Going International: Have Test, Will Travel

Presented by
Richard M. Soule
Director, Business Development
Schroeder Measurement Technologies, Inc.
Going International: Have Test, Will Travel

- Candidate Services
- Doing Business
- Translation of Exams
- Test Development
- Validity
Going International: Have Test, Will Travel

- Candidate Services
  - Responding to candidates
  - Collecting fees
Doing Business

- Subsidiary entities vs. branch offices
- Currency exchange/International banking
- Taxes
Going International: Have Test, Will Travel

- Translation of Exams
  - When is translation needed?
  - What language are we translating into?
  - Who are the translators?
  - Do we translate the CBT system?
  - Approaches to translation
  - Candidates likely to blame the translation for failure
Going International: Have Test, Will Travel

- Test Development
  - The item banking system must be able to handle multiple languages
  - The entire bank must be translated
  - How much of the test is US-centric?
  - Value of international focus groups
  - Should the examination be presented in English and second language or just second language?
Going International: Have Test, Will Travel

- Validity
  - Do role delineation studies from the U.S. apply?
  - Does the concept of legal defensibility apply?
  - Are psychometric issues like equating, reliability and item discrimination of interests?
  - Is there a “seal of approval” that is recognized outside of the U.S.?
Going International: Have Test, Will Travel

- Represents a potentially tremendous source of new candidates

- Represents a potentially tremendous source of new expenses