Proposal for Distance Job Analysis:
Association of Transcribers and Speech-to-Text Providers

Prepared by CETE Assessment Services

Prepared for Jodi Tobin, Karen Walraven, Shannon Cowling, and Kate Ervin-
Initial Incorporators

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Overview

Certification and certificate programs are modern tools for workforce development in that they provide formal mechanisms for individuals to demonstrate their competencies and expertise in an area of practice. Individuals usually demonstrate, through a combination of education and experience, that they are ready to sit for an examination. Transcribers, or Speech-to-Text Providers currently have a market demand to develop a certification in their industry, and the Association of Transcribers and Speech-to-Text Providers (ASTP) is sponsoring the development of this certification.

This draft proposal broadly details processes and deliverables that The Center on Education and Training for Employment (CETE) would implement to complete the job/practice analysis study for ASTP as a foundation for subsequent certification examination development processes. A more formal and detailed proposal and submission process would be required if the prospective client is in agreement with this draft.

The proposed scope of work includes:

1. Project management to ensure the job analysis is delivered to the client on time, at the projected budget, and within the specified scope of the deliverables.
2. Literature review to complete a draft job analysis.
3. Synchronous meetings and survey methodology with qualified Subject Matter Experts (SMEs) to draft and edit task statements and KSAO lists.
4. A verification study to rate tasks and KSAO’s on frequency, importance, and if needed at certification.
5. Data analysis to produce criticality ratings and the final job analysis.
6. Technical report to document the personnel involved, procedures followed, and results.

Organizational Capacity Statement

The Center on Education and Training for Employment (CETE) is an outreach center in the College of Education and Human Ecology at The Ohio State University. Bridging research and practical solutions, CETE provides a range of assessment services to clients. Services include varying types of practice analysis, and design, development, delivery, and maintenance of tests of knowledge and/or skill.

The CETE Assessment Services has a successful history of exam and certification system development acknowledging the importance of the Standards for Educational and Psychological Testing (newly revised in 2014), the National Commission for Certifying Agencies (NCCA) Standards for the Accreditation of Certification Programs (2014) and the ISO/ANSI 17024:2012 testing standard. Previous clients include the Rehabilitation Engineering Society of North America, National Groundwater Association, The Association of State Floodplain Managers, and the American Association of Medical Audit Specialists.

CETE’s Assessment Services group includes a core team of experienced psychometric
specialists, researchers specializing in work analysis, content specialists, item writing facilitators, and IT specialists. CETE Assessment Services staff belong to various professional associations and serve on professional committees and task forces for the American National Standards Institute (ANSI), ASTM, International Personnel Assessment Council (IPAC), Association of Test Publishers (ATP), and the Institute for Credentialing Excellence (ICE).

**Scope of Work Elements**

Project details are included for scope of work (SOW) items requested. Elements and workflow involved at each step are presented in snapshot form in Table 1 below, including assumptions made by CETE staff.

**Table 1. Proposed Scope of Work Elements**

<table>
<thead>
<tr>
<th>Scope of Work Elements</th>
<th>Description, Deliverables, Assumptions, Timeline</th>
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</table>
| **Project Management** | • CETE is responsible for project planning including initial consultations, scope of work, schedule, budget, quality guidelines, and staffing plans.  
  • CETE and ASTP finalize and agree on scope of work, and timeline.  
  • CETE manages project communications, meetings with ASTP, project closeout processes. |
| **Literature Review**  | • CETE will document professional practice through a variety of external and ASTP provided resources into the CETE’s job task/ KSAO format.  
  o Examples may include: O*NET, Competency Model Clearinghouse, job postings, scholarly journal articles, etc.  
  • CETE will provide a secure online database to collect and store job information.  
  • ASTP will upload any sources that may be helpful to supplement the materials CETE collects.  
  • CETE will analyze data to pre-populate a draft job analysis. |
| **SME Recruitment**    | • CETE and ASTP agree on sampling and demographic characteristics desirable for generalizability and intended use of results.  
  • CETE provides recruitment guidance for email and phone communications.  
  • CETE develops recruitment surveys.  
  • ASTP signs off on communication templates and sends emails to SMES and places direct calls to solicit participation.  
  • ASTP registers SMEs for appropriate project participation stages and confirms participation.  
  • ASTP provides recruiting updates to CETE.  
  • ASTP approves confirmed SME participation lists. |
| **Synchronous Meetings and Survey Methodology** | • CETE provides online orientation and facilitation services for SMEs.  
  • CETE sends surveys and reviews collected data for congruence or to supplement draft analysis.  
  • CETE holds synchronous meetings to revise lists and elicit additional data to further build draft analysis.  
  • CETE staff believe that additional work is required to develop knowledge-skill statements pertinent to the transcribing profession and would welcome ASTP |
input after draft job analysis is revised.

| Verification Study                                                                 | CETE will develop an online survey using task and KSAO lists to verify the job/practice analysis data from a larger pool of SMEs.  
|                                                                                   | ASTP will send survey invitations and reminder emails to as many identifiable practitioners as possible; allowing response data to represent a sample of the population the certification test is intended to generalize to.  
|                                                                                   | Each selected verifier who responds would rate the tasks (performance competencies) as to (a) whether or not the ability to perform the task is needed at the time of certification, (b) how important that task is to the overall occupation, and (c) how frequently that task is performed (other desired verification questions could be substituted for these three as desired).  
|                                                                                   | CETE will monitor survey results and communicate participation frequency to ASTP.  
| Data Analysis                                                                    | CETE will calculate descriptive statistics and a criticality rating for tasks and KSAO’s of the position.  
|                                                                                   | CETE will display results in a spreadsheet format.  
|                                                                                   | Results will be shared with ASTP for discussion.  
| Technical Report                                                                 | CETE will include all methodology and analysis annotated with references to certification standards.  
|                                                                                   | CETE will document suggestions to maintain job analysis.  
|                                                                                   | ASTP will review and approve of draft to be submitted; and one round of feedback can be incorporated into final version.  
|                                                                                   | Delivery of Technical Report Closes out formal aspects of project work, with the final activity to be a lessons learned meeting for ASTP to evaluate the job analysis process and provide feedback to CETE.  

**Elements Out of Scope for this Project**

Elements out of scope in this proposal are the creation of a test blueprint, item writing facilitations, standard setting, or practice analyses for roles other than Transcriber/Speech-to-Text Provider. Following the job analysis, a test blueprint is the next step in the eventual development of a certification exam, followed by item writing, field testing, item analysis, standard setting, and test delivery.
Timeline and Budget

Time estimated to provide the requested and defined services and deliverables specified above is $5,000. A 50% discount is applied for ASTP in exchange for feedback which CETE will use to evaluate processes, areas of efficiency, and client satisfaction. ASTP will provide feedback in project milestone meetings, and collect SME feedback for end-of-project lessons learned meeting.

Client will be invoiced $2,500 in exchange for participation and feedback in the pilot project. Payment is due within 30 days of presenting an invoice to ASTP at the conclusion of the project.

<table>
<thead>
<tr>
<th>Scope of Work Elements</th>
<th>Suggested Timeline</th>
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<tbody>
<tr>
<td>Project Management</td>
<td>• Ongoing</td>
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<tr>
<td>Literature Review</td>
<td>• May 2- May 13</td>
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<tr>
<td>SME Recruitment</td>
<td>• April</td>
</tr>
<tr>
<td>Synchronous Meetings and Survey Methodology</td>
<td>• May 16- June 3</td>
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<tr>
<td>Verification Study</td>
<td>• June 6- June 24</td>
</tr>
<tr>
<td>Data Analysis</td>
<td>• Complete by July 1</td>
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<tr>
<td>Technical Report, Close Out</td>
<td>• Complete by July 8</td>
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Services Agreement

This is an agreement between OSU/CETE and the Association of Transcribers and Speech-to-Text Providers dated January 27, 2016. This contract is valid for a period of 30 days from today’s date, and must be submitted through the appropriate Ohio State University channels. The main ASTP contacts/ sponsors are Jodi Tobin and Karen Walraven.

ASTP agrees to pay CETE, The Ohio State University, a total amount of $2,500 for conducting the job analysis, verification, and supporting activities per this Services Agreement. An invoice will be sent upon completion of the project, and payment will be due within 30 days of the invoice date. The CETE Business Office Contact processing the contract and invoices will be Ms. Carolyn Vesely, and she can be reached at (614) 247-6350 or vesely.4@osu.edu (Re: Account #1203-10253).

Project Sponsor:

Signed: ________________________________________________________________

Name: _________________________________________________________________

Title: _________________________________________________________________

Organization: __________________________________________________________

Address: ______________________________________________________________

Phone: ____________________________ Fax: ______________________________

E-mail: _______________________________________________________________

Please scan and email to austin.38@osu.edu or fax to 614-292-1260. Thank you.