



## Value of the CAE

### Introduction

The Certified Association Executive (CAE) Program has celebrated over 50 years of preparing and recognizing qualified professionals in the field of association management. Governed by the CAE Commission, an independent certifying body, the CAE undergoes continual evaluation and improvement. To that end, the CAE Commission requested that the ASAE Foundation conduct a study to determine current views and beliefs regarding the CAE certification.

Two surveys were sent to various populations to measure the familiarity with and perception of the CAE in the ASAE community. One survey was sent to current, former and potential CAEs, and the second survey was sent to hiring managers and employers. A synopsis of the survey results is below, grouped by category.

### Value to individual and profession

- Current CAEs ranked the top two benefits of the CAE to the association profession as it “defines a common body of knowledge for the association industry” (4.4/5) and it “identifies qualified professionals” (4.2/5)
- Current CAEs indicated that it was important for the Chief Staff Officer (4.51/5) and C-level, executive team, and VP (4.26/5) to hold the CAE.

### Value and recognition from an employer perspective

- Various ways that employers acknowledged the achievement included a press release, bonus, formal recognition, increased salary, or promotion.
- 82% of CAEs report receiving financial support from their employer to complete the necessary professional development to apply for the CAE.
- 53% of current CAE respondents had all of their professional education paid for by their employer.

### Employment preference

- 73% of responding hiring managers factor or give preference to candidates with credentials.
- Between 2010 and 2012, the number of ASAE CareerHQ job listings noting CAE as preferred or required tripled.
- Between 2010 and 2012, the number of ASAE CareerHQ CEO job listings rose over 600%, increasing from 4% to 26% of CEO listings.
- Current CAEs felt that the CAE was valued by potential employers with which they interviewed.

### Preparation

- 72% of CAEs surveyed participated in a preparation program to study for the exam.
- 83% of current CAEs read books on the Authoritative Literature (Core Resources) list as part of their preparation for the exam.

### Earning the CAE

- The most influential factor in the decision to pursue the CAE is to “enhance personal knowledge of the association profession”, averaging 4.5/5 for CAEs. Among those planning to earn the credential, “Improve my professional advancement opportunities” is a close second, at 4.4/5. (p.A.2)
- 78% of current CAEs were senior staff or above, including the CEO position when they earned the credential.
- 46% of current CAEs held either the #1 or #2 staff position at their organization when they earned the credential.

### Renewal and retirement

- Only 2% of survey respondents stated an intent to allow their CAE to lapse. Half of those intending to lapse are CAEs who are soon to retire.

For more information on the CAE Program please visit [www.whatiscae.org](http://www.whatiscae.org).