

EUROPE ATP  
2012

Berlin, Germany

GROWING  
TALENT  
IN EUROPE:

*Gaining  
Advantage  
Through  
Assessment*

Realise Advantage

## Recruiting and Managing your SME's – How it CAN Work

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# Outline

- Where is your organization?
- Subject Matter Expert (SME) Requirements
- Rewarding Volunteers
- Model of Volunteering
- Global vs. Single Country
- Maintenance and Succession Planning

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# Where is your organization?



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# Where is your organization?

	Strengths	Weaknesses	Opportunities	Threats
New Organization	<ul style="list-style-type: none"><li>• Newness of organization —allows time to establish policies and SME management plans</li></ul>	<ul style="list-style-type: none"><li>• No SMEs that are already credentialed</li><li>• Decisions about whether to grandfather or not</li></ul>	<ul style="list-style-type: none"><li>• Can recruit broadly</li><li>• Use episodic volunteer model (e.g., participate in the JA task force meeting)</li></ul>	<ul style="list-style-type: none"><li>• Momentum can easily be lost through development process</li></ul>

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# Where is your organization?

	Strengths	Weaknesses	Opportunities	Threats
Moderate Experience (4-5 years)	<ul style="list-style-type: none"><li>• Maintenance/update mode in the development cycle</li></ul>	<ul style="list-style-type: none"><li>• Pool of credentialed SMEs is typically limited</li></ul>	<ul style="list-style-type: none"><li>• Have experience with a wide variety of SMEs</li><li>• Can recruit for standing committees</li></ul>	<ul style="list-style-type: none"><li>• Reduction in test development activity</li></ul>


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# Where is your organization?

	Strengths	Weaknesses	Opportunities	Threats
<b>Mature Organization (5+ years experience)</b>	<ul style="list-style-type: none"><li>• Mature – been there, done that</li></ul>	<ul style="list-style-type: none"><li>• Trained SMEs in all test development activities</li></ul>	<ul style="list-style-type: none"><li>• Use experienced SMEs to grow volunteer base and expand</li></ul>	<ul style="list-style-type: none"><li>• Overusing SMEs can tax volunteer base and lead to stale content</li></ul>

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# SME Requirements

- What are your requirements to be a SME?
  - Hold credential
  - Any additional experience or education requirements
  - Adherence to conflict of interest, copyright assignment, and/or project/participation agreements

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# SME Requirements

- How do you remove SMEs if they do not perform?
  - Are you tracking performance? How?
  - How do you maintain a database of SMEs?
  - How are your database and performance management linked?

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# A SME Job Description

- Volunteer opportunities are like any other job
- They require true job descriptions that specify:
  - Number of meetings
  - Number of hours expected
  - Expected activities
  - Length of service
- You would not take a job without seeing the job description; you cannot expect SMEs to do so either



# Rewarding Volunteers

- How do you plan on rewarding your volunteers? (WIIFM)
  - Paid
  - Volunteer, no remuneration
  - Gifts
  - PDUs / CEUs / CEHs / PDHs / etc.
  - Appropriate meeting location (airport hotel for the quick turnaround; luxury resort to spoil the participants)
  - Recognition of service



# Rewarding Volunteers

## o Example:

### **Why should I become an SME?**

There are lots of reasons to become an SME for NICET. Here are just a few:

- Network with your colleagues.
- Earn Continuing Professional Development (CPD) points.
- Influence and contribute to the layout and content of NICET certification programs.
- Become closely affiliated with widely recognized and respected emblem of excellence within the engineering technology community.
- Receive recognition from peers and other industry professionals.
- Increase your knowledge about certifications, specifically what goes into making the exams.
- Gain additional industry knowledge.

From [http://www.nicet.org/faq/program\\_development01.cfm](http://www.nicet.org/faq/program_development01.cfm)

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# Model of Volunteering

- What's your model of volunteering?
  - Standing committees
  - Ad-hoc interactions
- Your model of volunteering can affect how you recruit and maintain your SMEs
- The model can also define conflict of interest protection for your process



# Momentum through Test Development Process

- Seems easy to get momentum for the major milestones, such as Job Analysis
- How do you maintain momentum through the item development process?
  - More difficult when using virtual processes



# Global vs. Single Country

- Are you managing a global volunteer workforce?
  - Language and cultural issues
  - Sensitivity to different approaches to volunteering in various regions of the world

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# Maintenance and Succession Planning

- How do you maintain your volunteer workforce?
  - Succession planning
  - Leadership training
  - Mentoring
  - Center of Excellence around volunteering

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# Questions?

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**Thank You!**

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