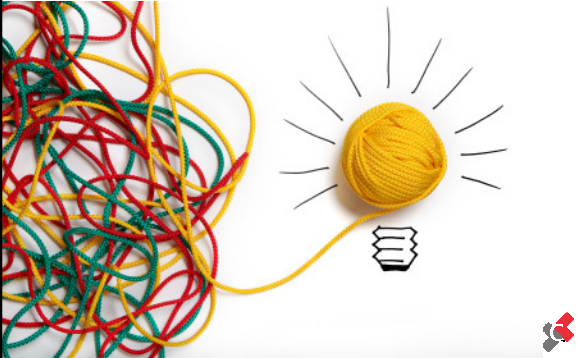


Castle 

**Trends in Certification:
Castle's Perspective**


Robert Pedigo
VP for Psychometrics & Client Services

Focus: Relevant & Actionable



Oldie, but Goodie Megatrends

- A strong demographic shift: Aging workforce & retirement leaves a shortage of qualified teachers and experienced workers
- Shift in use of technology & communication preferences
- Rapid pace of change in the workplace—scope of knowledge and skills tends to be broader and the lifespan shorter
- Shift of the emphasis of credentialing from just protection of the public to advancing the profession
- Doing more with less
- New tech entering the market



Test Delivery

- Increased focus on user experience, responsive design, mobile delivery, greater accessibility, technological integration
- Continued growth of IBT over PnP
- Live online proctoring creeping forward, first appearance in medium stakes testing
- Increased call for transparency of process, client consultation and standards conformity
- Old fashioned good business relations with delivery channels is growing in importance
- Increased focus on stakeholder value and ROI in delivery



Psychometrics & Test Dev.

- More rapid test development & refresh cycles
- Increased interest in and use of remote item development
- Innovative item types are undertaken with greater consideration of memorability and expense
- Increased focus on user experience and human factors in test design and delivery presentation
- Increasing emphasis on maintenance of certification testing
- Increased use of mobile technologies in objective structured clinical exams (OSCEs)



Security, Data & Vendor Mgt.

- Growing interest in tech. approaches for delivery:
 - Online authentication technologies, e.g. real time, constant biometric authentication, such as facial recognition
 - Live online proctoring
- Systematic strategic exam security planning
- Increased call for good, old-fashioned proctor training and measurement: ABC assessment
- International Safe Harbor agreement is crumbling...
- Data: opt-in on the rise, opt out will suffer
- Vendor standards and process transparency as proof of fitness, and
- Rise of third party credentialing portals-who owns the data makes the big bucks-how do programs benefit?



Thank you!

- I am happy to speak with you about how these, and other trends are shaping your program.
- For a fuller exploration of current trends, how they shape your programs, and how you can manage change, share a business card with me. I'll email you more information.
- Rob Pedigo rpedigo@castleworldwide.com