Globalization: Test Delivery Considerations

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2003 Test Distribution Patterns "Globalization Jeopardy"

- The answer is:
  - 145
    - Number of countries delivering exams
  - 20
    - Number of countries constituting 90% of volume
  - 45
    - The next nine percent
  - 80
    - What's left!!!

What's the Take-away?

- How global is global?

- What is the trade-off between accessibility and control?
  - What are the drivers either direction?
    - Political
    - Mission
    - Protection of IP
    - Operational execution

Once You Decide . . .

- Local language registration requirements
- Local language technical support requirements
- Restrictions
  - Import/export of technology
  - Use of biometrics (legal/cultural)
  - Data privacy is HUGE
- Is your database global-ready?

Pricing is Non-trivial

- Global pricing strategy
  - Economy-based pricing
  - Local currency pricing
  - Currency risk
  - Periodic reevaluation
  - VAT or other tax implications
  - Fulfillment

Balancing Accessibility with Control

- Achieving a test center strategy that balances control and accessibility.
  - What is the spectrum of possibilities?
    - Company-owned
    - Third-party (incl. universities)
    - Hybrids
  - The GMAC model
  - Other alternative strategies for "hot spots"

The Test/Assessment

- Local language delivery
  - Alternative language toggles
- Test center infrastructure
  - Keyboards
  - Local language operating systems
  - Internet connectivity

Other important considerations

- Data Privacy
  - Trans-border data flows
  - Safe Harbor
- Taking the "A" out of "ADA"
  - You aren't in Kansas anymore Dorothy!
  - Separate rooms for readers may be discriminatory
- Government control/involvement

Other Important Considerations

- Cultural
  - Male vs. female staff
  - Male and female test days
  - Religious holidays and hours of operation
  - Photographs

Summary

- Many decisions, many considerations but ABSOLUTELY doable!
  - Dozens of clients have global programs
  - NCSBN, GMAC, ARRT
- Learn from the experience of others
- Don't decide by default, get informed and involved