



Case Study

The **Right** Approach for AIIM Job Analysis

Background

For more than 60 years, the Association for Information and Image Management (AIIM), has been the leading non-profit organization focused on helping users to understand the challenges associated with managing documents, content, records and business processes. Today, AIIM is international in scope, and acts as a neutral and unbiased source of information, serving the needs of its members and the industry. It recently contracted Access Sciences Corporation to help in the creation of a new certification program for Information Management Professionals. Access Sciences is an information management consulting company that helps clients optimize their information assets through the development and implementation of programs, processes and technologies related to information governance, productivity and management.

Challenge

Access Sciences needed to develop a new “Information Certification” program for its client, AIIM. Before any new program was created it was necessary to first establish what skills or knowledge would be required for someone to earn the credential, and then to use that information to determine what information would be on an exam. Access Sciences contracted Prometric to assist with the recruitment of subject matter experts (SMEs) and to conduct the job analysis that would ultimately inform what content would be on the exam. During the two-day, in-person content review meeting with SMEs, it became obvious that two days would not be enough to get the work done. How would the team get all the review, edits and feedback needed, within the designated timeframe given the breadth of the knowledge to be covered and the remote and scattered SME population?

Strategy

Access Sciences worked with Prometric Test Development team to use a virtual collaboration space to finalize the knowledge content outline using the SME-approved framework. Access Sciences felt that, as information professionals, the SMEs would feel very comfortable using this approach. A wiki* was quickly built, through which SMEs could collaborate and comment on the existing knowledge content outline in a virtual environment.

Claudette Lloyd, *Consulting Manager, Access Sciences*, stated, “Thank you so much for working with us on this and being willing to try a new approach.”

AIIM Fast Facts:

Location: Silver Spring, Maryland, USA and Worcester, United Kingdom

Challenge: Conducting a thorough job analysis and developing a final content outline for a new exam with a dispersed set of subject matter experts and a broad content scope.

Outcome: Using an innovative wiki to facilitate virtual collaboration, the team met the deadline resulting in a successfully developed final outline.

* A Wiki is a website that allows the creation and editing of any number of interlinked web pages.

Solution

For the first phase of development work, the wiki was open for SME collaboration for four days. At the deadline, the wiki was locked and the results were compiled. At the start of phase two, the wiki was reopened and the SMEs were asked to review and approve the final knowledge content outline, with a set deadline for any recommendations. After the deadline, the wiki was locked and the final knowledge content outline was successfully exported for use in the Test Specifications development, which would be the next step in building the exam program. The team successfully met the deadline and the development of the exam continued.

Outcome

Through ingenuity, innovation and compromise, the Prometric Test Development team members working in partnership with Access Sciences and a team of remotely dispersed SMEs, were able to design a solution that met the needs of AIIM while adhering to Prometric and professional testing standards. As a result, the team produced a high-quality Job Analysis that led to a solid Test Specification document to use in exam development efforts without deviating from the project timeline.

“I have been particularly pleased with Prometric’s leadership and guidance in the process. The task/knowledge documents they put together were very easy to understand, and the training they have provided has been very good too,” continued Ms. Lloyd.

Find Out More

Learn more about our *Test Development and Delivery Solutions* by visiting www.prometric.com or by calling toll-free 1-855-855-2241.