

# Credentialing Services

Proven Guidance: unmatched insight and expertise

ACT® Professional Services guides you to the best answers for your organization's unique situation. We leverage solid research, thoughtful strategy and decades of experience to help ensure that any program you develop will help achieve your goals.

## Strategic and Policy Planning

*How will the credential support your organization's mission? Is there demand for a credential? If so, what type of credential should it be? What unmet credentialing needs can your organization satisfy?*

## Analyzing Strategic Fit

ACT® Professional Services helps you align your credentialing and organizational missions at the policy level. Our goal is to ensure consistent guidance for initial credential development, curriculum alignment, and professional development and recertification initiatives.

## Evaluating Program Feasibility and Business Impact

ACT® Professional Services evaluates the demand for new credentials. We consider the competitive landscape, the potential market, and key stakeholder perspectives to provide a complete picture. By integrating the results with a solid understanding of the resources required, and the potential size and growth rate of your candidate population, you can make a sound "go/no go" decision.

## Expanding Your Organization's Credentialing Portfolio

What unmet credentialing needs can your organization address? New programs may make sense as technology or market forces bring about changes in the profession. ACT® Professional Services provides insight about the value of adding new credentials—including micro-credentials; assessment-based certificates; and entry-level, specialty, and advanced credentials.

**"ACT® Professional Services has provided outstanding guidance in leading PEBC through several highly strategic projects, including several practice analysis studies, a CBT feasibility study, and facilitation of an RFP to select a CBT vendor."**

John Pugsley,  
B.Sc. Phm., R.Ph., ACPR, Pharm.D.  
Registrar-Treasurer  
The Pharmacy Examining Board of Canada

## Ensuring Validity and Defensibility

*Does your assessment accurately reflect practice? Can it survive a legal challenge?*

## Conducting Practice Analysis

A detailed practice analysis study—also known as a competency profile, job analysis or role delineation—links the real world and the focus of the credential. ACT® Professional Services works with content experts through a variety of complementary methods to describe the practice area in terms of competencies and tasks, as well as knowledge and skills. We validate these descriptions through surveys of practitioners and other key stakeholders to develop a rich description of practice in the profession.

## Test Specifications Development

Test specifications provide the foundation for a content-valid, legally defensible examination aligned with the intent of the certification. ACT® Professional Services guides you in integrating empirical data and SME judgments to produce a framework (including weightings) for test construction to ensure consistency across test forms and administrations.

## Standard Setting

Establishing a defensible *cut* or *passing score* allows your organization to distinguish among candidates of various levels of competence (for example, *passing* versus *failing*; *developing* versus *proficient* versus *exemplary*) and make decisions about the adequacy of performance tied to the underlying mission of the credential.

## **Improving and Enhancing Established Programs**

Whether you want to review a credentialing program to ensure that it's on track or evaluate an opportunity to expand a program and take it to the next level, ACT® Professional Services offers invaluable expertise and perspective.

## **Value Proposition**

What's a credential's perceived worth? How well does it meet stakeholder needs? ACT® Professional Services investigates how candidates, employers, professionals and other stakeholders perceive your credential. Study results identify where a credential is delivering (or failing to deliver) value, inform strategic decision-making in support of product/service development or enhancement, and guide future program marketing, all of which position your organization to attract new credential earners, and retain existing credential holders.

## **Credential Mobility**

How well does your credential travel? ACT® Professional Services draws on global experience to assess how your credential can satisfy existing or emerging needs in new geographic markets. Our studies highlight similarities and differences in practice across borders. We identify conditions for cross-border reciprocity and the need for bridging programs to address gaps.

## **Innovative Assessment**

What value can you add with approaches that go beyond an objective multiple-choice examination? ACT® Professional Services designs studies to let you know how technical knowledge, performance and noncognitive skills—such as work ethic, teamwork and emotional intelligence—should be assessed. Based on your program's needs, we can recommend, develop, and validate innovative assessments, which might include simulations, observation-based assessments, practical examinations, and portfolios.

## **Accreditation Guidance**

Earning approval from a national or international accreditation body is a challenging process. When you're seeking accreditation for licensure, certification or assessment-based certificate programs, ACT® Professional Services will guide your efforts.

We perform a comprehensive audit against industry standards and accreditation criteria to evaluate a program's strengths, weaknesses and defensibility. ACT® Professional Services objectively evaluates a credentialing program against nationally and internationally recognized standards (including NCCA, ANSI/ISO, ABSNC, and others). Both a psychometric analysis of the examination and an analysis of program policies and procedures are performed to identify gaps and to recommend prioritized changes designed to refine or enhance your credentialing program.

## **About ACT® Professional Services**

ACT® Professional Services is an integral part of ACT, a mission-based not-for-profit, offering a full range of Credentialing Services and unmatched insight in support of licensure, certification, training, continuing professional education, and workforce development across industries and professions.

**“ACT® Professional Services has shown exceptional expertise, skill and understanding of our profession in guiding AICPA through some highly strategic projects, ranging from practice analysis to an exploration of measuring professional skepticism.”**

Michael Decker  
Vice President of Examinations  
AICPA