



## ACVREP PROCESS FOR ESTABLISHING A CERTIFICATION

ACVREP is honored to be collaborating with the ACB Audio Description Project in the development of a certification for audio describers.

### Developing a Certification

Developing a certification takes approximately 18-24 months. Certification measures an entry level competency in the field. The entry level of competence that is required to be certified can be established, in part, by the level of practical or work experience in the field that is required before someone can become Eligible to take the Certification exam.

### **The Process:**

1. ACVREP establishes a Subject Matter Expert Committee for the following functions [Ideally about 12 members]. They meet telephonically at least once per week for 2 hours during this process. The SME Committee can also establish an advisory council to assist it in its work by providing feedback, as needed, throughout the process.
  - a. Establish the name for the certification and its acronym. ACVREP must ensure that both can be trademarked in order to protect the integrity of the certification.
  - b. Develop the certification criteria by defining:
    - i. Scope of Practice
    - ii. Body of Knowledge
    - iii. Practical Competencies [skills measurement; applied knowledge]
    - iv. Code of Ethics
  - c. Develop Eligibility Criteria by defining:
    - i. Education: general – what is the minimum level of general education required for Eligibility
    - ii. Education: specific -what audio description training, knowledge is needed for Eligibility
    - iii. Internship/work experience – what supervised practice or length of work experience is required
    - iv. Identify any “phase in” exceptions to ongoing criteria
  - d. 30 Day Posting for Public Comment - from audio describers, consumers and other interested parties – before the certification criteria is finalized it is ACVREP’s policy to post the criteria on its website and disseminate by email directly and through its strategic partners, the criteria in

order to obtain public comment that is then reviewed by the SME and the Board of Directors before the final criteria are established. This is a critically important and valuable process.

- e. Develop the Exam
    - i. Job Task Analysis
    - ii. Beta Exam Item Writing – for valid, legally defensible exam a minimum of 100 questions is needed; usually write 30-50% more questions than will actually be used to beta test
    - iii. Beta Exam – 150 test takers ideal, 60 is the minimum
    - iv. Select final questions and score the exam
2. ACVREP establishes Audio Description Database and Online Application Process and begins accepting applications about ½ way through the Beta Exam item writing.