Report Ger		6/18/2024 14:11	
Topic	Webinar ID		# Question
ASAE: Positioning Your Credentialing Program for Success			75

Question Details

#	Question	Answer
1	will the recording be shared?	Yes
2	slides are not advancing if there are slides	Thanks for joining. The slides are advancing as needed. Please confirm you are seeing the slides
3	Do you have any research on the uptake of credentials as a whole over the pre and post COVID pandemic? It feels like the workforce shortages are making certification less attractive, but I haven't seen any data to back up this "feeling".	live answered
4	Do you have any research on the uptake of credentials as a whole over the pre and post COVID pandemic? It feels like the workforce shortages are making certification less attractive, but I haven't seen any data to back up this "feeling".	There is some research from the Institute for credentialing Excellence (I.C.E.). They have a robust research library that you can use for benchmarking. Their website is: www.credentialingexcellence.org.
5	If my organization has multiple discipline and requires one to pass 5 individual exams to secure certification opposed to one single test. Do you see an issue with this process?	The answer is that it really depends. I would want to know the purpose of the certification, what level and type of knowledge you are certifying, and making sure that the exams cover the information that is essential to the role across all disciplines. The 5 exams could definitely be a barrier in terms of ease of process, but may be necessary. I would also want to survey the audience to understand what their perspective are of the
6	If my organization has multiple discipline and requires one to pass 5 individual exams to secure certification opposed to one single test. Do you see an issue with this process?	If there are 5 clear areas, then yes! But there would have to be justification for this, as Cynthia says. A survey is a great idea and an environmental scan on the job role in the industry!
7	Will slides also be shared?	Yes, we'll share recording and slides
8	We have micro-learning, webinars, and training modules relation to CPG marketing. How can our members get gain clock hour credit towards AMA's certifications?	
9	In this graphic, does a certificate program fall into Certification? The opening slides separates certificate and certification.	They are seperate and very distinct! Just confusing terms. :)
10	what does ACAP stand for?	An ACAP is an assessment-based certificate program. I would define this as training with defined learning outcomes and a summative assessment to test that the learning outcomes are achieved.
11	What does ACAP stand for?	An ACAP is an assessment based certificate program. We usually define this as training with defined learning outcomes and a summative assessment to make sure the learning outcomes were achieved.
12	What is "ACAP"?	An ACAP is an assessment based certificate program. We usually define this as training with defined learning outcomes and a summative assessment to make sure the learning outcomes were achieved.
13	Question for Cynthia - are there thoughts on adapting to a shrinking program (rather than growing) or for a program that has plateaued at a lower level that originally expected?	This is a great question. I think adapting a program can be trying to grow it or changing the scope of the program (maybe from broader to more narrow). If you are seeing a program plateau, it signals to me that it is time to do some investigation on why which would include surveys, focus groups, interviews with the target audience (including those who have been certified and those who are eligible but have chosen not to be
14	Can you share some tips on certification renewal? If the certification renewal is too low, is that a sign to retire/EoL the certification in its current state?	It certainly could be, but there are several factors that may be contributing to the low renewal rate. I'd start by reviewing the industry and whether the certification is still relevant to the field, try to solicit feedback from those who didn't renew to determine the reason for the low renewal, talk to employers within the industry to understand how they value the certification, and also explore improved communication to certified individuals. We've seen a customer increase renewal by over
15	Can you share some tips on certification renewal? If the certification renewal is too low, is that a sign to retire/EoL the certification in its current state?	I would also investigate the "why" behind the dropoff in renewal. I've noted this a lot, but what is the barrier. Is it process related or does it come down to a value question. Knowing the "why" will help to make
16	Can you share some tips on certification renewal? If the certification renewal is too low, is that a sign to retire/EoL the certification in its current state?	I would also want to know more detail about the workforce and its demographics, specifically if the majority are close to retirement and
17	Can microcredentials be a pathway to a certification?	Yes, they can. The micro-credential model can be used on the front end or back end of a certification program. The key to a micro-credential is that, as the name suggests, they are smaller in scope and breadth of
18	Are other organizations experiencing lower pass rates post-COVID?	
19	Sorry, had to join late - will we be able to access a recording of this webinar?	Yes, we will share the slides and recording
20	Assessment-based Certificate Accreditation Program (ACAP). ICE launched its accreditation program for assessment-based certificate programs in 2012.	Yes, ICE accredits assessment based certificate programs under the ICE 1100 standard and certification programs under the NCCA Standards. Accreditation for certification programs is also available under the ISO 17024 standard. There is also an ASTM standard for certificate

21	If you have a program with a smaller candidate pool, what would be a minimum number you would need to perform statistical validation?	A basic rule of thumb is 30. BUT. It depends on what you are going to do with the information. If 30 is a tough number to get, you can make it work with less - It's better to have a small snapshot than to have no snapshot at all! I would just take the results of n = 15 with a big grain of salt. :)
22	https://www.credentialingexcellence.org/Accreditation/Earn-Accreditation/ACAP	Yes. Thank you
23	Have other organizations conducted a Differential Item Functioning (DIF) Analysis? What was the outcome? Did you find bias in any questions and what did you do to	
24	Is there a target pass fail rate?	Nope! THis is completely dependent on the program: What is the goal of the program? You would need to be careful and have justification if it was super high (> 90) or super low (<60)... but either one can be justified. Cost, utility, and competition credentials will also have an
25	could the speakers please share their contact information?	Absolutely. We'll share our contact information after the webinar when we share the slides and recording.
26	For Amanda, what company are you an assessor for?	ANAB - ANSI National Accreditation Board :)
27	thx	
28	How much (on average or range) does it cost to start a new credentialing program?	
29	Can we get a transcript of all of the Q&A? The responses are also as good as the	We'll be happy to share the transcripts as well
30	Some good resources I'd like to share	
31	https://anab.ansi.org/	Thanks for sharing the link. ANBA offers accreditation and training
32	How much time does it take to start a program?	
33	https://www.workcred.org/Publications-and-Events/Graphics.aspx	
34	Thank you!	
35	What role can volunteers play in order to create demand for a new certification program and how to manage their expectations? For example, free codes, trials etc.	As Amanda mentioned, your leaders and SMEs are ambassadors for the program. We work with a group with an aggressive Linked In strategy (a platform that is key to their industry). They engage their leadership and SMEs and arm them with collateral / messaging / infographics / research and data points to share to broaden the reach beyond the org's own
36	Renewing has been proving to be a difficult process for our crednetial, is there a place where we can find best practices for out reach and support for renewals with	
37	Can you refer me to resources on developing an Organization Certified Program vs a Certification Credential Program?	Can you clarify what you mean by an "organization certified program" vs a "certification credential program" - are you referring to a certifying at the organization level vs. a personnel level? We may be able to answer
38	We use Prolydian and they are so easy to work with and helpful!	Many thanks! We appreciate the love
39	Dainis as well!	Many thanks!
40	Are research questions required to be a part of the exam for any psychometric purpose? And is there any requirement for weighted vs. scored questions?	Sorry, I am not sure what you mean by researcch questions? Do you mean with a hypothesis and null hypothesis - part of a study?
41	Do you have some sort of checklist or roadmap we can use to guide us through this credentialing process?	
42	If people are not renewing their certifications what possible issues should we be looking at with our credential? Is there an average recertification/renewal rate by which we can be measuring the success of our program?	There are benchmarks on recertification rates from ICE, but there is also a lot of variety in the recert rates based on each industry. I would be interested in understanding the why behind the drop in renewal rates and if it is process related or is there an issue with the value of maintaining the certification. If it is process, what can you do to make the process more efficient. If it is a value question, how can you address
43	Right now we have 25 questions part of our exam that are not counted towards the final score. We are moving to a different system so trying to determine whether that's required? My understanding is that they are for research purposes only.	Ah - Pilot questions. They should be there to collect data so that your psychometrician can determine if they are ok / good to be on your scored test form. 25 is a lot! It depends on: How many items do you refresh and how often? How many items are scored? How many candidates take
44	Is a comprehensive exam a requirement of a certification program?	An assessment process - Exam, test, portfolio review - some sort of testing process - is required. I am not sure what you mean by
45	Is a comprehensive exam a requirement of a certification program?	Remember also that for a certification program, you should be looking at the program as a whole which also includes your eligiblity requirements and recertification requirements to promote ongoing competency. I agree with Amanda that some sort of a testing process is inherent to
46	In terms of intellectual property as it relates to JTAs and certification schemes, is it better to have the JTA held by one organization while others host the certification programs or is better to have everything held "in-house" through the same	
47	Any suggestions for marketing certificate programs? Especially if it's a professional development opportunity where participants are not the ones paying for the certificate course, how do we draw in interested participants, while getting	
48	Regarding SMEs as ambassadors, do you have any advice about how they promote while also avoiding possible exam security issues (implied)?	

49	What are some vendor examples? Would Prometric, PSI be ones?	There are vendors for test delivery platforms, remote proctoring, digital badges, psychometricians :) - accreditation consultants.... so many! Prolydian, SeaCrest, and DainisCo are all officially vendors. :) BUT - I think we are all good at making good recommendations to the
50	Basically, a "final". We test with each course/module.	Ah - if you have required courses / modules, it is a certificate program - not a "certification." I think that it depends on the length of the course time (chronological) and the depth of the information. Do the experts believe the students need to be re-tested on stuff from the beginning or
51	Second question - What is the recommended frequency of revalidating a	
52	My organization would like to offer a training program to an individual member and with completing the course offer specific organizational benefits such as access to an industry directory, but not for a credential for certification.	That seems like a great program to fill a training need. I wouldn't normally add a credential (or letters after your name) to a training program. Training programs are valuable additions to what you offer as an association but they don't usually results in a certification. And, that is
53	Thank you! Also our passing grade currently is a scaled (weighted) score. Is that best practice or can we move to grading on a percentage instead?	
54	Could you talk a little more about the best practices for determining an assessment cut score?	Modified Angoff process is the most common in credentialing. :) Happy to talk more about it! There is a podcast episode about it. :)
55	Thanks! I'm new :)	Welcome aboard
56	Thanks for answering my earlier questions. How to measure the effectiveness of the certification holders in terms of their performance and contributions to their respective employers? Especially the value they are able to add after achieving the	
57	Michael - I'm curious if there's a resource of frequently used vendors for candidate and exam platforms.? Taking a hard look at platforms after several years is a bit hard to jump back into and disovery the leaders in the field.	Although I love Prolydian, we are vendor-agnostic. Happy to meet and talk to you about your needs and make some recommendations!
58	Will the handouts include contact information for speakers?	Yes, we will share the slides, Q&A, and recording
59	We don't have a test... I think we do what you call a "portfolio review" in that we assess pre-determined points to certain items of value (formal education completed, professional development schools completed, volunteer service, years served in the profession, etc). We set a minimum number of points to achieve	
60	We use CEU's for maintaining certification- but the courses themselves lack the rigor in content that the certifications themselves contain. Is this common?	
61	What do you do when you work in a small industry and you have one or two Subject Matter Expert volunteers who going against the grain in terms of decision making?	
62	Correct, we don't want to add letters after the name or give a credential. We don't want to offer a certification but my board wants to offer a certificate or acknowledge the individual as certified by us in the training area for our purposes.	Yes - i would add a digital badge for the skills or a certificate for the achievement to allow the audience to build a portfolio of their training achievements.
63	What is your recommendation for translating accredited examinations?	Hi Jessica! Forward and back translation.... then have to do statistical comparison of both forms... forever. :)
64	This needs a part two! I could listen to this group of speakers for another hour.	Thanks. We thinks so too!
65	Oh- I want to share- ChatGPT is AMAZING for learning about members pathways through levels of certification- how long it takes, what education pathways can predict success, and understanding when and why they give up. I highly recommend (anonymizing) using your data and AI to understand your own program succeses and	
66	We were hoping to start with our LMS for a certificate program (five modules that result in a certificate). Integrating with a badging platform but nothing else at this	Sounds totally doable! Does your LMS have a quiz function?
67	Do you help guide programs to help identify vendors?	Yes! Happy to help.
68	Do you have any suggestions for digital badges for certifications?	
69	Do any of you have any knowledge of ICAC as a vendor?	
70	What channel is the podcast about Angoff on?	QR code - second from the left!
71	are there any annual conferences specifically for credentialing?	The Institute for Credentialing Excellence is a fantastic organization that offers and annual conference focused on credentialing programs
72	We recently helped one of our programs go from 50% to ~80% renewal by improving the reminders/communications alone. More systematic follow-up did wonders.	
73	Thanks so much for an interesting webinar!	
74	This was awesome! Thank you!	
75	Thank you! -Melissa Cabocel STA	