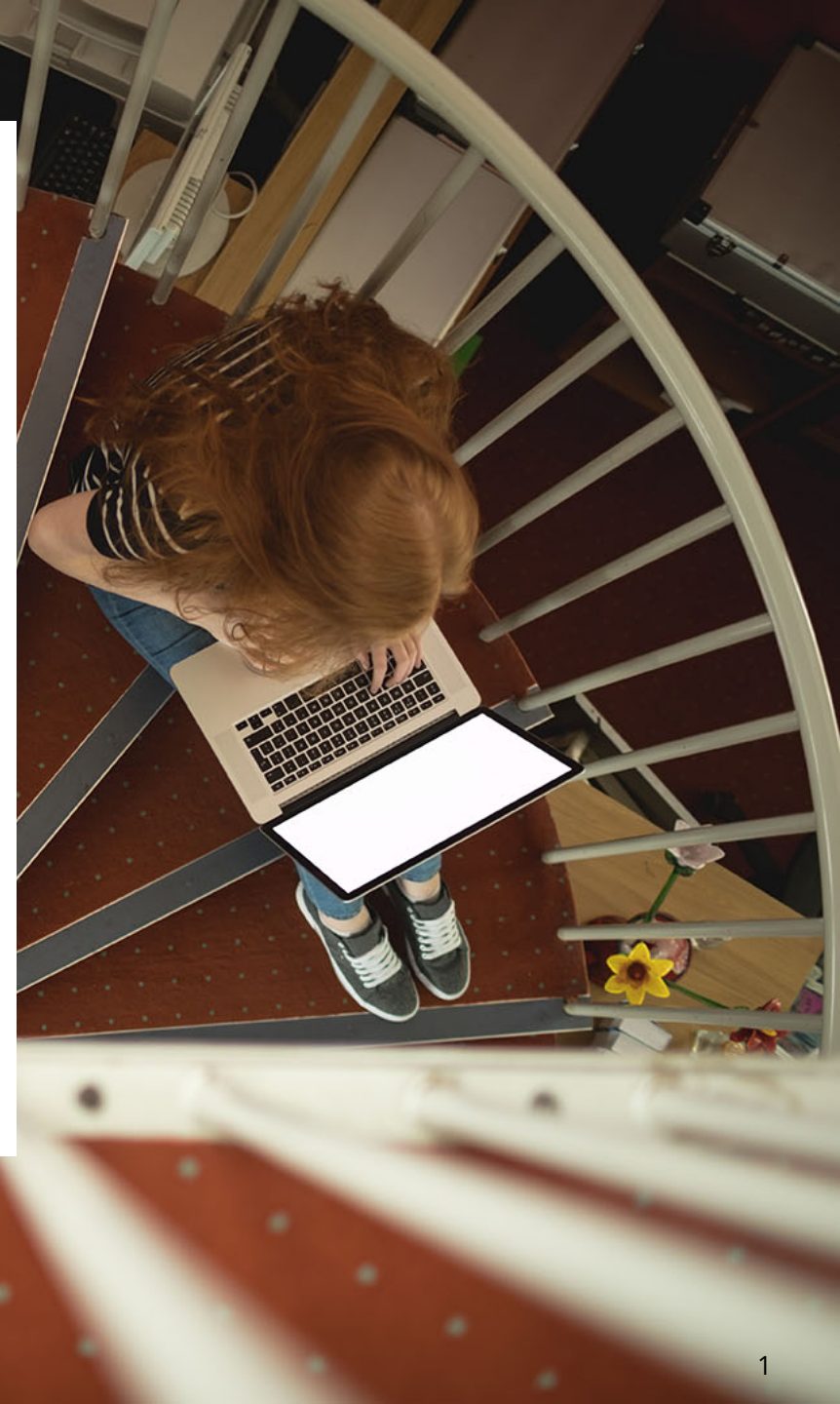# The Conference – Annual Meeting

# Content Development Overview

March 1, 2023
Dan Holthus

# Content Development Overview

- What is a Content Developer?

- Item Development

  - Item writing, peer review, and group review

- Exam Development

  - Item selection and forms review

- Summary

# What is Content Developer?

- Facilitator of item and exam development processes
- Train subject matter experts (SMEs) on item writing best practices
  - Typically NOT a SME in the given content area
- Manage setup and cleanup of item review and development efforts
- Manage item bank
- Select items for exams based on objective criteria
- Build and validate exams prior to publication
- Common backgrounds in assessment, teaching, item writing

# Item Development - Overview

- Gap analysis based on exam blueprint

- Item writing assignments configured to address gaps

- Virtual workshops
  - Trained on best practices
  - Consist of three development activities

# Item Development Process

# Item Development – Item Writing

**Item Writing**

- Items are written by individuals
- High-level best practices:
  - Clear, simple language
  - Appropriate for the minimally qualified candidate
- Each item must have 4 pieces of metadata:
  - supported by an approved reference
  - mapped to a curriculum outline
  - mapped to the blueprint
  - assigned a cognitive level

# Item Development – Peer Review

- Items are peer reviewed by individuals

- Functions as the second set of eyes

- Review item content against best practices

- Verify the metadata

  - Validate the reference and curriculum outline
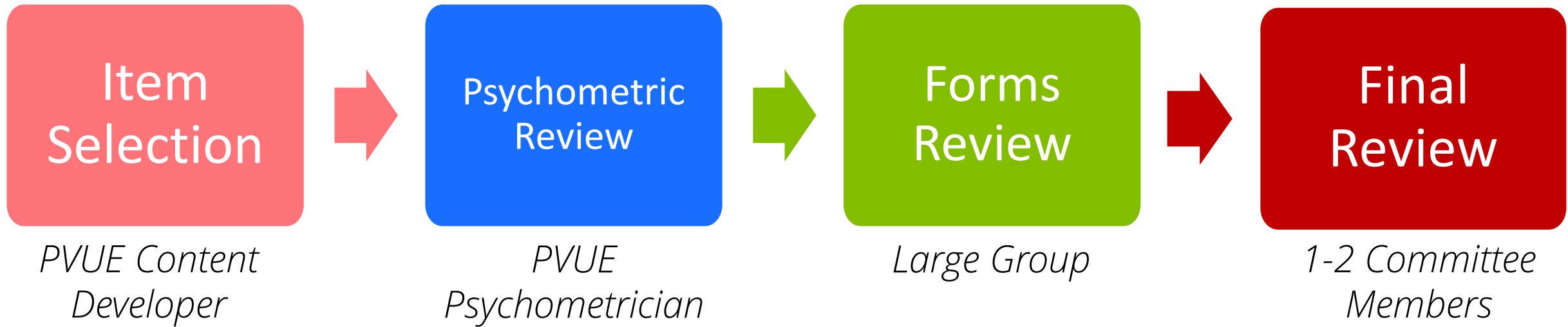
  - Confirm the blueprint mapping and cognitive level

Peer Review

# Item Development – Group Review

- Items are reviewed by multiple SMEs at once
- Seeking group consensus
- Review item content against best practices
- Confirm the blueprint mapping and cognitive level
- Review reference and curriculum outline, as needed

Group Review

# Exam Development Process

| Item Selection | → | Psychometric Review | → | Forms Review | → | Final Review |
|:---:|:---:|:---:|:---:|:---:|:---:|:---:|
| *PVUE Content Developer* | | *PVUE Psychometrician* | | *Large Group* | | *1-2 Committee Members* |

# Exam Development – Item Selection & Psychometric Review

- Selecting based on statistical and metadata requirements

- Psychometrician reviews and approves

- Unscored items are selected to address gaps in the item bank

**Item Selection**

**Psychometric Review**

# Exam Development – Forms Review & Final Review

- Committee of SMEs review items
  - Same set of content best practices
  - Validate reference and curriculum outline
  - Confirm blueprint and cognitive level
- PVUE content developer provides swaps for rejected items
  - Seek items with similar statistics/metadata to the rejected items
  - Committee reviews and approves all swaps
- For the final review, all activities are repeated, but review is conducted by 1-2 SMEs per exam

**Forms Review**

**Final Review**

# Summary

- Content developers *guide* the item and exam development process

- We collaborate heavily with SMEs and the Conference at every stage of the process

- No change to an item or an exam is made without SME input and approval

- Our goal is to develop and manage an efficient and robust item bank to best support the NBE exams

Thank you!

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