

NCRW SURVEY RESULTS FEBRUARY 2004

1. How long have you had your NCRW?

Over half of respondents have had their NCRW designation for over 5 years.

Answers	Number	%
5 years or more	12	52%
One year or less	3	13%
1-2 years	3	13%
3-5 years	3	13%
2-3 years	2	9%

2. Did you pass your NCRW test on the first attempt?

87% passed their NCRW exam on their first attempt.

Answers	Number	%
Yes	20	87%
No	3	13%

3. What other resume-writing and/or career/coaching certifications do you hold?

Three-quarters of NCRWs also have a CPRW, over half have a JCTC, with a few CEIP and CCM's.

Answers	Number	%
CPRW – Certified Professional Resume Writer	13	72%
JCTC – Job and Career Transition Coach	10	56%
CEIP – Certified Employment Interview Professional	4	22%
CCM – Credentialed Career Master	4	22%
MRW – Master Resume Writer	0	0%
CRW – Certified Resume Writer	0	0%
CERW – Certified Expert Resume Writer	0	0%
CMRW – Certified Master Resume Writer	0	0%
CECC – Certified Electronic Career Coach	0	0%
Please list others:	5	28%

1 Certified Career Management Coach
2 CCM-Credentialed Career Master
3 Lost CPRW when I dropped membership
4 MBE

4. Overall, has your NCRW designation been a good investment and decision for you?

100% of NCRWs say it has been a good investment!

Answers	Number	%
Yes	23	100%
No	0	0%

5. Why did you initially take the NCRW test?

The majority of NCRWs took the test initially to use in marketing efforts and increase their credibility. Many also wanted to improve their skills and increase their income.

Answers	Number	%
Increase credibility	21	91%
Improve my skills	17	74%
Increase my income/sales	16	70%
Use in my marketing/advertising	22	96%
Increase web traffic from NRWA site	8	35%
Improve search engine rankings	3	13%
Price of the test was right	3	13%
Other, Please Specify:	9	39%

- 1 THE elite certification with highest standards
- 2 Because I am an original member of the Commission
- 3 Price paid in segments rather than all at once
- 4 I felt the NCRW designation the most credible
- 5 always looking for increased knowledge in the care
- 6 motivated by poor quality of "other" resume cert
- 7 increase confidence
- 8 Personal pride in achievement
- 9 Liked sound of NCRW better than CPRW--"Nationally"

6. What have the benefits of having your NCRW been to you and your business?

Almost all NCRWs agree that the NCRW improved credibility with clients. Other top reasons include: improved self-confidence, improved resume-writing skills, and increased sales. Over half have seen increased traffic from the NRWA website.

Answers	Number	%
Increased number of sales	16	70%
Increased dollars per sale	16	70%
Increased website traffic from NRWA site	12	52%
Increased website traffic from search engines	3	13%
Increased inquiries from advertising	8	35%
Improved credibility with clients	22	96%
Improved resume-writing skills	18	78%
Improved self confidence	19	83%
Other, Please Specify:	3	13%

7. What do you think of the CEU requirements for current NCRWs?

Over half say the CEU requirements are "just right," with one-fifth stating they are "tough but fair".

Answers	Number	%
Too tough/stringent	3	13%
Tough but fair	5	22%