



ATP

Innovations
in Testing

Orlando, Florida

2010

Fast Tracking Best Practice Assessment Through Task Force Review

Colleen Anderson, Steven Barkley, Casey Marks, PhD & Cheryl Wild, PhD

CERTIFIED FINANCIAL PLANNER

BOARD OF STANDARDS, INC.

- The mission of Certified Financial Planner Board of Standards, Inc. is to benefit the public by granting the CFP® certification and upholding it as the recognized standard of excellence for personal financial planning.



CERTIFIED FINANCIAL PLANNER™

CFP®

CFP® Certification Examination

- ~7,000 exams per year
- Administered 3X/year (March, July, & November)
- Two-day, 10-hour exam
- 285 M/C questions, paper-based
- 50 domestic testing sites

(>60,000 CFP® Professionals in practice)

Background for Examination Task Force

- Relocation from Denver to D.C.
- New staff
- Staff, volunteer and vendor roles
- NCCA Accreditation renewal

Desired Outcomes

- Education of staff & volunteers
- Build buy-in for change
- Organizational awareness of best practices
- Identification of problem areas
- Prioritized list of actionable recommendations

Charge to Task Force

- Assemble an Examination Task force comprised of testing experts from the established professions and other high stakes examinations to conduct a top to bottom review of our entire examination procedures and issue a set of recommendations prioritized for implementation by (date).
 - Kevin R. Keller, CAE
Chief Executive Officer

Preparation Process

- Identify guiding questions
- Recruit task force members
- Establish meeting format & Agenda
- Distribute background materials
- Define groups & assign leaders
- Conduct phone interviews
- Define process for summarizing group input

Three Groups of Guiding Questions

Organizational structure,
staffing & oversight

Test development,
psychometrics, & score
reporting

Test administration,
testing accommodations
& test security

2. Test Development, Psychometrics and Score Reporting

Question	NCCA Standard	ISO 17024 Standard
2. Test development, psychometrics, and score reporting	10, 11, 12, 13, 14, 15	
2.1 Are the current procedures for analyzing, defining and publishing performance domains psychometrically sound? Are the test specifications appropriate for developing comparable forms? Is appropriate information provided to the applicant?	10, 15	4.3.1 4.3.4 4.3.6
2.2 Do current psychometric methods/procedures seem solid, i.e., test form assembly methods, item difficulty and discrimination indices of the test forms, test form reliability, cut score determination, and equating methods?	10, 15	4.3.1 4.3.4 4.3.6
2.3 Are psychometric procedures adequately performed and documented? What, if any, additional psychometric review processes do you recommend for consideration? (e.g., expand expertise of CFP staff to monitor psychometrics, a Technical Advisory Committee or some other mechanism)	10, 15	4.5.2
2.4 What types of ongoing or periodic research questions about the CFP Certification Examination should the CFP Board be addressing?		
2.5 What if any policies or procedures used by the CFP Board do you feel may jeopardize the reliability, validity, or legal defensibility of the examination?	10 - 15	4.3.6
2.6 From a psychometric standpoint, should consideration be given to shortening the exam, and if so, what would be the potential benefits?	14	4.3.6
2.7 What suggestions do you have for improvements to the item development/review process?	11	4.3.2
28 How does your testing program field-test new items, and do you recommend integration of imbedded field-test items into operational tests?	15G	
2.9 What level of diagnostic feedback do other programs provide in their score reports and how do you think the CFP Board should consider modifying its reports?	13D	6.2.4
2.10 Are the procedures for review of item statistics after the test administration and before score reporting adequate and do they meet industry standards?	13	4.3.6

Sample of Guiding Questions
with Links to Standards

Examination Task Force Members

Colleen Anderson

Head, Exam Administration & Security
CFA Institute

James David Ashby, PhD, CFP®

Professor, Southern Arkansas University
CFP Board's Council on Examinations

Erika Brown, AIA

Director
NCARB (National Council of Architectural Review Boards)

Susan M. Case, PhD

Director of Testing
National Conference of Bar Examiners

Clarence L. Chaffee

The Caviart Group

Casey Marks, PhD

Chief Operating Officer
NCSBN (National Council of State Boards of Nursing)

Nancy A. Orr, PhD

Director, Client Programs
National Board of Medical Examiners

I. Richard Ploss, JD, CPA, MBA, CFP®

I. Richard Ploss Attorney at Law
Chair, CFP Board's Council on Examinations

Roy A. Swift, PhD

Program Director
ANSI (American National Standards Institute)

Cheryl L. Wild, PhD (Facilitator)

Wild & Associates, Inc.

Two-day Agenda

Examination Task Force Agenda April 6, 2009 (Day 1)

Time	Topic & Objectives	Speaker
7:30	1. Continental Breakfast Available	
8:00 - 8:15	2. Brief welcome & Overview of CFP Board	Kevin
8:15 - 8:45	3. Introductions & Charge to ETF	Steve & Cheryl
8:45 - 9:00	4. Organization of CFP Board Inc.	Don
9:00 - 9:15	5. Overview of the Council on Examinations	Richard
9:15 - 9:45	6. Description of the Certification Process	Carol Lee
9:45 - 10:00	7. Break	
10:00 - 10:30	8. About the CFP® Certification Examination	Steve
10:30 - 11:00	9. Registration, Test-taking & Score Reporting: The Examinee perspective	Mischa
11:00 - 11:30	10. Charge of the Small Groups	Cheryl
11:30 - 12:30	11. Lunch and Tour of Facilities	
12:30 - 4:00	12. Individual Subgroups - More detailed presentations & small group discussions	
	a. Organizational structure, staffing & governance -- Staff Presentation	Don
	b. Test Development, psychometrics, and score reporting -- Prometric Presentation	Steve
	c. Test administration, testing accommodations and test security -- Prometric Presentation	Mischa
4:00 - 5:00	13. Recap & Preparations for next day	Cheryl
6:30	14. Gather in Lobby of Madison Hotel to go to dinner	

April 7, 2009 (Day 2)

Time	Topic & Objectives	Speaker
7:30	Continental Breakfast Available	
8:00 - 8:15	1. Discuss outcomes for morning meeting	Cheryl
8:15 - 9:20	2. Work in Small Groups	Staff float
9:20 - 9:30	3. Break	
9:30 - 11:00	4. Report outs for each group (30 min. each) - Commendations and Recommendations for Improvements	Groups
11:00 - 11:10	5. Break	
11:10 - 11:40	6. Review improvement recommendations - combine or add additional recommendations?	Cheryl
11:40 - 12:00	7. Procedures for Prioritizing Results	Cheryl
12:00 - 12:45	8. Lunch	
12:45 - 1:45	9. Finish Prioritization and Risk Assessment	Cheryl
1:45 - 2:00	10. Wrap-Up	Cheryl & Steve & Don

Group Assignments:

Group 1- Organizational structure, staffing and governance
Nancy Orr, Richard Ploss, Roy Swift

Group 2- Test development, psychometrics and score reporting
David Ashby, Casey Marks, Susan Case

Group 3- Test administration, special accommodations and test security
Coleen Anderson, Erika Brown, Buck Chaffee

4/1/09

Task Force Members' Perspectives



Cheryl L. Wild, PhD **President**

(Examination Task Force Facilitator)



Colleen Anderson
Head, Exam Administration & Security
CFA[®] Examinations

CFA Institute

- Global, not-for-profit association of investment professionals that awards the following designations:
 - CFA[®] (Chartered Financial Analyst[®])
 - Certificate in Investment Performance Measurement
- CFA Program is a self-study, graduate-level program

CFA Examinations

- Paper and pencil administration
- Offered in June and December
- Test in over 180 cities in 89 countries (in June)
- Over 200,000 registrations in FY2009

Task Force Member's Perspective

- Preparation and participation in sub-group
 - Review organization and guiding questions
 - Identify and define areas of concern
 - Develop sub-group recommendations
- Overall Task Force recommendations
 - Discussion and clarification
 - Grouping and prioritization

Benefits to Task Force Member

- Further develop relationships within the testing industry
- Discuss and define “best practices”
- Opportunity to reflect on strengths and areas of improvement within own organization



NCSBN

National Council of State Boards of Nursing

Casey Marks, PhD
Chief Operating Officer

NCSBN Background

- Thirty-two year old, not-for-profit organization consisting of 59 state and territorial boards of nursing
- Owner and developer of the U.S. nurse licensure examinations (NCLEX-RN[®] and NCLEX-PN[®])
- Owner and developer of the largest National Nurse Aide Certification Examination (NNAAP[®]) and Medication Aide Certification Examination (MACE[®]) in the U.S.
- 18 NCSBN staff members assigned to NCLEX program operations, 3 assigned to the NNAAP/MACE Programs
- NCSBN contracts with a testing service, Pearson VUE, to aid in the development and administration of the NCLEX , NNAAP and MACE Examinations



NCLEX Background

- NCLEX is the successor to the SBTPE, the national nurse licensure examination used by various state boards of Nursing for more than fifty years
- NCLEX has been administered via computer exclusively since 1994 when it was converted from Paper and Pencil to CBT administration
- Approximately 295,000 examinations administered last year, more than three million examinations administered since 1994
- Examinations administered continuously, on-demand in approximately 220 NCSBN approved Pearson Professional Centers around the world
- Both NCLEX-RN and NCLEX-PN are variable length, computerized adaptive examinations

NNAAP Background

- In August 2008 NCSBN acquired exclusive ownership of the National Nurse Aide Assessment Program and Medication Aide Certification Examination (NNAAP & MACE Examinations).
- The NNAAP is the largest nurse aide certification examination program in the United States with approximately 225,000 paper and practical examinations administered annually. The NNAAP has been administered to more than one million candidates and is the leading nurse aide assessment instrument in the U.S. 24 states utilize the NNAAP exam to determine nurse aide competency
- The MACE is a new national medication aide certification examination that will be administered to nurse aides who choose to receive additional training to become certified medication aides.

Group #2: Participation

- Focus was on test development, psychometrics, and score reporting
- Deep dive into program assumptions, restrictions and validation of processes
- Matching expectations to resources
- Used colloquial “Best Practices” to evaluate your program & my program against the world

Group #2: Benefits

- The experience of discussing diverse programs leads to unexpected solutions
- Task Force sponsor receives feedback different from what would come from staff, vendors or members
- Task force members benefit from learning about the problems and solutions of others; to the benefit of the entire testing profession

Outcomes

Examination Task Force Final Report

Prepared for Kevin R. Keller, CAE
CEO
Certified Financial Planner Board of Standards, Inc.

May 15, 2009

By

Cheryl L. Wild, PhD
Wild & Associates, Inc.
Facilitator & Member, Examinations Task Force

In collaboration with Task Force Members

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SAMPLE OF PROGRESS LOG

	Combined Recommendation	Orig. #	Priority	Who is Responsible?	Actions through Sept	Actions Q4 2009	Original Rec.#
	Roles & Responsibilities (16)	1		Michele			
1.a.	Identify appropriate and effective roles and responsibilities for COE, CFP staff, other volunteers, and vendors. Document, and implement these roles and responsibilities.	1a,b,c,d, l,j,k,l,m,n			Responsibilities associated with test development and review process have been reviewed and plan for delineating roles of CFP Board Staff, COE, Writers and Vendors has been drafted. 1i	Updated COE charter compiled, staff roles/job descriptions clarified, vendor roles clarified	
						Update the charter of COE to specify higher level role and sit out period of 3 years for any involvement with review courses 1vi	1k,l,m and 6a,c, g
1.b.	Investigate need for additional expertise on staff and investigate ways of achieving this expertise -- additional staff, consultants, or task forces or committees	1 f, g, h, l,			Proposed establishment of item writers 1iii		Link to JTA

Key Success Factors

- Engage an experienced facilitator
- Select strong task force members
- Have a plan
 - Do as much advance work as possible
 - Define the issues
 - Break them into logical groupings
- Be efficient
 - Make best use of the expertise of your experts
 - Divide & conquer, keep presentations brief, provide staff support
- Have thick skin – “Feel the love”
- Measure it– Prioritize
- Follow-up & Implement

Questions?

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Thank You