CREDENTIALING BASICS TO BUILD CONSUMER CONFIDENCE & PROFESSIONAL BRAND

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NCDA Commission

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WHOM DO WE SERVE?

Professionals:
• ensuring quality professional practice
• Brand power for those credentialed

Clients:
• Differentiate quality service
• Quality assurance

OUR DISCUSSION TODAY

Our journey: credentialing from a start up and a 10+ year period. A nuts and bolts description of research, design, financial commitment of adding credentialing to member services.

AT THE BEGINNING: A WORD

On the surface, venturing into credentialing seems like a natural pathway to support career practitioners. However, it is not a journey to be taken lightly.

LANGUAGE IS IMPORTANT CREDENTIAL

• QUALIFICATION: ISSUED BY AN EDUCATIONAL AUTHORITY
• CERTIFICATION: STATEMENT OF PARTICIPATION OR COMPLETION BY PROVIDER OR AUTHORITY
• ACCREDITATION: PEER RECOGNITION
• DESIGNATION: ASSIGNED STATUS

OUR AGENDA

Rationale
Structure decisions
Assessment & Assessors
Key operational components
Leadership
Key start up tasks
Marketing
Funding

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WHAT IS A CREDENTIAL?
- Generally issued by a 3rd party with authoritative power
- Is proof of individual's qualification or competence in a given subject.
- To obtain a credential, an individual must meet certain requirements

FOUNDATION PRINCIPLES FOR CREDENTIALS
To build brand power & confidence …
- Independence
- Objectivity
- Authority
- ‘Judgement against a standard’
- Rigor in the determination & judgement

TWO COMPONENTS OF NCDA CREDENTIALS
1. TRAINING and/or EDUCATION – these standards are specifically defined by credential. You will have to document that you have successfully completed this training or education. For NCDA, the training is based on competencies.
2. Demonstration of your KNOWLEDGE – here you will show how you have used, are using, or can apply knowledge. For NCDA credentials, this demonstration is based on competencies. You may be asked to demonstrate your knowledge through documentation of your EXPERIENCE or through an ASSESSMENT.

GETTING STARTED: THE LEADERSHIP OF A CREDENTIALING INITIATIVE
Who to involve?
- Describe authority
- Describe decision making
- Size & characteristics of group

ICCI TOOK A DIFFERENT ROAD: PORTFOLIO OF COMPETENCIES

GETTING THE RIGHT PLAYERS
- Carefully considering who are the team members – skills, commitment, knowledge
- What is optimal size?
- What will be the structure – committees, task forces etc.
RESEARCH, DESIGN & DEVELOPMENT
PRE-IMPLEMENTATION PRIORITIES

- Identifying the credentialing components
- Selection of software platform
- Development of application information (excluding assessment portion)
- Creating, testing, and piloting grading rubrics for assessment portion
- Development of policy and procedures for credentials

ASSESSMENT METHODOLOGY: QUESTIONS TO ASK

- Portfolio
- Experiential
- Multiple choice assessment
- Essay assessment

ASSESSORS: QUESTIONS TO ASK

- How selected?
- Training?
- Compensation?
- Length of term?

STEPPING FROM DEVELOPMENT TO DELIVERY OPERATIONS: WHO DOES WHAT?

- Liaison from study to actual start up? Who? How long?
- Important to build relationship with stakeholders with education ongoing at all levels all the time
- Developing our message as it continues to change:
  - Initially: why?
  - Then: how?
  - Now: how and progress?
- And the journey continues... with operational changes as need arises

GOVERNANCE & INTEGRITY

- Duties?
- Length of term?
- Criteria for selection?
- Confidentiality?
- Size?
- Relationship with governing body