Going Global: Planning, Development, Implementation, and Evaluation

Sandra Greenberg, PhD
VP for Research & Development
Professional Examination Service
sandy@proexam.org

July 2004
Experiences from the Professions
Conducting a Practice Analysis

- Association of State and Provincial Psychology Boards – Exploratory Study for a Profession
  - 40 countries
  - Issues with
    - Demographic and professional background questionnaire
    - Delineation of domains, tasks, knowledge, and skills
    - Rating scales
    - Open-ended questions
  - Survey format and delivery
Experiences from the Professions
Conducting a Practice Analysis

- Association of State and Provincial Psychology Boards – Exploratory Study for a Profession
  - Differences in response rates
  - And in educational and professional background
  - And in Frequency and Importance ratings
  - Differences in open-ended comments
    - Issues in regard to regulation
    - Trends affecting practice
    - Geopolitical & sociological considerations
Experiences from the Professions
Conducting a Practice Analysis

- Association of State and Provincial Psychology Boards – Licensure Program in US and Canada
  - Large-scale practice analysis in English and French
  - Sampling plan unique to each country
  - Evaluation of similarities and differences in practice
  - Validating utility of program in both countries
  - Differences in results
    - Issues in regard to regulation
    - Trends affecting practice
Experiences from the Professions Conducting a Practice Analysis

- Information Systems Audit and Control Association– Validation Study for a Global Credential
- Worldwide distribution and analysis based on region
- American English survey
  - Limits on length—is tolerance the same?
  - Start/stop features, restricted access
- Technology requirements
Experiences from the Professions
Conducting a Practice Analysis

- Information Systems Audit and Control Association – Validation Study for a Global Credential

- Dealing with the results
  - Setting a standard for the profession versus reflecting “local practice”
  - Evaluating similarities and differences worldwide
  - Serving a “self assessment” function
Experiences from the Professions Conducting a Practice Analysis

- Certified General Accountants - Canada -- Validation Study for a Global Credential

  - All provinces of Canada plus Asia and the Caribbean
  - English- and French-language survey
  - Differences in local regulation affect scope of practice
  - Determining reasonable hurdles and a common set of competencies
Experiences from the Professions
Language Accommodations

- Multiple languages

- What does it REALLY take to translate the test?
- How much can you spend?
- Balancing candidate volume and best testing practices
- Finding subject-matter experts with content knowledge
- Identifying equivalent meanings and intentions—rating the questions (how close is close?)
Experiences from the Professions
Language Accommodations

- **Multiple languages**
  - Sensitivity reviews
  - Separating problems with the questions and the test from regional differences in practice
  - Psychometric evaluation of questions and forms
  - What do you mean by “multiple choice”?
Experiences from the Professions
The Value Proposition

- What does the credential represent to the key stakeholders (potential candidates, employers, the government, members of the profession, and the public)?
- What do the key stakeholders want from the credentialing agency?
- What role do local chapters and support groups have in supporting the credential?
- What do you have to do to ensure that credential holders will recertify?
Experiences from the Professions
The Value Proposition

- What does the membership organization represent to the key stakeholders (potential candidates, employers, the government, members of the profession, and the public)?
- How do you identify valuable services for members around the world?
- How do you supply these services to members around the world?
- How much difference is there in the expectations of members in different countries?
Summary

- Don’t forget that there are unique considerations at each stage of program planning, development, implementation, and evaluation.
- Make sure that your decision making is consistent with your strategic credentialing analysis!