



# RIM/IG Certifications and the Path to Professional Development

Jesse Wilkins  
President, Athro Consulting

ARMA San Diego  
October 5, 2023



**“LIFELONG LEARNING  
IS NO LONGER A  
LUXURY, BUT A  
NECESSITY FOR  
EMPLOYMENT.”**



Jay Samit, Author

# AGENDA



## **The Value of Certifications**



## RIM and RIM-Adjacent Certifications



## How to Select the Right Certification for YOU!

# CERTIFICATIONS VS. CERTIFICATES

## Certification

- Goal is to assess existing knowledge, skills, or competencies
- Exam based on industry defined competencies
- Exam development follows established credentialing standards
- Proctored assessment
- Generally broader focus
- Requires renewal

## Certificate

- Goal is to complete assessment for a specific training course
- Exam measures outcome of learning event
- Exam development generally less formal / rigorous
- Often not proctored
- Generally narrow focus
- One and done

Adapted from [Institute for Credentialing Excellence](#)

# THE VALUE OF CERTIFICATIONS - TO YOU

- Validate your knowledge as measured by independent assessment.
- Certified people tend to be paid more.
- Certification makes job candidates stand out.
- Certified people tend to get promoted - or promoted faster.
- Certification enhances credibility.
- Certification increases confidence.

# THE VALUE OF CERTIFICATIONS – TO YOUR ORGANIZATION



They demonstrate a commitment to staying up to date on industry changes.



They demonstrate at least a basic foundation of knowledge.



They show a commitment to the industry.



They reflect industry best practices.

# THE VALUE OF CERTIFICATIONS – TO YOUR PARTNERS



They are recognized  
by partners, clients,  
and peer  
organizations.



Partner programs or  
clients may require  
them.

# AGENDA



The Value of Certifications



**RIM and RIM-Adjacent Certifications**



How to Select the Right Certification for YOU!





# THE CERTIFICATIONS

- RIM-Ish
- RIM-Adjacent
- Others

# THE RIM-ISH CERTIFICATIONS

- Certified Records Manager – ICRM
- Certified Records Analyst – ICRM
- Information Governance Professional – ARMA
- Certified Information Professional - AIIM
- Certified Information Governance Officer – CIGOA
- Strategic Information Professional Certification - InfoAdvocates

# THE CRM AND CRA



## Certified Records Analyst

- Part 2: Records and Information: Creation and Use
- Part 3: Records Systems, Storage and Retrieval
- Part 4: Records Appraisal, Protection, Retention, and Disposition

## Certified Records Manager

- Parts 2, 3, and 4, plus
- Part 1: Management Principles and the RIM Program
- Part 5: Technology
- Part 6: Business Cases (case studies)

# THE IGP



Information Governance Implementation Model 2.0

# THE CIP

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





# THE CIGO



- Information Governance
- Data Privacy
- eDiscovery
- Information Risk Management
- Data Governance
- Data Protection
- Cybersecurity
- Analytics
- Content Services
- Infonomics
- Digital Preservation

# THE SIPC

Archiving	Content Management	Data Governance
Data Management	Data Science	Document Management
eDiscovery	Information Analysis	Information Architecture
Information Governance	Information Management	Information Security
Knowledge Management	Privacy	Process Automation
Process Management	Records Management	Taxonomy



Image Source: InfoAdvocates



# THE RIM-ADJACENT CERTIFICATIONS

- Privacy: CIPP, CIPM, CIPT – IAPP
- Project Management: PMP and several others – Project Management Institute
- eDiscovery: CEDS – ACEDS
- Information Security: CISM and several others – ISACA
  - 470+ information security-related certifications – see, e.g., <https://pauljerimy.com/security-certification-roadmap/>
- Change Management: CCMP - ACMP

# OTHER CERTIFICATIONS OF INTEREST TO RMS

- Vendor / solution certifications, e.g., Microsoft, Relativity
- Horizontal certifications, e.g., SHRM's SHRM-CP



# AGENDA



The Value of Certifications



RIM and RIM-Adjacent Certifications



**How to Select the Right Certification for YOU!**





**Success begins with figuring out what you want, then making the choices that will get you there.**

Shellye Archambeau  
Former CEO, MetricStream  
AIIM21 Keynote

---

# THE BEST CERTIFICATION FOR YOU...

- Depends!
  - Where are you in your career?
  - Where you want to go in your career?
  - Are you ready to change careers?
- What you want to do for the next 5-10-20+ years?





# CONSIDER THE COSTS

- Exam Costs
  - The actual hard cost to take the exam(s)
  - The time required to prepare for the exam(s)



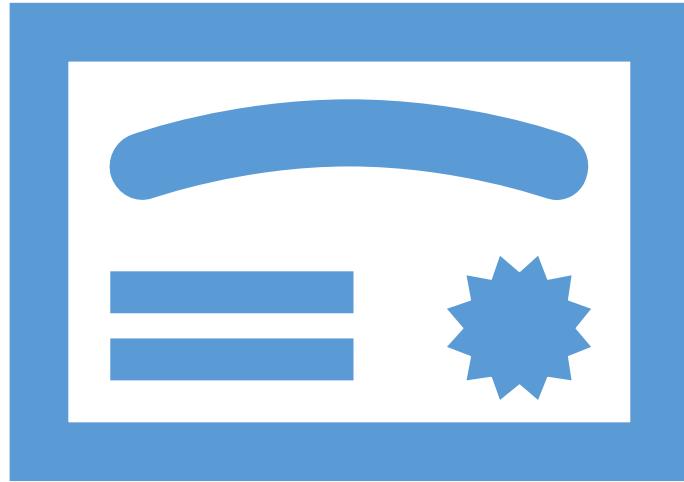
# CONSIDER THE COSTS

- Maintenance Costs
  - The renewal fee
  - The cost to get the CEUs to maintain the certification(s)
  - The time required to actually complete the CEUs

# EXAMPLE: IGP

Preparation and Exam Costs	Maintenance Costs
<ul style="list-style-type: none"><li>• Exam fee: \$599<ul style="list-style-type: none"><li>• Retake fee: \$250</li></ul></li><li>• Time required to prepare: Depends on the candidate</li><li>• Cost to prepare: depends on the candidate<ul style="list-style-type: none"><li>• No specific “IGP Prep course” available</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Recertification period: 3 years</li><li>• Recertification fee: \$250</li><li>• Time required:<ul style="list-style-type: none"><li>• 60 hours of continuing education across 9 domains</li><li>• No more than 18 hours credited from any one activity regardless of length</li></ul></li><li>• Costs will vary</li></ul>





# CONCLUSION

- There are tons of certifications out there
- The right one(s) depends on you!
- Consider the costs to take and maintain
  - Time is a cost
- Consider the perception of a given certification in the marketplace



Questions?

Thank you!



# FOR MORE INFORMATION

**Jesse Wilkins, CIPP/US, CIPM, CIP, IGP,  
CRM/CIGO, ICE-CCP, EDP**

President, Athro Consulting

<https://www.athroconsulting.com>

[jesse.wilkins@athroconsulting.com](mailto:jesse.wilkins@athroconsulting.com)

LinkedIn:

<https://www.linkedin.com/in/jessewilkins>

Twitter: [@jessewilkins](https://twitter.com/jessewilkins)

