

# Kirkpatrick®

# Recertification 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.

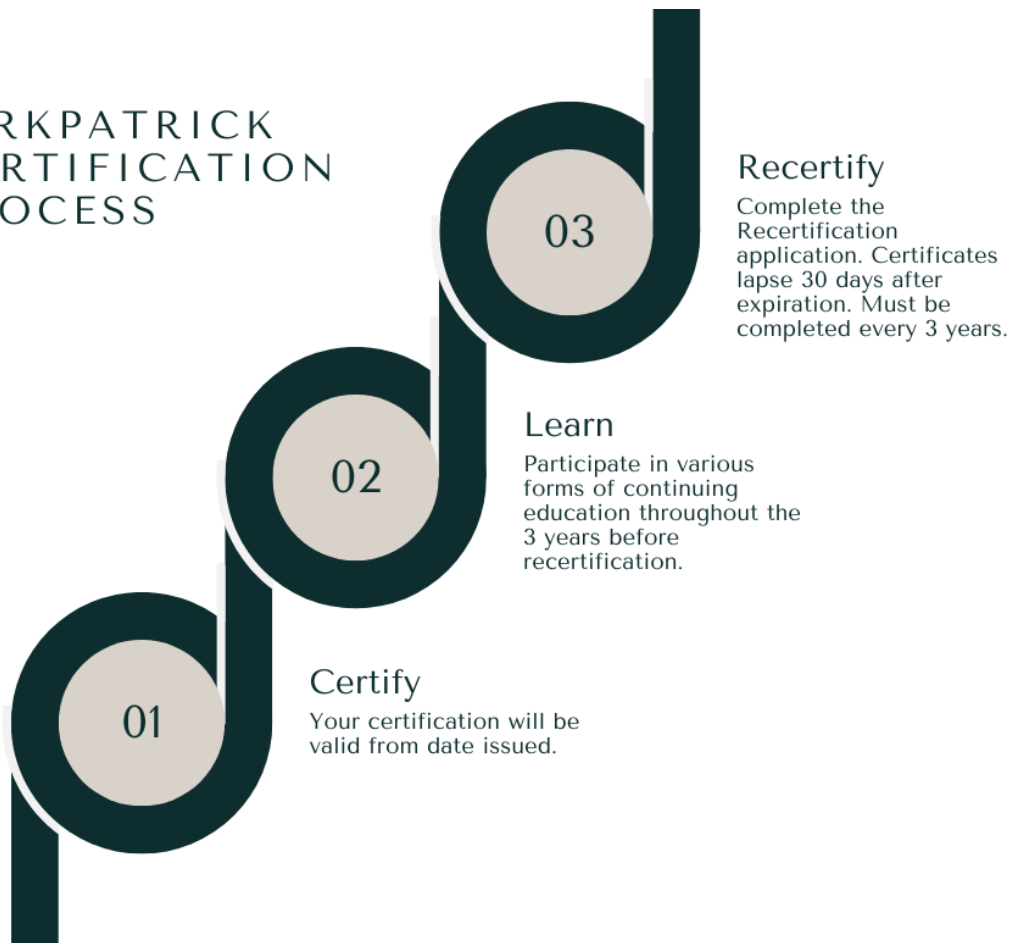
This work is our way to bring performance to the forefront and align the learning function with the business so that learning can make data driven decisions and develop their own chain of evidence to demonstrate their value.

## Importance of Recertification – 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 recertification as part of our certification process.

## Recertification Process

### KIRKPATRICK CERTIFICATION PROCESS



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 recertification to avoid any lapses in certification.

If you hold multiple certifications, each certification 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 the multiple recertifications and just complete an updated report for that specific certification.

## Recertification Requirements

To recertify, 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
<b>Continuing Education</b>			
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 Blended Evaluation Plan Refresher Workshop	15 points	15 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
Reading a Book	1 point for each 50 pages read	10 points	Submit short paragraph of key takeaways/insights
Attending the Kirkpatrick Summit	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
<b>Speaking</b>			
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 Kirkpatrick Four Levels®	5 points/hour	20 points	Must submit instructional materials such as course syllabus showcasing how Kirkpatrick was 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
<b>Publication</b>			
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	10 points	10 points	Share research paper

includes the Kirkpatrick Four Levels®			
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
<b>Membership</b>			
Kirkpatrick Community Member	5 points/year	15 points	Verified by Kirkpatrick Partners
ATD Member	2 points/year	6 points	Share verification of membership

You will also need to complete the following:

- Blended Evaluation Plan (Bronze/Architect only)
- Analysis Presentation/Report (Silver/Analyst only)

The plan or report will help Kirkpatrick Partners review your work, provide any feedback, and discover opportunities to better enhance our support for the Kirkpatrick community.

## Cost to Recertify

To process your certification, the fee is \$295. If you are recertifying for multiple certifications, the fee is \$295 for each certification you are renewing.

## Recertification Submission

To recertify, access the link below to download the submission form for your appropriate recertification (Bronze/Architect or Silver/Analyst), complete the form, and to submit the form with your proof of points as outlined above.

[Bronze \(Architect\) Recertification](#)

[Silver \(Analyst\) Recertification](#)

[Bronze/Silver \(Architect/Analyst\) Recertification](#)

## Recertification Notification

Please allow 6-8 weeks for the processing of your application. If you have any questions on recertification, please use [this form](#).

## Lapse in Certification

Kirkpatrick® Certified Professionals must recertify every 3 years. If they do not, that certification will be null 30 days after the expiration date.

If a Kirkpatrick® Certified Professional does not recertify, they will need to go through the certification process again for that certification.

If there is a challenge that prevents you from recertification, please contact Kirkpatrick Partners using [this link](#).

## Frequently Asked Questions

1. I was certified by an affiliate; do I still need to recertify?
  - a. Yes, you are still required to recertify. 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 recertify as Gold?
  - 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. We understand that previous ownership may have communicated this message to you. Under new ownership, and 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 recertification. It allows us to practice our favorite part of the model: monitor and adjust. Our goal with recertification 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.
6. I have a lot of people that need to be recertified.
  - a. We appreciate the trust you have placed in Kirkpatrick Partners and value in our certification program. We do not want recertification to be a burden, so please contact Kirkpatrick Partners to discuss your case individually so we can work together on a plan to recertify your team.

The great news is that there are many options to recertify 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 recertification, so do not hesitate to reach out.
7. Does an ATD or Training Industry certification count for recertification?
  - a. At this time, it does not.
8. I don't remember where to find my email that I used for certification?
  - a. Use [this form](#) to submit your question for recertification.