NCARB

NCARB BY THE NUMBERS

JUNE 2012

Introduction

It's an exciting time for NCARB. Many investments by our Information Systems Directorate over recent years are starting to pay out dividends in regard to improvements to our online systems and management software, and, as reflected in this publication, an improved ability to mine data. We are beginning to have the tools in place to get definitive information regarding broad-scale questions about NCARB programs and services, and the status of the profession as a whole.

The metrics and information presented in this publication are just the tip of the iceberg. There's still a lot of work to be done—100 years worth of information requires a lot of data cleanup, exploration, and analysis before it can be put to use. This first edition is an exciting first step for what will become a regular addition to the services that NCARB offers.

It's important to remember, as you look through the following charts and graphs, the source of this data. Most of our registration data, for example, comes from architects who hold NCARB Records, and many of the registrations that they indicate are self-reported. Most of these registrations are eventually verified, one-by-one, by the state that issued them. While we are always looking for ways to improve the quality and accuracy of our data, we also believe that the data presented here is an accurate look not only at NCARB programs and services, but, in many ways, at the profession as a whole.

Along with the measures from our data warehouse, this publication also includes the results of the two perception surveys—one to architects and one to interns—that were conducted in December 2011.

With these new capabilities, NCARB is in a unique position to provide something that has been missing for a long time: a clear and definitive source of information about the past, the present, and the future of our amazing profession.

Michael J. Armstrong
Chief Executive Officer
National Council of Architectural Registration Boards

Sources

All *NCARB Abstract* data current as of 8 May 2012.

All Perception Survey data from NCARB Perception Surveys, 21 December 2011.

U.S. Economic Data from Federal Reserve Bank of St. Louis.

Total Construction Spending:
TTLCONS
U.S. Department of Commerce: Census Bureau Release: Construction Spending
Seasonally Adjusted Annual Rate
Monthly
Millions of Dollars
Federal Reserve Board of St. Louis
11 May 2012
http://research.stlouisfed.org/fred2/

Total Private Construction Spending: Non-residential
PNRESCONS
U.S. Department of Commerce: Census Bureau
Seasonally Adjusted Annual Rate
Monthly
Millions of Dollars
Federal Reserve Board of St. Louis
7 May 2012
http://research.stlouisfed.org/fred2/

Real Gross Domestic Product, 1 Decimal
GDPC1
U.S. Department of Commerce: Bureau of Economic Analysis
Seasonally Adjusted Annual Rate
Quarterly
Billions of Chained 2005 Dollars
Federal Reserve Board of St. Louis
11 May 2012
http://research.stlouisfed.org/fred2/

NCARB ABSTRACT

JUNE 2012

NCARB

The *NCARB ABSTRACT*

The NCARB Abstract represents a new foundational data environment that NCARB has been building over the last few years. For much of NCARB's history, Record data existed in its own world—it served NCARB programs and services for the needs of the time, but it was not integrated into a system that allowed for analysis.
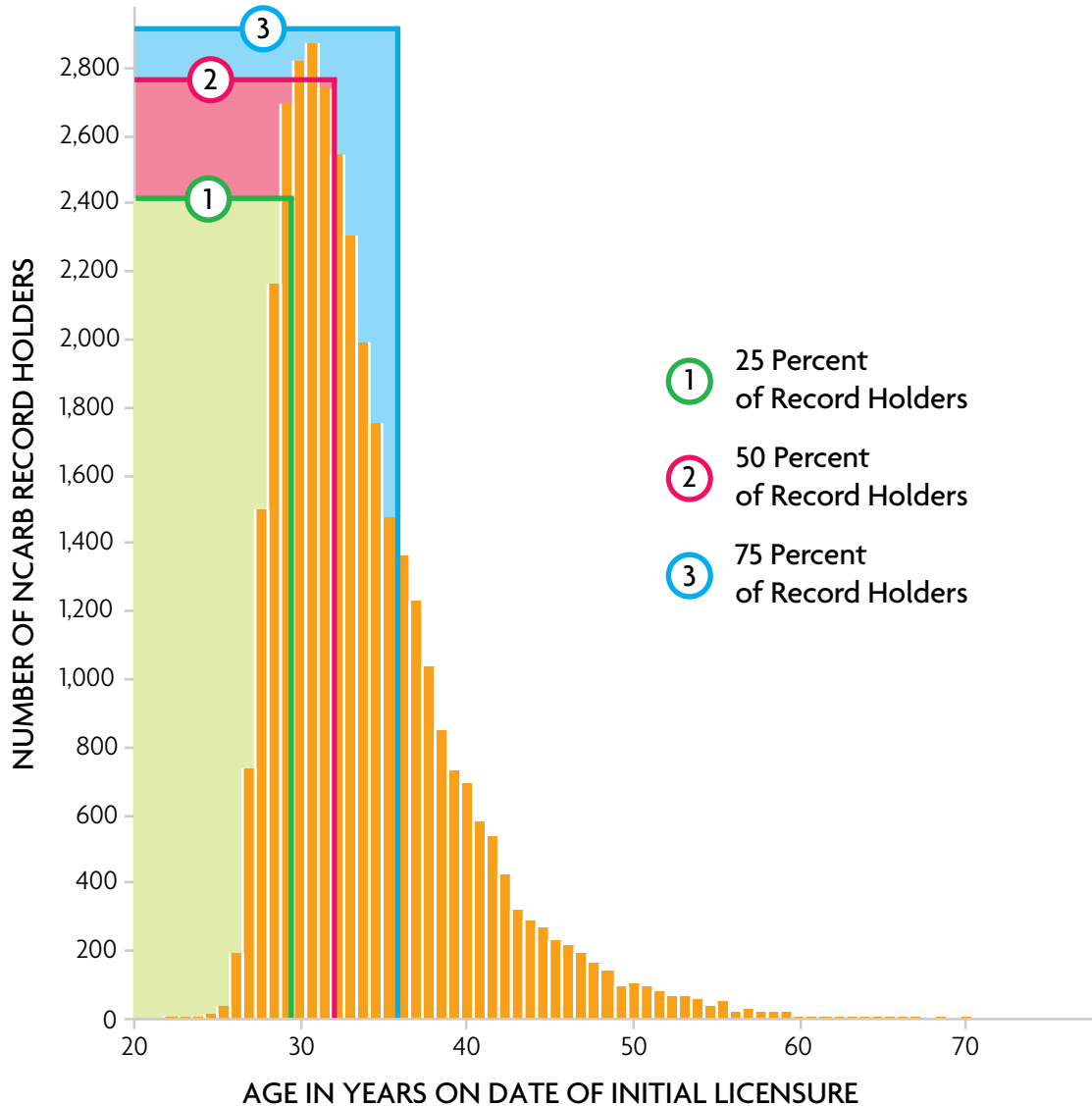
That is no longer the case. With our new information systems, we now have the ability to draw on Record data to answer important questions regarding not only our own programs, but also critical indicators for the profession.

The following charts provide a framework for further research. The information they contain serves as both a benchmark for future efforts, and a jumping-off point for further exploration.

Age on Date of Initial Licensure

It is important to remember that all of NCARB's data on licensure is self-reported. Only those architects that hold an NCARB Record have indicated an initial license and have had that licensed verified by the state are included in this calculation. This chart represents a snapshot of the entire universe of NCARB Record data on licensure and does not represent generational trends.


Legend:

1 — 25 Percent of Record Holders

2 — 50 Percent of Record Holders

3 — 75 Percent of Record Holders

NUMBER OF NCARB RECORD HOLDERS

AGE IN YEARS ON DATE OF INITIAL LICENSURE

NCARB

Average Age on Date of Initial Licensure

Since 1975, the average age for initial licensure has demonstrated a slight increase. The median age for acquiring initial licensure peaked in 2009, but has since decreased. The effects of changes to programs and services, such as the change to computer testing in 1996, allow candidates the opportunity to select the most convenient times to test. Conversely, programmatic frameworks, such as the Rolling Clock and Six-Month Rule, provide parameters for interns to complete NCARB programs.
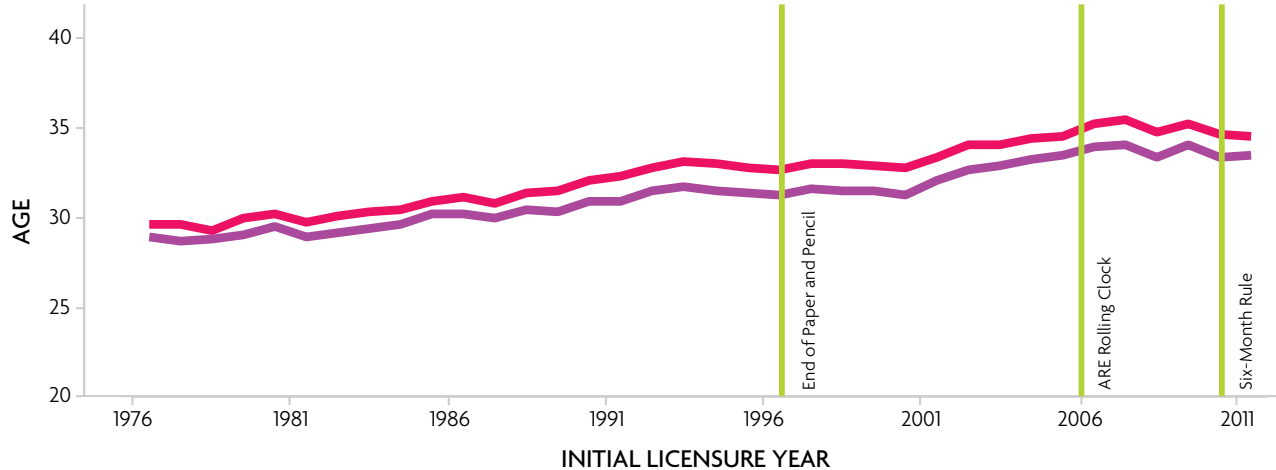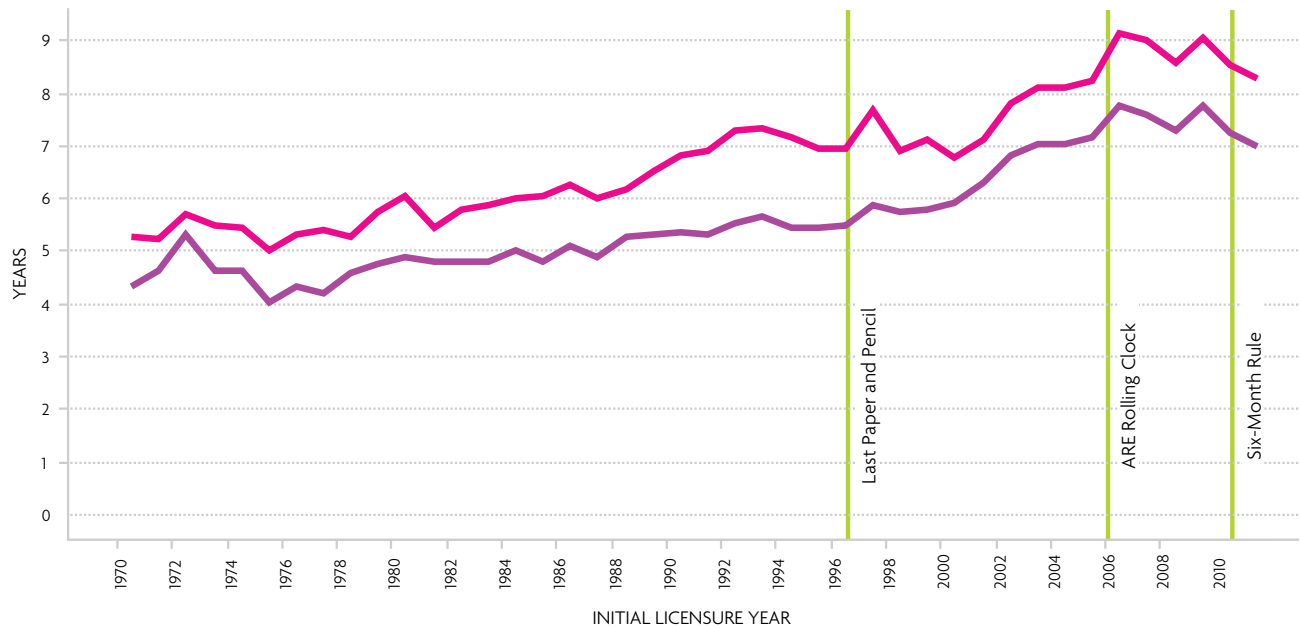

Mean
This is what most people think of when they think of the "average." It is the sum of all observations, divided by the number of observations.

Median
This is another measure of central tendency. When all observations are ordered from smallest to largest, it is the value that divides the sequence exactly in half. Unlike the mean, the median is not dramatically affected by extreme observations.

Average Years Between Graduation and Initial Licensure

There are many variables that affect the amount of time between graduation and the acquisition of an initial license. One program requirement that appears to have affected the average time to licensure was the establishment of computer-based testing in June 1996. By allowing candidates to test whenever they like—instead of at predefined times of the year—it enabled interns to spread out or delay testing schedules, giving more flexibility in mapping out their own paths to licensure. Although years to licensure peaked in 2009, it has decreased over the past two years. The next few years of data should be illuminating.

YEARS

INITIAL LICENSURE YEAR

Last Paper and Pencil

ARE Rolling Clock

Six-Month Rule

Mean
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Median
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NCARB

Years Between Graduation and Initial Licensure by Degree

Time to initial licensure also depends on degree type. While much of this variation may be due to explicit requirements for licensure, it may also indicate that candidates with particular degrees could be more professionally informed and proactive regarding licensure, and familiar with the requirements and programs that shape the path to licensure.

DEGREE TYPE
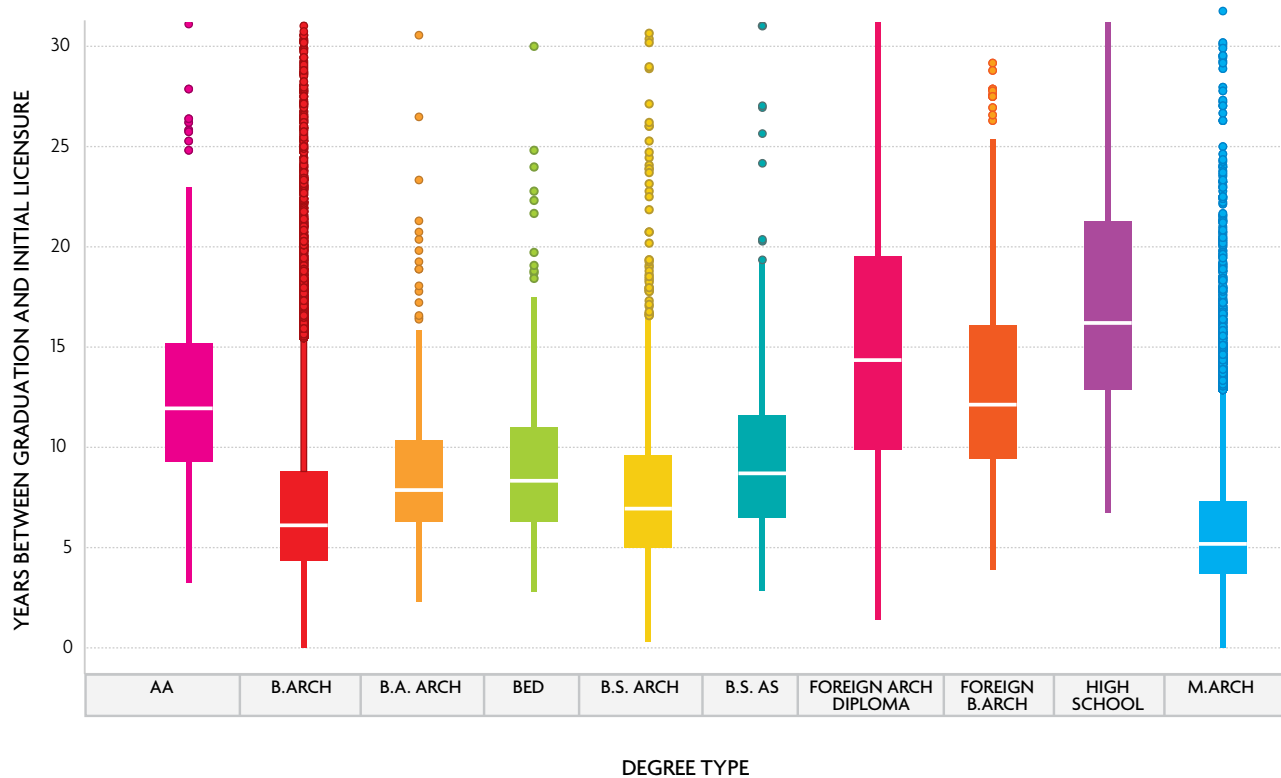
Years to Complete the IDP by Degree

We can further slice our data by looking at how long it takes interns who hold various degrees to complete the IDP. Time to complete the IDP is defined by the difference, in years, between the first day of the first experience report, and the last day of the last experience report before the Record is marked as "IDP complete." This selection includes 10 common degree types. Interns who possess an M.Arch or a B.Arch complete the IDP much more quickly than

other degree holders. This measure does not deal with time to initial licensure—it is only for IDP completion times. One interesting takeaway from this is that it may mean that interns with degrees from NAAB-accredited programs have more exposure and more interest in the licensure process. Degree type may be a proxy for how informed, interested, and engaged an intern is in the profession.


YEARS TO COMPLETE IDP

DEGREE TYPE
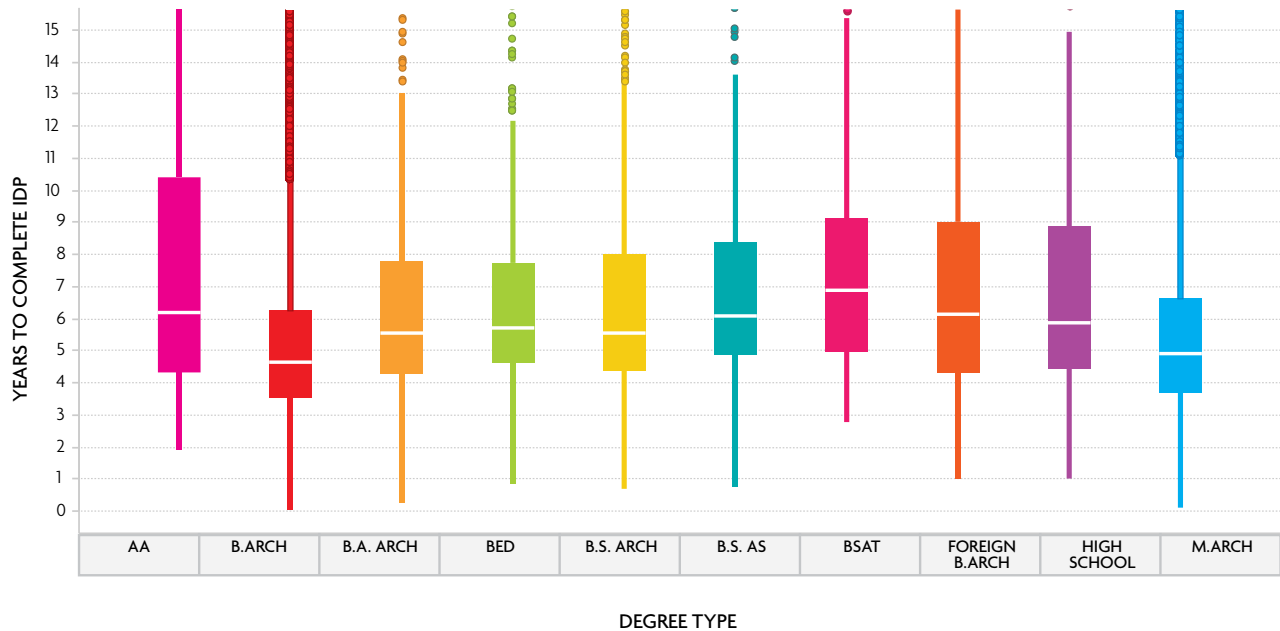
NCARB

Average Time to Complete the IDP

There are multiple ways to mesure how long it takes to complete the IDP. The measure presented below finds the number of years between the first day of an intern's first IDP experience report, and the last day of their last IDP experience report that occurs before their Record is marked as IDP complete. With the standardization of experience reporting requirements—such as the Six-Month Rule—the usefulness of this indicator should improve. One explanation for the uptick in the average values of this measure in 2008 and 2009 is the establishment of the Six-Month Rule. Interns who applied before 1 July 2009 had until 1 July 2010 to report historical years of experience. Interns took advantage of this period to submit many years of experience.
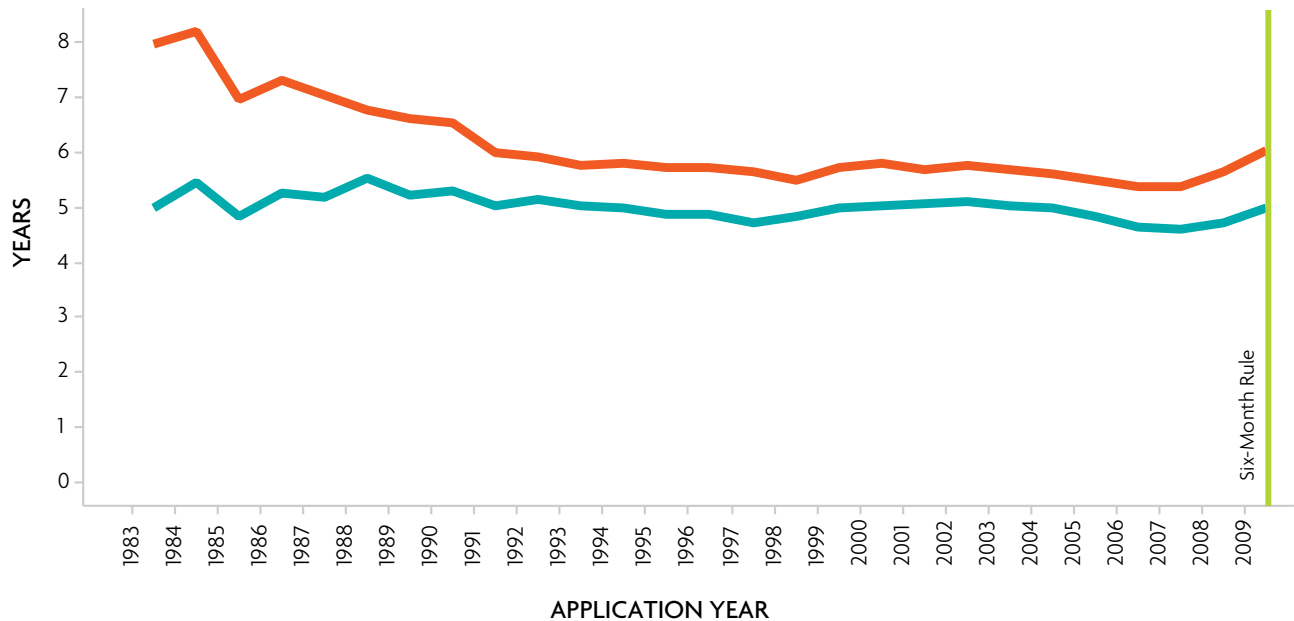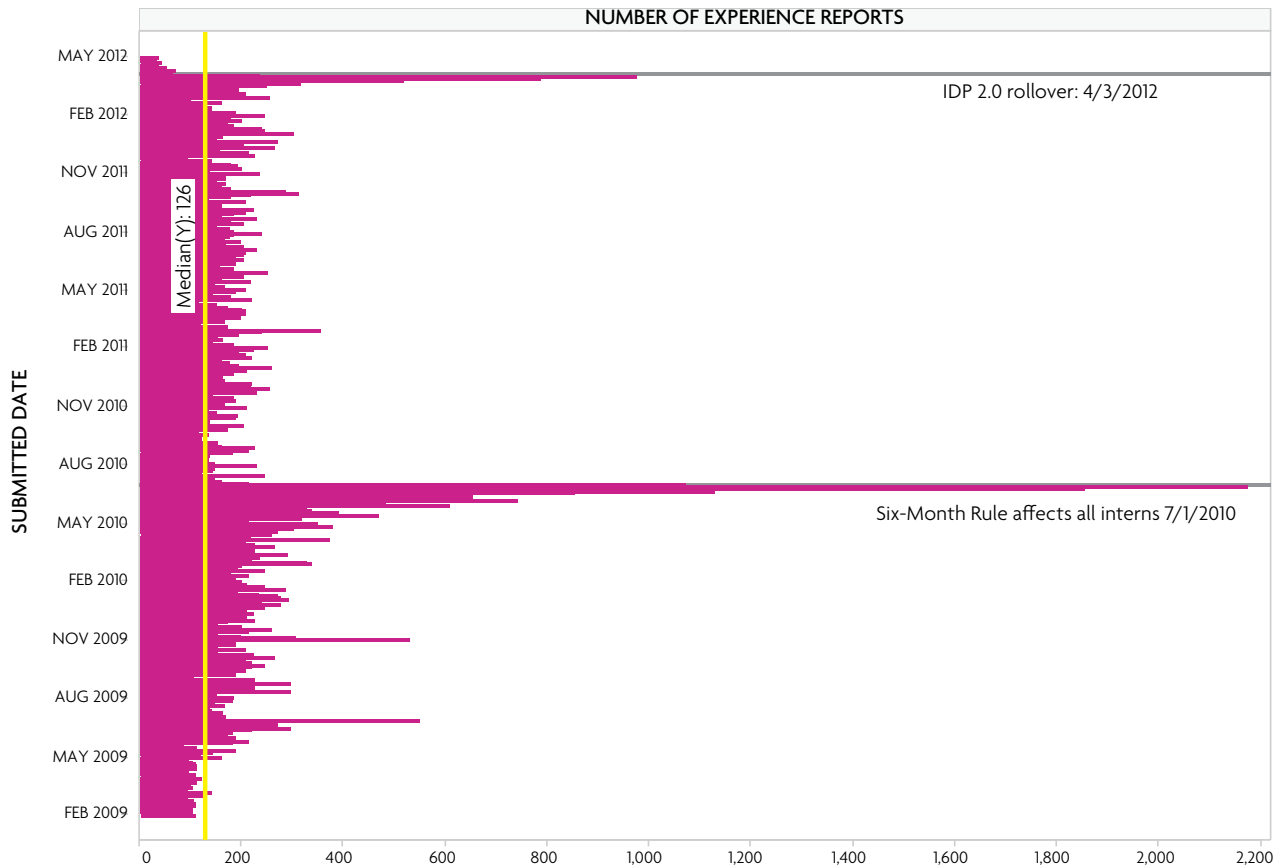

Mean
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Median
This is another measure of central tendency. When all observations are ordered from smallest to largest, it is the value that divides the sequence exactly in half. Unlike the mean, the median is not dramatically affected by extreme observations.

Electronically Submitted Experience Reports

Since the establishment of online experience reporting via the e-EVR and My NCARB, NCARB has made two major changes to the Intern Development Program. On 1 July 2010, all interns became subject to the Six-Month Rule; 30 June 2010 has the most submitted experience reports of any tracked day. The rollover to IDP 2.0 took place on 3 April 2012 and represents the second highest peak. The variation in submittals per day prior to the Six-Month Rule is greater. After the Six-Month Rule reporting requirement was enacted, a steadier pace of daily experience reports became established.


NUMBER OF EXPERIENCE REPORTS

Median(Y): 126

IDP 2.0 rollover: 4/3/2012

Six-Month Rule affects all interns 7/1/2010

SUBMITTED DATE

NCARB

Intern IDP Completions by Year

The number of interns completing the IDP has increased over time. The Six-Month Rule demonstrated an above-trend data point, as interns rushed to document—and complete—the IDP before the program change occurred. The resultant drop-off may be interpreted as a return to trend and a decrease from interns who otherwise might have delayed reporting and completed IDP in 2010.

NUMBER OF IDP COMPLETIONS

Six-Month Rule

Average

IDP COMPLETION YEAR
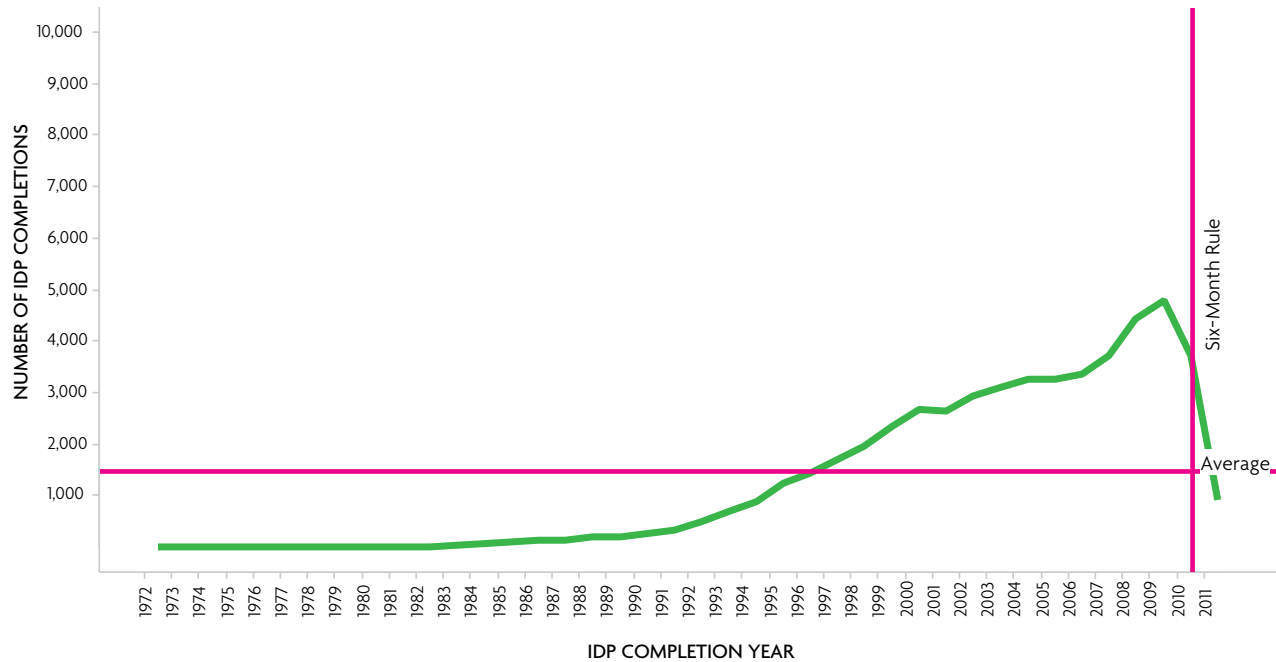
Percentage of Applications by Gender

Data on NCARB applications supports the perception that the architectural profession has been predominately male. The percentage of applications that indicate a female gender, however, has steadily increased. Applications for an NCARB Record in 2011 were nearly 40 percent female, compared to 6.2 percent in 1983.
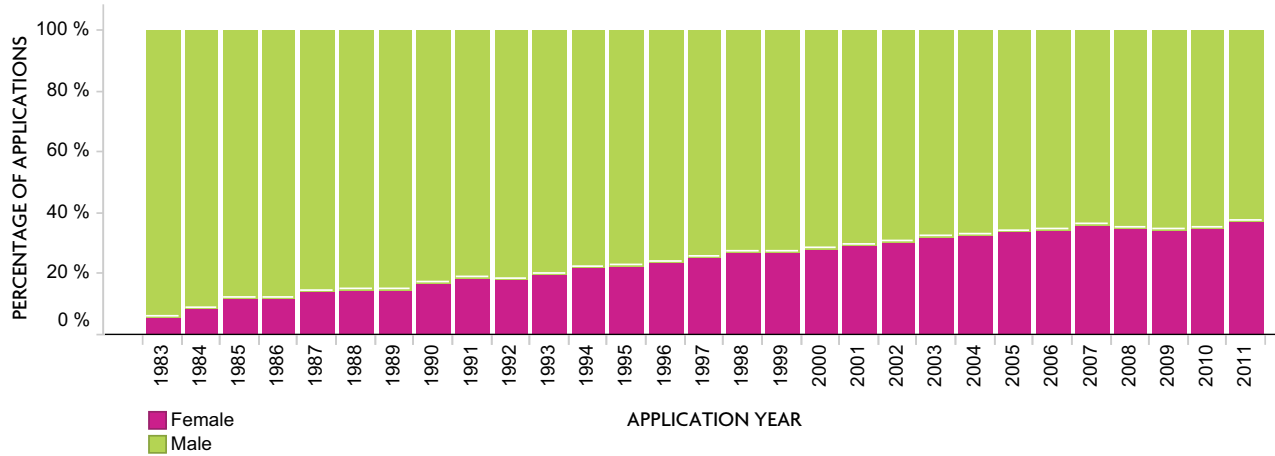
When we separate the applications by type, it becomes clear that, while architects applying for an NCARB Record do demonstrate increasing gende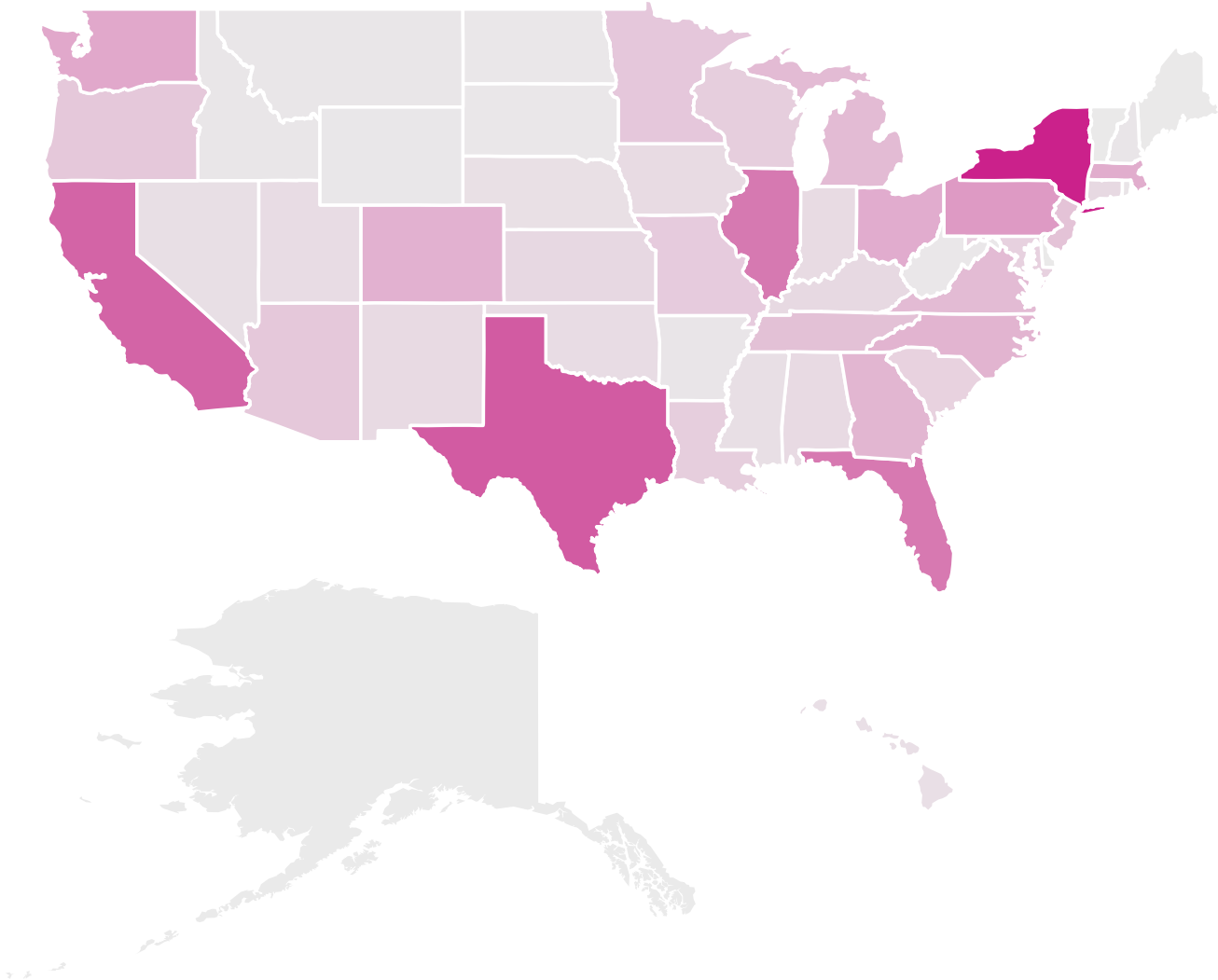r parity, it is the influx of women applying for intern Records that is driving the demographic change of the profession.
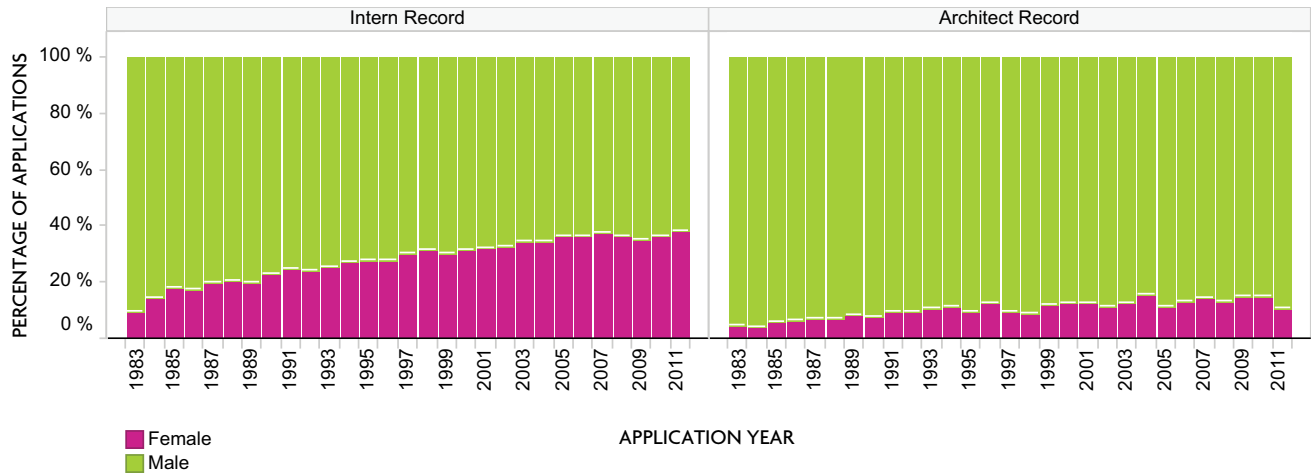
NCARB

Base Registrations of NCARB Record Holders

Many NCARB Record holders first achieve initial licensure in states with high populations and large metropolitan centers, such as New York, California, and Texas.

Reciprocal Licenses of NCARB Record Holders

Reciprocal licenses for NCARB Record holders, however, are spread more evenly across the country, with the south and east picking up a significant share of license holders.
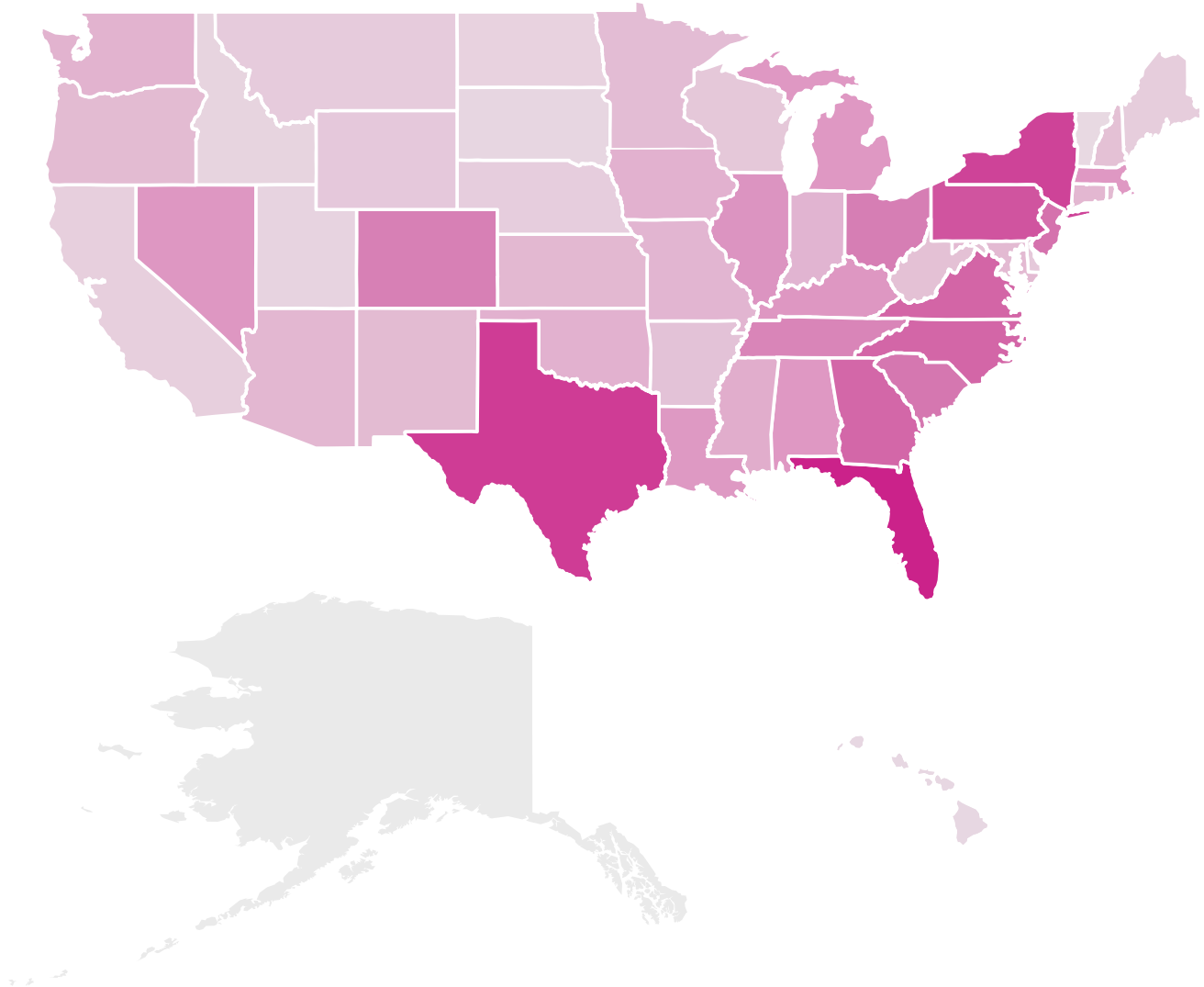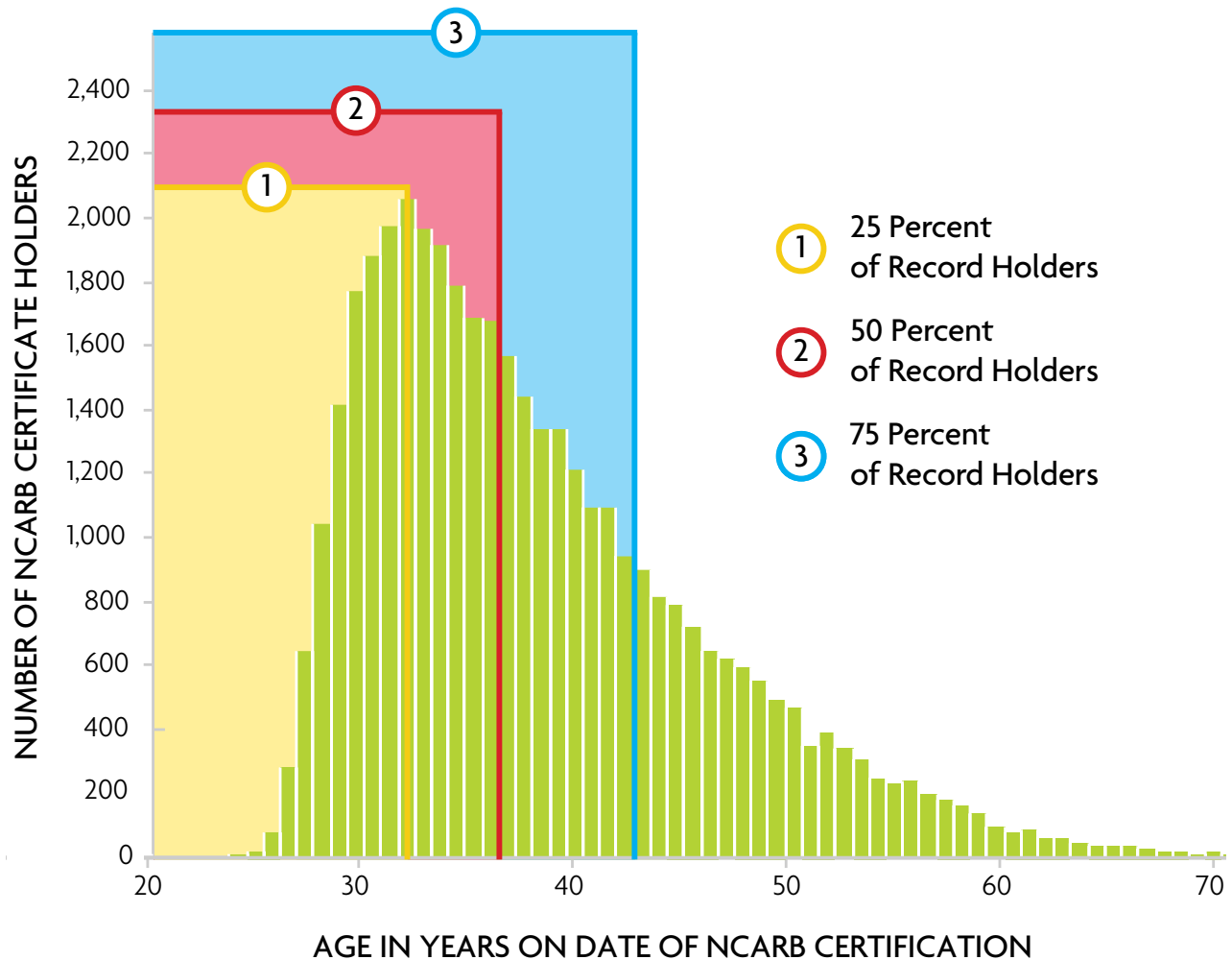
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Age in Years on Date of NCARB Certification

The median age at which an architect acquires NCARB certification is 36.37. Twenty-five percent of Certificate holders acquire their Certificate by age 32.08 and 75 percent of all Certificate holders acquire their Certificate by age 42.58. By viewing the age distribution of when Certificate holders acquire their Certificate, we can get a better look at the prime practice years of the NCARB Certificate holder. There are young, established architects who are interested in expanding their practice, insuring themselves against a slow local economy, and investing in a professional credential that identifies them as having met the highest standards of the profession.

① 25 Percent
of Record Holders

② 50 Percent
of Record Holders

③ 75 Percent
of Record Holders

NUMBER OF NCARB CERTIFICATE HOLDERS

AGE IN YEARS ON DATE OF NCARB CERTIFICATION

NCARB

Average Age on Date of NCARB Certification

The age that the average Certificate holder acquires their NCARB Certificate has been relatively constant since 1975, when total Certificates awarded per year approached 100 or greater. The average age of architects acquiring an NCARB Certificate peaked in the late 90s, but it has since steadily declined.
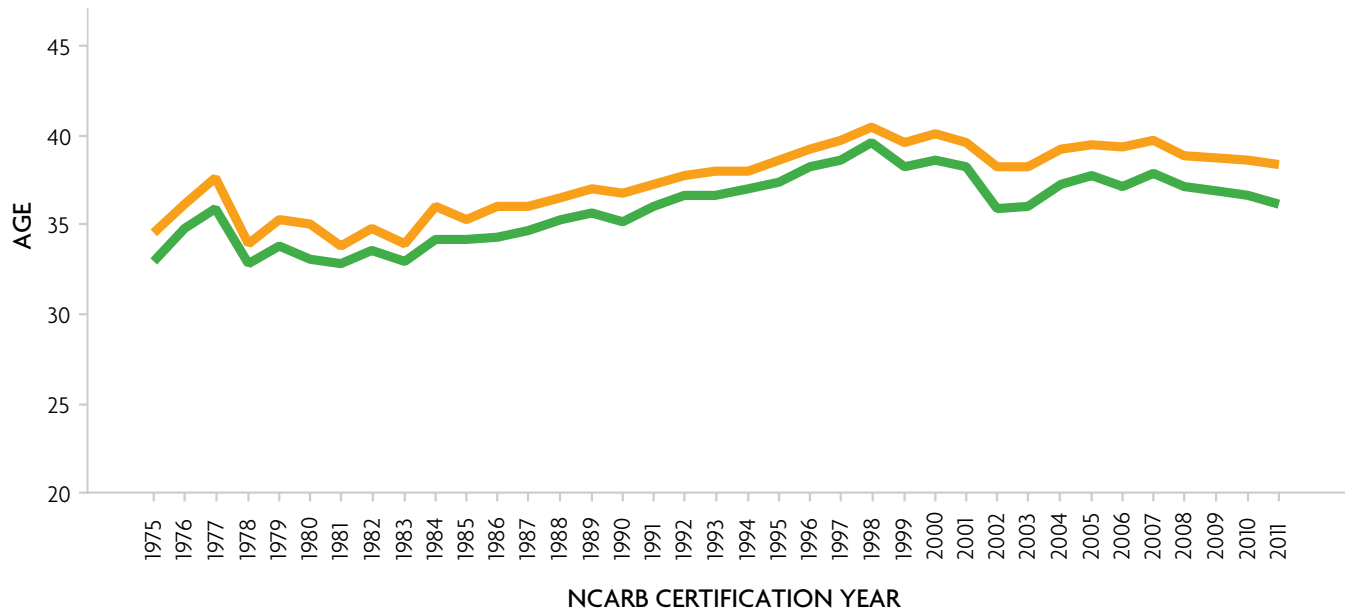
NCARB CERTIFICATION YEAR

■ **Mean**
This is what most people think of when they think of the "average." It is the sum of all observations, divided by the number of observations.
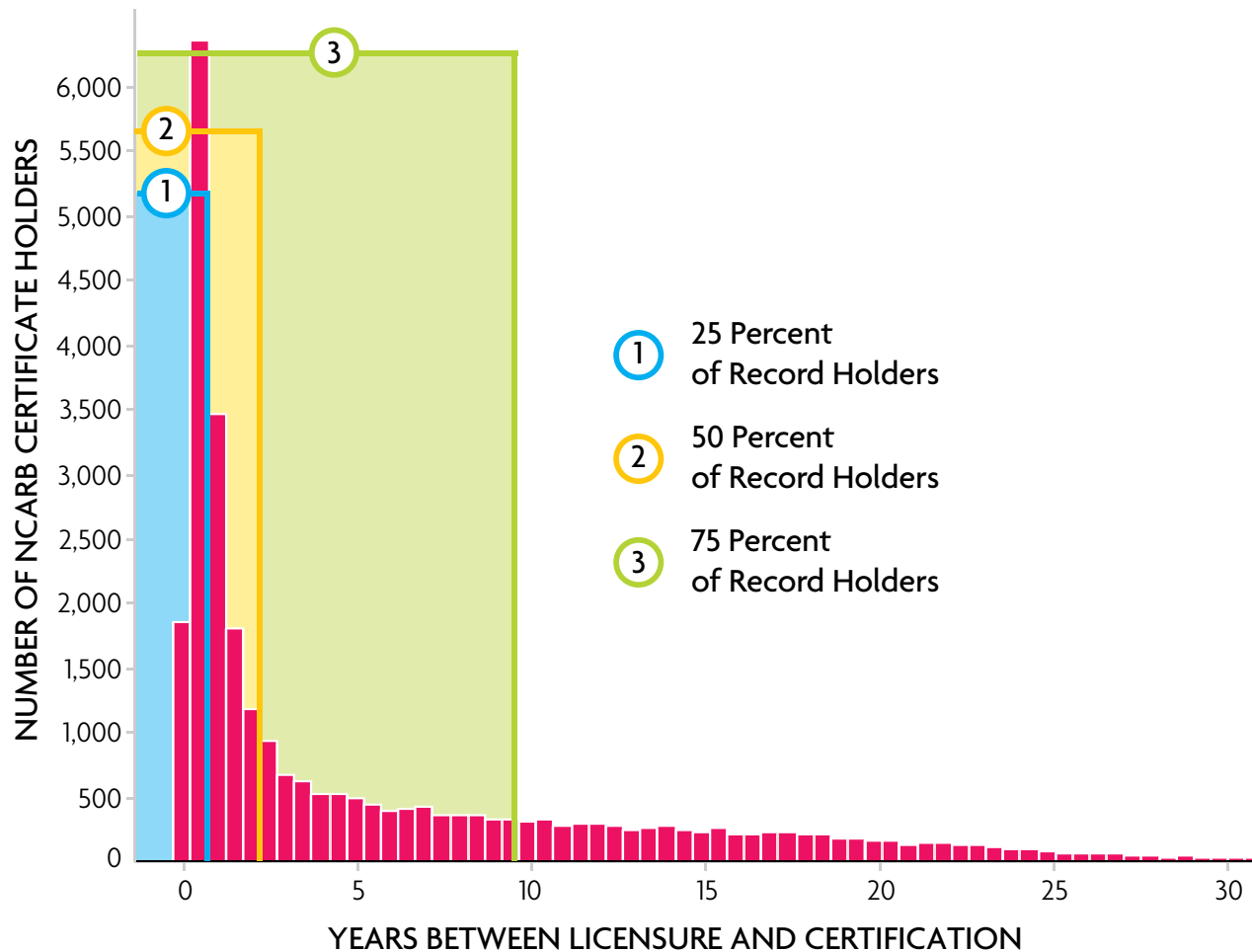
■ **Median**
This is another measure of central tendency. When all observations are ordered from smallest to largest, it is the value that divides the sequence exactly in half. Unlike the mean, the median is not dramatically affected by extreme observations.

NCARB

Years Between Initial Licensure and NCARB Certification

After initial licensure, the last professional step for architects is the acquisition of an NCARB Certificate. Half of Certificate holders acquired their Certificate within 2.13 years of initial licensure, and 25 percent of Certificate holders wait less than a year.

NUMBER OF NCARB CERTIFICATE HOLDERS

6,000
5,500
5,000
4,500
4,000
3,500
3,000
2,500
2,000
1,500
1,000
500
0

0   5   10   15   20   25   30

YEARS BETWEEN LICENSURE AND CERTIFICATION

1 — 25 Percent of Record Holders

2 — 50 Percent of Record Holders

3 — 75 Percent of Record Holders

NCARB

Average Years Between Graduation and NCARB Certification

Not every architect achieves NCARB certification. As the Certificate becomes a more valuable tool for architects, however, we should expect to see architects applying for—and earning—certification more and more quickly. While the average time from graduation to achieve NCARB certification climbed until the late 90s, it has since demonstrated a steady decrease; the median time in 2011 between graduation and certification was at its lowest value in the last 26 years. The decreasing average years to certification underscores the natural bridge between licensure and certification.
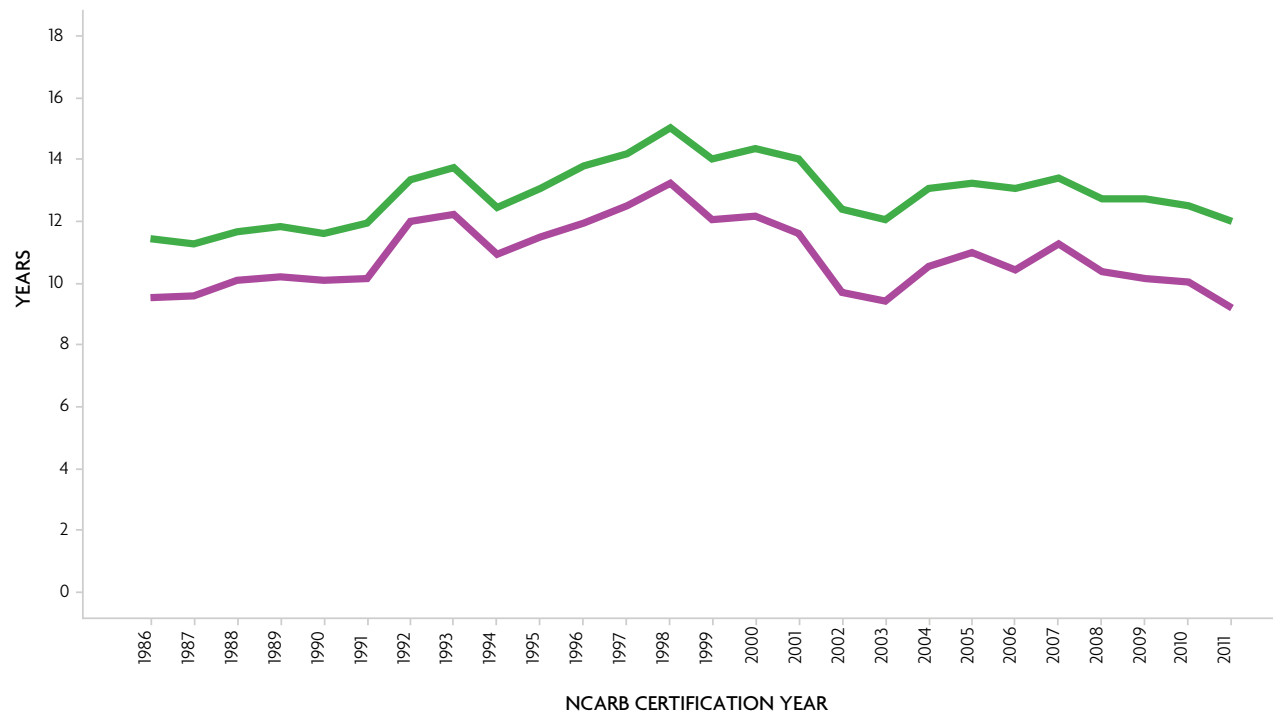
YEARS

NCARB CERTIFICATION YEAR

Mean
This is what most people think of when they think of the "average." It is the sum of all observations, divided by the number of observations.

Median
This is another measure of central tendency. When all observations are ordered from smallest to largest, it is the value that divides the sequence exactly in half. Unlike the mean, the median is not dramatically affected by extreme observations.

NCARB

NCARB Certificates and the Economy

The NCARB Certificate enables architects to expand their practice across state lines and engage in work they might otherwise have missed. In lean construction years, when projects are scarce, the ability to cross state lines becomes increasingly valuable. More analysis is needed before conclusions can be drawn, but the Certificate appears to be a counter-cyclical asset.

- Total Private Construction Spending: Non-residential
- Real Gross Domestic Product
- Total Construction Spending
- Number of Certificates Awarded

Appendix

General definitions:

Mean:
This is what most people think of when they think of the "average." It is the sum of all observations, divided by the number of observations.

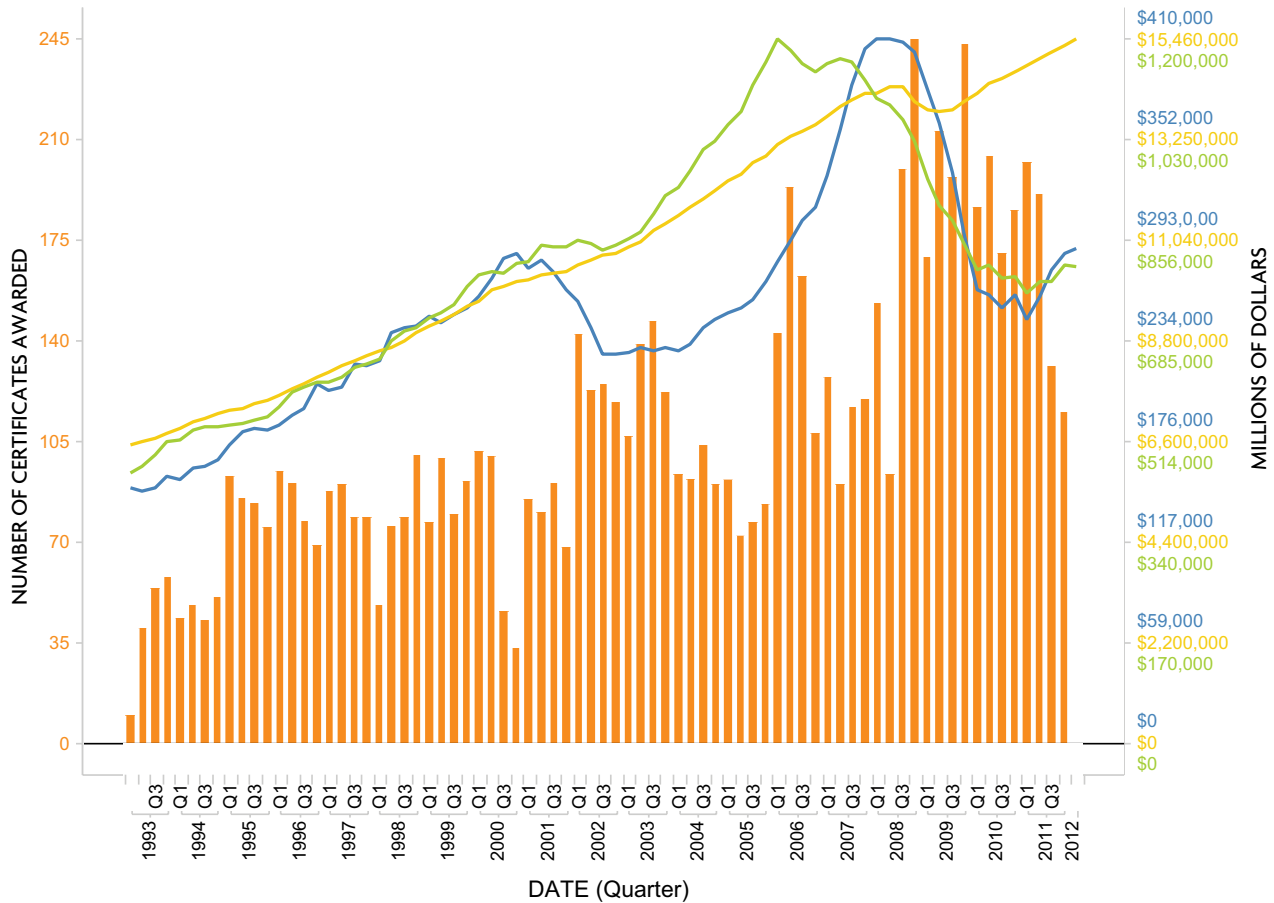> Ex: For the observations {0,5,4,9,10,14,2} the mean is $(0+5+4+9+10+14+2)/7 = 6.285$

Median:
This is another measure of central tendency. When all observations are ordered from smallest to largest, it is the value that divides the sequence exactly in half.

> Ex: For the observations {0,5,4,9,10,14,2} the median is {0,2,4,5,9,10,14} = 5

> If the sequence contains an even number of values, the median is the mean of the two central values.

> For the observations {0,5,4,9,10,14,2,16} the median is {0,2,4,5,9,10,14,16} = $(5+9)/2 = 7$

One advantage of using the median as opposed to the mean is robustness; unlike the mean, the median is not dramatically affected by extreme observations. It may be a better choice for describing the "typical" value for many of the included metrics.

Data definitions:

Initial Licensure Date:
Takes the "date licensed" date from each Record that is associated with an initial registration.

Graduation Date:
This is the graduation date for the earliest reported education information. When possible, this is the earliest reported degree from a NAAB-accredited program.

Date of Birth:
Self-reported birth date in Record.

NCARB Certification Date:
When an NCARB Record is evaluated for NCARB certification, the NCARB Certification Date is granted on the day that the Record is given an NCARB Certificate number.

Application Date:
The date on which the Record holder applied for his or her NCARB Record.

Gender:
Although applications for an NCARB Record have a "gender" field, this field is frequently not completed. Instead of using this data, measures that use gender are calculated by using name prefixes. If the value of the name prefix is Ms., Miss, or Mrs., then the Record is marked as "female." If the value of the name prefix is Mr., the Record is marked as "male." This reduces the amount of "NULL" values from almost 70,000 to about 15,000.

Record Type:
Generally, we are interested in the Record type *at the time of application*.

NCARB

Appendix

Experience Submitted Date:
When an experience report is submitted online for the first time, it is date-stamped with the date on which the submittal occurred.

Degree Type:
This is the name of the degree associated with the earliest reported education information. When possible, this is the earliest reported degree from a NAAB-accredited program.

IDP Start Date:
This is the earliest date that is associated with a verified experience report in an NCARB Record.

IDP End Date:
This is the last day of the last verified experience report that occurred before the IDP Complete Date.

IDP Complete Date:
When a Record is evaluated and marked as having satisfied all IDP requirements, it is date-stamped with an "IDP Complete Date."

Base Registration:
The earliest verified license in a Record.

Reciprocal Registration:
A verified, non-initial registration

Total Construction Spending:
TTLCONS
U.S. Department of Commerce: Census Bureau Release: Construction Spending
Seasonally Adjusted Annual Rate
Monthly
Millions of Dollars
Federal Reserve Bank of St. Louis
http://research.stlouisfed.org/fred2/

Total Private Construction Spending: Non-residential
PNRESCONS
U.S. Department of Commerce: Census Bureau
Seasonally Adjusted Annual Rate
Monthly
Millions of Dollars
Federal Reserve Bank of St. Louis
http://research.stlouisfed.org/fred2/

Real Gross Domestic Product, 1 Decimal
GDPC1
U.S. Department of Commerce: Bureau of Economic Analysis
Seasonally Adjusted Annual Rate
Quarterly
Billions of Chained 2005 Dollars
Federal Reserve Bank of St. Louis
http://research.stlouisfed.org/fred2/

PERCEPTION SURVEY REPORT

Architect Survey
42,585 e-mails delivered
2,414 completed
(5.7 percent of people e-mailed)

Intern Survey
45,659 e-mails delivered
1,012 completed responses
(2.2 percent of e-mailed)

Architect Survey confidence
A 2.3 percent sampling rate with a population of
105,312 gives the following confidence intervals:
90% +/- 1.7%
95% +/- 2%
99% +/- 2.6%

Ex: If reported mean years until licensure is three,
we know with 99 percent certainty the actual
value lies in between 3.078 and 2.922 years.

NCARB

Executive Summary

An analysis of the perception of both interns and architects was conducted using a survey tool in December 2011. The NCARB Record database was used solely for intern's e-mail addresses. Architects were solicited through this database as well, but we supplemented those e-mails with those we had acquired through four jurisdictions, thereby contacting some architects who were neither NCARB Record holders nor Certificate holders.
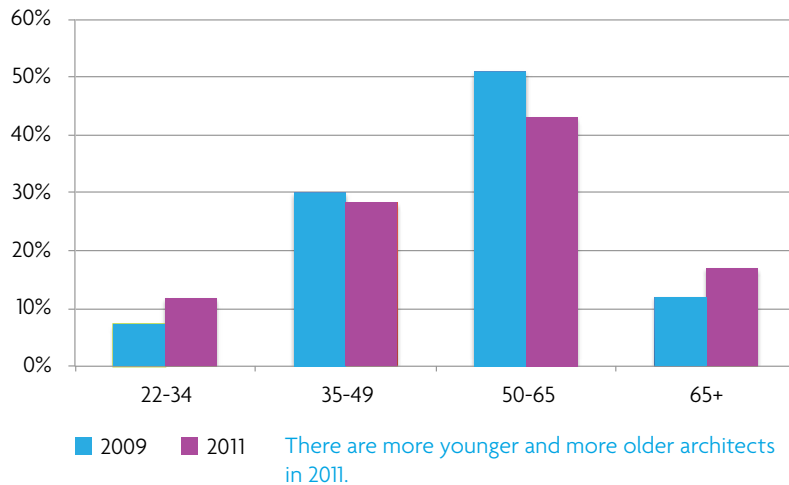
Although a perception survey was performed in 2009, some of the questions were modified in 2011 to improve data collection and to lay the foundation for a better survey tool for the future. Direct comparisons are made when possible.

The following pages highlight the most interesting or pertinent findings from the surveys. From this data, we can either pursue the questions further with additional survey tools (i.e., dig a little deeper), or modify our communications and/or programs in such a way to build stronger relationships with our customers.
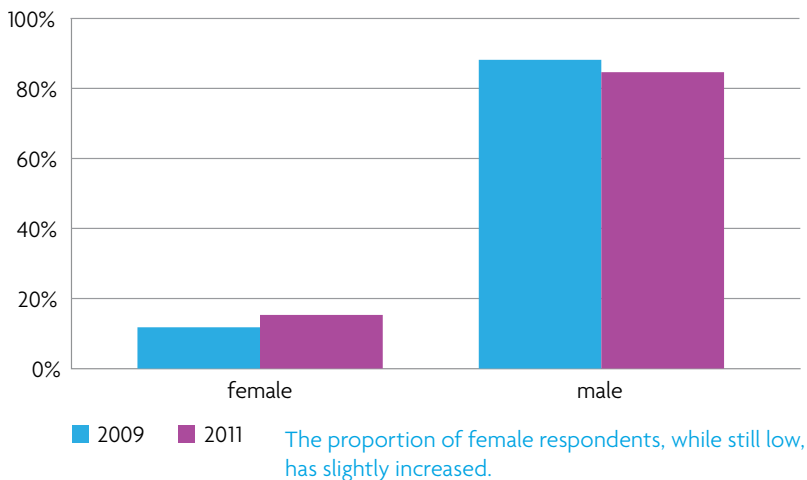
NCARB

Demographics

Demographics – Age

■ 2009 ■ 2011 There are more younger and more older architects in 2011.

Demographics – Gender

■ 2009 ■ 2011 The proportion of female respondents, while still low, has slightly increased.

Demographics factor into our messaging. It appears there are more younger and more older architects in 2011 than in 2009. The proportion of female respondents, while still low, has slightly increased.

The age demographic is not particularly surprising—the "boomers" are getting older. The questions, or further study, that are needed utilizing the age demographic are whether there are differences in how information is acquired or assimilated, differences in technologies for the age groups, and further questions rgarding certification needs that may vary from one age bracket to the next. Future thinking would lead one to question the certification needs of 22-34 year olds now, as compared to 10 years from now.

The gender demographic is shifting slightly, but data collected from Record holders, not tied to this survey, reflects a more dramatic shift in gender in the intern population. *See page 15.*
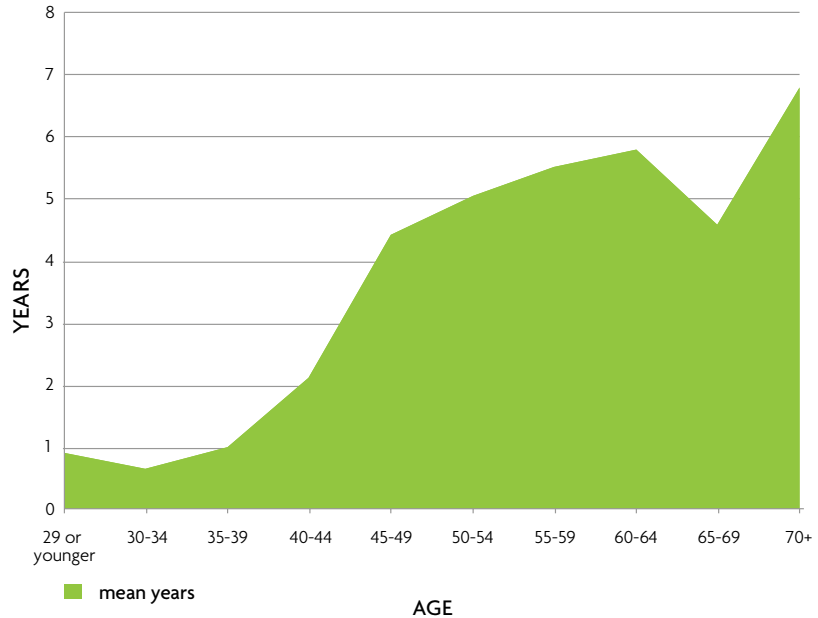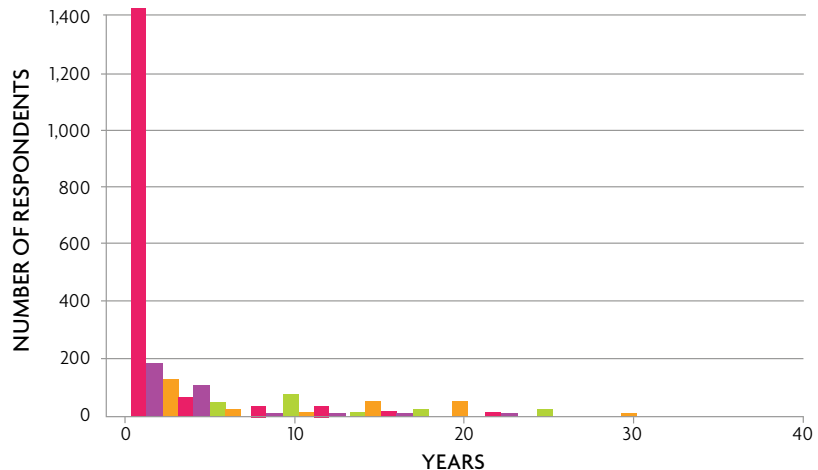
NCARB

Acquiring an NCARB Certificate

Survey respondents were given the opportunity to indicate how many years they waited between licensure and their subsequent application for NCARB certification. Young architects who are NCARB certified did not wait long to become NCARB certified.

There are two significant factors at work here:

1. NCARB's Business Process Re-engineering is positively affecting the length of time it takes some-one to get certified.

2. NCARB's Intern to Cert program, that offers free certification (a $1,500 value) to interns who have kept their Record active to licensure, is helping to drive recently licensed architects to become certified sooner as the cost savings are significant.

Years Between Licensure and Certification

■ mean years

The chart on the right shows what happens if we look at all respondents, regardless of age. We can see the number of Certificate holders who applied for an NCARB Certificate after waiting the indicated number of years. An extremely large proportion of respondents waited one year or less.
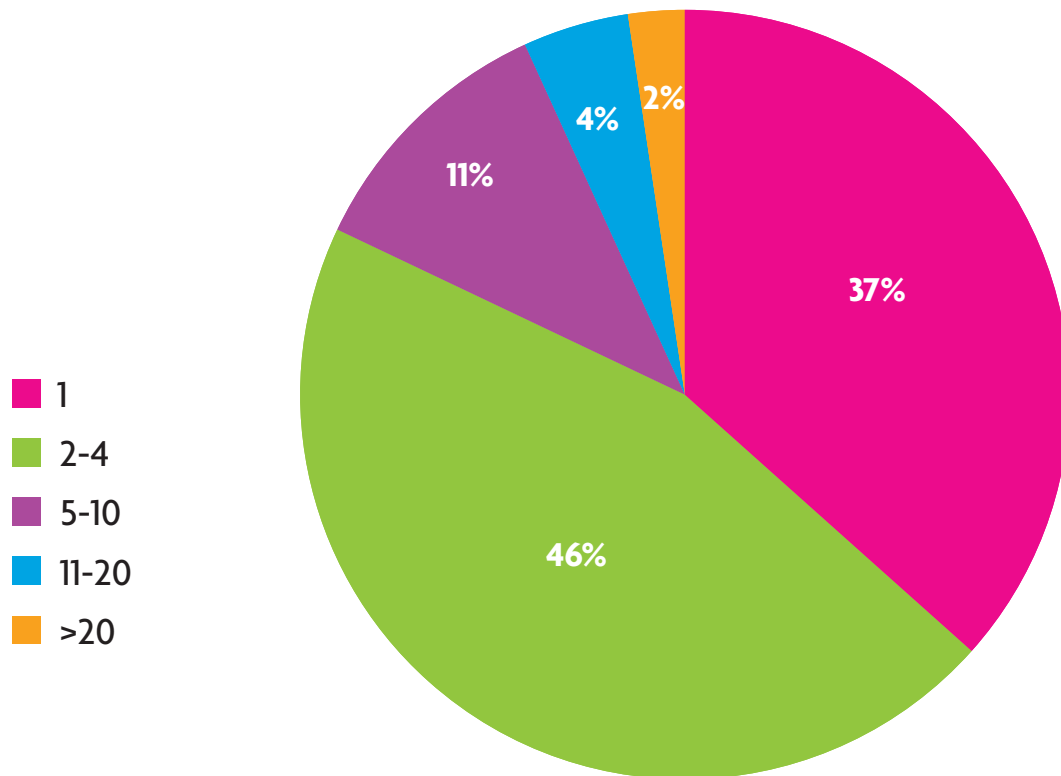
NCARB

Acquiring an NCARB Certificate

The chart below shows that a significant percentage of Certificate holders are not licensed to practice in more than one jurisdiction. *Further research is needed to provide a clearer understanding as to why, if reciprocal licensure is the greatest benefit of certification, more who are certified are only licensed in one jurisdiction.*

2011
If you have a Certificate – how many active licenses do you have?

37%

46%

11%

4%

2%

- 1
- 2-4
- 5-10
- 11-20
- >20

NCARB
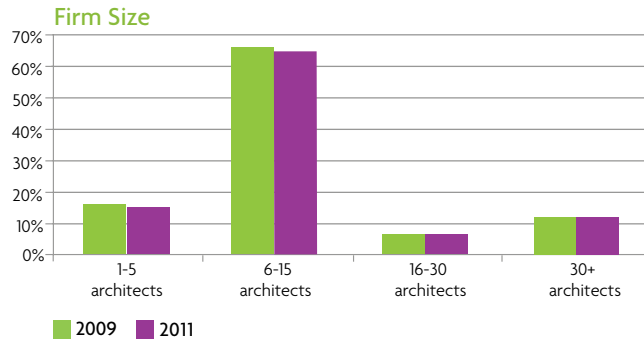
Acquiring an NCARB Certificate

Since the 2009 survey, the number of firms that practice across multiple jurisdictions has decreased.

## Percentage of Firms That Practice/Operate in More Than One Jurisdiction

2009   2011

NCARB

Acquiring an NCARB Certificate

Firm Size

2009 2011

The chart on the left indicates that firm size has remained relatively stable between 2009 and 2011.

Does Your Firm Offer Assistance to Pay for NCARB Certification and Renewal Fees?

2009 2011

It appears that one way firms have cut back during the recession is to stop paying for NCARB services on behalf of their staff.

Firms That Pay for NCARB Services by Firm Size

2009 2011
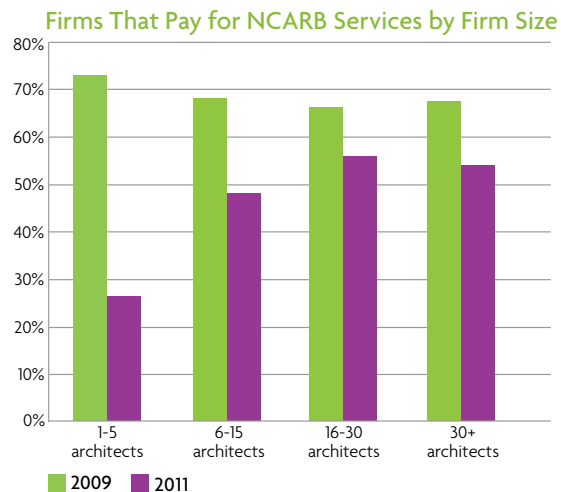
The chart on the left shows that this trend is especially apparent among small firms. Larger firms have cut back on how frequently they reimburse staff for NCARB services, but small firms have scaled back on this dramatically.

Further research is needed, but this would indicate an opportunity for NCARB to provide group discounts to firms for renewals.

Getting Certified

Younger people report acquiring the Certificate more quickly following licensure than older people. This could be attributable to the monetary incentive ($1,500 savings) of keeping your Record active, and then getting certified upon licensure today. It could also be attributable to more streamlined NCARB processing systems that occurred with the Business Process Re-engineering a few years ago.

The perception survey has succeeded in generating several areas of inquiry for further research.

NCARB

Why Do People Get Certified?

Of respondents who possess a Certificate, younger people are less likely to report acquiring the Certificate for the purposes of applying for reciprocal licensure.

Younger respondents had an increased likelihood of applying for certification immediately following licensure—older respondents were more inclined than younger respondents to get certified as needed.
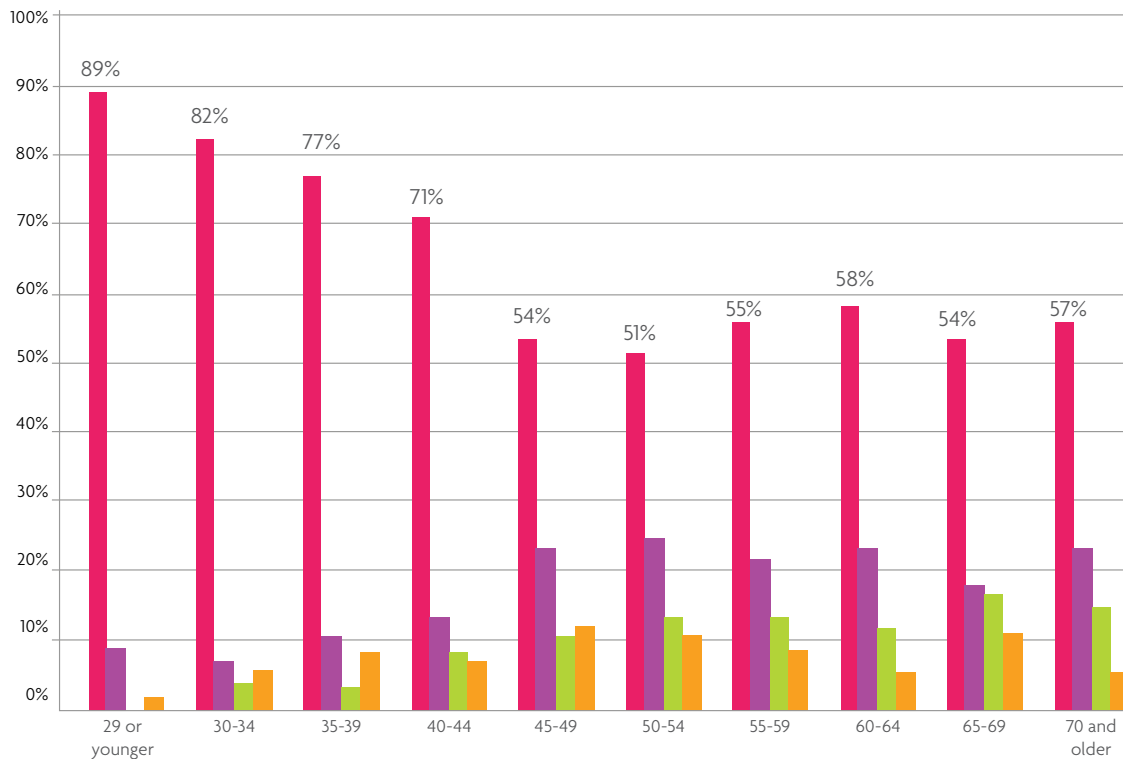
- I Applied for Certification After Acquiring My Initial License.
- I Applied for Certification When A State Required It for Reciprocal Licensure.
- I Applied for Certification When I Needed A Reciprocal License, But It Was Not Required.
- Other (Please Specify)
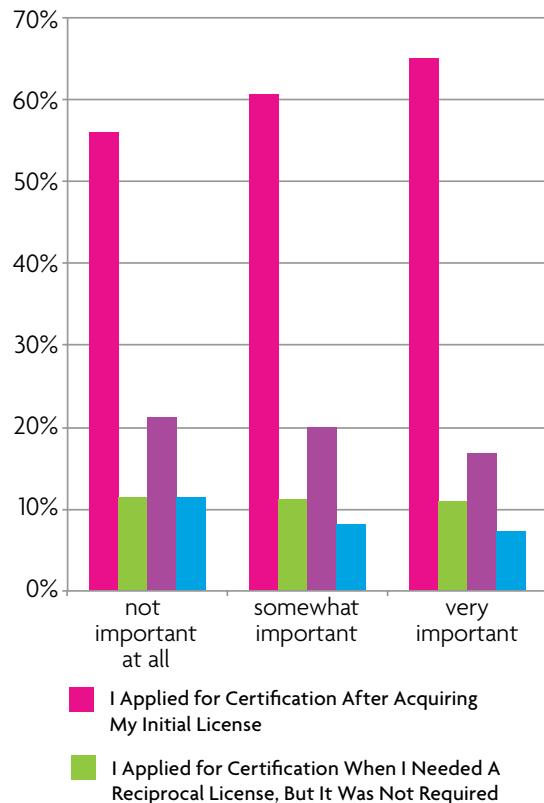
Why Do People Get Certified?

In the chart below left, we cross-tabulated two questions, "Under what circumstance did you get certified?" and "How important is it to you for NCARB to invest in the promotion of the importance of licensure and HSW?" In the chart below right, we cross-tabulated two questions "Under what circumstance did you get certified?" and "Does your firm operate in more than one jurisdiction?"

We found that architects who believe strongly in the importance of promoting licensure for the protection of the public were more likely to have applied for NCARB Certification without a need for reciprocal licensure.

Architects who work in firms that practice across state lines are likelier to apply for it because of a need for a reciprocal license, but the effect is small.

Which of the following options best describes the circumstances under which you applied for NCARB certification?

Investing in the promotion of the importance of licensure as essential to protect the health, safety and welfare of the public is:

Does your firm operate in more than one jurisdiction?

■ I Applied for Certification After Acquiring My Initial License

■ I Applied for Certification When I Needed A Reciprocal License, But It Was Not Required

■ I Applied for Certification When A State Required It For Reciprocal Licensure

■ Other (Please Specify)
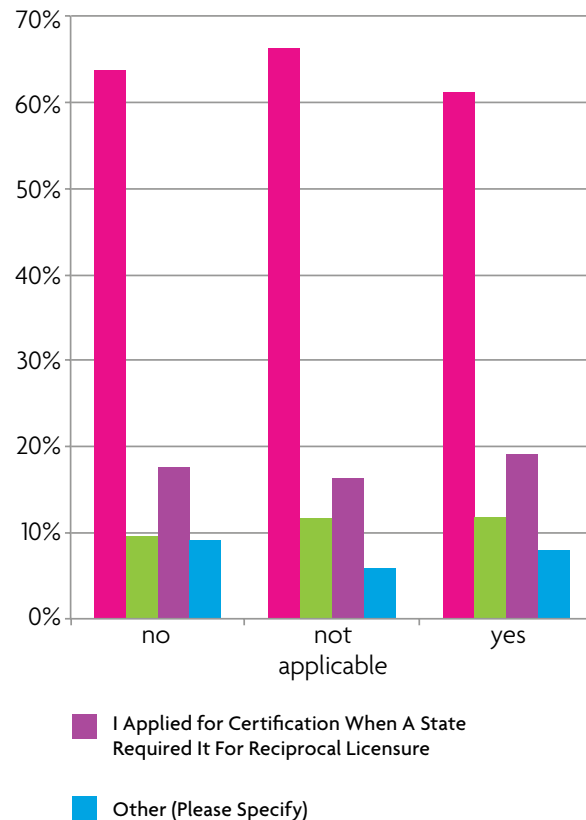
NCARB

Why Don't People Get Certified?
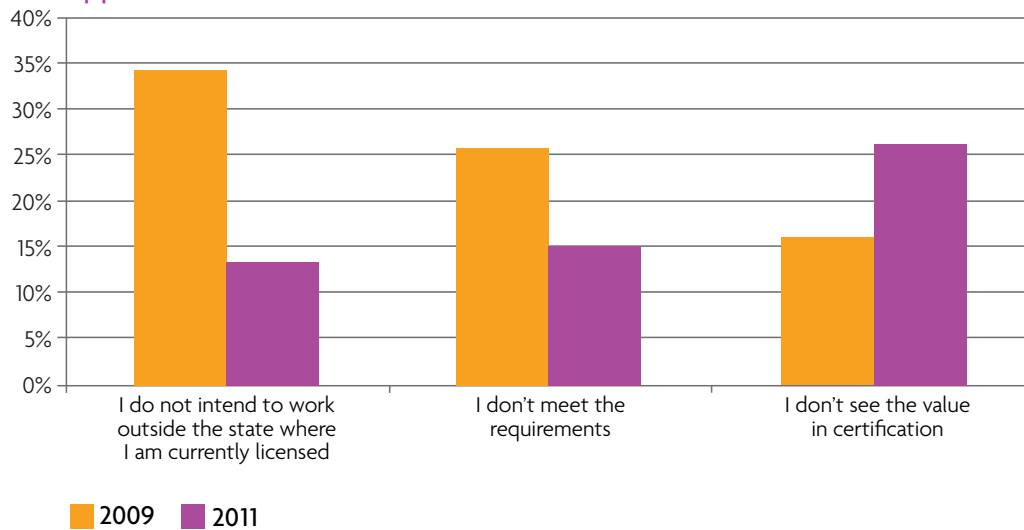
Of those respondents who had not applied for NCARB certification, several trends could be noted: more people are intent on working in multiple states; less people do not meet the requirements; and more people were unclear on the value of certification. "Other" reasons were becoming more and more prevalent.

More data is necessary to draw conclusions here.

Which one of the following best describes the reason you have not yet applied for NCARB certification?

Legend: 2009 (orange), 2011 (purple)

Categories:
- I do not intend to work outside the state where I am currently licensed
- I don't meet the requirements
- I don't see the value in certification

Other reasons include (open-ended question):

- I qualify through BEA, but it is not worth the effort.
- The process is too difficult, collecting information would be too time consuming, and I have not had opportunity to work out of state.
- I have a B.S. in Arch and the worth of [certification] is in question in my mind. It seems some states may not accept it and if the ones I would be interested in do not, it would not be worth having.
- The education verification process is very complicated and time consuming
- The [certification] process seems complex and time-consuming.
- I do not have the education requirements for NCARB, but would like to join.
- I think the review process is too subjective and not objective
- I see the value, but it's still too expensive.
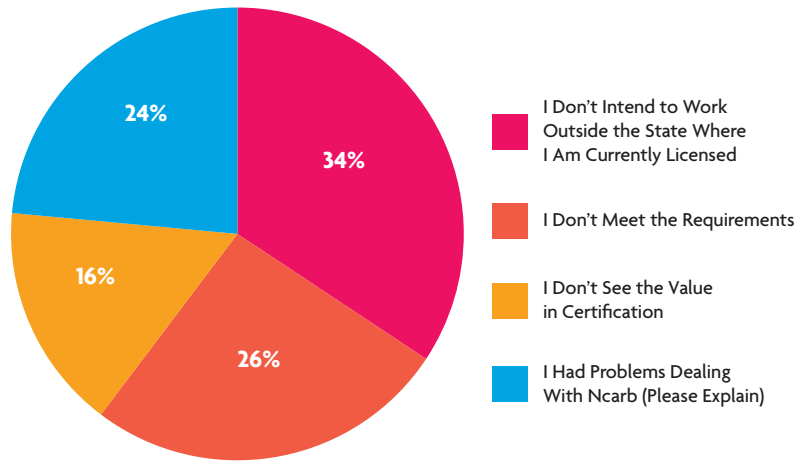- Don't know the process to apply for one.

Why Don't People Get Certified?

The options on how to respond to this question, when asked in the 2009 survey, differ slightly from the possible responses in 2011.

In 2009, a major reason to not apply for NCARB certification was having no intention of working across state lines. This answer is significantly less popular in 2011. The most popular response in 2011 as to why a respondent did not apply was "Other." Free responses to the subsequent prompt reveal a trend of architects who do not want to apply through the Broadly Experienced Architect Program. Further research is needed, but cost was raised frequently in the open-ended responses.
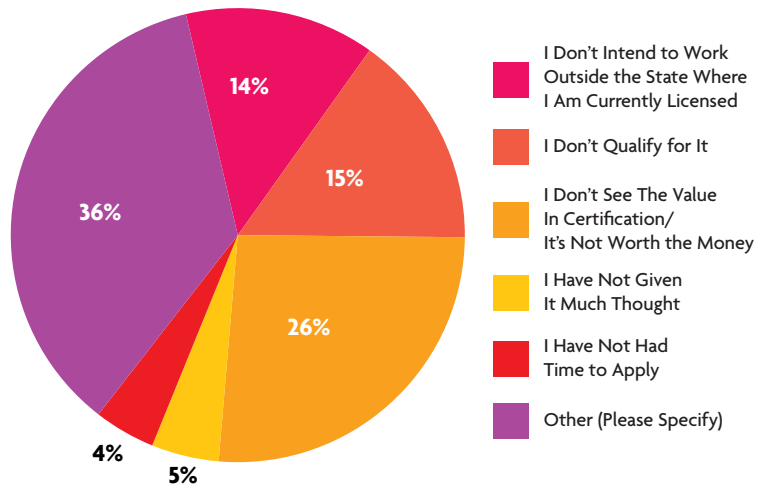
2009
Which one of the following best describes the reason you have not applied for NCARB certification?

- 34% — I Don't Intend to Work Outside the State Where I Am Currently Licensed
- 26% — I Don't Meet the Requirements
- 16% — I Don't See the Value in Certification
- 24% — I Had Problems Dealing With Ncarb (Please Explain)

2011
Which one of the following best describes the reason you have not applied for NCARB certification?

- 14% — I Don't Intend to Work Outside the State Where I Am Currently Licensed
- 15% — I Don't Qualify for It
- 26% — I Don't See The Value In Certification/ It's Not Worth the Money
- 5% — I Have Not Given It Much Thought
- 4% — I Have Not Had Time to Apply
- 36% — Other (Please Specify)

NCARB

Why People Don't Renew

2009
Which one of the following best describes the reason you have not renewed your NCARB certification?

71%

3%

26%

- **Did Not See the Value In Remaining Certified**
- **Forgot to Renew It/ Too Busy**
- **Problems Dealing with NCARB (Please Explain)**

2011
Which one of the following best describes the reason you have not renewed your NCARB certification?

8.3%

23.9%

53.2%

13.8%

0.9%

- **I Don't Need It**
- **I Forgot / Too Busy**
- **It's Too Expensive**
- **I'm Retired / No Longer Practicing**
- **Other (Please Specify)**
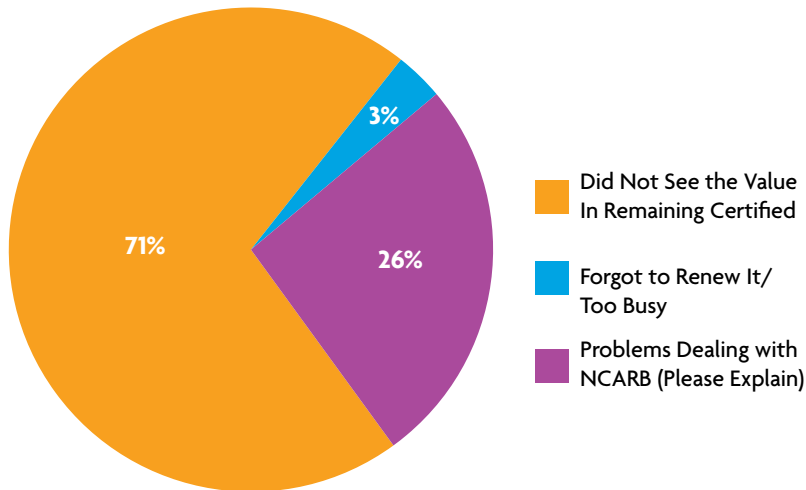
As you can see in the charts to the left, in 2009 cost and "problems with NCARB" are the most frequent reasons to not renew an NCARB Certificate.

In 2011, expense and "other" are the most frequent reasons to not renew an NCARB Certificate.

For the 2011 survey, we modified the options for a clearer response.

The following is a sample of open-ended responses to "other":

- I have not needed it in the past six years and it is too expensive.

- I fail to understand the benefit to me. It simply provides monetary gain (too expensive) to others. Why can't reciprocal registration be directly between states without going through an inter-mediate (paid) step?

- The renewal came at a time when I was financially strapped and could not afford it.

- Not sure I have an answer … at the time I dropped it, you did not seem to be providing value for my yearly fee.

- High fees with no service. Unre-sponsive to previous issues
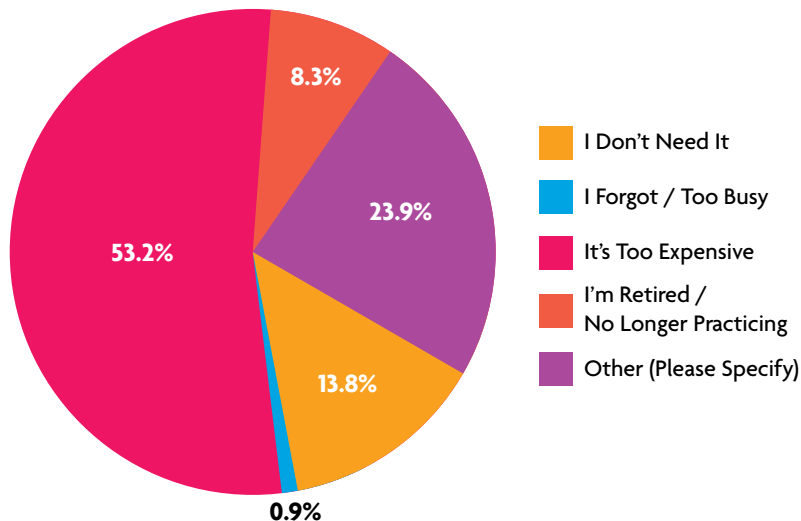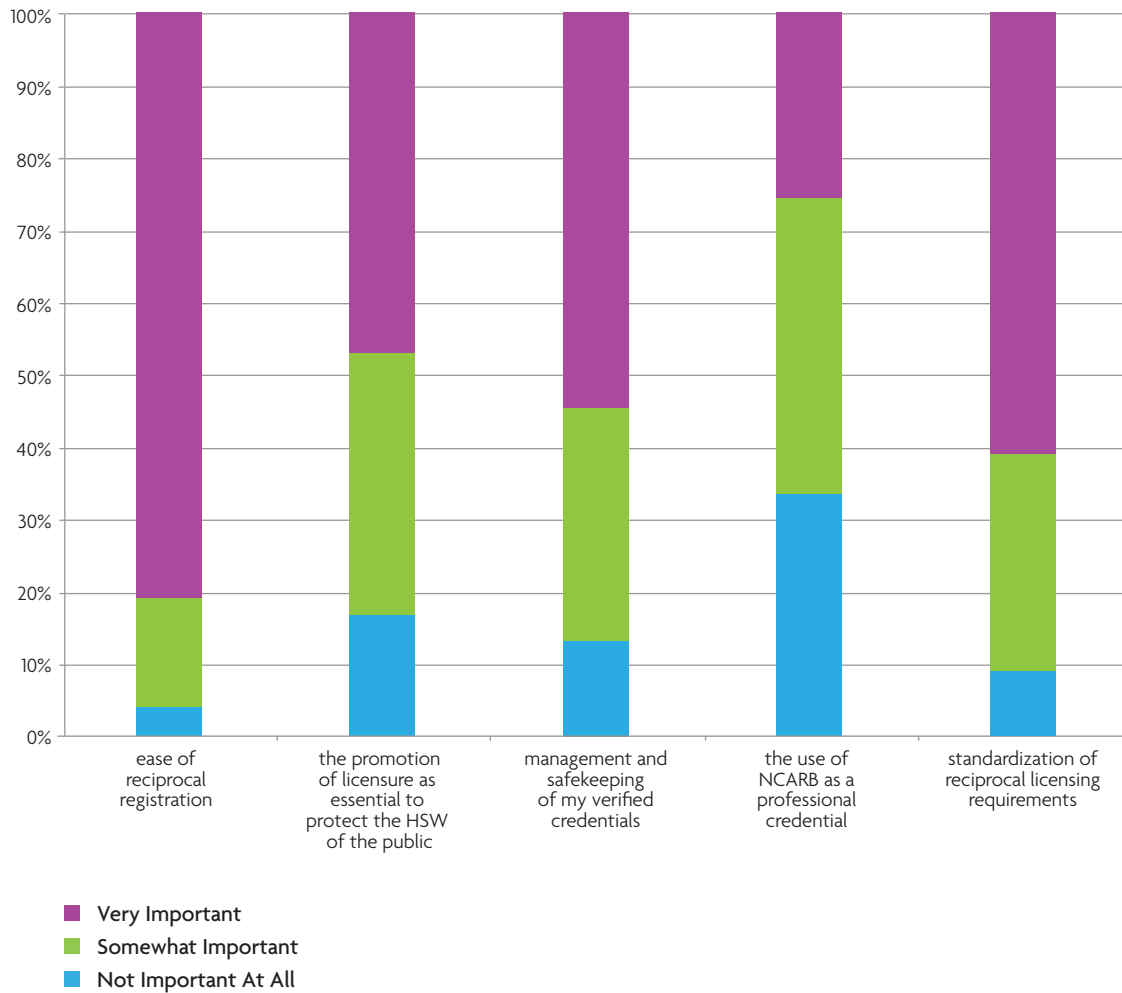
NCARB

Value of the Certificate

NCARB provides a wide range of programs and services to customers. The NCARB Certificate is NCARB's most prominent and comprehensive service.

The 2011 Architect Perception Survey asked respondents to voice their opinions about the value of the NCARB Certificate. Some questions ask about future services that NCARB might offer to Certificate holders, and some questions ask about current services, and how important Certificate holders find them. More research would be needed to understand exactly how these services may or may not be improved, but it does act as a good starting point to understanding what Certificate holders want, and what NCARB might be able to offer to increase the value of certification.

NCARB

Value of the Certificate

Most respondents to the survey indicated that ease of reciprocal registration is far and away the most important aspect of the NCARB Certificate, followed by NCARB's efforts to standardize and facilitate reciprocity.

Legend:
- ■ Very Important
- ■ Somewhat Important
- ■ Not Important At All

Value of the Certificate

One of the major focal points of the perception survey was the importance that Record and Certificate holders place on various services provided by NCARB, and the value they might get from services that are not yet offered.

As Certificate holders are the main source of revenue for Council operations, their valuations are crucial. The chart (top, right) shows that there is strong consensus on the value of effective, customized CE tracking software.

Two-thirds of those who responded to the survey indicated that it would be important to use a Certificate to pursue work or compete in competitions. This would be a useful added benefit.

And more than half of the respondents indicated that subsidization of various intern services was either "Very important" or "Somewhat important," supporting the idea of "paying it forward."

How valuable would you find a service that tracks your continuing education unit requirements for the jurisdictions in which you are currently licensed?

- Very Valuable
- Somewhat Valuable
- Not Valuable At All

46% — 34% — 20%
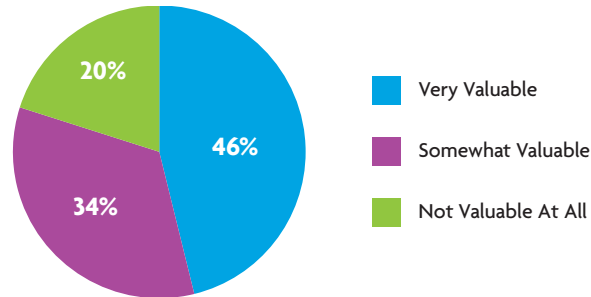
How important would it be to you to be able to use an NCARB Certificate to pursue work or compete in competitions prior to receiving your reciprocal license in a jurisdiction?

- Very Important
- Somewhat Important
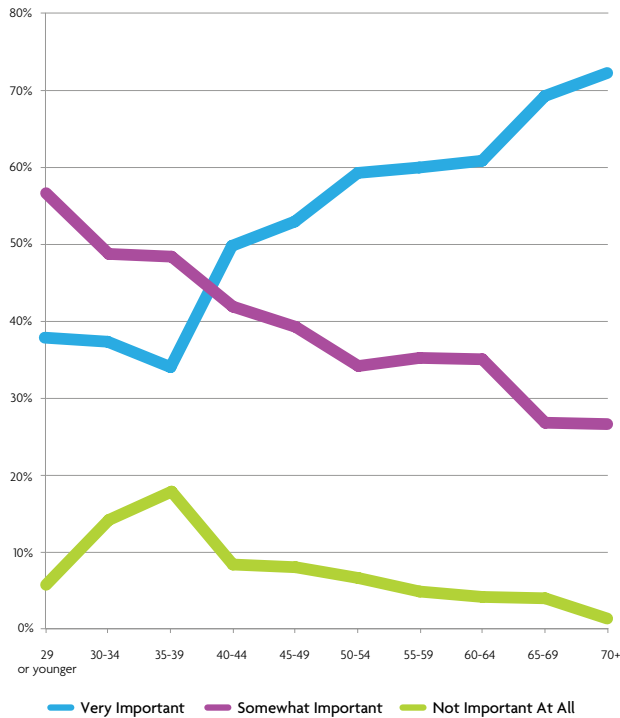- Not Important At All

33% — 35% — 32%
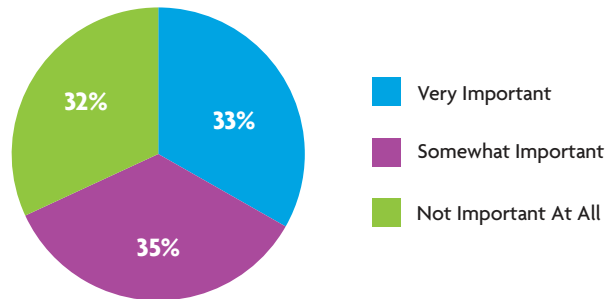
A portion of your annual renewal fee goes to subsidize the cost for interns of the Intern Development Program (IDP), as well as the development of the Architect Registration Examination (ARE). How important of a factor is this to you when deciding to renew your NCARB record?
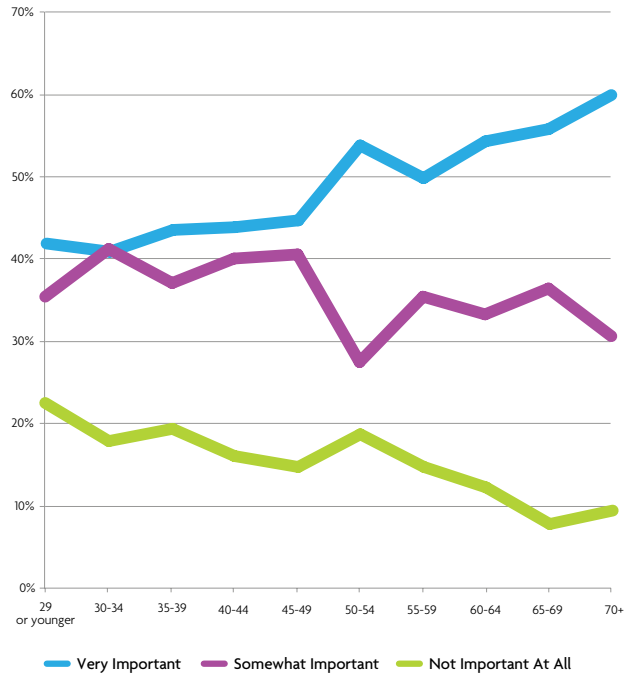

- Very Important
- Somewhat Important
- Not Important At All

18% — 37% — 45%
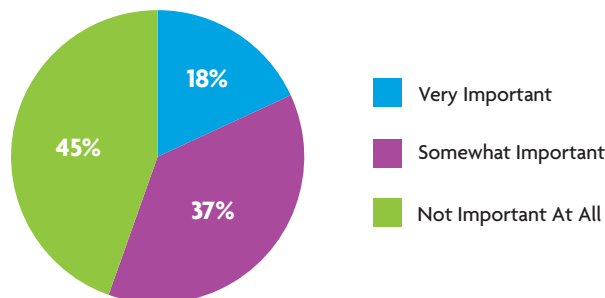
NCARB

Value of the Certificate

How important is it to you to be NCARB certified?

- Very Important
- Somewhat Important
- Not Important At All

How important is it to you that NCARB promotes the importance of licensure in schools of architecture?

- Very Important
- Somewhat Important
- Not Important At All

Older Certificate holders, who have had the opportunity to utilize the NCARB Certificate over the years give more weight to holding the Certificate. Younger architects may need additional incentivization or encouragement to use the Certificate to their advantage.

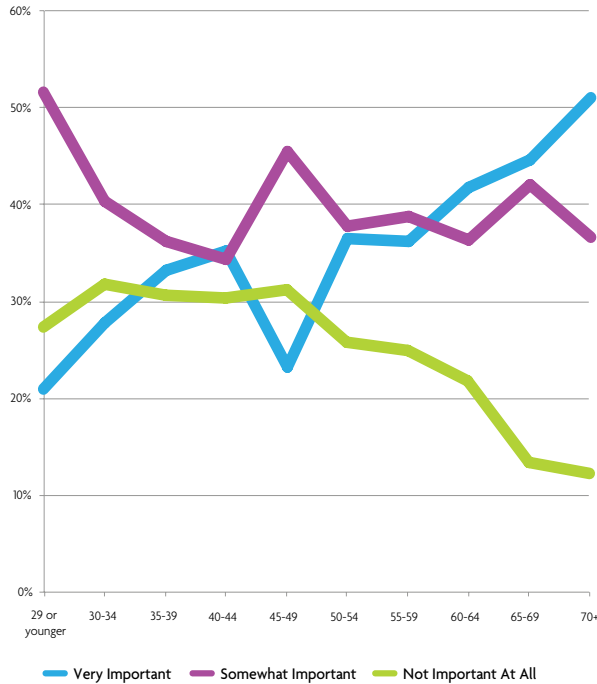More data is necessary to determine specific importance for age groups.

Older Record holders felt most strongly about NCARB promoting licensure in schools—but all age groups felt it was either very important or somewhat important.
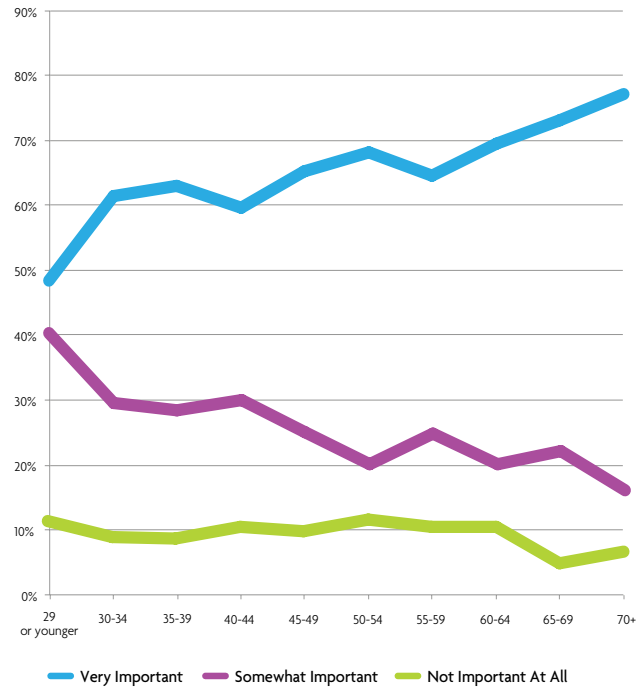
Value of the Certificate

Create awareness of the significance of an NCARB designation

60%
50%
40%
30%
20%
10%
0%

29 or younger | 30-34 | 35-39 | 40-44 | 45-49 | 50-54 | 55-59 | 60-64 | 65-69 | 70+

— Very Important   — Somewhat Important   — Not Important At All

While creating awareness of an NCARB designation has the lowest support among survey respondents, promoting the use of the NCARB designation has only occurred in the recent past—the NCARB Board of Directors approved the use of it in 1994.

Collaborate with state boards to educate the public on the importance of licensed architects to protect the HSW of the public

90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

29 or younger | 30-34 | 35-39 | 40-44 | 45-49 | 50-54 | 55-59 | 60-64 | 65-69 | 70+

— Very Important   — Somewhat Important   — Not Important At All

While a majority of respondents still believe that NCARB's collaboration with state boards to support HSW is an important function, this feeling is much less strong among younger professionals.

NCARB

Value of the Certificate

This chart shows all survey respondents, and the importance they placed on NCARB's outreach promotional activities in advocating for the profession. This data will be utilized in communication planning.

Please indicate how important you find the various ways in which NCARB can advocate for the profession.

Legend:
- Very Important
- Somewhat Important
- Not Important At All
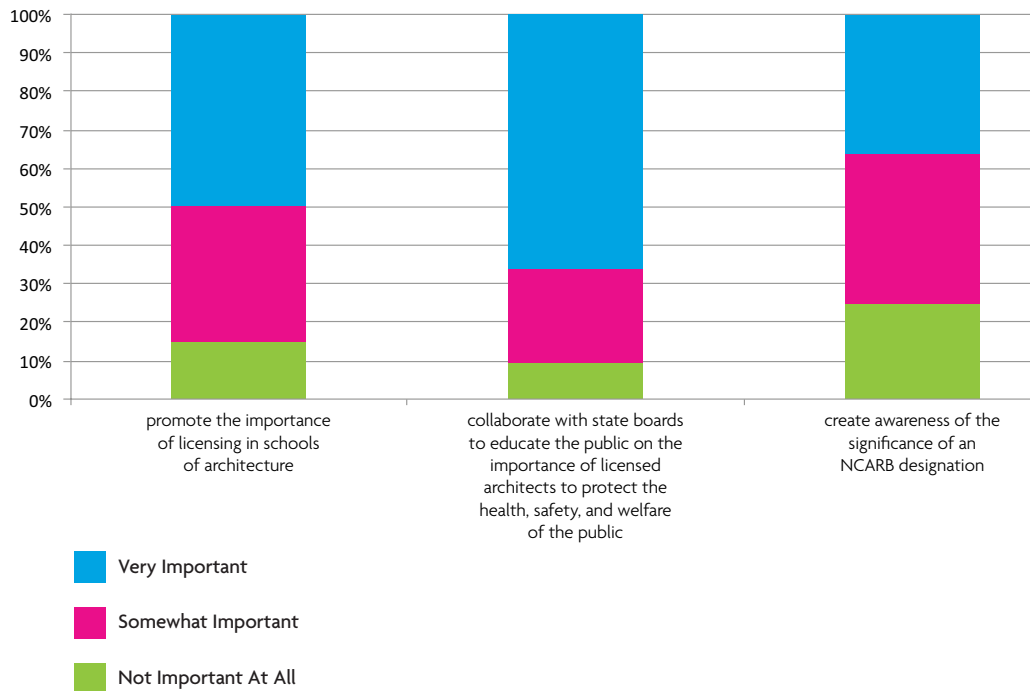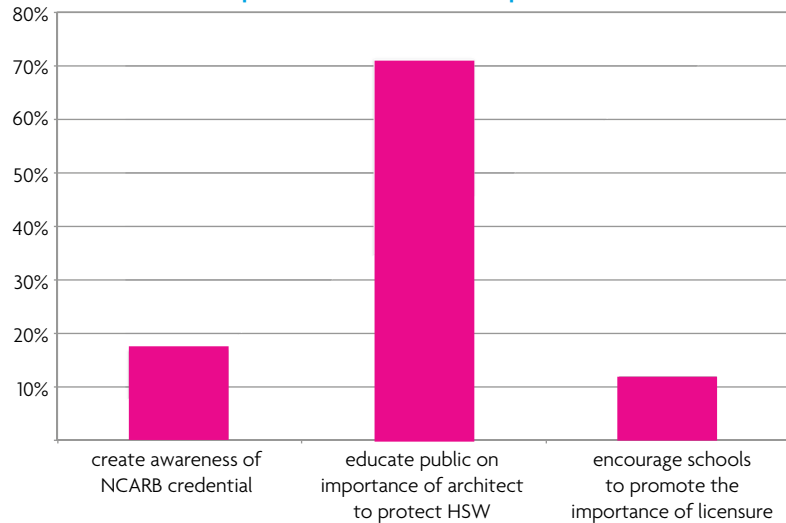
Value of the Certificate

In the 2009 Perception Survey, respondents were asked to rank which of the following services NCARB provides as most important. Educating the public on the importance of the architect in protecting HSW was by far the most important.

In the chart below, we asked the question in a slightly different way, and we did not force a ranking. The respondents still indicated a strong desire for NCARB to "educate the public."
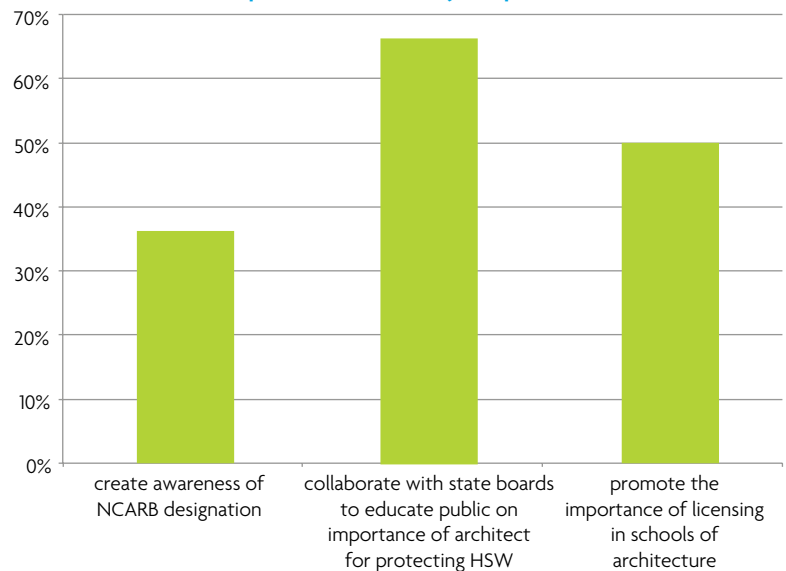
How can NCARB enhance the value of certification? (Open-ended responses.)

- Continue efforts to make relevant updates to standards.
- Remaining a strong advocate for the dominance of the licensed professional as the lead in the project delivery team to protect the public.
- Promote NCARB reciprocity for licensure in various states.
- Educate the public on NCARB's significance.
- Make the process of reciprocity easier between states and other countries.
- By collaborating with the state boards to unify licensing requirements.
- By being more involved at the college level, i.e., go to colleges and explain the importance and benefits of NCARB.
- Public education of what certification means.

2009 Forced Ranking
Percent of Responses For "Most Important"

create awareness of NCARB credential	educate public on importance of architect to protect HSW	encourage schools to promote the importance of licensure

2011 Unforced Ranking
Percent of Responses for "Very Important"

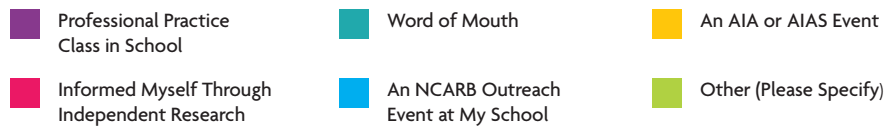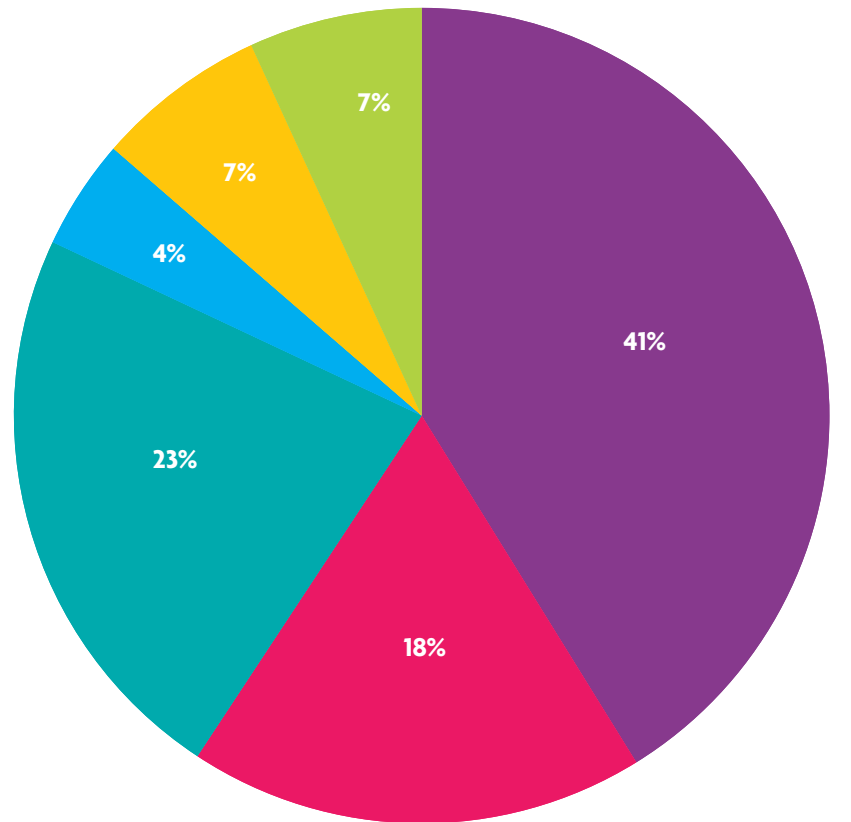|		
create awareness of NCARB designation	collaborate with state boards to educate public on importance of architect for protecting HSW	promote the importance of licensing in schools of architecture

NCARB

Intern Perception Survey

It is very important that interns clearly understand the path to licensure as well as the benefits of certification. The last perception survey showed us that we needed to improve our communications in order to make our programs clearer. The 2011 survey indicates that most interns understand the rules of the IDP, their jurisdictions' rules regarding licensure, and the process of examination.

The success of Council services and programs depends on our ability to attract new Certificate holders. Some factors appear to correlate with an intern's intention to acquire NCARB certification after their initial licensure. Awareness of our $1,500 fee waiver for interns seeking certification is an important factor, as is a general awareness of the purpose of the Certificate. There is also a noticeable correlation between a person's desire for the establishment of the IDP credential and their interest in pursuing NCARB certification.

NCARB

How Did You First Learn About the IDP?

Survey respondents were asked how they first learned about the IDP. Eighty-two percent of respondents learned about the program through professional practice classes, through word of mouth, or through independent research.


Legend:
- Professional Practice Class in School
- Informed Myself Through Independent Research
- Word of Mouth
- An NCARB Outreach Event at My School
- An AIA or AIAS Event
- Other (Please Specify)

Pie chart values: 41%, 18%, 23%, 4%, 7%, 7%

How Did You First Learn About the IDP?

The chart below shows a cross tabulation of two questions, "I understand the rules of the IDP" with "Where did you first learn about the IDP?" It appears most interns feel they understand the rules of the IDP, which is counter to the myth that the IDP is too complicated a program. It also appears that those who learned about the program through an NCARB event are more confident in their knowledge. NCARB frequently gives presentations at AIA and AIAS events, and professional practice classes as well.
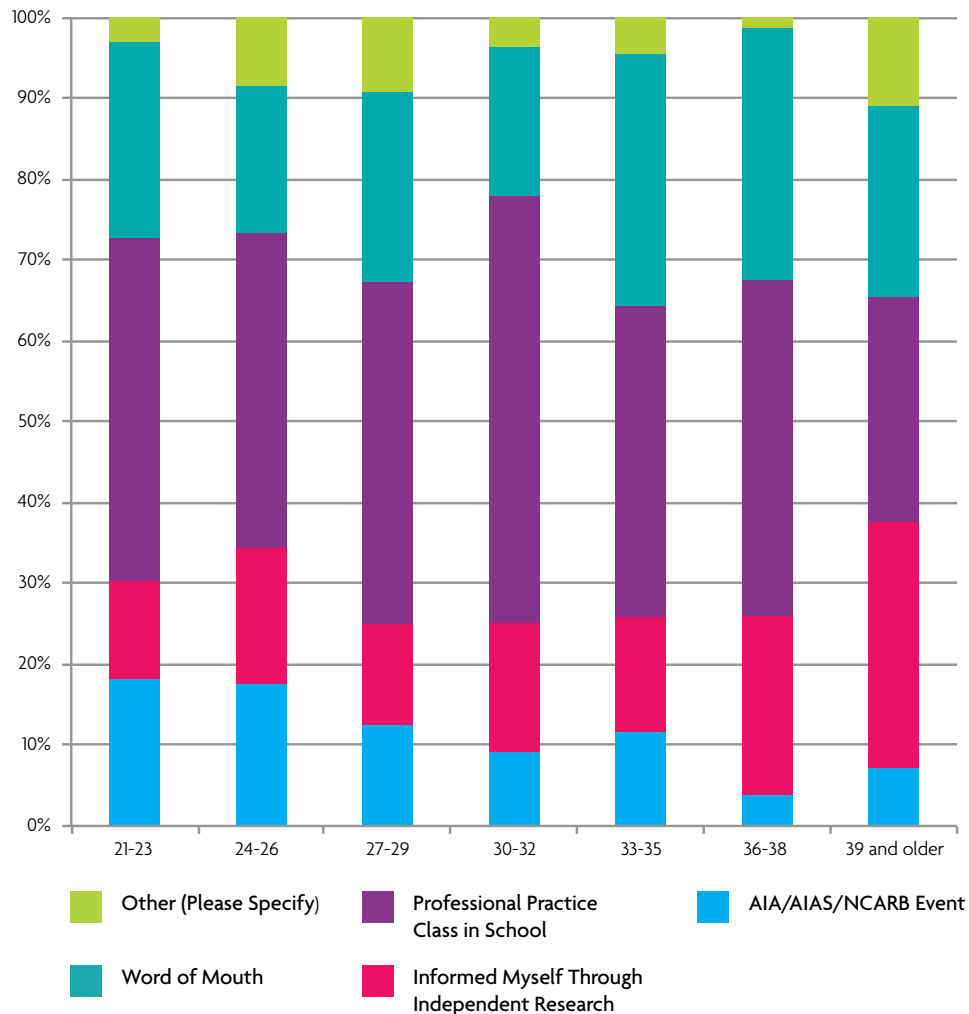
I Understand the Rules of the IDP

Legend:
- Strongly Agree
- Agree
- Neither Agree Nor Disagree
- Disagree
- Strongly Disagree
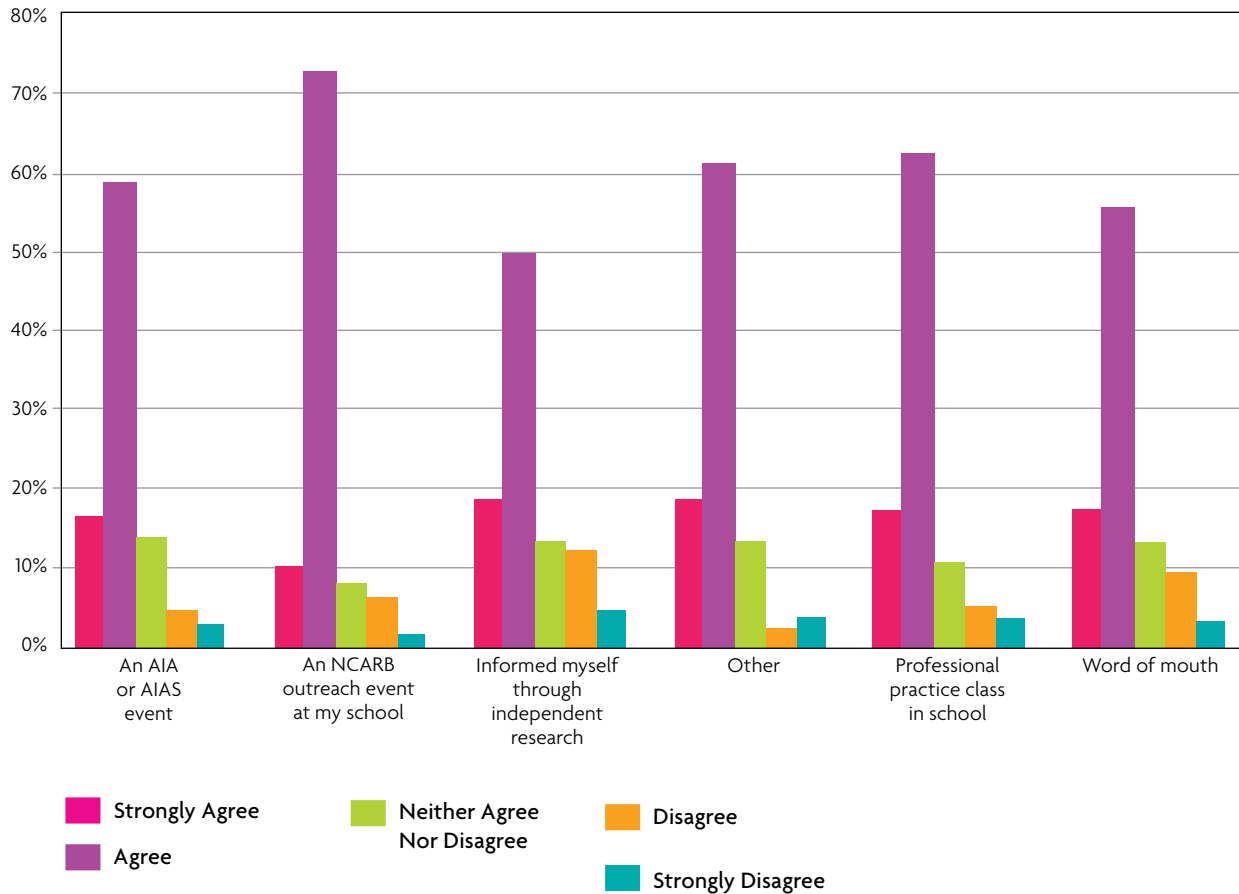
NCARB

How Did You First Learn About the IDP?

The chart below shows the results when we cross tabulated "How did you first learn about the IDP?" with age.

If the source of initial information about the IDP has important effects on an intern's understanding of the program, it should be important for NCARB to make sure that interns are hearing about it through proper channels. While professional practice classes are still the most widely cited source of initial knowledge about the IDP, AIA/AIAS/NCARB events are becoming more and more prevalent. Younger interns who responded to the survey were more likely to have heard about the IDP at one of these events.

Legend:
- Other (Please Specify)
- Professional Practice Class in School
- AIA/AIAS/NCARB Event
- Word of Mouth
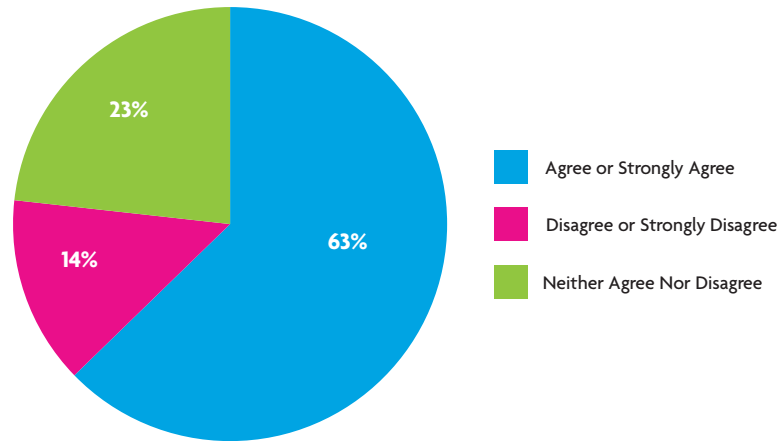- Informed Myself Through Independent Research

NCARB

IDP Credential

The concept of an IDP credential came from exploring ways to add value to NCARB's programs. It most likely would not be the use of "IDP" after your name, as that would indicate that you were still in the process. It would be a credential that signified completion of the program and being on the way toward licensure.

After completing the IDP, I would find a credential that indicated my completion and designated me as a candidate for architectural licensure to be professionally valuable.

- **Agree or Strongly Agree** — 63%
- **Disagree or Strongly Disagree** — 14%
- **Neither Agree Nor Disagree** — 23%

We then cross tabulated the question with where the respondent was on the path to licensure, and found that the idea of an intern credential mattered most to those still in school, those who had completed IDP but not the ARE, and those out of school but still in the IDP.


Agree or Strongly Agree
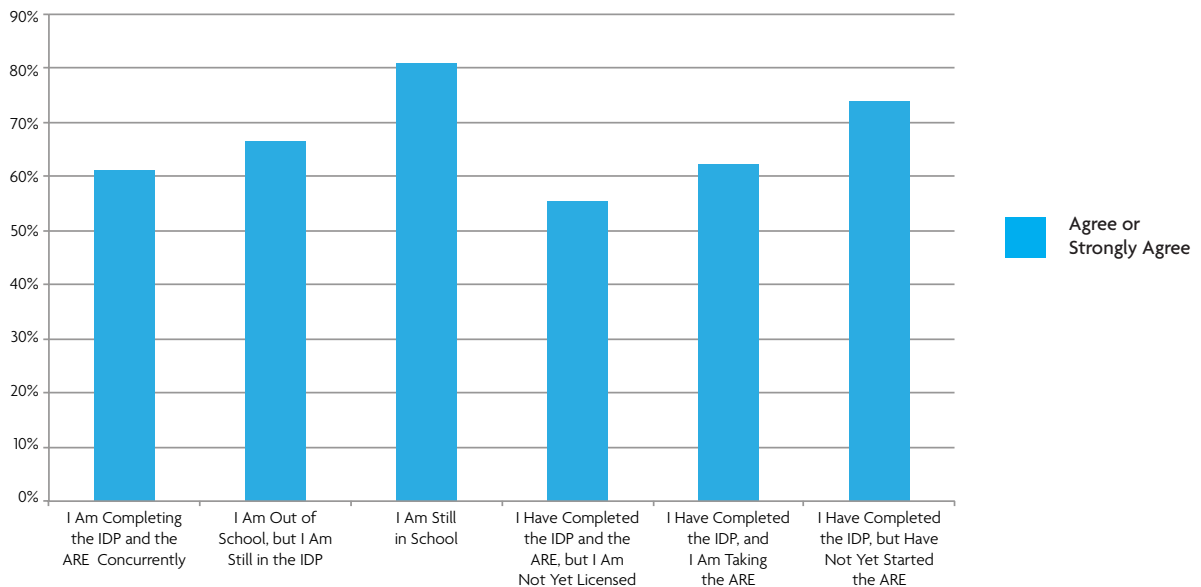
NCARB

Incentives To Become Certified

Were you aware that for interns who have kept their NCARB Record active and then become licensed, the $1,500 certification is waived?
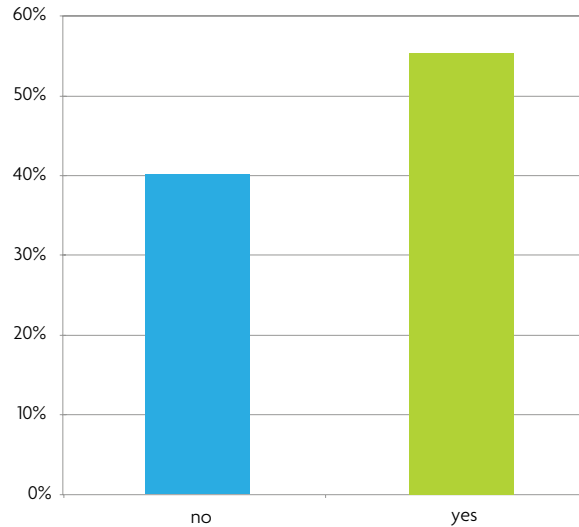
Most interns who responded to the survey indicated that they were aware of the $1,500 certification fee waiver if they kept their Record active.

Do you intend to pursue NCARB certification after receiving your initial license?
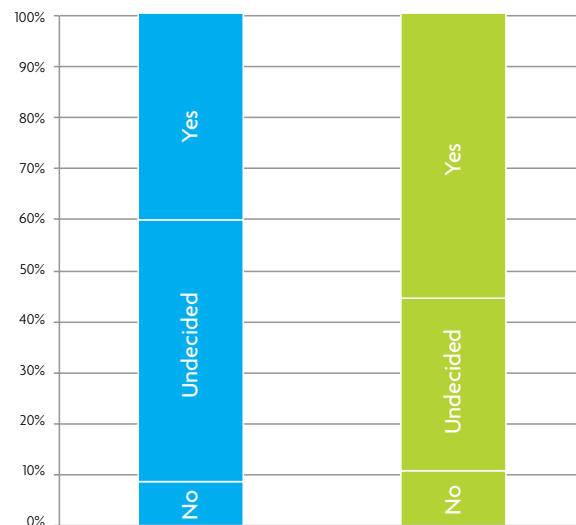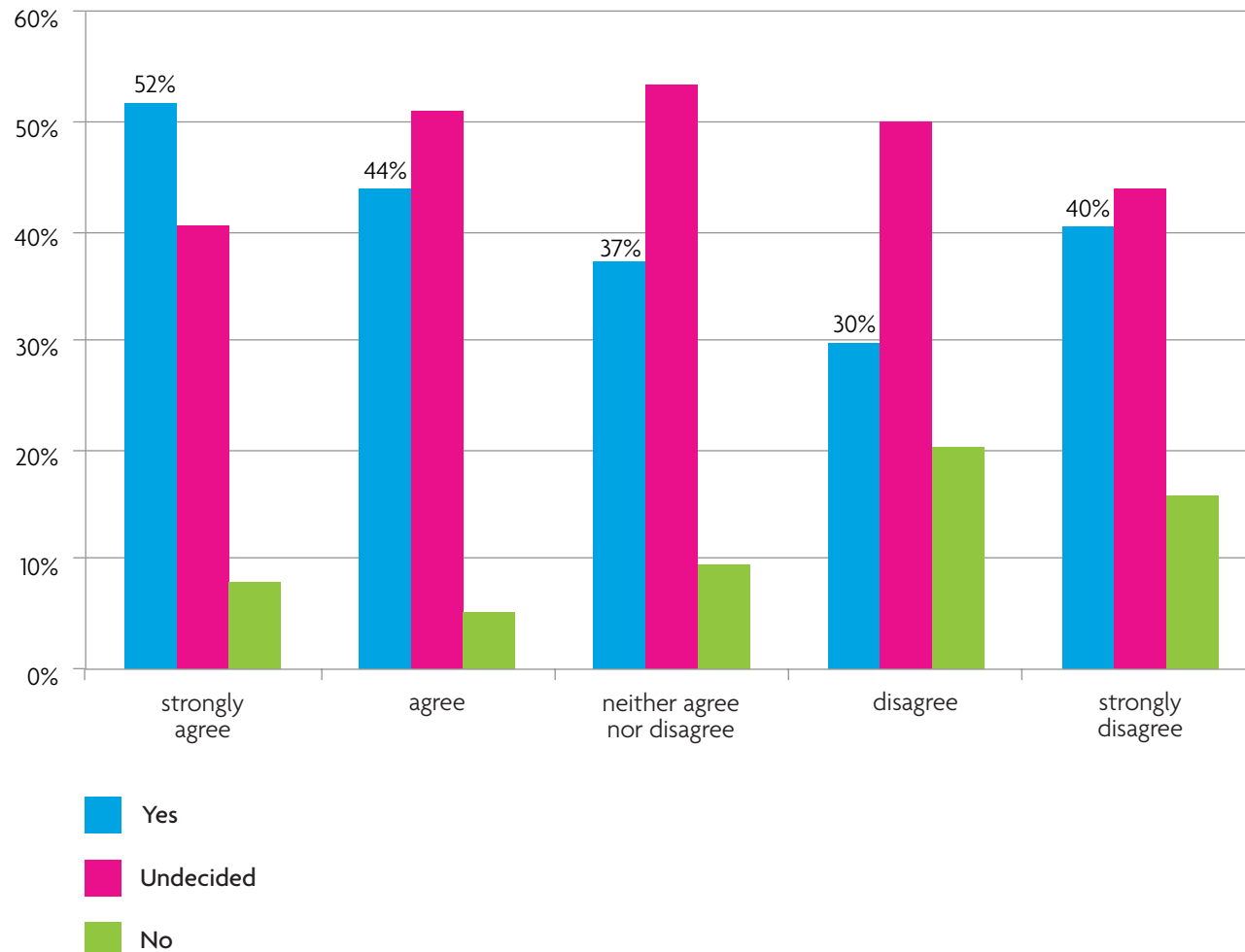

The chart on the left breaks down the above respondents by their intention to pursue certification. A higher percentage of those who were aware of the waiver indicated that they would go on to get certified after licensure. More messaging about the significant savings to become certified is needed, as well as additional streamlining of the processes to become certified.

Incentives To Become Certified

The chart below shows a cross tabulation of two questions, "Do you intend to pursue NCARB certification?" and "After completing the IDP, would you find a credential that indicated your completion and designated you as a candidate for architectural licensure to be professionally valuable?" There appears to be a correlation between those who were going to go on to certification and those who indicated a credential would be valuable.

Do you intend to pursue NCARB certification after receiving your initial license?

Legend:
- Yes (blue)
- Undecided (pink)
- No (green)

Labeled values: strongly agree — 52%; agree — 44%; neither agree nor disagree — 37%; disagree — 30%; strongly disagree — 40%

NCARB

Summary

For architects it seems as though there is a clear trend to getting certified sooner upon licensure. And that there are a significant number of Certificate holders who get certified as insurance for the future—when reciprocal licensure is needed.

As cost and value of the Certificate were indicated as deterrents to becoming certified, further data is needed to determine additional services that could be provided to increase its value.

While Certificate holders appreciate the work NCARB does to promote licensure in schools, and they feel that more could be done to promote "the architect" to the public, more than 50 percent support their Certificate renewal fee subsidizing intern fees and the maintenance of the ARE.

For interns, it seems that our outreach programs are helping to smooth the pathway from student to architect.

Once having completed the IDP, a designation to indicate that they had done so is desired.