

Defining the Purpose of the Practice Analysis to the Credentialing Organization: A Case Study

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Background (cont.)

- Why do organizations often lack a clear purpose for the credential?
 - Multifaceted nature of these strategic needs and factors, influenced by political landscape
 - Influence of practice analysis on other organizational activities

Recommendations

- Organizations should consider the following questions before undertaking a practice analysis:
 - 1. What is expected of the credentialed individual? What do they need to know and do? In addition, is this expectation complicated by the context of the potential credential holder?
 - 2. What level of knowledge is the certification aiming at in terms of eligibility for a candidate?
 - 3. How does this certification benefit the public?

Objective

- The aim of this poster is to determine the strategic factors credentialing organizations should consider when conducting a practice analysis, apart from the measurement and psychometric criteria to support the practice analysis

Method

- Case study
- Observation of small credentialing organization
 - < 1,000 test candidates/year
 - 80% domestic / 20% international
- Observed full lifecycle of development
- Interviewed participants in the study

Recommendations

- 4. How does the credential benefit organizations that employ these practitioners?
- 5. How does the certification benefit and affect credibility in the field and/or profession?
- 6. How do educational activities in this field relate to the credential? Is there a body of knowledge that supports this credential? If not, how does the organization believe they can use the practice analysis to build this body of knowledge?

Background

- Practice analyses are used to define and update credential content
- Typically, organizations fail to consider the use of practice analyses in addressing strategic needs and factors related to the credential

Results

- Study content was well received by stakeholders
- Strategic needs/factors were not addressed
 - Eligibility requirements
 - Impact to test taking public
 - Lack of considerations of current / prospective credential holders
 - Existing educational programming
 - Market size and demand

Recommendations

- 7. Does the credential strategically fall within the organization's mission and vision?
- 8. What is the potential market demand, market size, and return on investment (ROI)? Is it worth the organizational cost, both in labor and expense?