

Going Global: Planning, Development, Implementation, and Evaluation

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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



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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



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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
 - Paper-and-pencil & Internet delivery (1999 versus 2004)
 - 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”?



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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?**



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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!**



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