CPTD Pilot Results Review

November 20, 2020

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Association for Talent Development

What We'll Cover Today

Pilot Candidate Demographics
Preparations
Scoring Information
Face Value
Test Timing
CPTD by the Numbers

Pilot Candidate Demographics

Average Years of Experience

11 years

Education Level

More than half– 62.5% have a Master's degree or higher

Role

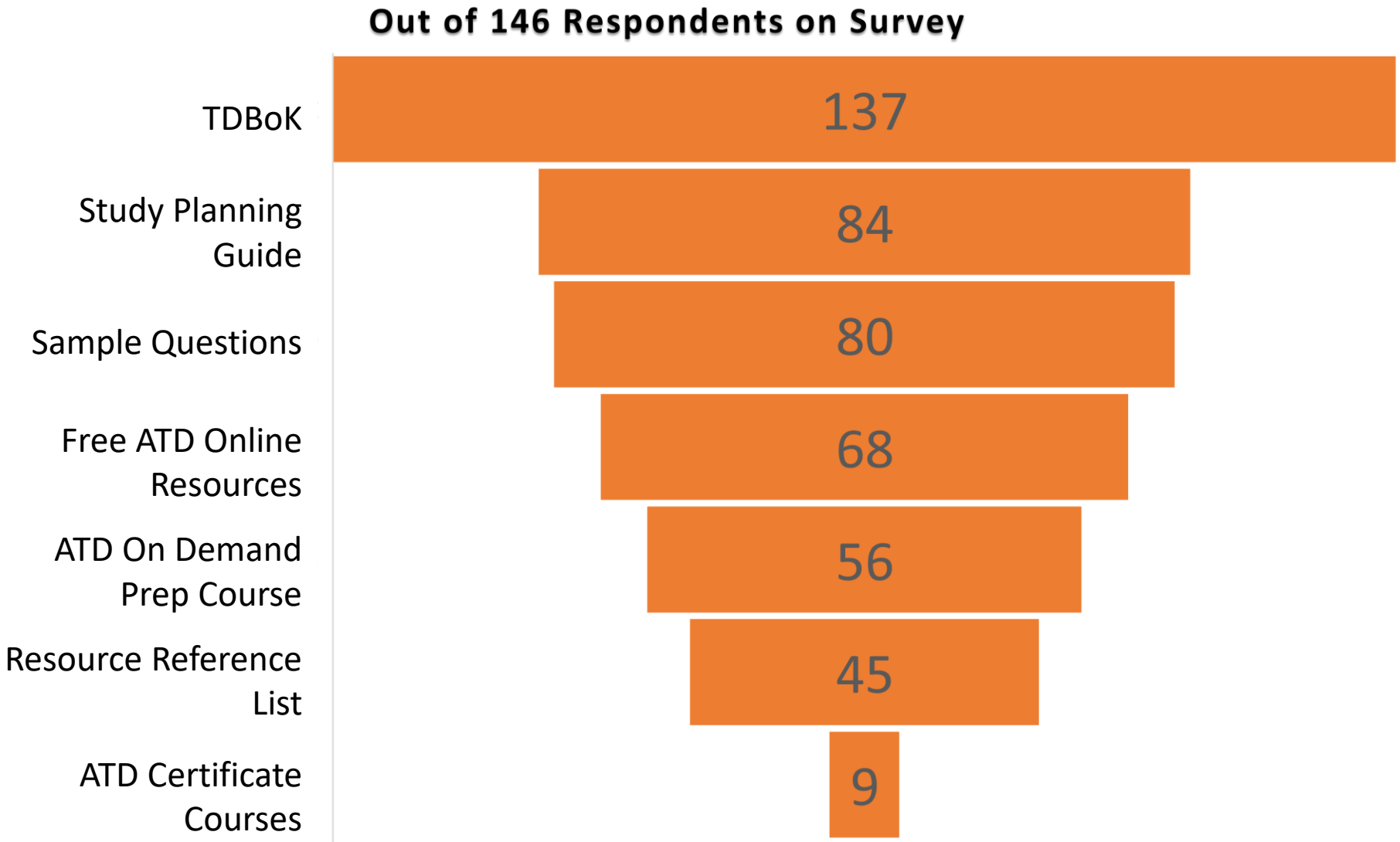
36% of candidates are Individual Contributors
22% work at the Executive/Director level
Others were managers, supervisors, team leads

Geography

Pilot candidates represented 19 different countries from every continent except Antarctica.

Preparations

Resources Used for the CPTD Pilot



Other Resources Mentioned

drawings, mind-maps, print-outs with color and highlighting notes in different colors

Coursera Courses; LinkedIn Learning

ATD Elements Courses

Mentoring from colleagues, both certified and not

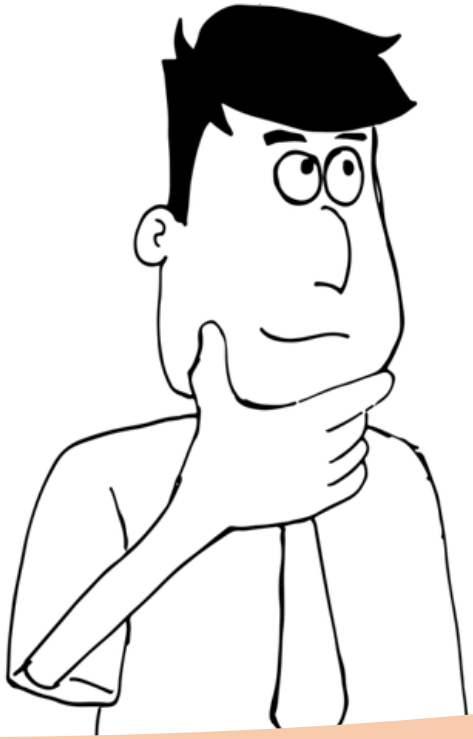
online videos and resources about topics and study guides other members created and published

Created an audio-notes study guide & podcasts for what I was learning

Quizlet, question banks

YouTube Videos

Experts' interviews and case scenario discussions with study groups



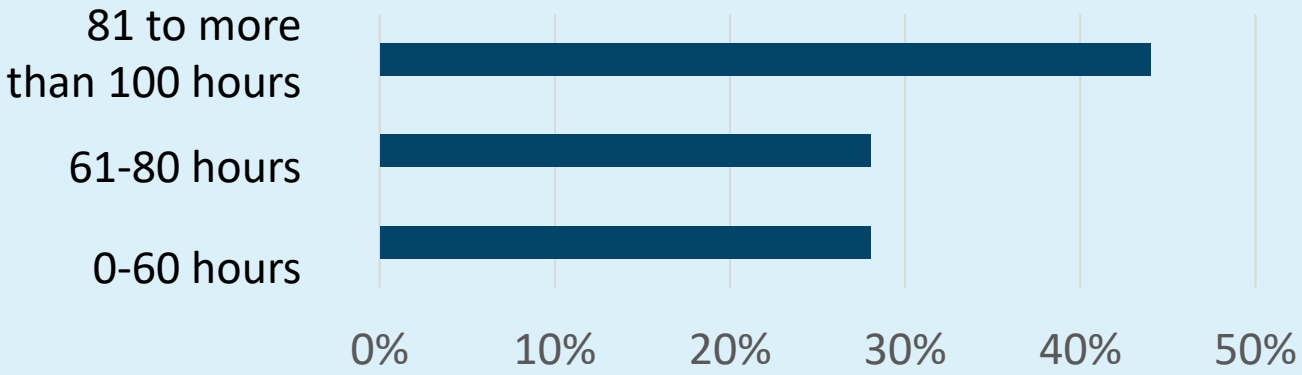
The Power of Connection & Certification

58% of respondents said they did not just study alone

#1 most valuable takeaway from their preparation

- Join an ATD Chapter Study Group
- Form a group from LinkedIn Group
- Go in with a colleague for 1 on 1
- Create Regional groups

How much time do you estimate it took you to prepare for the CPTD Exam?



N=146

Continuous Improvement

ATD CI will revise our communications for candidates regarding the estimated amount of time it takes to prepare for the CPTD exam.

- From 80 hours to 80-100+ hours in all official communications.

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Continuous Improvement

ATD Education needs your feedback in their process to continuously improve their courses and preparation materials.

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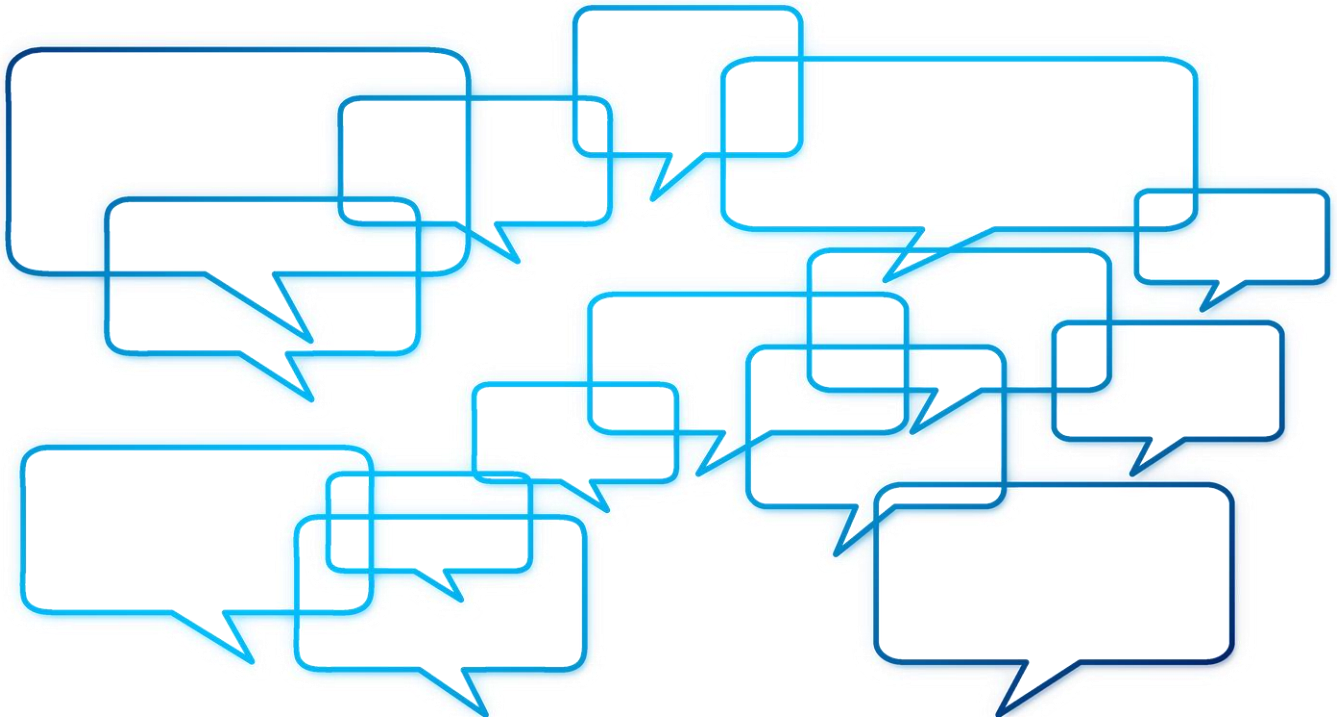

Feedback for Prep Course/TDBoK

On Demand and/or Workshops: https://tinyurl.com/ATDPrep

TDBoK: https://tinyurl.com/TDBoK

Scoring Process

Scoring Process

End of Window

- SME Standard Setting
- Analyzing stats

Select & Apply Cut Score

- Republish Exam
- QA and ready comms

Scoring Process

21 CPTDs spent over 18 hours looking at the pilot test questions and determined difficulty, recommending a cut score

Analysis of the items led to new forms with new pre-testing (beta) items

Survey and focus group results helped to determine any structural changes to the forms

Scoring Process

The new forms were re-published in Pearson VUE's system and the cut was applied to all pilot candidates.

Both Pearson VUE and ATD CI performed QA processes to ensure the veracity of scores and the process of scoring was without error.

Scoring Process

The actual cut score varies by form and is not publicly released.

The range of scores is from 200 to 800 with 500 as the passing score.

Only those who are unsuccessful receive diagnostic feedback- by domain only.

Significant improvement is needed

Moderate improvement is needed

Continued review is recommended

Scoring Process

For the CPTD Pilot, scores ranged from 266 to 748. The average score was 570.

No one domain stood out as being an area where candidates, on average, performed better or worse.
Performance across domains was similar.

Continuous Improvement

Our commitment to continuous improvement includes **on demand scoring** starting with November window.

Candidates testing at a test center receive a score report when they leave the facility.

Candidates testing remotely receive an email within 2-8 hours with their results.

All candidates can access score reports in the Certification Portal.

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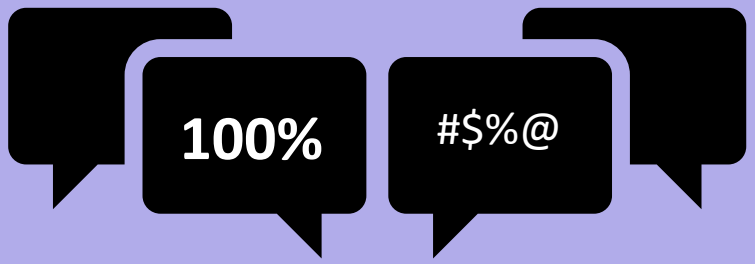
Face Value

Candidate Satisfaction



71% were satisfied with their experience

13% were neutral about their experience*

16% were unsatisfied with their experience

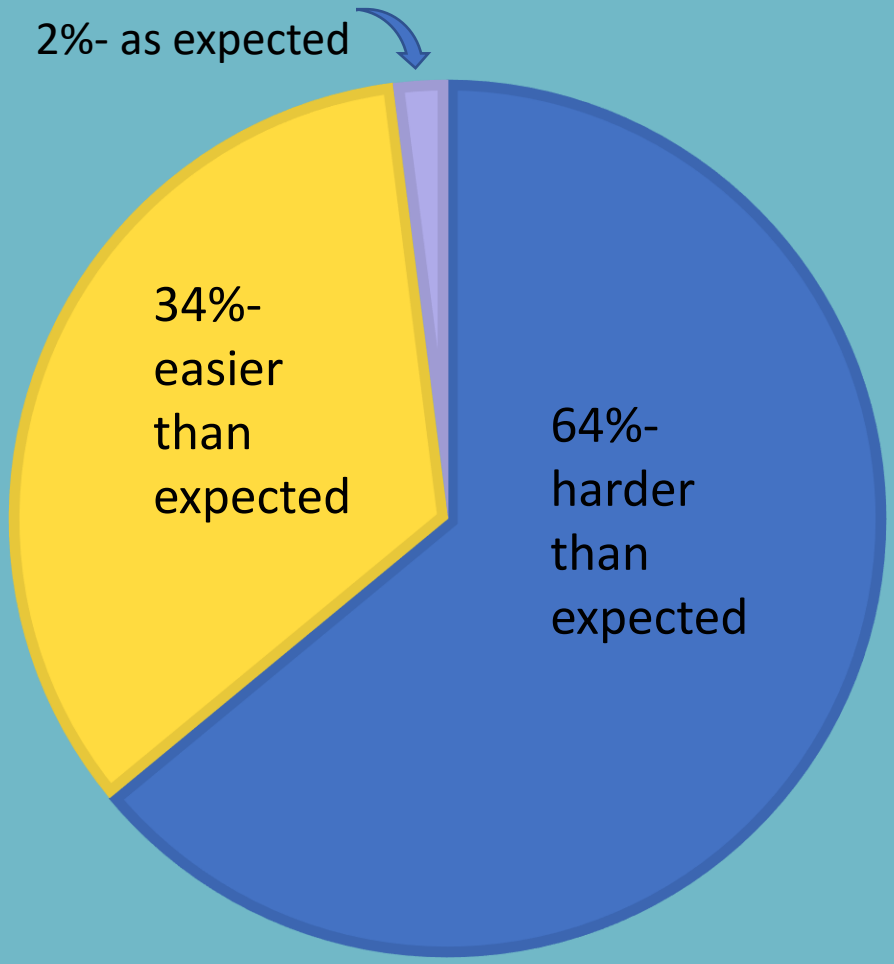
* Free form comments included wanting to know their score before deciding satisfaction.

Face Value

68% thought that the exam questions were relevant to their job in Talent Development

67% thought that the content covered is necessary for success in Talent Development

Perceived Difficulty



Still, there was a 76% pass rate with the cohort

Continuous Improvement

Our commitment to continuous improvement includes continuously writing and reviewing items for the exam.

The next item writing projects will begin in Q1 2020 and all certified CPTDs are welcome to try their hand at writing items.

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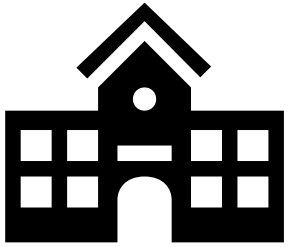
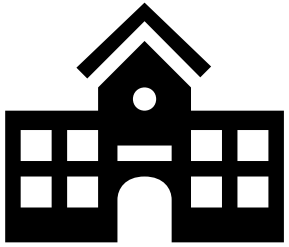
Where did people test?



44% tested at a test center

56% tested via remote proctoring from their home or office

Did people like <u>where</u> they tested?



80% were satisfied with the experience

68% were satisfied with the experience

Continuous Improvement

Enhance communications about what to expect as a remote proctored candidate including:

- Step-by-step guide to testing remotely
- Common problems to avoid
- Expanded FAQs

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Test Timing

Time Management

74% of respondents reported on the survey they had enough time to complete the exam; however, individual comments from the survey and focus groups indicated the timing may have been off between the MCQ and CMQ sections.

Time Management

Behind the scenes, candidates were actually finishing the multiple choice section with little or no time left versus the amount of time left for the case management section. Some candidates had up to 45 minutes left after the end of the CMQ section.

Time Management

The optional 10-minute break was a welcome addition. Some took advantage of the time to stretch or rest their eyes and many said it was helpful to take the time to re-focus for the next section.

Case Management Questions

Feelings were mixed- some liked them; some hated them

Some thought the instructions were confusing and the order of the sections (MCQs and CMQs) should be flipped.

Most wanted a better understanding of scoring

Bottom line: Candidate Preparation needs to focus on the **ANALYSIS & EVALUATION** of the knowledge in order to do well on the exam.

Continuous Improvement

Starting with the November 18-December 23 window, the timing has been tweaked:

105 minutes to complete 90 MCQs
instead of 95 minutes
and
65 minutes to complete 10 CMQs
instead of 75 minutes

The break remains 10 minutes.

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Continuous Improvement

We will be updating candidate materials with better communication, including:

Immediate

- An additional screen of re-worded instructions just prior to CMQ section within the exam.

Coming Soon

- A SME-produced video walking a candidate through the thought process of answering a CMQ
- Updated information on scoring of CMQs

Q2 2020

- Additional practice CMQs

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CPTD Pilot by The Numbers

CPTD Pilot by The Numbers

287 results

76%

pass rate

CPTD Pilot by The Numbers

Switchers vs. New Candidates
of Candidates

Type	Number of Candidates
New Applicants for CPTD	211
Former CPLP Applicants	76

CPTD Pilot by The Numbers

Switchers vs. New Candidates Pass Rates

Type	Number of Candidates
New Applicants for CPTD	77%
Former CPLP Applicants	75%

CPTD Pilot by The Numbers

Where were Pilot Candidates from?

Country	Number of Candidates
United States	229
Saudi Arabia	9
Canada	8
Indonesia	8
UAE	7
China	5
Egypt	5
Singapore	2
Korea	2

Other countries represented with one candidate each: Australia, Belgium, Ghana, Kuwait, St. Lucia, Malaysia, Peru, Philippines, Qatar, Russia, and South Africa

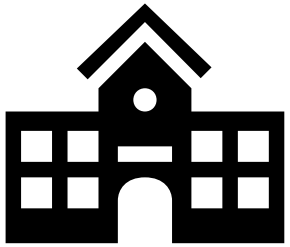
CPTD Pilot by The Numbers

Pass rate by region

In accordance with credentialing standards, since the pilot candidate numbers by region were so small, ATD CI will not be assessing the pass rates by region until the numbers grow.

CPTD Pilot by The Numbers

How did people test?

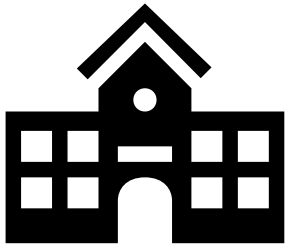


44% tested at a test center

56% tested via remote proctoring from their home or office

CPTD Pilot by The Numbers

Did the location affect test scores?



80%- Test Center
pass rate

74%- Remote Proctoring
pass rate

CPTD Pilot by The Numbers

Pathway Results

Standard Pathway

250 candidates had standard eligibility

25 candidates were APTDs first

12 candidates earned an ATD Master designation first

CPTD Pilot by The Numbers

Pathway Results

Standard Pathway

75.2% pass rate

88.0% pass rate

83.3% pass rate

More on Scoring

Reliability & Validity are key factors in Certification

Validity- whether the test is measuring what it is supposed to measure

Reliability- how consistently the test measures minimum competence in TD

Scoring- Validity

68% thought that the exam questions were relevant to their job in Talent Development

67% thought that the content covered is necessary for success in Talent Development

Scoring- Reliability

Reliability- how consistently the test measures minimum competence in TD

The two forms of the CPTD Pilot had an Alpha of .90 and .89, scoring Excellent and Good with internal consistency.

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Questions?

Chat them now!

Email one of us:
mhirt@td.org
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Recertification Questions?
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