

## DRAFT DOCUMENT

### Proposed Strategic Objectives for the Credentialing Industry Developed at the NOCA Credentialing Leadership Forum September 10, 2008

On September 10, 2008 the National Organization for Competency Assurance (NOCA) held the first Credentialing Leadership Forum in Washington, D.C.. Leaders in the credentialing industry were invited to come together to discuss key issues impacting the future success of the credentialing industry and to provide their insight on objectives to address those issues. Over 80 individuals attended with the focus of discussions centered on the following strategic areas: regulatory trends, international trends and quality. This document, capturing the results of the Forum discussions, is a living document and comments and suggestions are welcomed and encouraged. Through the input of individuals throughout the credentialing industry the objectives will be further molded into a strong and sustainable strategy for the future success of the credentialing industry.

Please submit your comments to the following address:

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### STRATEGIC OBJECTIVES

#### I Regulatory

##### a. Key Issues/Trends

- Increased use of private sector standards and programs in regulation
- Need for public awareness of value of credentialing
- Federal funding of state programs
- Increased reference to accreditation programs in regulation
- Need for a “common standard”

##### b. Objectives

- **Objective 1:** Ensure regulatory bodies and other agencies are fully aware of the value of accreditation and are provided a comparison of the various forms of accreditations available.

## Tactics:

- Develop credentialing standards for use by the regulatory community.
  - Sponsor a forum specifically for regulatory and other government bodies to discuss the credentialing industry and NOCA.
  - Develop a tool kit to be used by credentialing organizations to advance the reliance by state boards and other agencies on certifications.
  - Appoint a task force to study and list all the federal regulations, state regulations, statistics, court cases, etc that point to NCCA, ANSI, ABNS or other forms of accreditation.
- **Objective 2:** Have in place communication mechanisms to ensure the credentialing industry is fully aware of opportunities where the use of certification is being considered or should be considered in regulation.

## Tactics:

- NOCA develops a service for the industry providing state and federal legislative tracking.

**II International****a. Key Issues/Trends**

- Understanding local cultures, market characteristics, and regulatory differences
- Available resources in country
- Copyright protection
- Eligibility verification
- “Localizing” the credential
- Lack of common terminology

**b. Objectives**

- **Objective 1:** Provide professional development programs to assist industry in expanding on a regional or global scale.

## Tactics:

- Provide information on best practices in implementing a certification program within a given country that address such issues as local sensitivity, business issues, and security.
- Conduct regional/international forums to conduct information exchanges on the similarities and differences between U.S. system of credentialing and other areas.
- Develop a “decision tree” to assist credentialing leaders in determining the correct questions to ask when considering international expansion.
- Create a forum to share legal expertise, findings for international market expansion.

- **Objective 2:** Achieve an international harmonization of quality system standards for the credentialing industry and a system to ensure consistent interpretation of those standards.

Tactics:

- NOCA continues to build strong alliances with both U.S. and international groups associated with credentialing and industry standards.

### **III Quality**

#### **a. Key Issues/Trends**

- Rapid change in knowledge skills
- Focus is increasing on value of credentials for professional advancement
- Brain dumps
- Competition
- Informed consumers
- Value of certification
- Quality will be the differentiator
- Distance education
- Standards- Prescriptive vs. proscriptive
- Accreditations – move out of US central model

#### **b. Proposed Objectives**

- **Objective 1:** Have in place systems that facilitate exchange of knowledge within the industry.

Tactics:

- Conduct industry research to obtain benchmark metrics, assess the outcomes of the research and recommend industry standards.
- Conduct industry research on alternative and/or new methods of validation and assessment.
- Provide programs to develop a skilled and diversified leadership in the industry.
- Continue to support and encourage greater collaboration between organizations serving the credentialing industry
- Develop an “information exchange” process that allows for leaders in the industry to share best practices and discuss case studies.

- **Objective 2:** Develop systems that encourage collaborative marketing of the value of credentialing to stakeholders.

Tactics:

- Conduct industry research that quantifies the value of credentialing.
- Advance and validate the professionalism of the credentialing industry through education and development of credentialing programs.



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National Organization For Competency Assurance

- Develop an industry-wide statement (elevator speech) on the value of certification to stakeholders, etc. NOCA should develop a marketing brochure on this topic.
- **Objective 3:** Promote the development of common standards for a given profession to ensure consistency across like credentialing programs.

Tactics:

- Appoint a task force to study the potential of developing common standards for a profession in which there are several providers of credentialing programs.

#### **IV. Other Areas Discussed**

- Workforce development – where is the staffing for certification organizations going to come from to support long-term growth.
- What are the future demographic shifts the industry will see related to the type of certificants served (e.g. retirees returning to the workforce, higher mobility between professions, next gen., etc?)
- Is our industry doing the research today to ensure we have the ability in the future to address rapid changes in knowledge and the subsequent need for faster development and implementation of new or revised certification programs?

#### **V. Recognitions**

NOCA would like to thank the following individuals and organizations for their support in helping to ensure that the Forum was a success:

##### **Steering Committee**

Dottie Roberts, American Board of Nursing Specialties (ABNS)

G. Harris, Association of Test Publishers (ATP)

Greg Melia, CAE, ASAE & The Center for Association Leadership (ASAE)

Clarence Buck Chaffee, The Caviart Group and the Certification Networking Group (CNG)

David Swankin, Citizen Advocacy Center (CAC)

Julie Timmke, Performance Testing Council (PTC)

Rob Pedigo, Ph.D. CASTLE Worldwide

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**Key Note Speaker**

Les Wallace, Ph.D.

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