Kirkpatrick® Certification Maintenance Guide

What are the Kirkpatrick® Certifications?

For years, Kirkpatrick Partners has certified professionals around the world, either directly or through their affiliate channel partners, in the Kirkpatrick Four Levels® of Evaluation. Professionals earned Bronze, Silver, Strategic Evaluation Planning, and Gold certifications.

The certifications became a must-have for professionals in talent management, evaluation, measurement, and data. The certifications gave practitioners the opportunity to have a renowned name in the learning and development industry, back their skills, earn more through career advancement, align the organization to the business to achieve the coveted "seat at the table," and access jobs unavailable to non-certified professionals.

Since 2024, Kirkpatrick Partners has worked to revamp the current certifications including merging Strategic Evaluation Planning and Silver, as well as renaming the certifications to align them to job roles and skills, and introducing new certifications such as a Performance Designer certification to teach instructional design using the Kirkpatrick Model as a framework, and a Learning and Performance Manager certification for managers of professionals who execute the evaluation efforts at their organization.

This work is our way to bring performance to the forefront and align the learning function with the business so that learning can make data-driven decisions and develop their own chain of evidence to demonstrate their value.

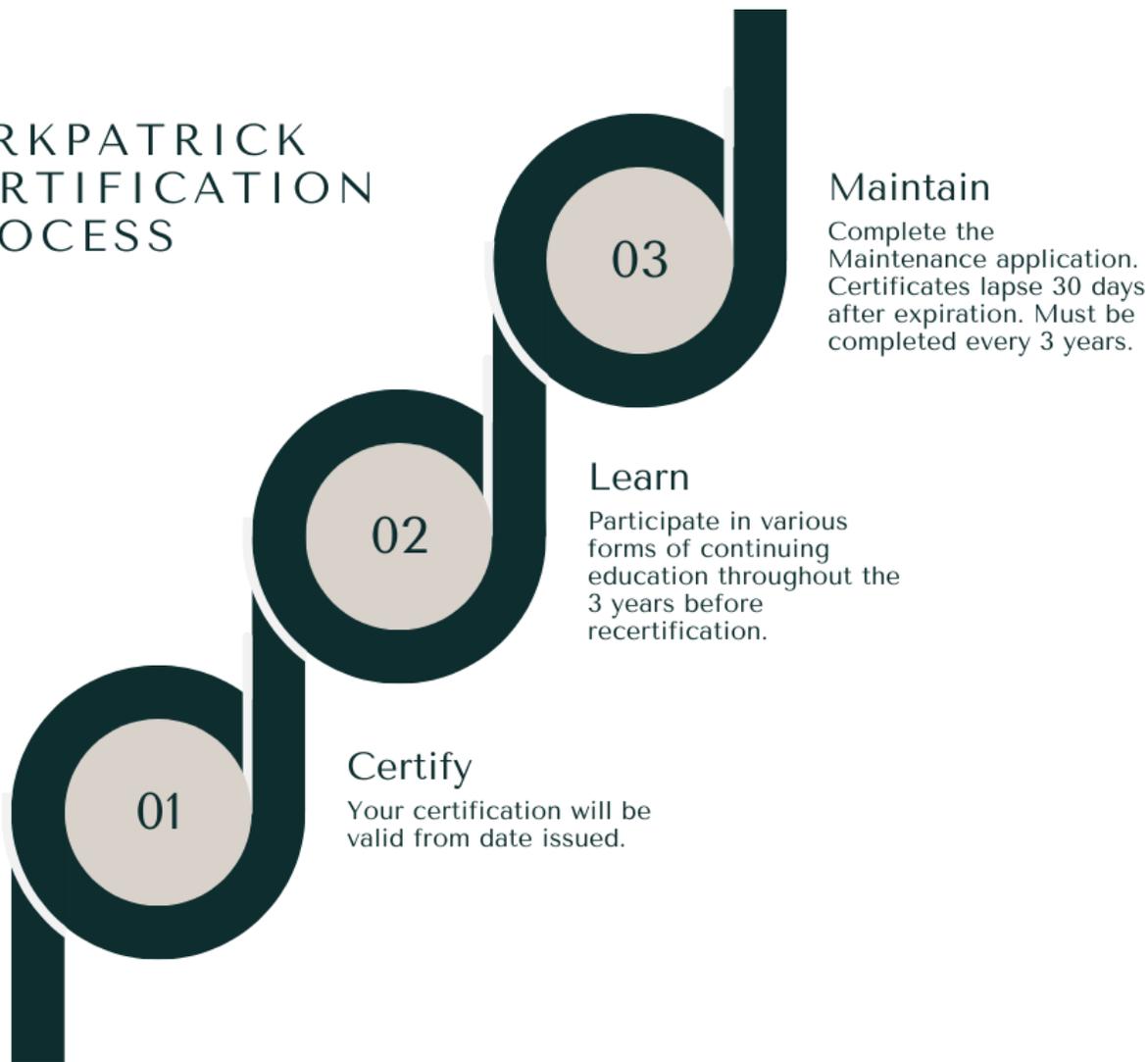# Importance of Maintenance – to Monitor and Adjust

As the Kirkpatrick Four Levels continues to grow throughout the world, the world of work changes, competencies and skills evolve, technology advances, and there is more demand to demonstrate the value of learning initiatives than ever before, we have worked to refine the model, our approach, and our programs. Therefore, it became apparent that to maintain the integrity of the certification, and to provide an opportunity to monitor, support, and adjust, we must introduce maintenance as part of our certification process.

Certification holders are not required to maintain their certification(s); however, those who choose not to will be in inactive status. You will still be recognized as someone who

completed the certification and received the certification. Those who choose to maintain will be in Active status. Professionals who hold their certification in Active status will be able to have their credentials verified through our credentialing system and receive special perks and exclusive events for our Active professionals.

Maintenance Process

KIRKPATRICK CERTIFICATION PROCESS

03 Maintain
Complete the Maintenance application. Certificates lapse 30 days after expiration. Must be completed every 3 years.

02 Learn
Participate in various forms of continuing education throughout the 3 years before recertification.

01 Certify
Your certification will be valid from date issued.

Kirkpatrick Certifications will be valid for **3 years**. You will receive notifications of the expiration of your certificate to give you time to earn and apply for maintenance to avoid any lapses in certification.

If you hold Bronze *and* Silver certifications, you will only need to submit documentation for the Silver level when your expiration date approaches, and your Bronze and Silver certifications will be maintained.

If you have other certifications, such as *Performance Designer*, they will expire individually, and you will need to resubmit an application for each certification you hold.

You will be able to use the same points for multiple maintenances, but you will be required to complete the associated projects for each specific certification.

Maintenance Requirements

Points Log

To maintain your certification, you will be required to accumulate 30 points in the form of any combination of the following: continuing education, speaking, publishing, and Kirkpatrick community membership.

Activity	Points	Maximum	Notes
Continuing Education			
Completing a Kirkpatrick Certification	20 points	20 points	Submit certificate of completion
Auditing a Kirkpatrick Certification	20 points	20 points	Submit certificate of completion
Completing a Kirkpatrick workshop	15 points	15 points	Submit certificate of completion
Completing a workshop about learning and performance, evaluation, etc. from a vendor outside of Kirkpatrick Partners	10 points	20 points	Submit certificate of completion
Attending a Kirkpatrick webinar	8 points for each hour	16 points	Submit certificate of completion
Attending a free webinar by another organization	5 points for each hour	15 points	Submit certificate of completion or screenshot of attendance in profile record

Reading a Book	1 point for each 50 pages read	10 points	Submit short paragraph of key takeaways/insights
Listening to a podcast	2 points per 20 minutes	10 points	Submit link to podcast and short paragraph of key takeaways/insights
Attending the Kirkpatrick Summit or Pop-Up event	20 points	20 points	Submit date attended – we will verify
Attending a conference (other than the Kirkpatrick Summit)	10 points	20 points	Submit proof of attendance
Speaking			
Presenting on evaluation or learning and performance includes the Kirkpatrick Four Levels® (internally or externally)	5 points/hour	20 points	Must submit slide deck, and marketing materials/name of presentation in book *Note: May not award points if presentation is not aligned with current teachings of the model
Lecturing/teaching on evaluation, measurement or learning and performance includes the	5 points/hour	20 points	Must submit instructional materials such as course syllabus showcasing how Kirkpatrick was

Kirkpatrick Four Levels®			mentioned *Note: May not award points if presentation is not aligned with current teachings of the model
Guest appearing on a podcast on evaluation, measurement or learning and performance includes the Kirkpatrick Four Levels®	5 points/hour	20 points	Must share link to episode and transcript
Publication			
Writing a Book on evaluation, measurement or learning and performance that includes the Kirkpatrick Four Levels®	20 points	20 points	Share manuscript
Writing a Book Chapter on evaluation, measurement, or learning and performance that includes the Kirkpatrick Four Levels®	10 points	10 points	Share the chapter

Writing a Research Paper or Peer Reviewed Article that includes the Kirkpatrick Four Levels®	10 points	10 points	Share research paper
Writing a Professional Publication that includes the Kirkpatrick Four Levels®	5 points	10 points	Share publication
Writing a Blog (or LinkedIn Article) (Minimum 500 words) that includes the Kirkpatrick Four Levels®	2 points	6 points	Share link to Blog
Developing original content/posts on LinkedIn on evaluation, measurement or learning and performance includes the Kirkpatrick Four Levels®	2 points/5 posts	6 points	Share links to posts/screenshots of posts
Membership			
Kirkpatrick Collective Member	5 points/year	15 points	Verified by Kirkpatrick Partners
ATD Member	2 points/year	6 points	Share verification of membership

Maintenance Project

You will also need to complete the maintenance project associated with the certification you are renewing:

- Evaluation Architect (Bronze): Blended Evaluation Plan
- Evaluation Analyst (Silver): Case Study Report

Kirkpatrick Partners will review your project, assess alignment to the Kirkpatrick Model and foundational principles, and provide any necessary feedback. Your insights will also help us to enhance our support for the Kirkpatrick community.

Cost to Maintain

To process your certification, the fee is $295. If you are a member of the Kirkpatrick Collective, the fee is waived as part of your membership.

Maintenance Submission

Use this link to purchase the Maintenance course, which includes the templates for your points log and project submissions, as well as the maintenance submission form.

Maintenance Processing Time

Please allow 6-8 weeks for the processing of your application. If you have any questions on maintenance, please use this form.

Lapse in Certification

Kirkpatrick® Certified Professionals must maintain their certification every 3 years. If they do not, that certification will become inactive at the expiration date.

If there is a challenge that prevents you from maintenance, please contact Kirkpatrick Partners using this link.

Frequently Asked Questions

1. I was certified by an affiliate; do I still need to maintain my certification?

a. Yes, you are still required to maintain your certification. You are able to use courses, programs, and webinars that are being held by an affiliate partner of Kirkpatrick Partners towards your continuing education points.

2. I was certified before 2025. What is my expiration date?

a. Please use the following chart to identify your expiration date:

Certification Date	Certification Expiration
2024	December 31, 2027
2023	December 31, 2026
2022 and earlier	December 31, 2025

3. I am Gold certified. Do I need to maintain my Gold certification?

a. No, you do not. However, we would love for you to continue sharing your Kirkpatrick success stories and invite you to join a Kirkpatrick podcast episode or apply to be a speaker at the Kirkpatrick Summit. You will, however, receive a badge labeled Champion to align with our new certification titles.

4. I am Kirkpatrick Strategic Evaluation Planning certified. Will I lose that certification?

a. No. Since that program has been merged into the Analyst (Silver) program, you will not lose that certification.

5. I was told my certification was indefinite.

a. To preserve the integrity of the certification programs, the Kirkpatrick Four Levels® model and methodology, and ensure we are keeping up to date with learning and performance and evaluation, similar to other industry associations such as ATD, we have moved to a maintenance model. It allows us to practice our favorite part of the model: monitor and adjust.
Our goal with maintenance is truly to help ensure you are continuing your education, keeping up your evaluation skills, and gives us a chance to provide feedback, as well as learn more of how we can better support you. Additionally, it ensures we continue to grow and evolve to ensure the Kirkpatrick Model remains the industry standard for evaluation through our continuous evaluation and improvement of the model.
As a reminder, you are still recognized as having gone through our certification program, however, will show as inactive.

6. I have a lot of people who need their certification to be maintained.
    a. We appreciate the trust you have placed in Kirkpatrick Partners and value in our certification program. We do not want maintenance to be a burden, so please contact Kirkpatrick Partners to discuss your case individually so we can work together on a plan to maintain your team's certification.
    The great news is that there are many options to maintain their certification with individual work many team members are likely doing already, and we have new educational programs consistently coming out so there are many ways and opportunities.
    Just know we are here to support you as you navigate maintenance, so do not hesitate to reach out.
7. Does an ATD or Training Industry certification count for certification maintenance?
    a. Yes it does.
8. I don't remember where to find my email that I used for certification.
    a. Use [this form](#) to submit your question for certification maintenance.