

May 7, 2023

Dear Diana Kerr,

Thank you for your interest in my services for the Job Task Analysis (JTA) of the American College of Poultry Veterinarians. I am confident that my skills and previous experience with the ACPV certification examination will be of great benefit to your College. I propose providing the following services to ACPV:

1. Conduct preliminary research related to the roles and responsibilities of an ACPV diplomate by reviewing relevant professional documents, websites, job descriptions and prior JTA reports
2. Organize and conduct multiple web-based discussion sessions to develop an updated list of essential knowledge, skills, and abilities as well as demographic questions
3. Design and distribute a web-based pilot survey to a limited number of ACPV diplomates
4. Review the results of the pilot survey and develop a full survey
5. Distribute the full survey to ACPV diplomates and other intended participants
6. Collect and compile the survey data, perform comprehensive data analyses, and summarize the findings of the survey
7. Organize and conduct a web-based discussion to provide an overview of the JTA process, review the results of the full survey, and modify the content outline and exam blueprint according to the results of the survey
8. Develop a detailed report of the JTA process and findings for the ACPV Board
9. Work with the ACPV Exam Committee to implement the updated certification exam blueprint

The fees presented below may be subject to change if the processes and responsibilities described above are modified. Reimbursable costs will follow ACPV's policies and procedures.


**Job Task Analysis Total Cost: \$22,500**

**ACPV will be invoiced \$11,250 upon completion of the pilot survey.**

**ACPV will be invoiced \$11,250 upon delivery of the final job task analysis report.**

Please let me know if you need any additional information. Thank you for your time and consideration. I look forward to the opportunity to work with you on this project.

Sincerely,



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May 19, 2023

TO: Diana Kerr  
Executive Director  
**American College of Poultry Veterinarians**  
12627 San Jose Blvd., Suite 202  
Jacksonville, FL 32223

RE: Estimate for Job Analysis

Diana,

Assuming that your examination format will be similar to what it was in the past, I estimate my consulting fee at **\$20,470 +/- 10%** for the job analysis. I included the +/-10% because some activities may vary due to preparing for one online meeting as well as discussions of how the field has changed in the last 10 years. I would, of course, aim to lower it rather than raise it.

This includes the following activities:

- Advising and assisting ACPV regarding the job analysis process and recruitment of subject matter experts (SMEs)
- Drafting written communications with SMEs as needed (final approval by ACPV)
- Drafting cover letters to accompany surveys and reminders (final approval by ACPV)
- Preparation of training materials
- Facilitation of 1) a two-day online meeting of the advisory committee to create the survey and assign KSAs to tasks and 2) a one-day in-person meeting to review the survey results and create the test content outline
- Travel time to attend the one in-person meeting (@ \$675/travel day)
- Reviewing and editing the job analysis survey
- Reviewing results/feedback on pilot survey
- Evaluating response rate and demographics to determine whether additional follow-ups are needed
- Analyzing survey data; combining surveyed tasks with relevant KSAs; drafting content outline
- Creation of final job analysis report

Note that this estimate does not include a cut score study. If I am able to conduct the cut score study, which will depend largely on timing, I am sure I could do it for under \$7500 (plus travel expenses) and could give you a more specific quote later. (I am tentatively planning to retire by July of 2024.)

I am making the assumption that we will handle the job analysis survey in a similar fashion as last time, with ACPV handling the actual publishing, distribution of the survey, and data collection. ACPV will also need to host the two-day online meeting via a secure meeting platform.

In addition, I would ask ACPV to cover travel expenses directly related to the traveling to the meetings (flights, taxi, lodging, etc.).

As before, ACPV would be responsible for labor and costs related to activities and materials supporting the job analysis, including the following:

- Recruit 12-15 SMEs to serve on the job analysis advisory committee
- Schedule and host two meetings of the advisory committee:
  - One two-day, online meeting

One one-day, in-person meeting  
Projector and related equipment for both meetings  
Expenses of SMEs to attend meetings  
Direct communications with SMEs  
Reproduction and distribution of materials to SMEs as needed (task lists, KSA lists, content outline)  
Provide electronic files as needed (for example, official test blueprint, copy of survey in Word or pdf)  
Prepare draft of survey resulting from 1st meeting, distribute to committee for review  
Pilot the draft survey and compile feedback. (This can be very informal. For example, get feedback from 2-3 SMEs not on the advisory committee, perhaps from Board members.)  
Make final revisions to survey in consultation with psychometrician  
Publish and distribute survey with cover letter  
Track survey responses so nonrespondents may be identified  
Publish and distribute one or more reminders to nonrespondents (by postcard and/or email), if needed  
Receive incoming survey data; send data files to psychometrician (for example, in Excel)  
Personally call and/or email remaining nonrespondents if necessary  
Administrative/clerical needs related to the project  
Obtain Board approval of final content outline resulting from job analysis study

Regarding the timeline, I recall that we held the two job analysis meetings approximately six months apart, allowing time to distribute the survey and collect and analyze the responses. Perhaps we could think in terms of fall 2023 for the first meeting, then spring (March?) 2024 for the second meeting. However, my schedule should be very flexible after this fall, so I can probably adapt to whatever works best for you.

Here is an outline of my scheduled commitments for 2023:

June 5 – July 4  
July 15 – 23  
Sep. 21 – Oct. 21  
Oct. 24 – 27 (tentative, depending on acceptance of I.C.E. proposal)  
Nov. 19 – Dec. 1

As you can see, I do have some free time, especially in late summer/early fall. Please let me know if you need additional information.

Elizabeth

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