

## Benefits of AIRS Certification

### For the individual, AIRS Certification:

- Adds professional recognition to what you do. It addresses the misconception that I&R people “just answer phones.”
- Provides a transferable qualification. Many job postings state a preference for applicants with AIRS certification. As a consequence, there is much more mobility of I&R staff.
- Some agencies provide a pay increase for Certified staff.

### For the agency, AIRS Certification:

- Builds confidence among staff – they believe more in their skills if they have been validated by an external body.
- Enhances agency quality assurance and consistency of service levels within your own I&R.
- Helps funders and other stakeholders understand and appreciate the professionalism involved in I&R. It shows that there is an emphasis on quality as the competencies of I&R positions have been defined and are being externally tested.
- For the majority of its frontline staff is, along with AIRS Accreditation, often one of the criteria for securing and maintaining funding.
- The process of studying forces people to understand the context in which they perform their job and the skills that they need in a more systematic way.
- The alignment of training resources (e.g. ABCs of I&R and online training) with the Standards and the Certification process provides a continual enhancement of service.

### For the general public and the human services sector, AIRS Certification:

- Enhances agency quality assurance and consistency of service levels between different I&Rs.
- Improves customer service. Staff are aware of the requirements for quality performance and are more ready and capable of meeting them.