AICP-Certified Planners Bring Value to Your Organization

Whether public or private sector, your organization will benefit from hiring AICP-certified planners and encouraging AICP certification among your staff. The AICP credential assures clients, colleagues, and communities that your employees have the necessary expertise, knowledge, and commitment to ethics.

- **INDEPENDENT VERIFICATION**
  “AICP” is shorthand for education, experience, breadth of knowledge, ethical practice, and commitment to the planning profession. AICP-certified planners average 14–18 years of experience in the field.

- **CREDIBILITY**
  AICP Certification strengthens your recommendations to public officials, professional collaborators, and the public. Four out of five planning commissioners and elected officials agree that participation in certification demonstrates commitment to professionalism.

- **SUCCESSION PLANNING**
  Prioritizing and encouraging AICP Certification within your organization elevates your teams and prepares them for current and future planning challenges. 93 percent of certified members say that AICP meets or exceeds their expectations for helping them remain professionally current with changes and advances in the field.

- **RETENTION**
  Supporting professional development helps with retention and loyalty, saving your organization from costly turnover. Employees who feel they cannot grow in the company and fulfill their career goals are 12 times more likely to leave the company.¹

“Having AICP certification on our staff is critically important. It’s a benchmark in achieving a certain level of skill and expertise, and it shows our clients that our staff have reached an educational and practice proficiency.”

—Bill Cesanek, AICP; Vice President, CDM Smith

To learn more about value of AICP and ways to support employee certification, visit planning.org/aicp/employers.

Sources
¹. https://www.brn.com/blogs/brn-training/building-skills-for-a-smarter-workforce/