



*Accreditation of Personnel:
Facilitating Trade in Services
Around the World*

ANSI - Personnel Certification
Conference 2005



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



Going International: Have Test, Will Travel

■ 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

