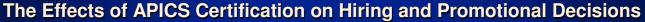
# **CPIM Research Project**





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## Introduction

Ten years ago, UW-Eau Claire added a new requirement for Operations/Materials Management majors. All students must pass at least one CPIM exam (except the Basics) in order to graduate with an Operations/Materials Management degree. We wanted to distribute a survey and get factual data to validate this requirement and find out if it is helpful for a UW-Eau Claire student's career.

## The Million Dollar Question

Is the requirement to pass at least one CPIM exam before graduation beneficial to UW-Eau Claire students?

## **Hypotheses**

- 1. Passing one or more APICS CPIM exams will help graduates obtain employment.
- CPIM certification helps graduates receive more promotions in the supply chain field than non-certified employees.
- CPIM certification helps graduates achieve higher salary levels than non-certified supply chain employees.

## **How We Developed the Survey**

- We first brainstormed ideas of potential questions we thought would be helpful.
- We then interviewed several professionals at local companies including: 3M, Nestle, McCain Foods, Andersen Windows, and Bush Brothers.
- Each company provided great feedback on how to mold the survey to the final version that was sent to the database of professionals.

## **How We Developed the Database**

- We used the ReferenceUSA database to access professionals in Wisconsin and Eastern Minnesota that met our criteria.
- After creating the database, we called over 1,500 companies to ask permission to
  participate in the survey, as well as obtain their e-mail address to send them the
  survey.
- Of those companies, approximately 125 were willing to participate in the survey.
- In the end, we received 102 responses.

## **How We Analyzed the Data**

- With the help of Jeri Weiser from Learning and Technology Services, we used Zoomerang to help distribute the survey.
- Once the survey was complete, Zoomerang provided statistical data as well as specific feedback from the individuals that participated in the survey.

# **Hypothesis 1 Conclusions**

#### **Presently**

- 65% of companies consider, prefer, or require CPIM certifications for hiring Interns.
- 75% of companies consider, prefer, or require CPIM certifications for hiring entry-level positions.

#### In the Future

- 76% of companies will consider, prefer, or require CPIM certifications for Interns.
- 82% of companies will consider, prefer, or require CPIM certifications for entry-level positions.

# **Hypothesis 2 Conclusions**

### **Presently**

- 58% of companies consider, prefer, or require CPIM certifications for promotions with Interns.
- 73% of companies consider, prefer, or require CPIM certifications for promotions with entry-level positions.

#### In the Future

- 64% of companies will consider, prefer, or require CPIM certifications for promotions with Interns.
- 77% of companies will consider, prefer, or require CPIM certifications for promotions with entry-level positions.

# **Hypothesis 3 Conclusions**

## Presently

- 23% of companies that consider, prefer, or require CPIM certifications for Interns will pay a higher salary.
  - 30.4% of those companies give more than a 10% salary increase.
- 42% of companies that consider, prefer, or require CPIM certifications for entry-level positions will pay a higher salary.
  - 31.6% of those companies give more than a 10% salary increase.

#### In the Future

- 28% of companies that consider, prefer, or require CPIM certifications for Interns will pay a higher salary.
  - 40% of those companies give more than a 10% salary increase.
- 53% of companies that consider, prefer, or require CPIM certifications for entry-level positions will pay a higher salary.
  - 49.1% of those companies give more than a 10% salary increase.