

# Standard Setting Study Proposal

Bob,

I believe I can do a standard setting study for the ACVP certification exam for a maximum fee of \$4500. It would be slightly less if you have actual item scores (right or wrong) for the multiple-choice and image questions so I would not have to score the items. In addition to the consulting fee, I would need ACVP to cover my travel expenses (flight, ground transportation, lodging, and any other expenses directly related to travel to the meeting).

\$1,600	Preparation
\$1,600	Attend/facilitate two-day meeting
\$500	Travel time (discounted)
\$500	Create report & documentation
\$300	Score items and calculate item difficulties
<b>\$4,500</b>	<b>TOTAL</b>

I recommend using the Bookmark procedure for the multiple-choice and image questions, assuming we have sufficient data to calculate item difficulties. The Angoff method is more suitable for the written portion. Because the Bookmark procedure takes less time than the Angoff, I believe we will be able to cover training in both methods within the two-day meeting.

ACVP would also be responsible for expenses related to activities and materials, including the following:

- Recruit 8-10 subject matter experts (SMEs)
- Schedule and host a two-day meeting
- Expenses of SMEs to attend the meeting  
(There may be no additional travel costs if the meeting is held in conjunction with another meeting. However, it is customary to provide lunch and other refreshments during the meeting, and ACVP may wish to cover other expenses and/or provide a stipend for participation.)
- Reproduction and distribution of paper materials  
(For example, test items printed in order of difficulty. We may also want to have the SMEs take the test themselves prior to the meeting.)
- Electronic copy of test items
- Raw data (either item scores or item responses to be scored) in electronic form
- Projector and related equipment for training via PowerPoint
- Administrative/clerical needs related to the project

I want to research some possible methods for job analysis that are more conducive to small programs. I plan to get back to you with an estimate within the next couple of weeks, if that will work for you. I understand at least one job analysis has been done in the past. Can you send me a copy of the report on the most recent job analysis? That would be used as a starting point for a new job analysis, and it would give me an idea of the complexity of the field, which affects the cost.

Elizabeth

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# Job Analysis Proposal

Bob,

After reviewing the materials you sent and considering the size of your certification program, I believe it would make sense to survey the population of diplomates, following the traditional plan for a job analysis but keeping things simple. Because the population of diplomates is small, the expense of conducting a survey may actually be less than what you would spend on alternate methods such as focus groups.

It has been more than 15 years since the population was last surveyed regarding the nature of the work they do. During that time, the number of diplomates has increased by approximately 55, and there have undoubtedly been changes in the practice of poultry veterinarians. A traditional job analysis survey will provide a solid basis for updating the content of the exam and will serve as evidence for the validity of the exam as a measure of the knowledge and skills most relevant to practice.

My fee for conducting a job analysis would be \$17,500, plus or minus 10%. The 10% variation is to account for factors as yet unknown that would affect the amount of time needed. For example, if we can obtain the task list from the original survey and the advisory committee members can review and refine that list before the first meeting, we may be able to shorten the first meeting to a single day.

The \$17,500 fee includes:

- Advising ACPV regarding the job analysis process and recruitment of subject matter experts (SMEs) to serve on the advisory committee
- 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 meeting of the advisory committee to create the survey and assign KSAs to tasks and 2) a one-day meeting to review the survey results and create the test content outline
- Reviewing and editing the job analysis 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

In addition, I would need ACPV to cover my travel expenses for the two meetings and reasonable incidentals (for example, making extra copies of a document during a meeting).

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

- Recruit SMEs to serve on the job analysis advisory committee (estimate 15 SMEs pending further discussion)
- Schedule and host one two-day meeting and one one-day meeting of the advisory committee
- 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, list of tasks on original survey, if available)
- Prepare draft of survey resulting from 1st meeting, distribute to committee for review

## Job Analysis Proposal

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  
Print/publish and distribute survey with cover letter (and reply envelope if done by mail)  
Track survey responses so nonrespondents may be identified  
Print/publish and distribute 1st reminder by postcard and/or email  
Print/publish and distribute 2nd copy of survey with cover letter to nonrespondents  
Receive incoming surveys; scan or enter 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

The costs related to distributing the survey and collecting the responses will vary depending on whether you would ask people to complete the survey on paper or online. An online survey might be easier and less expensive if you already make use of survey software and have email addresses for all diplomates. On the other hand, because there are only a little over 300 diplomates, administering a paper survey and entering data manually (in Excel, for example) may be just as easy.

After the job analysis is completed and the Board has approved the resulting test content outline, ACPV will need to build an exam form in accordance with the new content outline, then conduct a standard setting study to determine the cut score for the new exam. Because the population of candidates is too small to equate new test forms, you should plan to hold a standard setting study each time you create a new form or make changes to the current form (or individual items).

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