broader information management topics. Mentoring is good for CIP CEUs, too.
Conclusion and Next Steps

If you’ve read through this entire eBook to get here, thank you! At this point you should have a solid understanding of what the CIP exam is, the value of CIP, how to attain it, and how to maintain it.

We’d like to invite you to take the CIP exam and demonstrate your understanding of information management processes and best practices. The main CIP page on the AIIM website can be found at https://www.aiim.org/cip. It includes links to resources to prepare for the exam, including:

- **The CIP Study Guide:** [https://www.aiim.org/Resources/Toolkits/How-to-Prepare-CIP-Exam](https://www.aiim.org/Resources/Toolkits/How-to-Prepare-CIP-Exam)
- **The AIIM Foundations of Intelligent Information Management course,** which also serves as a primer for the CIP exam: [https://www.aiim.org/Education-Section/Deep-Dives/Foundations-of-IIM](https://www.aiim.org/Education-Section/Deep-Dives/Foundations-of-IIM)
- **Other AIIM training courses,** which also align to the CIP exam: [https://www.aiim.org/training](https://www.aiim.org/training)

If you’re an AIIM Professional member, you can also join the CIP Study Group online community at [https://community.aiim.org](https://community.aiim.org). Not a member? That might be the best first step you can take towards attaining the CIP. Members get access to many AIIM resources for free: research, some short-form training courses, the AIIM Community and all the special interest group communities it contains, and much more.
Here at AIIM, we believe that information is your most important asset and we want to teach you the skills to manage it. We’ve felt this way since 1943, back when this community was founded.

Sure, the technology has come a long way since then and the variety of information we’re managing has changed a lot, but one tenet has remained constant. We’ve always focused on the intersection of people, processes, and information. We help organizations put information to work.

AIIM is a non-profit organization that provides independent research, training, and certification for information professionals.

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