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CNG Panel Discussion - Aspects of a Healthy Item Bank

Today’s Panelists

Alyssa Rulf Fountain, Ph.D

Alyssa is the Director of Assessment Design and Psychometrics in Prometric's Assessment Services department, helping to guide clients through the test development process and collaboratively identify effective solutions that address examination program needs. Dr. Rulf Fountain is a biological psychologist with two decades of experience in education/workforce development policy research and large-scale test development. She has worked with federal, state, and non-profit clients to design and implement program evaluations and technically sound certification and licensure tests.

Dr. Rulf Fountain holds a Doctorate in Biological Psychology; a Master's degree in Biological Psychology; and Bachelor's degrees in Psychology and English, all from the University of Massachusetts, Amherst

Charles Glover, MS

Charles is the Manager of Exam Development & Accreditation at the Society for Human Resource Management (SHRM). He is an exam development professional with nearly 10 years of experience in the testing industry developing moderate to high-stakes certification and licensure exams across a diverse suite of industries. At SHRM, Charles leads the team that oversees all aspects of the exam development design, development, and maintenance for the SHRM-CP and SHRM-SCP exams, as well as international and translated versions of the base exams. He also leads all efforts regarding SHRM's annual accreditation reporting and analysis submission processes through the Buros Center for Testing.

Prior to joining SHRM, Charles was part of the Test Development team at Prometric. He has presented at SIOP, the SHRM Annual Conference, and the Institute for Credentialing Excellence (I.C.E) conference, sharing his passion for assessment strategy and innovation. Charles obtained his M.S. degree in Industrial-Organizational Psychology from the University of Baltimore in 2014.

Sarah Pauly Hughes

Sarah is the Director, Test Development, Licensure and Certification at Data Recognition Corporation (DRC), is an experienced measurement and assessment professional with a proven track record of staying ahead of industry trends to advance programs. With a focus on collaboration and innovation, Ms. Hughes has successfully led multinational organizations in organizing and facilitating successful and engaging test development activities, both in person and remotely. She brings a wealth of experience designing custom test development activities, including developing unique facilitation tools and leveraging innovative technologies such as crowd-sourced item development and AI for Job Task Analyses.

Ms. Hughes holds an M.A. in Education Leadership from Northern Arizona University and a B.S. in Secondary Education History from the College of St. Catherine in St. Paul, Minnesota. She holds National Board Certification in Adolescent and Young Adult Social Studies History.

John Dight

John has been in the testing industry for almost 20 years holding Senior Management positions at Kryterion including heading up Sales and Marketing as well as Operations before joining Surpass in 2021 as their VP of Sales for North America. John was involved in the first SaaS platform for item banking and test delivery, growing a global network of testing centers, as well as standing up one of the first online proctoring offerings. During this time he gained first-hand experience in the related technology, cultural, and business issues and challenges that needed to be overcome and contributed greatly to their resolution. John takes a consultative approach to client engagements and takes time to educate new clients on industry best practices and share his knowledge to help them succeed without repeating common mistakes organizations make the first time around. He has helped dozens of programs across the industry grow from scratch and seen them flourish, as well as helping existing programs get to the next level. He is enjoying introducing the US market to the full scope of the Surpass Assessment Platform and all that it can offer. John has served on the Security committee of ATP contributing to a paper on test delivery methods, and has spoken at several industry conferences.

CNG Panel Discussion - Aspects of a Healthy Item Bank

Focus Areas:

- Using statistics to monitor bank health
- DEI & B Reviews
- Impact consideration of security and international delivery on your Item Bank
- How to enhance your item bank using innovation (AI, pretesting, etc)

Using Statistics to Monitor Bank Health

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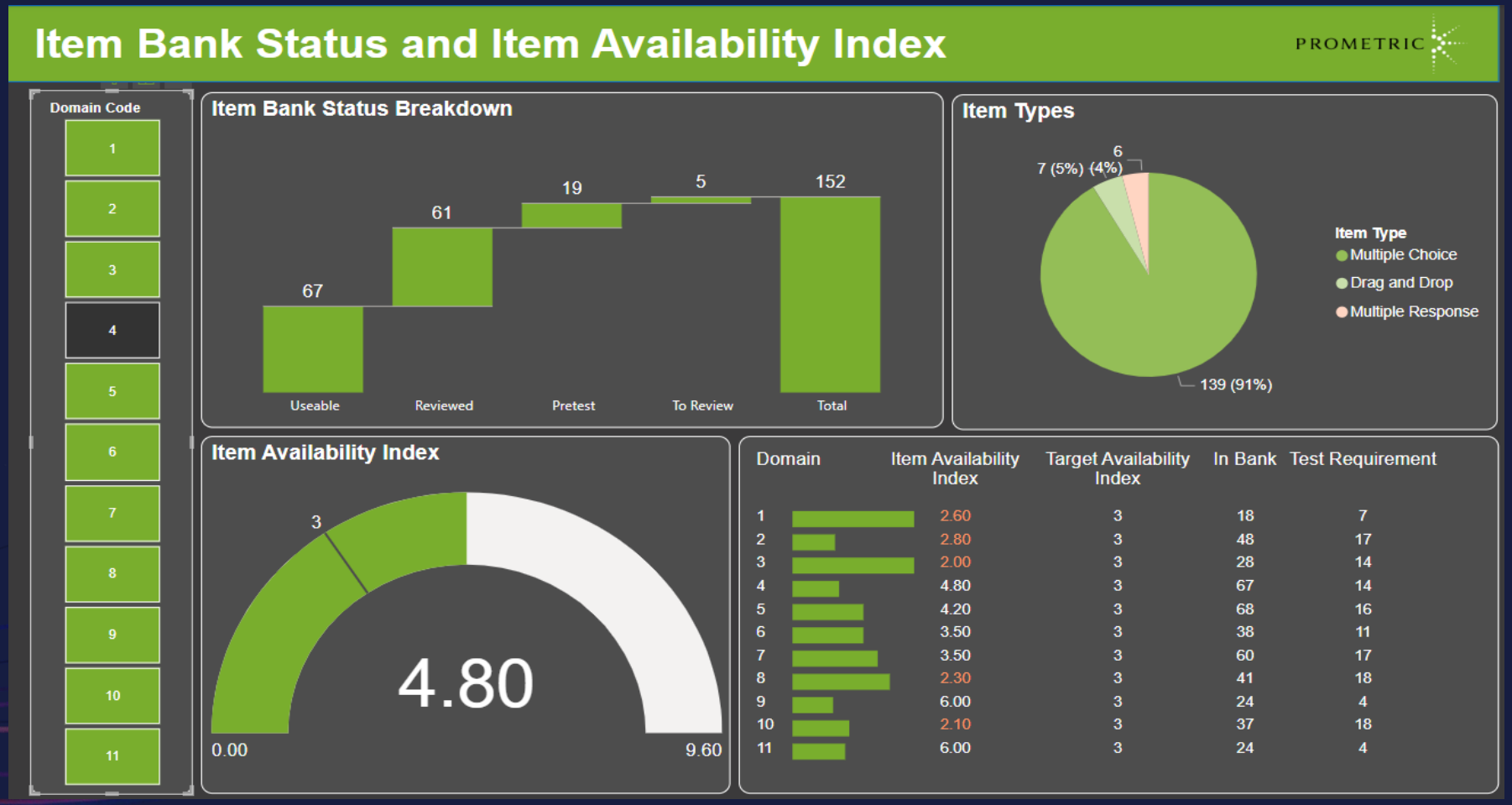
Comprehensive Item Bank Snapshot



Domain	Item Availability Index	Target Availability Index	In Bank	Test Requirement
1	2.60	3	18	7
2	2.80	3	48	17
3	2.00	3	28	14
4	4.80	3	67	14
5	4.20	3	68	16
6	3.50	3	38	11
7	3.50	3	60	17
8	2.30	3	41	18
9	6.00	3	24	4
10	2.10	3	37	18
11	6.00	3	24	4

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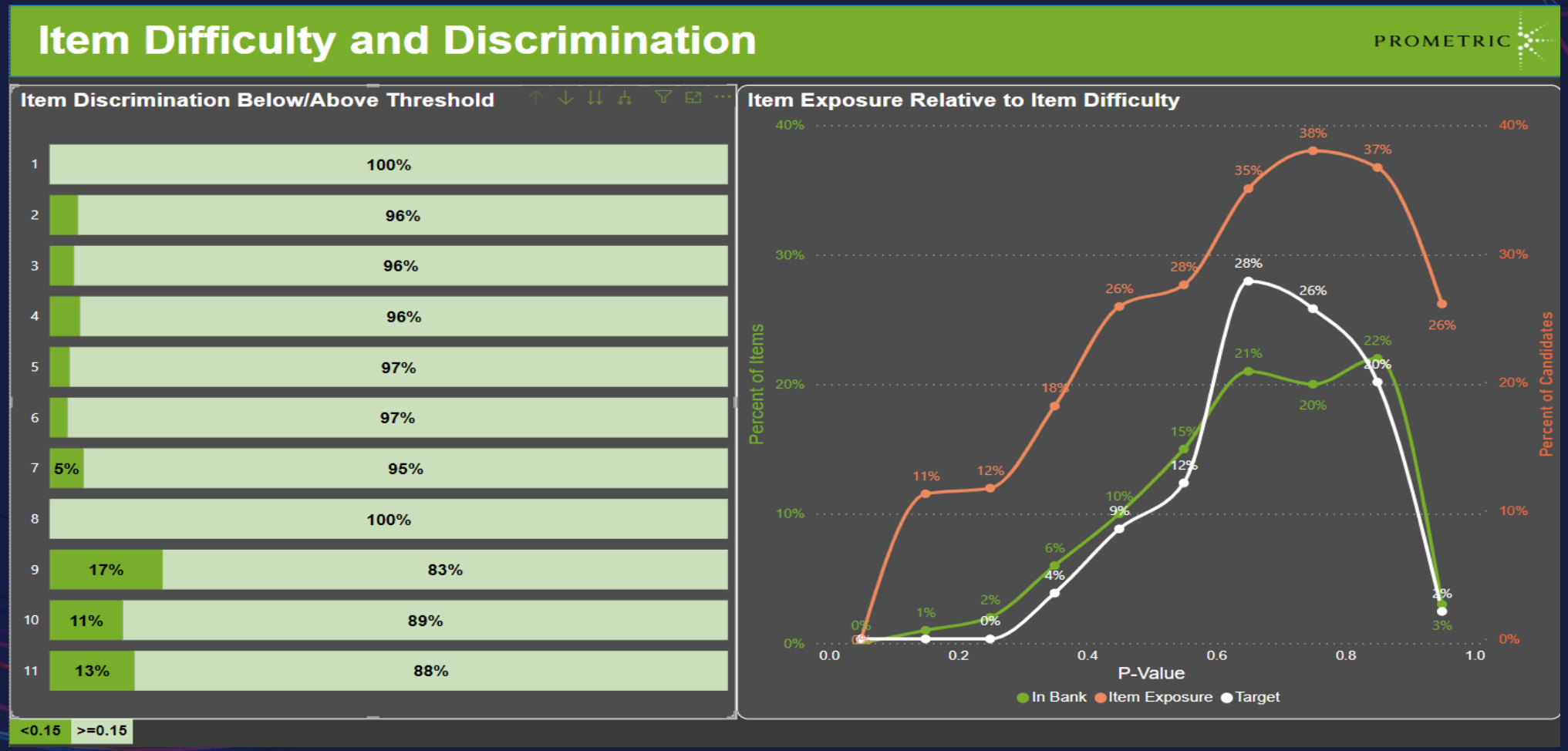
Item Statistics



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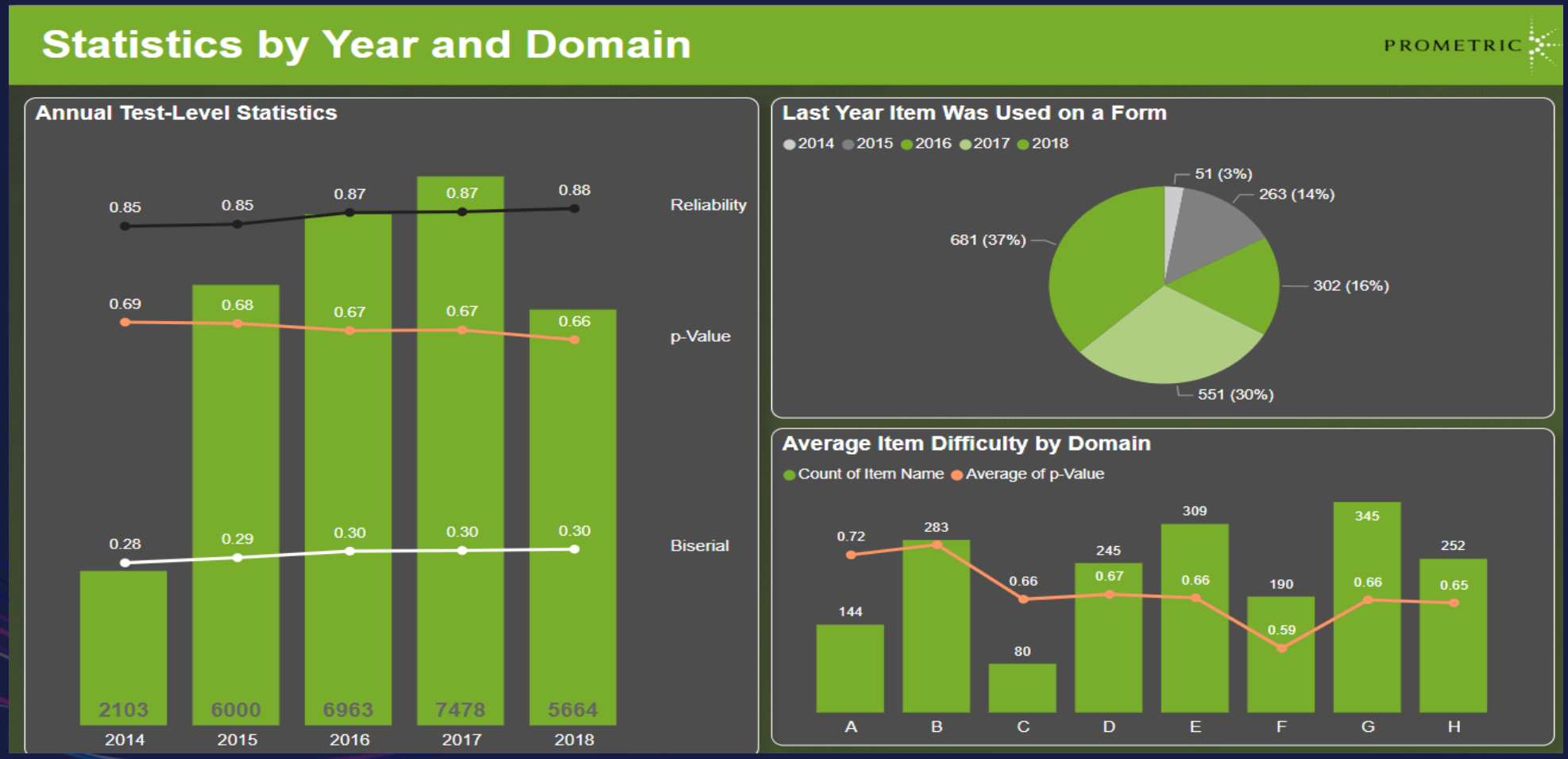
Statistics by Year and Domain



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DEI & B Reviews

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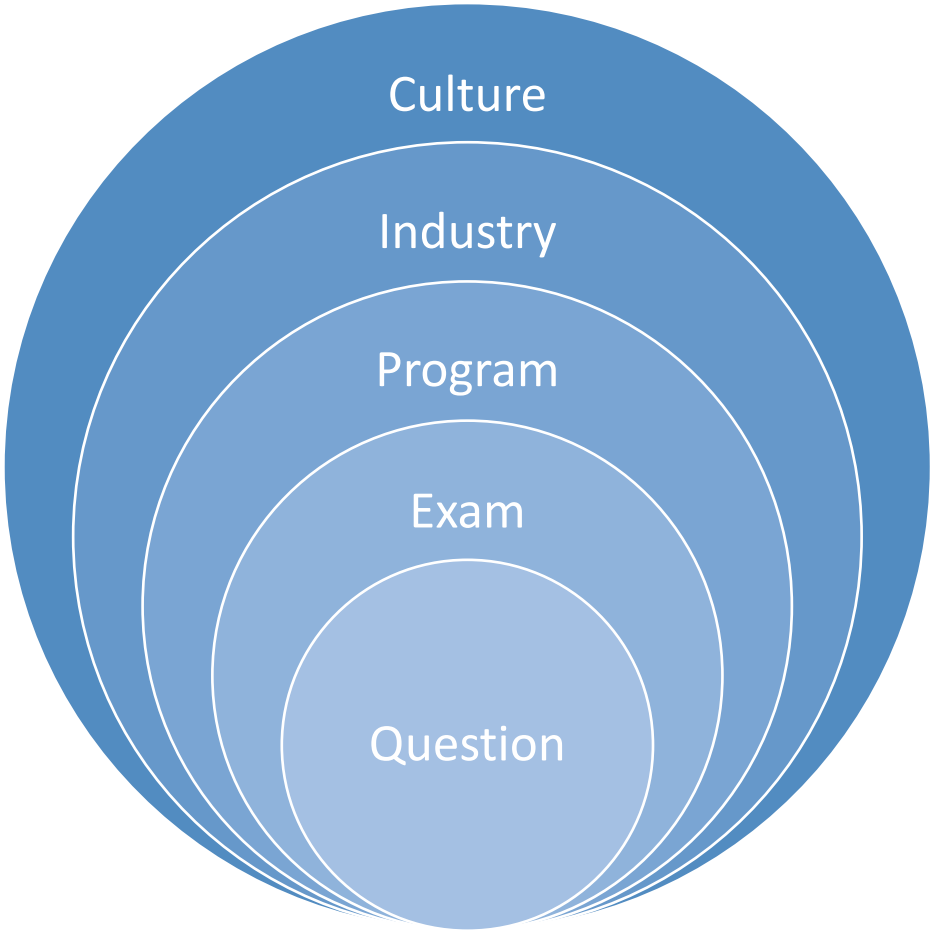
What is the source of the bias?



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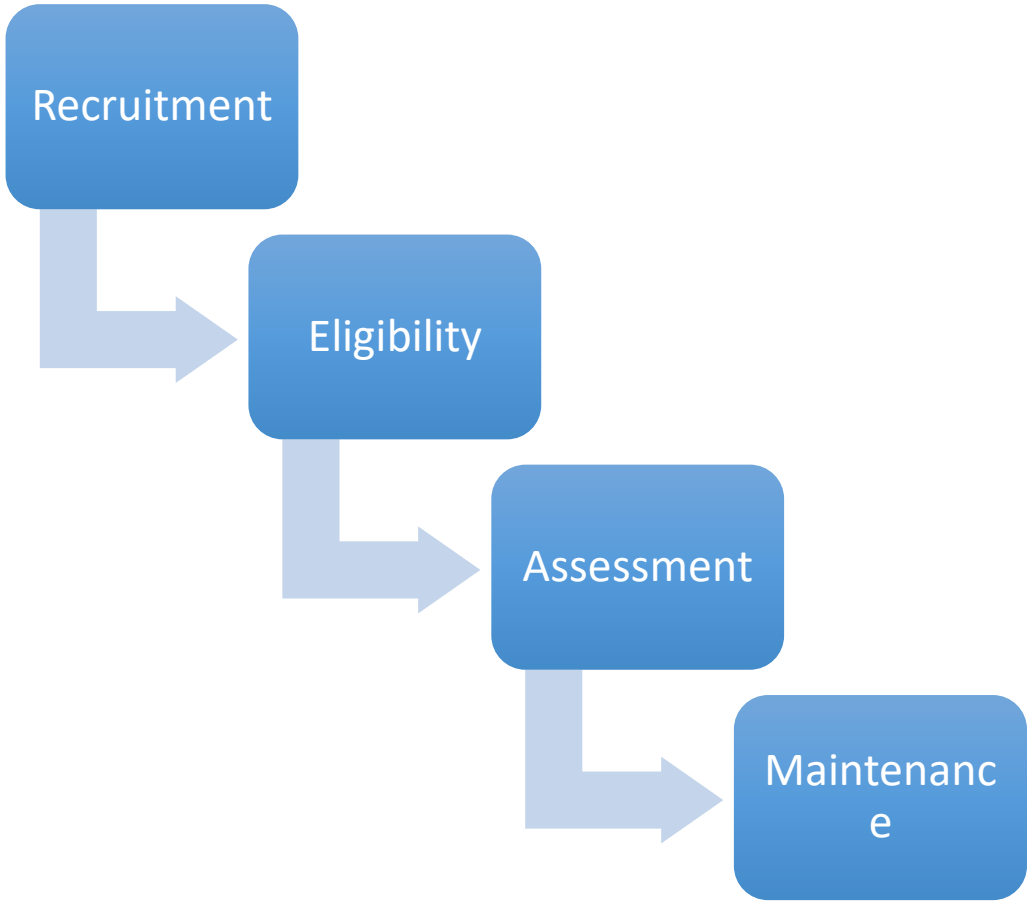
DATA RECOGNITION DRC CORPORATION

Characteristics to Consider

Situational bias	Race	Socio-economic status	Ethnicity	Abilities and disabilities
Age	Physical Features	Gender	Social roles	Education
Occupation	Other characteristics	Language skills	Country of origin	Cultural experiences
Religion	Geography/ region	Family structure	Weight	(and more)

Where can bias occur?

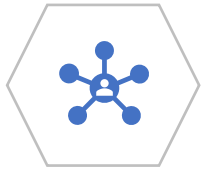


Impact Consideration of Security and International Delivery on Your Item Bank

Key Topics

Item Bank Management

- Item Analysis
- Building an item bank
- Tracking item exposure



Translations

- Cross-cultural considerations
- Item types
- Delivery

Security & Accommodations

- Forensic analysis
- Test centers
- Remote testing

Testing in China

- Security considerations
- Exposure considerations
- Doing business in China

PROMETRIC

Secure your testing assets and protect candidate's personal information via end-to-end, layered security processes

We have combined our three decades of experience in on-site test management with deep expertise and advanced technology to ensure high security and protection of your assets — granting you peace of mind. While Prometric's proctors constantly monitor test takers during the exam, they never have access to examination content, which minimizes the exposure of your assets. We also have all the tools, systems, and processes in place to ensure the privacy of your candidates' personal data.

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Key Topics

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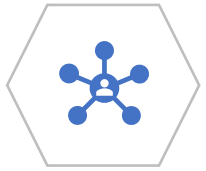

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How to Enhance Your Item Bank Using Innovation

Higher goals?
Ambitious growth
Internationalization
Cost savings
SME Happiness

Proactive vs. Reactive?

Enrichments?
Item types
Language variants
Cohort reporting
Better media

Improve Efficiency?
Implement AI
Item Authoring
Metadata
Standard setting
Statistics
Import/Exports
APIs

Barriers to innovation?
Technical
Financial
Political
Legal
Operational

Incremental vs. Disruptive?

Thank you to our esteemed panel of experts!

- **Stay tuned for information on our next meeting**
- **Announcements**

Thank you for attending the December CNG event!

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