



CERTIFICATION PROGRAM DEVELOPMENT PROCESS

Certification programs will be developed using the following process:

ALA DIVISION	CERTIFICATION PROGRAM COMMITTEE	CERTIFICATION REVIEW COMMITTEE	ALA-APA STAFF	PROVIDERS
<ul style="list-style-type: none"> Identify a potential area of certification need (e.g., an area that requires competencies beyond initial educational requirements; an area that needs identification and highlighting as a priority area for specialization; an area that represents an emerging niche of specialization). 	<ul style="list-style-type: none"> Develop marketing strategy to encourage ALA units to consider developing certification programs. 		<ul style="list-style-type: none"> Develop ALA-APA information materials. 	
<ul style="list-style-type: none"> Get buy-in for a certification program in this area from constituencies that would be affected. 				
<ul style="list-style-type: none"> Use a formal process to validate whether the need is real (e.g., focus groups, survey of field, analysis of research and writing). 	<ul style="list-style-type: none"> Provide survey template or other assistance as necessary. 		<ul style="list-style-type: none"> Provide technical assistance to conduct the survey. 	
<ul style="list-style-type: none"> Identify areas of proficiency. For each area, identify what competencies are required now, what may be required in the near future. These competencies comprise “Standards for Professional Practice” in the area of specialization. 	<ul style="list-style-type: none"> Package model proficiency area/competency documents (e.g., CPLA example). 		<ul style="list-style-type: none"> Provide research assistance. 	



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<ul style="list-style-type: none"> Develop collaborations with other ALA units who share an interest in this area of certification. 			<ul style="list-style-type: none"> Facilitate collaborations among ALA units. 	
<ul style="list-style-type: none"> Develop a formal certification program plan, including the following: <ul style="list-style-type: none"> Eligibility criteria for participation, Areas of proficiency (required and elective), Competencies within each area of proficiency with expected learning outcomes, Suggested method(s) for demonstrating competency (e.g., course evaluation, portfolio, exam), Business plan for program, including budget and timeline. 	<ul style="list-style-type: none"> Provide template for all units to use in developing their certification program plans. Decide on a cost structure to be used across certification programs: <ul style="list-style-type: none"> Initial application fee (intent to pursue certification) Provider application fee Fee from provider for each course Final certification fee 		<ul style="list-style-type: none"> Develop ALA-APA business plan that includes cost / benefit plans for certification programs. 	
<ul style="list-style-type: none"> Review and approval by governing board(s) of division or divisions that developed the program. 	<ul style="list-style-type: none"> Provide criteria for approval – standardize for all certification programs. 			
<ul style="list-style-type: none"> Development of list of names of knowledgeable people who could potentially be appointed to Certification Review Committee. 	<ul style="list-style-type: none"> Review and approval by Certification Program Committee. 			
<ul style="list-style-type: none"> Development of list of potential providers or proctors. 				



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Review by ALA-APA Council and approval by ALA-APA Board of Directors.				
Upon approval of certification program, ALA-APA President appoints Certification Review Committee for that certification program.				
	<ul style="list-style-type: none"> Review and update (as appropriate) provider handbook with templates of RFPs and applications to be used by all certification programs. 	<ul style="list-style-type: none"> Develop RFP for providers based on template provided by CPC. Develop a marketing and implementation plan: <ul style="list-style-type: none"> Outreach to providers (RFP process) 	<ul style="list-style-type: none"> Assist CRC in developing pool of potential providers and inviting them to participate in RFP process. 	<ul style="list-style-type: none"> Providers follow the RFP process to apply to provide specific courses or entire program of study
	<ul style="list-style-type: none"> Deliberate and decide about any appeals from providers denied approval. 	<ul style="list-style-type: none"> Approve providers (Note: If provider denied approval, the provider may appeal to the CPC). 	<ul style="list-style-type: none"> Take application fees from providers and facilitate the CRC's approval process. 	<ul style="list-style-type: none"> May develop appeal if denied approval
	<ul style="list-style-type: none"> Develop participant application template to be used by all certification programs. Hear appeals of applicants who have been denied participation in the program. 	<ul style="list-style-type: none"> Develop application for participants based on template provided by CPC. Review proposed courses to develop list of approved courses. Continue marketing and implementation plan: <ul style="list-style-type: none"> Marketing to potential applicants 	<ul style="list-style-type: none"> Take applications from participants (declaration of intent to pursue certification) with application fee. Check to be sure applicants meet the program's eligibility criteria. [Applicants who are denied may appeal to CPC.] 	<ul style="list-style-type: none"> Develop courses Market courses to potential participants
	<ul style="list-style-type: none"> Monitor implementation of all certification programs. 	<ul style="list-style-type: none"> Oversee implementation – recruiting additional 	<ul style="list-style-type: none"> Start program tracking on individual applicants and program in general (e.g., 	<ul style="list-style-type: none"> Provide courses through a variety of venues (regional or



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		<p>providers if necessary, marketing to potential applicants.</p>	<p>date of application, dropout rate).</p>	<p>local workshops, pre-conferences, online workshops and courses)</p> <ul style="list-style-type: none"> • Develop evaluation criteria to determine the successful achievement of competencies by participants. • If evaluation includes a portfolio component, develop criteria for successful portfolios and assess the portfolios.
		<ul style="list-style-type: none"> • Monitor overall progress of applicants. 	<ul style="list-style-type: none"> • Keep records as applicants build their files. [Applicants submit documentation of successful completion certification requirements, furnished to them by providers.] 	<ul style="list-style-type: none"> • Provide documentation to successful completers of coursework / portfolios to ALA-APA Office.
	<ul style="list-style-type: none"> • Market certification programs to throughout ALA units. 	<ul style="list-style-type: none"> • Monitor certification program implementation. 		<ul style="list-style-type: none"> • Offer coursework on continuing basis.
			<ul style="list-style-type: none"> • Take final applications for certification and certification fees from applicants. Applicants have five years to complete all requirements from the date of application. Validate successful completion of 	<ul style="list-style-type: none"> • Apply for re-approval before end of specified time period.



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			all requirements.	
	<ul style="list-style-type: none"> Hear appeals from applicants who have been denied certification. 		<ul style="list-style-type: none"> Issue certifications as appropriate. Notify applicants who have been denied certification because they have not met the requirements. [Applicants may appeal to CPC.] 	
	<ul style="list-style-type: none"> Evaluate overall certification program for ALA-APA, using data from each specific program. Use survey or other data collection methods to determine participant attitudes about long-term effect of certification on career and job effectiveness. 	<ul style="list-style-type: none"> Evaluate specific certification program using data provided by staff. Provide analysis to CPC. 	<ul style="list-style-type: none"> Compile evaluation data (e.g., longitudinal impact on participants, number of participants who started, number of participants who completed). Facilitate the survey of certification participants. 	
	<ul style="list-style-type: none"> Report to ALA-APA Board of Directors and Council. 			