

POSITIONING YOUR CREDENTIALING PROGRAM FOR SUCCESS



ASAE Webinar

JUNE 18, 2024

1:00 PM – 2:00 PM

PRESENTERS



Cynthia Allen, MA, ICE-CCP
President



Dr. Amanda Dainis, PhD, MPA
CEO, Lead Psychometrician



Michael Mayer, BS
President



WELCOME

1. Associations new to credentialing
2. Associations starting a new certification program
3. Associations with a certification program, and expanding their product portfolio
4. Associations evaluating an existing program that may not be performing well

TYPES OF CREDENTIALS



Certification

Certificate

Micro-
credential

IF YOU BUILD IT, THEY MAY NOT COME



Understand audience needs

Is this a new or emerging role?

What is the pathway to get into the profession or role?

Do they need training or a recognition of competency?

How interested are they in certification, and how likely are they to earn certification?

What do employers need?



Develop a credentialing strategy

Meets the needs of the target audience

Consider future needs

MANAGE EXPECTATIONS



Understand the investment of time and resources

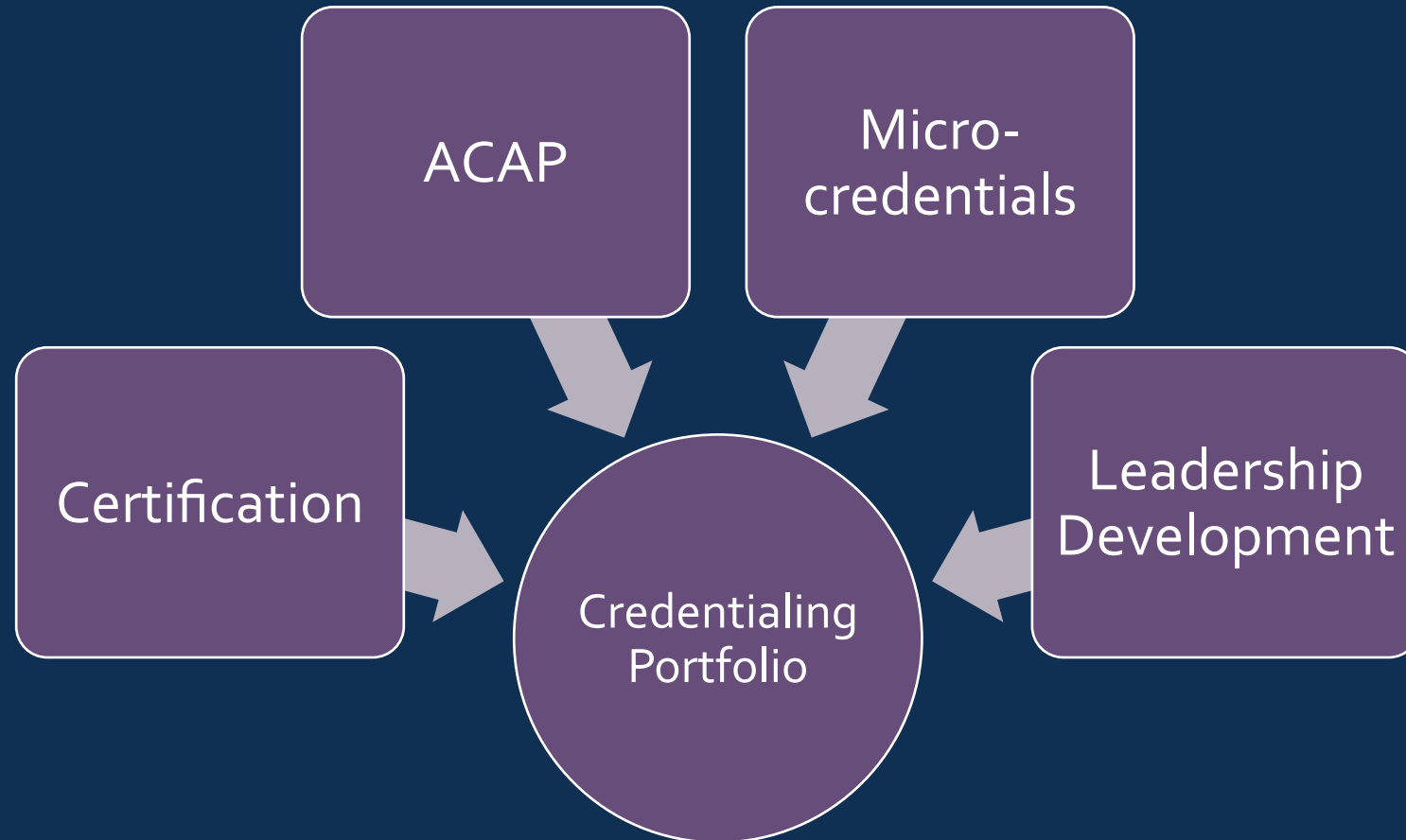


Prepare to adapt



Acknowledge the need to scale as program grows

CREDENTIALING PORTFOLIO



Questions to Answer



COMPETENCY

What are the competencies you are trying to confirm?



COMPOSITION

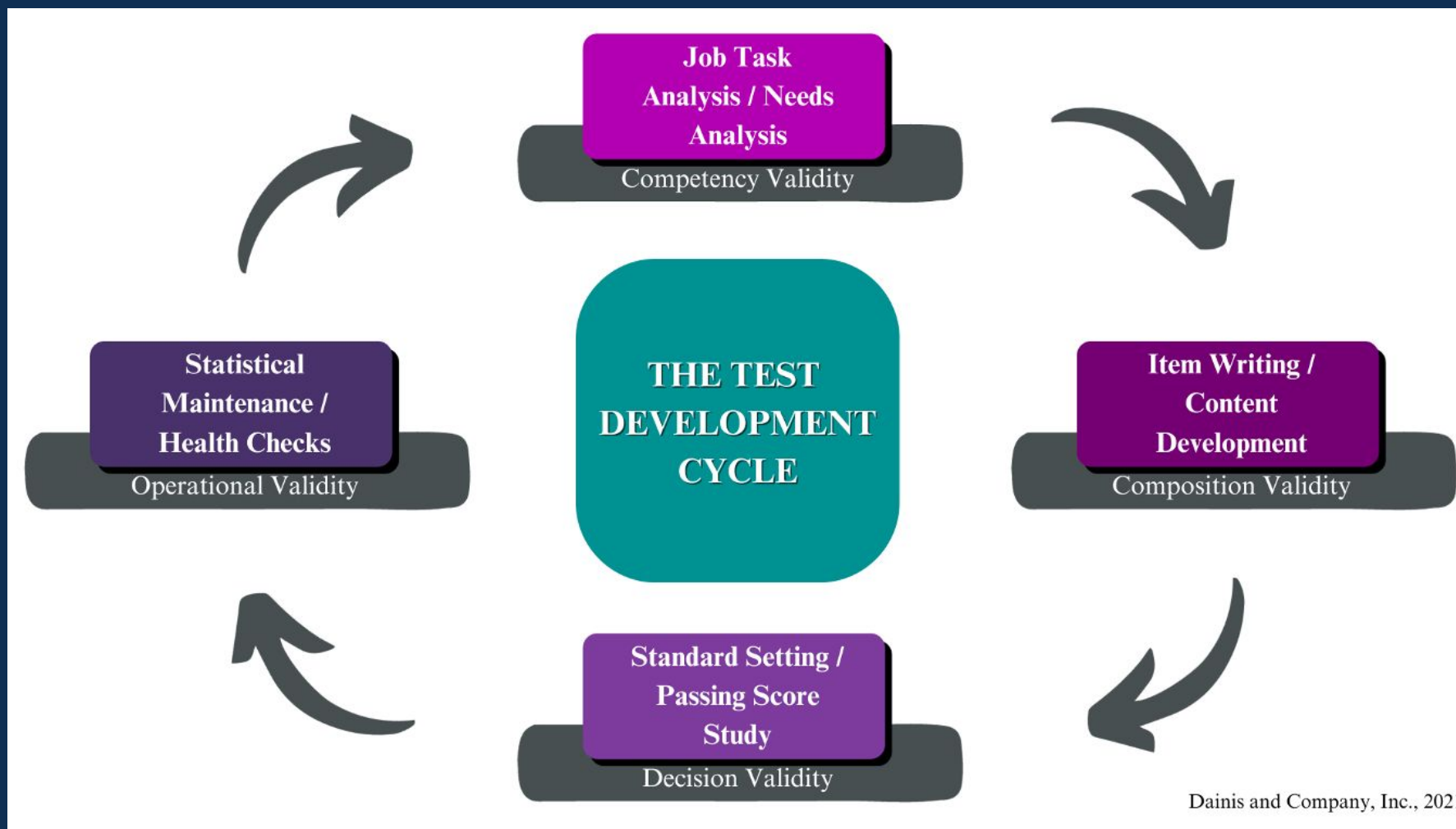
What questions will allow the candidate to demonstrate their competence?



DECISION

What score determines minimal competence?

BUILD THE PROGRAM



WHY USE PSYCHOMETRICS?

Validity

~ The degree to which empirical evidence and theoretical rationale support the adequacy and appropriateness of conclusions drawn from some sort of assessment.

Legal defensibility

Relevance

Success / Revenue

Accreditation standards

ISO 17024 / NCCA

Industry-specific



INVOLVE THE EXPERTS

Subject Matter Experts (SMEs)

- ~ Program Ambassadors
- ~ Standing committees

Stakeholder Representation

- ~ Regional, National, Global

Train the experts!



CREDENTIALING SOLUTIONS

Vendor Selection and Implementation

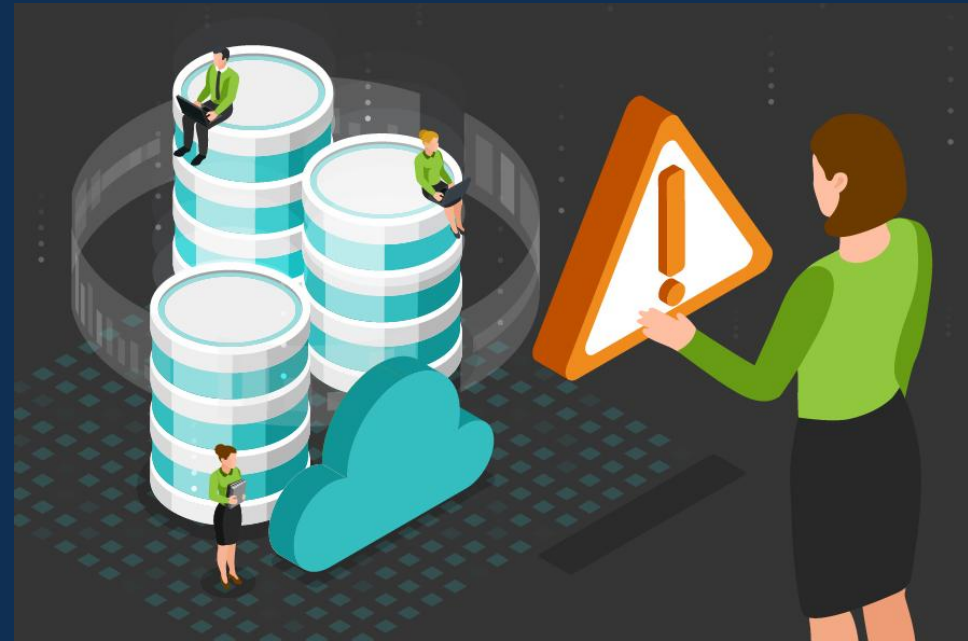
- ~ Support business process and program rules
- ~ Focus on candidate journey
- ~ Accreditation standards
- ~ Pre-launch quality assurance
- ~ Startup vs. ongoing cost



CREDENTIALING SOLUTIONS

Vendor Partnership

- ~ Data access and control
- ~ Integration
- ~ Communication
- ~ Goals and objectives



CREDENTIALING SOLUTIONS

Challenges and solutions

- ~ Scalability
- ~ Consistent experience & information
- ~ Security



MAINTENANCE AND GROWTH



Scaling

Operational
Validity (exam
maintenance)

Candidate
Management

TIPS TO TAKE HOME



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Come see us at the ASAE 2024 Annual Meeting!

We will be hosting a booth at the annual conference, so be on the lookout to learn more about credentialing and the services we offer.

August 10 - 13

Cleveland, OH

Booth 2348

QUESTIONS?



*To Validity and Beyond: A Handbook for
Credentialing Exams*

Dr. Amanda Dainis



*It Depends: Understanding
Psychometrics for Testing &
Assessment*

Dr. Amanda Dainis and Tim Burnett



Credentialing Notes
SeaCrest's Monthly Newsletter

Cynthia Allen



Prolydian's Homepage

Michael Mayer