

Questions to Ask When Considering or Planning for a Transition to Computer-Based Testing (CBT)

Feasibility

- What benefits do candidates believe CBT offers? Can we provide the benefits they seek? If not, is there a compromise position?
- What concerns do candidates have about CBT? How likely is it that we can minimize these concerns through program modifications, education programs, and marketing?
- Will we most likely gain or lose volumes? If we lose volumes, how will the program make up for the shortfall? Will the sustainability of the program be jeopardized?
- What will we do if it doesn't go well? Will the reputation of the program be damaged?
- Overall, do we have the internal, technical, and financial resources to transition to CBT? If not, might we be able to make the transition in the future and what would be needed to accomplish this goal?

Marketing

- Will it become more/less feasible to target certain market segments once CBT is introduced?
- What does the target market see as the key benefits of CBT? What concerns do they have about CBT?
- What unmet customer needs will CBT fulfill?
- Does the introduction of CBT impact our positioning strategy?

Marketing (cont'd)

- Does CBT impact our competitive advantage? How can we capitalize on competitive opportunities and minimize threats?
- Do customers believe that the value-added from CBT is sufficient to justify higher fees?

Cost

What are the costs associated with:

- the delivery system itself;
- research to determine the feasibility of CBT;
- expansion of the question pool and creation of multiple examination forms;
- conversion of question pool for use with the CBT vendor's delivery system;
- psychometric and technical consultation;
- staff time for planning and participation in orientations to the new delivery system and changes in policies and procedures;
- piloting of CBT;
- development of customer education program;
- revising the marketing plan and marketing materials;
- revising and reprinting standard program documents (e.g., candidate bulletin of information);
- research to determine the comparability of paper-and-pencil testing vs. CBT; and
- research to evaluate the success of CBT.