



Aligning Higher Education with Esri Certification

Jessica Rosales, Esri Technical Certification Program Coordinator

ESRI USER CONFERENCE

GIS
INSPIRING
WHAT'S
NEXT

Agenda

- **Alignment Tools Empower Program Champions**
- **Community Collaboration with GeoNet**
- **Esri Training**
- **Success Stories**

The image features a dark teal background with abstract, colorful geometric shapes and lines in shades of blue, orange, and green. The text is centered in the upper half of the image.

Alignment Tools Empower Program Champions

Our Next Steps in Lifelong Learning digital flyer, <https://go.esri.com/EdAlign-NextStep>, helps program champions communicate the benefits of aligning a geospatial program with an Esri certification to their stakeholders.



ArcGIS® Desktop Entry Certification Alignment:

The Next Step in Lifelong Learning

There is a natural linear progression between earning a GIS certificate or academic degree and becoming a certified individual. The **Esri® Technical Certification Program** provides a next step to educational programs that have a geospatial curriculum.

Click on an icon below to learn more.

-  Why align your program?
-  What are the benefits?
-  Who is the ideal candidate?
-  How is certification promoted?

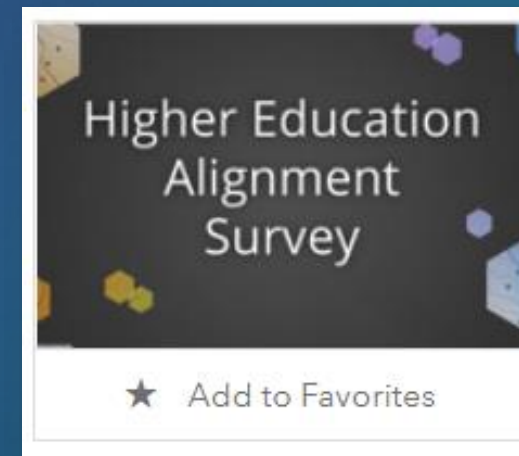


Thumbnail images of the flyer's content sections are shown at the bottom of the slide.

Esri Technical Certification for Education story map, <http://go.esri.com/cert-ed>, a high-level guide bringing awareness of the key issues that surround the alignment process.



Higher Education Alignment Survey, <http://go.esri.com/cert-ed-survey>, measures an institution's readiness to align with the Esri Technical Certification Program.





Community Collaboration with GeoNet

GeoNet: <http://go.esri.com/EdAlign-GeoNet>

Ed Summit & UC Presentations:

<https://community.esri.com/events/2694-aligning-higher-education-with-esri-certification>

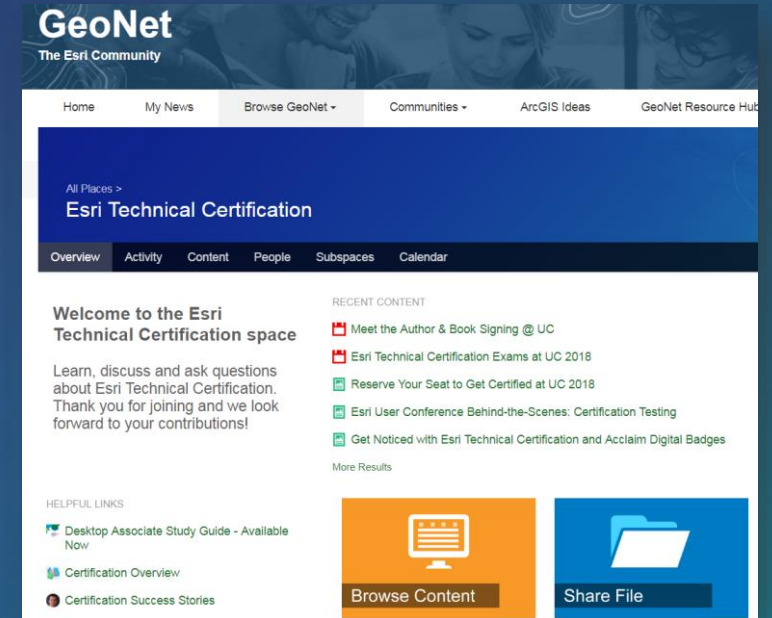
<https://community.esri.com/events/2693-the-value-of-certification-discussion>

Test event featuring 20% off the voucher price:

<https://community.esri.com/community/esri-technical-certification/blog/2018/06/08/reserve-your-seat-to-get-certified-at-uc-2018>

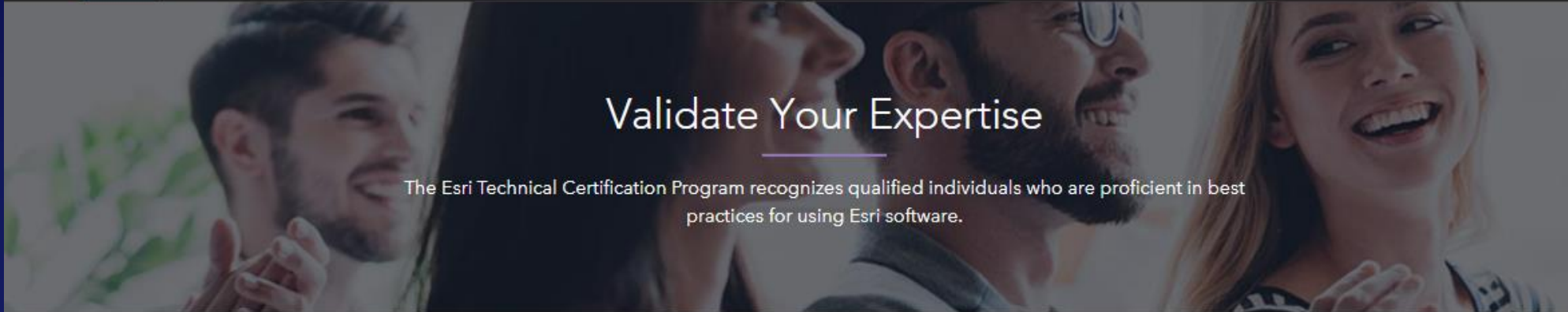
Book signing for the ArcGIS Desktop Associate: Certification Study Guide:

<https://community.esri.com/events/2768-meet-the-author-book-signing-uc>



The background is a dark blue gradient with abstract geometric shapes and lines in teal, orange, and light blue. On the left, there are thin, overlapping lines in teal and orange. On the right, there are larger, more complex shapes, including a red and orange grid-like pattern and several teal and orange rectangular blocks. The text is centered in the upper half of the image.

Esri Training & Certification



Validate Your Expertise

The Esri Technical Certification Program recognizes qualified individuals who are proficient in best practices for using Esri software.

Whether you're a GIS professional, an application developer, or an enterprise administrator, achieving an Esri Technical Certification can help you gain confidence, inspire trust, and stand out from the crowd.



New to Certification

Explore our exams to find the right certification for you.

[Explore Our Exams](#)



Already Certified

Manage your certification information and add yourself to the directory.

[View Certification Profile](#)



Managers & Recruiters

A workforce certified in best practices for Esri technology is a strategic asset.

[Verify a Certification](#)



Certification Exams

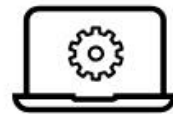
Esri Technical Certification exams validate expertise in three domains: desktop, developer, and enterprise use of ArcGIS. Certifications are offered at three levels: entry, associate, and professional.



Desktop

For experienced users of ArcGIS Pro, ArcMap, and ArcGIS Online.

[Explore Desktop Exams](#)



Developer

For developers who integrate ArcGIS capabilities into desktop or web applications.

[Explore Developer Exams](#)



Enterprise

For individuals who design, configure, or support enterprise ArcGIS deployments.

[Explore Enterprise Exams](#)

Desktop Certifications

Desktop certification exams measure a broad range of skills and knowledge related to using ArcGIS Desktop applications, including ArcMap and ArcGIS Pro, in conjunction with other platform components.

ArcGIS Desktop Entry

Validates knowledge of basic ArcGIS concepts and ability to perform entry-level mapping, visualization, editing, and file geodatabase tasks.

Latest Release

10.5

Previous Releases

10.4

10.3

ArcGIS Desktop Associate

Validates ability to apply concepts and workflows to visualize, manage, and analyze geospatial data.

Latest Release

10.5

Previous Releases

10.3

ArcGIS Desktop Professional

Validates expertise in applying advanced concepts and knowledge to establish workflows and processes and to complete complex projects.

Latest Release

10.5

Previous Releases

10.3



Exam Card Information

1. Explore the Exam

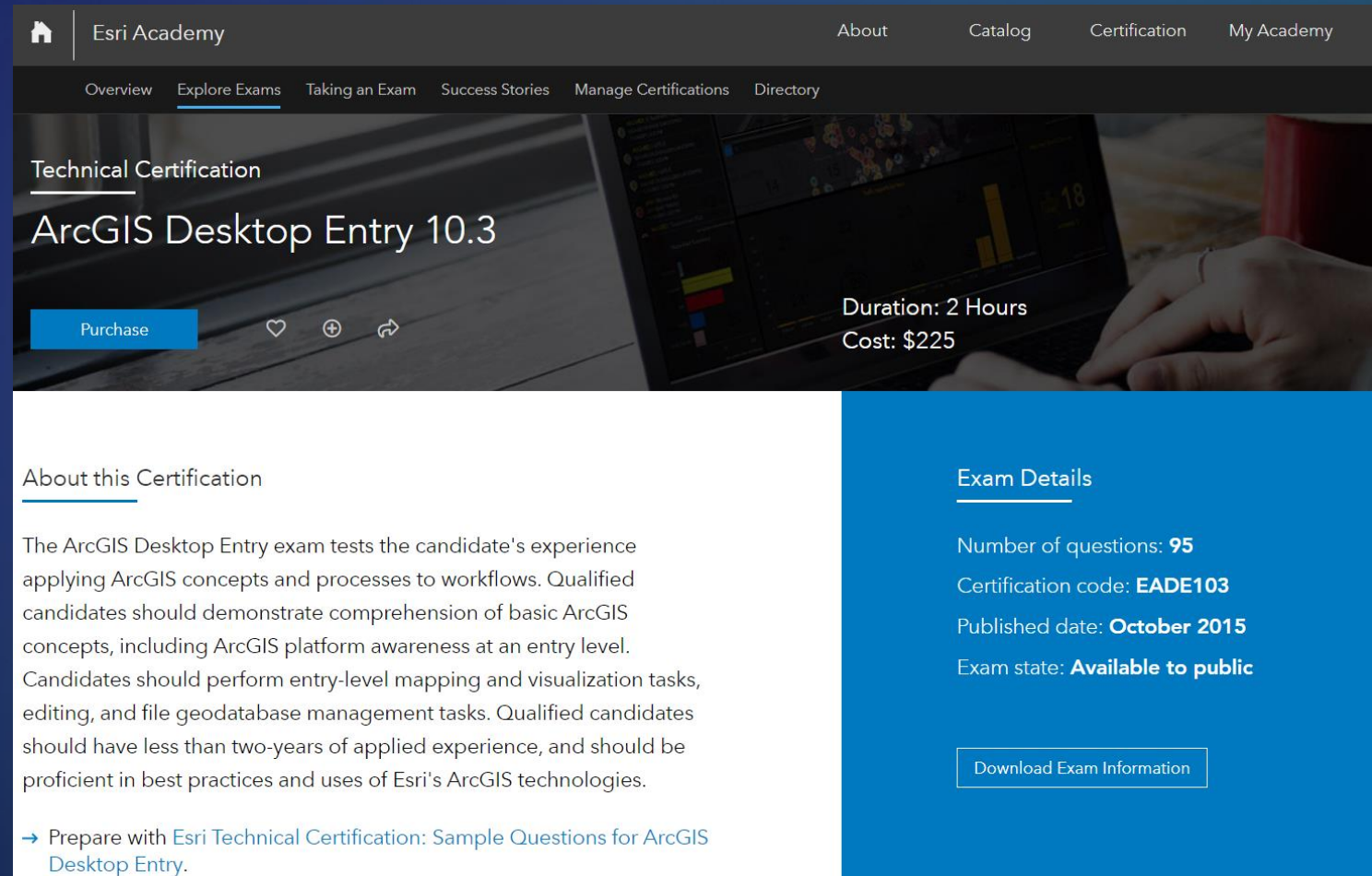
- Love, Wish, Share, or Purchase

2. About this Certification

- Exam description

3. Exam Details

- Download Exam Information



The screenshot displays the Esri Academy website interface. At the top, there is a navigation bar with links for 'About', 'Catalog', 'Certification', and 'My Academy'. Below this, a secondary navigation bar includes 'Overview', 'Explore Exams', 'Taking an Exam', 'Success Stories', 'Manage Certifications', and 'Directory'. The main content area features a large banner for the 'Technical Certification' titled 'ArcGIS Desktop Entry 10.3'. A red arrow points from the 'Purchase' button in the list above to the 'Purchase' button on the banner. The banner also displays 'Duration: 2 Hours' and 'Cost: \$225'. Below the banner, there is a section titled 'About this Certification' with a detailed description of the exam. To the right, a blue sidebar contains 'Exam Details' including the number of questions (95), certification code (EADE103), published date (October 2015), and exam state (Available to public). A 'Download Exam Information' button is located at the bottom of the sidebar.

Esri Academy

About Catalog Certification My Academy

Overview Explore Exams Taking an Exam Success Stories Manage Certifications Directory

Technical Certification

ArcGIS Desktop Entry 10.3

Purchase

Duration: 2 Hours
Cost: \$225

About this Certification

The ArcGIS Desktop Entry exam tests the candidate's experience applying ArcGIS concepts and processes to workflows. Qualified candidates should demonstrate comprehension of basic ArcGIS concepts, including ArcGIS platform awareness at an entry level. Candidates should perform entry-level mapping and visualization tasks, editing, and file geodatabase management tasks. Qualified candidates should have less than two-years of applied experience, and should be proficient in best practices and uses of Esri's ArcGIS technologies.

→ Prepare with [Esri Technical Certification: Sample Questions for ArcGIS Desktop Entry.](#)

Exam Details

Number of questions: **95**
Certification code: **EADE103**
Published date: **October 2015**
Exam state: **Available to public**

Download Exam Information

Exam Card Information

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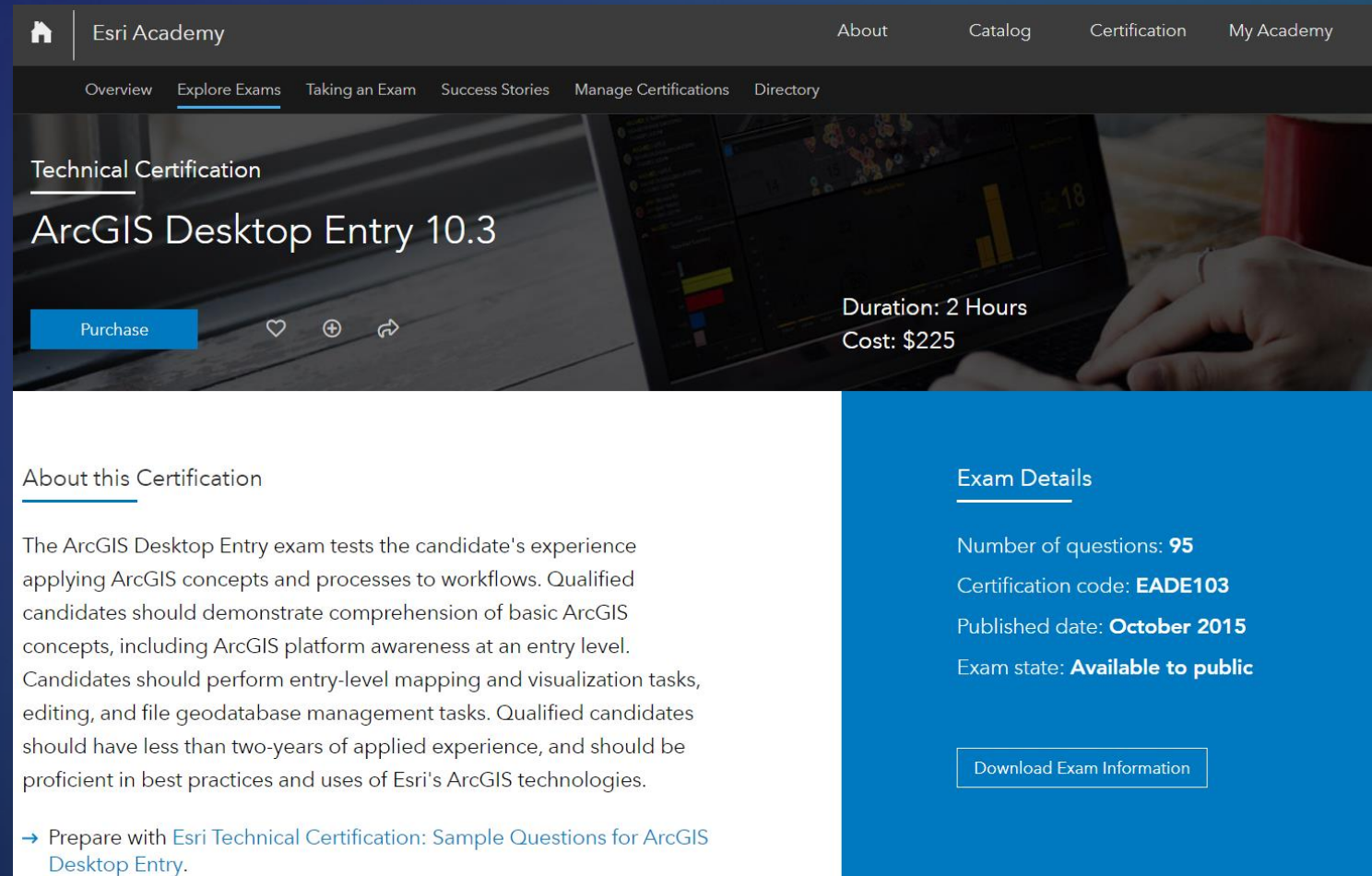
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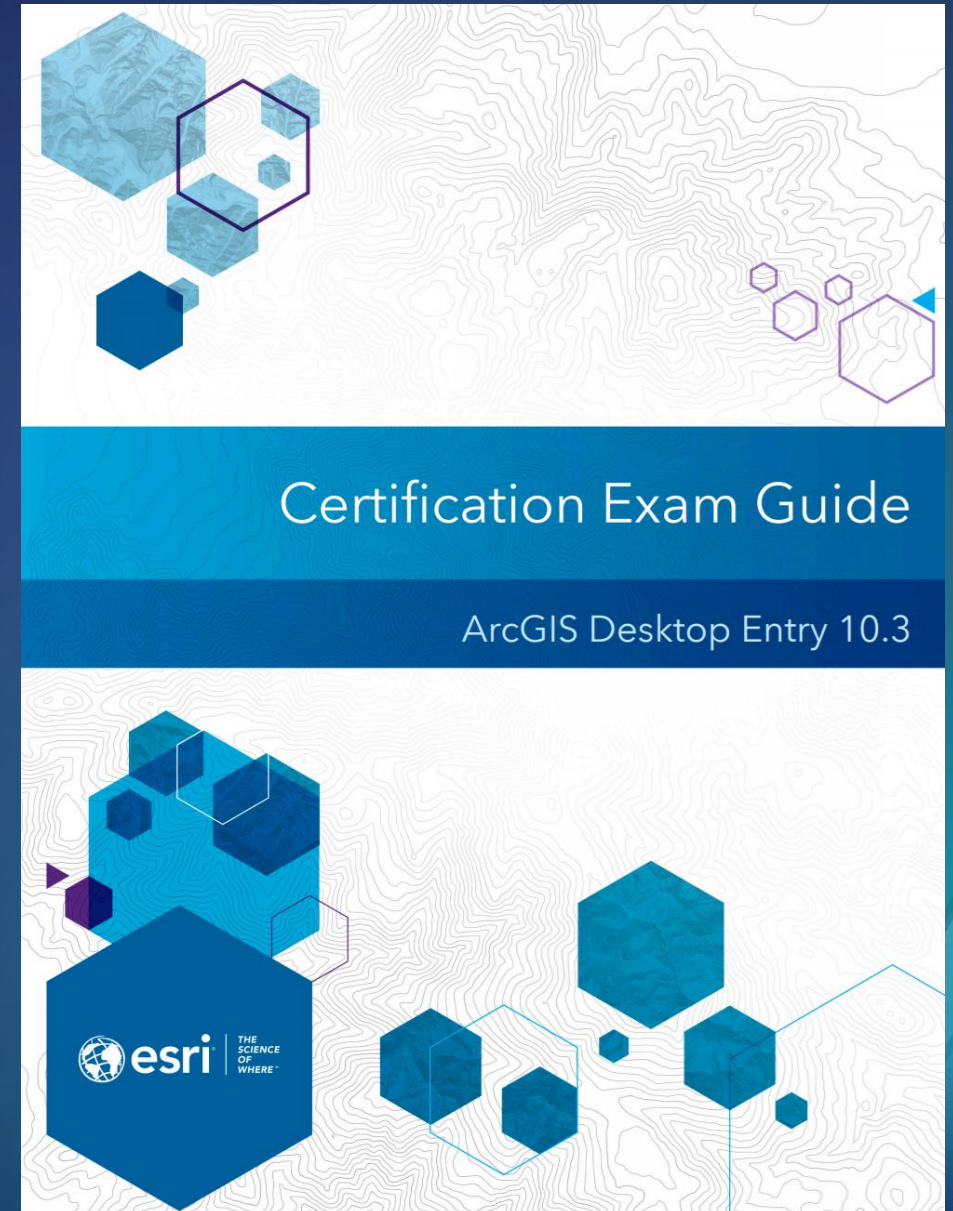
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Certification code: **EADE103**
Published date: **October 2015**
Exam state: **Available to public**

Download Exam Information

Exam Guides provide candidates with the exam description, Qualifications, Skills Measured, and curated Preparation Resource document information as a single resource.

CONTENTS

Exam Catalog Page - EADE103	1
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Qualifications	3
Skills Measured	5
Preparation Resources	8



DESCRIPTION

The ArcGIS Desktop Entry exam tests the candidate's experience applying ArcGIS concepts and processes to workflows. Qualified candidates should demonstrate comprehension of basic ArcGIS concepts, including ArcGIS platform awareness at an entry level. Candidates should perform entry-level mapping and visualization tasks, editing, and file geodatabase management tasks. Qualified candidates should have less than two-years of applied experience, and should be proficient in best practices and uses of Esri's ArcGIS technologies.

SKILLS MEASURED

The following list will familiarize candidates with the exam sections to help guide exam preparation. The relative weight of each section is provided to illustrate the approximate size of each section. Candidates should review this list and assess their knowledge of each skill. Specific preparation resources are available to assist with refreshing in areas where any knowledge gaps are found.

ArcGIS Fundamentals

15%

- Define use and purpose of the ArcGIS platform components.
- Demonstrate ability to work with the ArcMap user interface.
- Identify tools and extensions in ArcMap.

QUALIFICATIONS

A qualified candidate should be able to perform the following tasks:

- Construct a map using available local or online datasets
- Select the datasets by attribute or location
- Add basic map elements and toolbars
- Create a new feature class or shapefile
- Create a new file geodatabase and perform basic geodata management

ARCGIS CERTIFICATION EXAM GUIDE 10.3

PREPARATION RESOURCES

The following training resources are available to help you prepare for your exam but are not required. Please utilize this list of preparation resources with the list of "skills measured" topics so you can identify appropriate training options for any possible knowledge gaps.

Please note that completing the recommended training courses does not guarantee that you will achieve the requirements for a specific certification exam.

	ArcGIS Fundamentals	Data Management	Visualization	Creating and Sharing Maps	Data Editing and Manipulation	Data Analysis
Esri Instructor-Led Training						
ArcGIS 1: Introduction to GIS	•	•	•	•		•
ArcGIS 2: Essential Workflows	•	•	•	•		•
Esri E-Learning						
3D Visualization Using ArcGIS Pro			•			

A Closer Look at Exam Content and Resource Alignment

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ArcGIS Fundamentals

15%

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- Demonstrate ability to work with the ArcMap user interface.
- Identify tools and extensions in ArcMap.

?

Aligns with Section 1: ArcGIS Fundamentals

Which ArcGIS extension provides tools for integrated raster-vector analysis?

- A. Tracking Analyst
- B. Spatial Analyst
- C. Business Analyst
- D. Network Analyst

✓ Correct! For more information, go to *ArcGIS for Desktop Help: An overview of the extensions of ArcGIS* ↗.

Preparation Resources

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Esri Instructor-Led Training

	ArcGIS Fundamentals	Data Management	Visualization	Creating and Sharing Maps	Data Editing and Manipulation	Data Analysis
ArcGIS 1: Introduction to GIS	✓	✓	✓	✓	✓	✓
ArcGIS 2: Essential Workflows	✓	✓	✓	✓	✓	✓

Esri E-Learning

Exam Content and Cognitive Complexity Alignment

SKILLS MEASURED

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ArcGIS Fundamentals

- Define use and purpose of the ArcGIS platform components.
- Demonstrate ability to work with the ArcMap user interface.
- Identify tools and extensions in ArcMap.

Hybrid Bloom's Taxonomy

Analyze
Evaluate

Break material into parts to determine how each part relates to one another and makes judgements based on criteria

Understand
Apply

Discern meaning from information and demonstrates comprehension of concepts

Remember

Retrieve relevant knowledge from long-term memory

Exam Content and Score Report Alignment

SKILLS MEASURED

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ArcGIS Fundamentals

15%

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- Identify tools and extensions in ArcMap.

Section	Percent of Scored Items	Score Performance Level	
		Fail	Pass
1 ArcGIS Fundamentals	15%		X
2 Data Management	26%		X
3 Visualization	22%	X	
4 Creating and Sharing Maps	11%	X	
5 Data Editing	14%		X
6 Data Analysis	13%		X

Success Stories



Certification Success Stories Gallery

View our gallery.



Claire Thurlow

GIS Training and Education Manager, Eagle Technology

Currently, I have an ArcGIS Desktop Professional and Enterprise Geodata Management Associate Esri Technical Certification. The exams for these Esri Technical Certification are a challenge and cover the width and breadth of the Esri ArcGIS Desktop product and Database or GIS administration. When you receive an email to say that your results have arrived you feel an immense sense of relief, exhilaration and pride to see the word passed beside the appropriate certification.

Having passed an Esri Technical Certification you are now identified as having proven technical expertise in the specific areas covered by these certifications. Therefore, the certifications I have gained add credibility to the work that I do both within and externally to my organisation.

Maintaining my Esri Technical Certifications are also an important part of providing the most up-to-date knowledge to Eagle Technology's (the official Esri Distributor for New Zealand and the South Pacific) customers who come to us to learn more about the ArcGIS Platform. In addition, this maintenance is important to retain my status as a Certified Esri Instructor for a number of Esri instructor-led courses.

Certifications

ArcGIS Desktop Professional
Enterprise Geodata Management Associate



Brittny White
Senior Instructor



Richard Trichtl
CTO



Hari Yervu
Systems Engineer
LandSure Systems



Hazel Botha
GIS Specialist



Mike Flanagan
Senior Instructor



Patrick Chege
Technical Director



Scott Tansley
GIS Solution Architect



Steven Beothy
Senior Instructor



Steven Sushka,
GISP
Senior Technical Support
Analyst

Success Stories

Find out how these individuals achieved their success.



Steven Sushka, GISP

Senior Technical Support Analyst, Cityworks | Azteca Systems LLC

I've worked as a technical analyst in the geospatial community for 20 years across various disciplines, including Photogrammetry, GIS and GIS-centric Asset Management. Having worked for private sector companies that mainly serve public sector clients, I see certification as a great tool to help validate my education in Geography, Esri training, and applied geospatial work experience to both employers and clients.

For me, that started with obtaining my Geographic Information Systems Professional (GISP) certification from the GIS Certification Institute (GISCI) to demonstrate broad knowledge and understanding across the GIS discipline. But as my career progressed to working for Cityworks | Azteca Systems LLC, an Esri Platinum Business Partner, and my daily routines increasingly involved Esri software that the Cityworks GIS-centric software is solely built upon; acquiring Esri certification was the next logical step.

Earning my Esri certification has been one of my goals for the last couple of years but work and life seemed to always squeeze it out. However, when I learned the Esri certification exams were being offered at Dev Summit which I was already registered for, I finally seized the opportunity to take the Enterprise Geodata Management Associate certification and passed.

Esri did a great job of providing the necessary study materials and suggested training courses. In addition, the sample test was very helpful, the online format was very easy to use, and the 2 hours allotted time just right to not feel rushed.

I would like to thank everyone at Ohio University, Woolpert, Cityworks, Esri and all the business partners and clients I've served who have helped me along the way to achieve this certification.

Certification

Enterprise Geodata Management Associate



Esri



ArcGIS Desktop Associate 10.3

Earners of the Esri ArcGIS Desktop Associate certification have proven experience in applying ArcGIS concepts and processes to workflows. Earners have demonstrated proficiency using ArcGIS to visualize, manage, and analyze geospatial data.

 This badge is issued by Esri

SKILLS

- ArcGIS
- Data Management
- Data Manipulation
- Geographic Data
- Geoprocessing
- Mapping
- Sharing
- Spatial Analysis
- Visualization

WHAT IT TAKES TO EARN THIS BADGE

 Take and pass the ArcGIS Desktop Associate certification exam.

[View Additional Information >](#)

RELATED JOBS



Learn more about the related jobs and employer demand for this badge.

[VIEW DETAILS >](#)



Related Jobs

Showing results for:

United States

All states

Showing 13 - 24 of 75 listings for: **Geoprocessing** in All of United States of America with Salary Range: \$100,000 or More

JOB TITLE	LOCATION	EST. SALARY	
ESRI GIS Developer Abacus Service Corporation	Atlanta, GA	\$108,659	View Posting >
Senior Esri GIS Developer 3i People, Inc.	Atlanta, GA	\$129,000	View Posting >
ESRI GIS DEVELOPER - Paramount Software Solutions, Inc	Atlanta, GA	\$129,000	View Posting >
ESRI GIS Developer V-Soft Consulting Group, Inc.	Atlanta, GA	\$129,000	View Posting >
Sr. ESRI GIS Developer V-Soft Consulting Group, Inc.	Atlanta, GA	\$135,000	View Posting >
Analytic Methodologist H2M Group	Springfield, VA	\$147,000	View Posting >
Senior GIS Developer / Analyst NTT DATA	Frankfort, KY	\$113,000	View Posting >
Geospatial Engineer TRINITY GLOBAL CONSULTING	McLean, VA	\$150,000	View Posting >
NSF Post-Doctoral Research Fellow The New School	New York, NY	\$145,000	View Posting >
Gis Programmer Arctic Slope Regional Corporation	UT	\$109,000	View Posting >
ARC GIS developer (Geospatial Developer) with .net Exp Okaya Infocom	Madison, WI	\$113,000	View Posting >



**Best wishes on your
certification journey...**



esri

**THE
SCIENCE
OF
WHERE**