

PROMETRIC 

Trends in Credentialing


October 2015
Linda Waters



Copyright © 2011 - 2015 Prometric. All rights reserved.

If We Could Predict the Future...


PROMETRIC 



Copyright © 2011 - 2015 Prometric. All rights reserved.

2


Consider....

PROMETRIC 

- + How do we make decisions about credentialing?
- + Who are the decision makers?
- + Are there gaps between decision makers and stakeholders, and, if yes, what do we do to bridge those gaps?
- + How do we let go of tradition and use information we have about our targeted audience for better alignment?

Copyright © 2011 - 2015 Prometric. All rights reserved.


3

Let's Choose 3 Activities PROMETRIC 

- + How we communicate with stakeholders
- + How we deliver exams
- + How we develop test content

Copyright © 2011 - 2015 Prometric. All rights reserved.


4

Communicating with Stakeholders PROMETRIC 

- + Communications must be crisp, focused, short, interesting and engaging
- + Dilemma in that credentialing organizations feel have a contractual obligation to communicate all aspects of program
- + Candidate Bulletin
 - Average length of a candidate bulletin for 10 ABNS Boards is 29 pages, range 14 - 44 pages.
 - If read cover-to-cover would take about 40 minutes
 - Want **on-demand** access to information – look for what you want when you want it; needs to be available for a mobile population
- + What are other ways:
 - Brief, targeted messages
 - Social media
 - YouTube

Copyright © 2011 - 2015 Prometric. All rights reserved.

5

Changes in Delivery PROMETRIC 

- + Do we want to test anywhere and everywhere?
- + Or do we want to test where it is convenient for candidates but offers protection of IP
 - + Is remote proctoring the answer?
 - + Technologies that emulate test center delivery
- + Use of multiple delivery platforms

Copyright © 2011 - 2015 Prometric. All rights reserved.

6

Creating Test Content



- + Test creation needs will become more important to protect intellectual integrity
 - + Accept that at delivery every safeguard is in place to protect content
 - + Should plan for items to be used once and then re-purposed
- + Need new development strategies where thousands of items can be made, used and then put to rest
- + Use technologies:
 - + Cloning, auto-generation
 - + Gamification
 - + Crowdsourcing
 - + Item markets

Copyright © 2012 Prometric. All rights reserved.

7

What Steps Do We Take to Make These Changes?



Copyright © 2011 - 2012 Prometric. All rights reserved.

8
