



# **Fresh** Ideas for the **CREDENTIALING** Community

November 11-14, 2014 | San Antonio Marriott Rivercenter | San Antonio, TX

## Going Global Part 2: Intentionally International

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# Who are we?



- Linda Anguish, SPHR, GPHR
- Director, Certification Products
- HR Certification Institute (HRCI)
- Vice Chair, ICE Program Committee



- Rory E. McCorkle, PhD, MBA, CAE, SPHR, NPDP
- President
- International Credentialing Associates (ICA)
- Chair, ICE Education Committee



# Agenda

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- Selecting geographic areas for focus
- Adopting or creating a product
- Test development and psychometrics
- Delivery model
- Recertification requirements

# Selecting geo-focus areas





# Market Size

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Do you understand your **total potential market size**?

**Total potential customers, users, etc.**



# Market Size

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Size

Segmentation

Growth

To size the market, look at existing:

- Market studies
- Journals
- Government Reports

This will be frustrating – and may require a market research firm

Another approach –

Determine **important market segments**  
**Size them** to derive full market size





# Competition

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Are there **existing credentials** in the region?

Do you have **differentiation factors**?

How easy (or difficult) will it be for you to make **customers aware** of your credential?

How easy (or difficult) will it be to provide description of the **credential's value**?

# Adapt or Create a Product

Which approach better meets the **market demand**? Consider:

- Prestige of existing credential(s)
- Need for differentiation
- Specific regulations
- Differences in practice

## PHR ® and SPHR ® certifications

- Since 1976
- 100,000+ certificants
- US employment law
- Non-US pass rates
- Requests from outside US
  - Country-specific certifications
  - Small international community of certificants

- Universal approach
  - Regulatory knowledge addressed through eligibility
- Similar framework
- Ensure relevance
  - Global panel
- Naming research
  - “Human Resources” and “Professional” both resonated



# Test Development / Psychometrics

What are we **not** discussing?

Translation / Localization

Thursday, 4:00 – 5:30 p.m.

Translation and Localization for the  
Whole Credentialing Body

# Test Development / Psychometrics

Biggest issues in test development  
involve **representation**

Responses in job analysis

International representation in item  
development, standard setting, etc.

# Test Development / Psychometrics

How can you accomplish this?

- **Incentives** in job analysis
- Working with **local organizations**
- Using **hybrid or virtual test development** methods to involve international SMEs
- Can you find them locally?



## Computer-based

CBT offers flexibility, coverage, security

**BUT** – exposure may be an issue

Is it well-accepted?

## Paper-based

Consider single-day delivery

Easier to tie to a local event

## Remote delivery

# Other Considerations

- Cost
- Projected volumes
- Frequency of administration
- Geographic coverage
- Existing contracts
  - Can they be expanded internationally at favorable terms?



# HRCI experience

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Global Pilot in 49 countries

Corporate partner (Deloitte)

Local HR associations

Current credential holders (recert. credit)

Those who were unsuccessful on  
current exams

## Single-day pilot – equivalent of two complete exams





# HRCI experience

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- Then converted to CBT – currently offered in two 30-day testing windows
- Hybrid approach – for coverage or timing needs



# Recertification

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Recertification is **not well understood**  
in many geographic areas

Recertification rates are also  
frequently **much lower** than in the  
U.S.

How do you deal with this problem?


- Determine accessibility of CE
- Allow self-directed learning and virtual CE
- Communicate recertification guidelines early on
- Demonstrate value of recertification



# Questions

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