



## The Value of a CHRP: More Promotions and Better Pay



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The Human Resources profession is gaining strength and credibility in the business world. As a relative newcomer to the marketplace, it is catching up with older, more established professions, like healthcare, law and accounting. In part, this growing professionalization is due to the increased prevalence of the Certified Human Resources Professional (CHRP) designation. Not only are CHRPs improving respect for HR professionals, they are also increasing their job opportunities and pay.

“For white-collar jobs there are only a few ways you can improve your pay, and certifications are a top way to do that,” says Katie Bardaro, analytics manager at online salary database, PayScale.com.

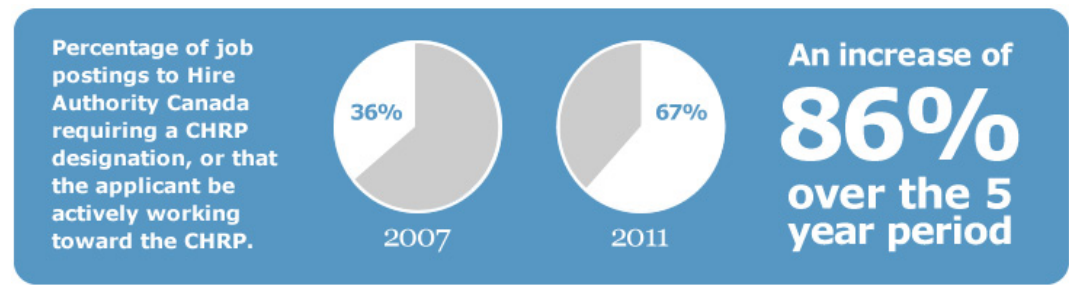
New research conducted by PayScale.com, at the request of the Human Resources Professional Association (HRPA), Canada’s HR thought leader and the largest HR association in the country, shows that Human Resources leaders with CHRP designations are promoted faster, hired by larger companies and earn more than their counterparts without CHRPs. It seems that certification as an HR professional has become an integral step to building a successful HR career.

“HRPA has felt strongly for some time that there is a correlation between the CHRP designation and the continuing professionalization of Human Resources, as well as the velocity and trajectory of our members’ career growth,” says Bill Greenhalgh, HRPA’s CEO. “Now PayScale has provided quantitative validation based on real world data.”

## Greater Demand for CHRP

Back in 1998, HRPA launched Hire Authority, a paper-based job bank for its members. Now Web-based, it is the largest HR-specific job board website in Canada with more than 3,000,000 searches, 25,000 active resumes, and 9,000 registered recruiters in 2010. And, its history provides evidence of the increased demand for CHRPs.

In 2007, only 36 percent of job postings, on average, requested that the applicant have, or be working toward, a CHRP. By the end of 2011, that number had nearly doubled.



**45%**  
of HR generalists  
with CHRPs became  
HR managers in five  
years, whereas only  
**21%**  
of HR generalists  
without CHRPs be-  
came HR managers  
in 5 years

## Faster Job Progression

Not only can a CHRP designation broaden an HR professional's job opportunities, it can also improve their chances to move up into higher levels of responsibility.

PayScale was able to look at HR professionals' career path information, specifically how their job title changed in a span of five years. They then looked more closely to see if those individuals who earned CHRPs progressed into higher-level positions more quickly than their colleagues without CHRPs. The conclusion from PayScale's analysis was that professionals with CHRPs are promoted more frequently and move into higher positions more often than those without CHRPs.

### Percentage Receiving Promotions Within Five Years: With CHRP vs. Without CHRP

Job Title Five Years Ago	With CHRP	Without CHRP
Human Resources (HR) Assistant	69%	52%
Human Resources (HR) Administrator	47%	25%
Human Resources (HR) Generalist	51%	25%
Human Resources (HR) Manager	25%	14%
Human Resources (HR) Director	18%	13%

\* PayScale, Inc. 2012

## Pay Differences by HR Job Position

The following table shows the median, annual pay by HR job position for HR professionals with a CHRP and for those without, as well as the pay differential between the two groups. These pay figures are across all company sizes and experience levels, with the exception of the VP of Human Resources position. It seems that a CHRP can improve annual pay, especially for HR managers.

### Percentage Increase in Pay with CHRP

HR Job Title	Median, Annual Pay without CHRP	Median, Annual Pay with CHRP	Pay Increase for CHRP Holders
Human Resources (HR) Assistant	\$38,200	\$39,400	3%
Human Resources (HR) Administrator	\$41,700	\$44,300	6%
Human Resources (HR) Generalist	\$49,100	\$52,600	7%
Human Resources (HR) Manager	\$63,100	\$72,900	16%
Human Resources (HR) Director	\$102,900	\$105,000	2%
Vice President (VP), Human Resources (HR)	\$171,000	\$177,000	4%

\* PayScale, Inc. 2012; dollar figures in CAD

## CHRP Frequency at Higher Levels of Management

What percentage of HR professionals in high-level, leadership roles have CHRPs? The closer you get to the VP level, the higher the frequency of CHRPs. PayScale’s research shows that over half of those HR professionals with the greatest levels of responsibility have CHRPs.

### Frequency of CHRP Across HR Positions

CHRP Frequency	Percentage of Employees with CHRP
Human Resources (HR) Assistant	15%
Human Resources (HR) Administrator	24%
Human Resources (HR) Generalist	43%
Human Resources (HR) Manager	45%
Human Resources (HR) Director	52%
Vice President (VP), Human Resources (HR)	55%

\* PayScale, Inc. 2012

**23%**  
of HR managers with CHRPs became HR directors in five years, whereas only **13%** of HR managers without CHRPs became HR directors in five years

## CHRP Prevalence at Larger Companies

PayScale found that HR professionals with CHRPs tend to work at larger companies more often than those professionals without CHRPs, likely contributing to their higher salaries. This pattern is most pronounced for the lower-level HR positions, like HR assistant and HR administrator.

### Average Company Size Employing HR Professionals: With CHRP vs. Without CHRP

Job Title	Median Company Size without CHRP (by Number of Employees)	Median Company Size with CHRP (by Number of Employees)
Human Resources (HR) Assistant	296	450
Human Resources (HR) Administrator	263	396
Human Resources (HR) Generalist	298	397
Human Resources (HR) Manager	174	246
Human Resources (HR) Director**	436	420
Vice President (VP), Human Resources (HR)**	1171	1175

\* PayScale, Inc. 2012

\*\* The HR director and VP of HR positions are typically found at large companies, hence there is no significant difference, by company size, between those with a CHRP and those without.

## Pay Comparison by Metro

No matter where an HR professional lives, the prairie or the Atlantic coast, a CHRP improves earnings. Looking at pay for all HR positions across major metros in Canada, PayScale’s research shows that HR professionals with CHRPs earn more than those without in all major metros. The median annual pay numbers here include practitioners at all levels of experience, working in companies of all sizes.

## Pay Comparison by Metro: With CHRP vs. Without CHRP

Metro Area	Median Annual Pay for All HR Job Titles		% Pay Increase for CHRP Holders
	Without CHRP	With CHRP	
Vancouver, British Columbia	\$50,100	\$64,900	30%
Calgary, Alberta	\$53,200	\$73,000	37%
Edmonton, Alberta	\$52,600	\$76,300	45%
Winnipeg, Manitoba	\$45,900	\$60,800	32%
London, Ontario	\$45,400	\$56,400	24%
Toronto, Ontario	\$50,800	\$62,100	22%
Burlington/Hamilton, Ontario	\$47,300	\$60,900	29%
Kitchener/Waterloo, Ontario	\$46,300	\$56,300	22%
Ottawa, Ontario	\$51,500	\$76,500	49%
Montréal, Québec	\$51,100	\$74,100	45%
Halifax, Nova Scotia	\$43,600	\$61,000	40%

\* PayScale, Inc. 2012; dollar figures in CAD

## Pay Comparison by Industry

PayScale also looked at pay across different HR positions, and for HR professionals as a whole, in different industries and found that, once again, those workers with a CHRP earned more than those without. The median annual pay numbers here include practitioners at all levels of experience, working in companies of all sizes.

### Pay Comparison by Industry: With CHRP vs. Without CHRP

Industry	Median Annual Pay for All HR Job Titles		% Pay Increase for CHRP Holders
	Without CHRP	With CHRP	
Accommodation and Food Services	\$41,400	\$60,300	46%
Arts, Entertainment, and Recreation	\$45,200	\$68,100	51%
Construction	\$51,100	\$67,200	32%
Educational Services	\$50,600	\$66,700	32%
Finance and Insurance	\$51,500	\$61,400	19%
Health Services	\$48,000	\$56,500	18%
Information Technology	\$54,200	\$68,000	25%
Manufacturing	\$51,000	\$65,100	28%
Non-Profit Organizations	\$47,900	\$58,200	22%
Public Administration	\$51,800	\$67,100	30%
Retail	\$50,700	\$66,800	32%
Transportation and Warehousing	\$48,900	\$64,100	31%

\* PayScale, Inc. 2012; dollar figures in CAD

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## Conclusion

When reviewed by several major markers of workplace success, such as pay, career progression, and job opportunities, earning a CHRP has been shown to have a positive impact on Human Resources professionals' careers.

### Methodology

Using its database of over 30 million profiles and 250 compensable factors, PayScale analyzed various aspects of Human Resources (HR) positions, comparing results for professionals with and without a Certified Human Resources Professional (CHRP) certification.

Limiting its research to data from 2011, PayScale determined how HR positions for those holding a CHRP designation differ from those without the CHRP, in terms of pay levels nationally, across 12 industries and 11 Canadian metropolitan areas. Additionally, PayScale provided further analysis comparing company sizes and career progression.

### Definitions

**Total Cash Compensation (TCC):** TCC combines base annual salary or hourly wage, bonuses, profit sharing, tips, commissions, and other forms of cash earnings, as applicable. It does not include equity (stock) compensation, cash value of retirement benefits, or value of other non-cash benefits (e.g., healthcare).

**Median Annual Pay with CHRP:** This is the median, annual total cash compensation (TCC) for a person with the specified HR job title, holding the Certified Human Resources Professional certification.

**Median Annual Pay without CHRP:** This is the median, annual total cash compensation for a person with the specified HR job title, not holding the Certified Human Resources Professional certification.

**% Pay Increase for CHRP Holders:** This is the percentage increase in median, annual pay for those with a CHRP over those without.

**Median Pay Calculations:** There were no restrictions on company size, experience level, or other job qualifications when calculating the median pay figures. All pay figures are in 2011 Canadian dollars.

**Job Title 5 Years Ago:** In PayScale's survey, users are asked what their job title was five years ago. This data was used to calculate the ratio of HR professionals whose job title five years ago was a lower level title than their current title for those with and without the CHRP.

**All HR Job Titles:** This group of jobs includes Human Resources (HR) assistant, Human Resources (HR) administrator, Human Resources (HR) generalist, Human Resources (HR) manager, Human Resources (HR) director, and Vice President (VP), Human Resources (HR).

## About PayScale

With more than 2,100 corporate customers and the largest database of individual compensation profiles in the world, PayScale is the leading provider of compensation management Web software for employers, as well as tools to help employees better understand their value in the market. Products include PayScale MarketRate™ and PayScale Insight™.

**For further information about PayScale,  
please call 206.576.5051 or email [tracyw@payscale.com](mailto:tracyw@payscale.com)**