

Chapter 1

CPLP™ Program Overview

Chapter Topic Guide

Section 1: About Certification and the CPLP™ Program

Section 2: CPLP™ Credentialing Process

- A. Eligibility and Readiness Requirements
- B. Knowledge Exam Basics
- C. Work Product Overview

Section 3: Testing Schedule and Fees

Section 4: Test Preparation Resources

Section 5: How to Apply

Section 6: Maintaining the Credential – The CPLP™ Recertification Program

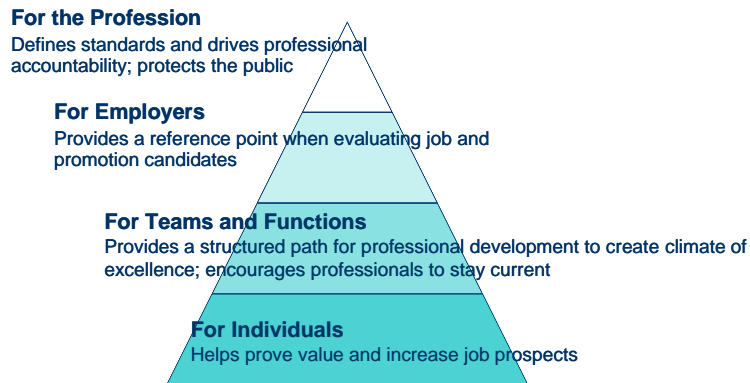
Section 7: Putting it all Together – Program Process at a Glance

Section 1: About Certification and the CPLP™ Program

What is Certification?

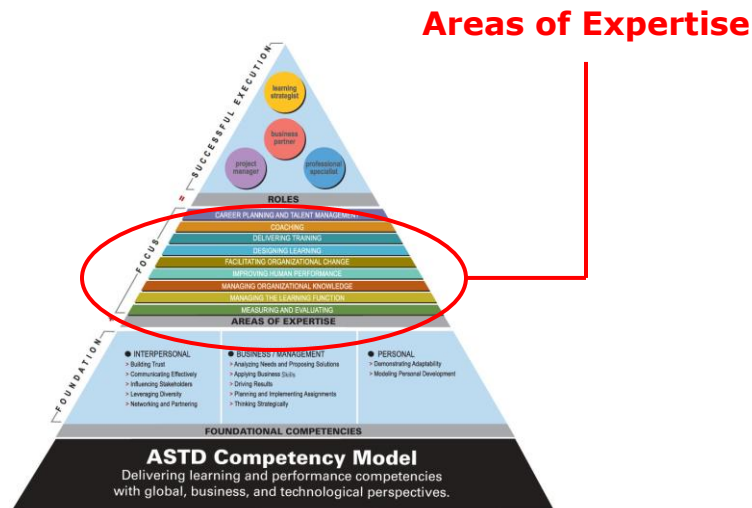
Professional certification is a voluntary act by a professional body or association. It establishes a system to grant recognition to professionals who have met certification standards. A certification is *not* a certificate. Certification programs focus on testing, whereas certificate programs focus on learning. The latter typically results in a certificate of attendance or completion and is not always based on testing.

Certification results in a credential that provides some level of assurance that people can do what they claim and offers a number of benefits to various stakeholders.



Contact certification@astd.org for additional information about the CPLP value proposition and how to ask your organization to sponsor you in the CPLP program.

What is the CPLP™ Credential?



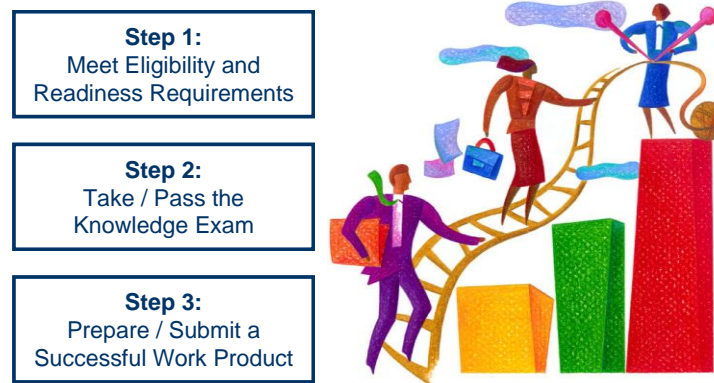
The **Certified Professional in Learning and Performance credential (CPLP™)** is a credential for workplace learning and performance professionals offered by the ASTD Certification Institute (ASTD CI). The credential is broad-based in scope and addresses a Workplace Learning and Performance Professional’s knowledge and performance achievements in nine areas of expertise (AOEs) as defined by the ASTD Competency Model*

* For additional information about the ASTD Competency model please see the ASTD 2004 Competency Study: *Mapping the Future* report, which is available for purchase through the ASTD Online store.

Candidates earn the credential by meeting program requirements and passing a rigorous examination and evaluation process. Candidates who earn the designation are recognized as elite players in the Workplace Learning and Performance field and are awarded the right to display the CPLP™ designation after their name.

Section 2: CPLP™ Credentialing Process

The CPLP™ program involves a three step process whereby candidates must do the following:



Following is a summary of the requirements for each step.

A. Eligibility and Readiness Requirements

Step 1 of the process involves candidates determining their eligibility and readiness for the program. In order to apply for the CPLP™ program candidates must have a minimum of three years related experience in the workplace learning and performance field; however, five or more years of related experience is recommended. Proof of experience is captured as part of the application process where candidates are asked to provide a list of employers who can validate their employment for at least the past three years (candidates may substitute one year relevant education for one year of relevant work experience). Candidates who are found to be ineligible to participate in the program may reapply when they become eligible.

Candidates are encouraged to do a personal assessment of their situation in order to determine if pursuit of the CPLP™ designation is the right choice for them. As part of the assessment process, candidates should consider the following:

- Do you have the appropriate breadth of knowledge?
- Do you have the right kind of work product sample to submit?

- Is this compatible with your career goals and ambitions?
- Are you ready to make the commitment (time, energy, resources)?
- Do you fully understand the program requirements?

For a tool to help decide if the CPLP™ is right for you please refer to Appendix A – CPLP™ Readiness Assessment of the Candidate Bulletin.

B. Knowledge Exam Basics

Step 2 of the CPLP™ certification process involves candidates passing a knowledge exam which is designed to measure their breadth of knowledge in the learning and performance field. The exam contains 150 multiple-choice questions which focus on the nine AOE areas of the ASTD Competency Model. Candidates will have two hours and thirty minutes to complete the exam.

The test is administered by computer at ASTD CI authorized testing centers. At present these centers are located in most major cities throughout the United States and Canada; however, ASTD CI has plans to expand the program to select overseas locations. Candidates should check the ASTD CI Website for an up-to-date listing of centers.

Following is a summary of the exam weightings by Area of Expertise and an example of a test question. For additional sample questions please refer to Appendix B – CPLP™ Sample Test of the Candidate Bulletin.

Table 1 – Knowledge Exam Weightings

AOE	Exam Weighting (%)
1. Designing Learning	15
2. Delivering Training	15
3. Improving Human Performance	15
4. Measuring and evaluating	12
5. Facilitating organizational change	12
6. Managing the learning function	9
7. Coaching	8
8. Managing organizational knowledge	8
9. Career planning and talent management	6
Total test	100%

Sample Test Question (Designing Learning)

The principle of over-learning is best defined by which of the following?

- (A) Practice beyond the point where performance is consistently demonstrated
- (B) Learning of discrete task parts that make up the complete task in spaced practice
- (C) A combination of massed and spaced practice
- (D) A series of mental or cognitive rehearsals using a massed approach to learning

Answer: A

Knowledge Exam Scoring

Exam scores and information for interpreting scores are part of the computerized testing process and are reported to candidates immediately upon completion of the exam. Individuals who fail the exam are invited and encouraged to retake the exam during the next available testing window. A retest fee will apply.

Note: Candidates may not retake the Knowledge Exam in the same testing window or their scores will be invalid.

For further details about test scheduling, administration, and fees please read Chapter 2 – CPLP™ Program Policies and Chapter 3 – Knowledge Exam Scheduling and Administration Guidelines of the Candidate Bulletin.

Taking the Exam: Tips for Success

The following information provides some basic study and test-taking tips to help candidates prepare for the exam.

Study Suggestions

On average most candidates spend a minimum of 8–12 weeks preparing for the knowledge exam. When preparing candidates should keep the following suggestions in mind:

- Create a realistic study schedule tied to the AOE areas and how they are weighted on the exam. Review the AOE areas, evaluate your knowledge level, and concentrate on improving weak areas.
- Recognize that you can not memorize all the material; use memory techniques to help you recall key points.
- This test does not focus on names or dates. Focus on the application of accepted principles and theories, not on memorizing names and dates.
- Take notes to help reinforce key concepts.

Test-Taking Tips

- Do whatever you need to do before the test to feel comfortable and relaxed: check out the location in advance, get enough rest, eat a good meal, etc.
- Arrive early—at least 20 minutes before your scheduled test time
- Trust your first impressions; don't over analyze answers.
- If you are uncertain about a question, return to it later, or guess.
- Don't look for answer patterns.
- Don't select an answer based on length; it's a false clue.
- Don't rush. Consider each choice before selecting the best one.
- Use your time well. You do not receive extra points for finishing early.
- Make every attempt to answer all the questions. Each item is worth one point and there is no penalty for guessing.

For additional resources on test preparation please refer to Appendix C – CPLP™ Knowledge Exam Content Outline of this Candidate Bulletin.

C. Work Product Overview

Step 3 is designed to introduce the candidate to the work product. It addresses the three main components of the work product submission and how it is scored. It also helps candidates to decide which work product is right for them.

After passing the knowledge exam, candidates are provided with an opportunity to demonstrate their work competence in one particular AOE area by preparing and submitting a sample or segment of work called a work product. The work product submission must be... (1) based on a current project completed within the past three years (starting from the date one completes the Knowledge Exam), (2) related to one of the AOE's that are currently available for submission; (3) a candidate's own work and, (because the CPLP™ program is based on North American practices), (4) presented in English.

Available AOE areas are*:

- AOE 1: Designing Learning
- AOE 2: Delivering Training
- AOE 3: Improving Human Performance
- AOE 4: Measuring and Evaluating
- AOE 5: Facilitating Organizational Change
- AOE 6: Managing the Learning Function

* Check the CPLP™ Website for current offerings

Components

For the work product submission, candidates will need to complete three different components:

- **Project Work (Work Product) and Project Essays** – Candidates provide a sample of their project work and answer eight related essay questions which enable them to provide rationale and documentation to support their project sample.
- **Challenge Questions** – Candidates respond to two challenge essay questions that are completely independent of their project work. One question is strategic in nature; the other is operational or tactical in its focus.
- **Standard Forms** – Candidates complete a number of other forms such as a contact information form and release and permission forms designed to protect all parties legally.

These will be discussed in detail later in this section.

Scoring

Work Products are scored by rating teams at scoring sessions held twice a year (one session for March and May testers and second session for September and November testers). The scoring sessions are face-to-face sessions scheduled to take place two to three weeks after the submission window closes. Each scoring session takes four days to complete. Rating teams are made up of CPLP™ Designates with subject matter expertise in each of the areas of expertise being evaluated. Each rater is required to sign a non-disclosure document prior to participating in the session.

The scoring process consists of two distinct parts. Part 1 is the review and evaluation of the work sample and responses to the eight related essay questions. Part 2 is the evaluation of the responses to the two challenge questions. The scores for each part are derived as follows:

Table 2 – Work Product Scores

	Categories	Point Value	Based On
Part 1	1. Project Planning	0–3	<ul style="list-style-type: none"> • Project work • Project essays
	2. Project Outputs	0–3	
	3. Project Relationships	0–3	
	4. Project Outcomes	0–3	
Part 2	5. Challenge Question 1	0–3	Challenge Question 1
	6. Challenge Question 2	0–3	Challenge Question 2
	Total Score	18 (12 or higher to pass)	

As for point values, 3 is outstanding, 2 is successful, 1 is limited success, and a 0 is blank or off-topic. Scores for the first four categories are assigned by the raters according to the rubrics that are

provided in the Candidate Bulletin Work Product Materials chapter specific to each AOE (Chapters 4-9). Candidates are advised to refer to these criteria when developing their work products.

There are several events that are considered a critical flaw. A critical flaw results in the disqualification of the work product submission or automatic failure. Critical flaws include the following:

- receiving a score of 0 in any area (planning, output, relationships, outcomes, or either challenge question)
- picking an outdated project (completed more than three years ago)
- submitting an incomplete package
- missing the deadline

Note: For additional information on the scoring process and other examples of critical flaws please refer to Chapter 11 of the Candidate Bulletin.

Notification

Candidates will be notified in writing as to their scores four to five weeks after the work product scoring session is completed. Notification will be sent via email. Candidates will receive a score for each of the six areas listed in Table 2, a total score, and a status of pass or fail. The score report does not contain any qualitative feedback or interpretive remarks. In accordance with accepted certification program standards, this level of feedback is strictly prohibited because it raises issues around fairness and test security.

Project Work and Project Essays

The work project selected must be current (conducted within the last three years) and must be selected from one of the six available AOE areas. The following table lists what type of project needs to be submitted for each AOE and what specific documentation is required for each project:

Table 3 – Work Product Options and Deliverables

If you pick...	You need to have a...	You will need to submit...	And include ...
AOE #1 Designing Learning	Project where you helped with the hands-on design and development of a learning program ...	90 minutes of instructional materials	<ul style="list-style-type: none"> • Training analysis documentation • Training design documentation • Curriculum or learning materials

Table 3 – Work Product Options and Deliverables (Continued)

If you pick...	You need to have a...	You will need to submit...	And include ...
AOE #2 Delivering Training	Project where you delivered a learning program ...	Option 1: 20 minute video or CD of an instruction with six or more learners Option 2: A synchronous e-learning event	<ul style="list-style-type: none"> • Relevant sections of the facilitator’s guide
AOE #3 Improving Human Performance	Project where you analyzed a performance gap and developed a solution to close it	Performance Improvement project report	<ul style="list-style-type: none"> • Documentation about stakeholders • Project plan • Data collection tools and analysis • Proposed solution and evaluation
AOE #4 Measuring and Evaluating (Training)	Project where you evaluated the effectiveness of a learning program ...	Measuring and evaluating (training) report	<ul style="list-style-type: none"> • Documentation about methodology used • Results of the analysis that go beyond a training needs assessment
AOE #5 Facilitating Organizational Change	Project where you helped an organization design and implement a change	Change initiative project report	<ul style="list-style-type: none"> • Documentation of initial contact or presenting issue • Assessment/analysis • Proposal, plan, or statement of work • Facilitated action • Results and measurement

Table 3 – Work Product Options and Deliverables (Continued)

If you pick...	You need to have a...	You will need to submit...	And include ...
<p>AOE #6 Managing the Learning Function</p>	<p>Project where you demonstrated the successful management of the learning function (strategic in nature) or a learning activity (operational in nature).</p>	<p>Track 1 - Strategic: Learning function report or annual/semi-annual report that you produced</p> <p>Track 2 - Operational: Learning project report of the development of a learning product</p>	<ul style="list-style-type: none"> • Organizational chart (titles only) • Specific documentation tied to the option you have chosen

The project essays are designed to help supplement the project work. They provide context, rationale, and further documentation and are designed to be coupled with the review of the project. The score is based by viewing the work product and the responses to the eight project essay questions, in concert. The eight project essay questions are grouped into four buckets: planning, outputs, relationships, and outcomes. To help guide the raters to the right location in the project, candidates will need to complete a Reference Map (included in the Work Product Application Template Form) which pinpoints the precise location the specific evidence can be found.

Challenge Question

There are two challenge questions. One is strategic in nature; the other is operational in nature. These must be answered completely independent of the work product. Responses to these questions give the raters sufficient information to judge whether or not the candidate can generalize their knowledge beyond their work product. Situational judgment and perspective is vitally important for workplace learning professionals to have.

SPECIAL REMINDER

The challenge questions *are not* designed to be linked to the work product project; therefore, responses to these questions should to be addressed from a hypothetical perspective.

Standard Forms

These include contact forms and permission/release forms to legally protect all parties. Candidates will need to have the signature of an authorized representative of the company/organization sponsoring the work product project indicating their approval of the release of all materials. In addition, individuals submitting in the area of delivering training will need the signatures of all filmed participants.

Steps to Completing the Work Product

The following table provides steps for completing the work product.

Table 4 – Work Product Action Steps

Step	Task
Select work product AOE:	
1.	<ul style="list-style-type: none"> Select an AOE when completing your application Change your AOE by submitting a request to certification@astd.org by deadline (before the last day of your knowledge test window)
After passing knowledge exam, begin work product:	
2.	Review appropriate chapters in this Candidate Bulletin and assemble necessary forms
3.	Pick specific project to submit
4.	Obtain signatures on release forms
5.	Complete work product (project)
6.	Answer related project essays
7.	Answer challenge questions
8.	Complete remaining forms
9.	Assemble package
10.	Submit work product

Where to Go

Forms and detailed guidelines, including how to package the work product, are contained in the Work Product Materials Chapters of the Candidate Bulletin (Chapters 4 – 9). Each chapter is specific to a particular AOE area. Candidates should review the chapter that applies to their selected AOE area.

Section 3: Testing Schedule and Fees

Following is the 2008 testing schedule. Careful planning is an important part of the certification process so candidates should be sure to study the dates below in order to ensure that they allow enough time to apply, study for the exam, and prepare for their work product submission.

Table 6 – 2009 Testing Schedule

Testing Cohort	Registration	Knowledge Exam Window	Work Product Submission Deadline	Work Product Scoring	CPLP™ Awarded
Mar.	12/1/08 – 2/13/09	3/21/09 – 4/11/09	9/3/09	9/24/09 – 9/27/09	Nov 2009

May	12/1/08 – 4/3/09	5/23/09 – 6/13/09			
Sept.	12/1/08 – 8/7/09	9/19/09 – 10/10/09	3/4/09	3/26/09 – 3/29/09	May 2009
Nov	12/1/08 – 11/6/09	11/14/09 – 12/12/09			

Note: Dates are subject to change. Please see the CPLP™ Website for the latest information.

CPLP™ program testing fees are as follows:

Testing Fees	
ASTD Member	\$799.00
Non-Member	\$999.00

Test fees cover the cost of all testing and test related materials for a one time sitting. Fees do not cover the cost of study or preparation materials; study group support; travel expenses to and from testing center; transfers; or re-testing fees.

Note: For information on additional testing fees see Chapter 2 of the Candidate Bulletin.

Section 4: Test Preparation Resources

Listed below are various ways that candidates can prepare for CPLP™ testing. Candidates can use one or a combination of methods to meet their personal study style and preference. Candidates can...

- create their own materials using the Knowledge Exam Content Outline (See Appendix B of the Candidate Bulletin)
- find resources on the internet (study materials, workshops, study groups, etc.) or use third party materials
- purchase the CPLP™ Practice Test (pCPLP™)*
- purchase the ASTD Learning System*
- attend an ASTD CPLP™ Prep Workshop*
- become part of an ASTD Chapter Study Group
- work in pairs or in a team
- start or join a virtual study group

* Information regarding ASTD preparation products is available online at <http://www.astd.org/content/ASTDcertification/CPLP+Preparation.htm>

Section 5: How to Apply

Candidates can apply for the CPLP™ program online at <http://www.astd.org/content/ASTDcertification/CPLPApplication.htm>. To begin the process applicants will need the following information:

- If you are an ASTD Member you will need your user name and password to log in. If you cannot remember it or don't have this information call ASTD Customer Care at 1.800.628.2783. *Do not* create a new user profile.
- Employers who can validate your employment for at least the past three years
- Information about your most recent educational institution
- Professional references who can validate your education and work experience in the WLP field
- Payment information (can pay online via credit card or can indicate check/purchase order to receive invoice).

Note: Candidates are registered when payment is received and processed.

Section 6: Maintaining the Credential – The CPLP™ Recertification Program

The CPLP™ credential is valid for three years; therefore, CPLP™ designees must recertify during each three year recertification period in order to maintain their designation. The recertification cycle begins the first day of the month after notification of CPLP™ success. Designees may either retest or earn recertification points by participating in professional development activities. If the latter option is chosen, designees must accrue 60 points per three year recertification cycle in order to qualify. Recertification points must tie directly to one or more areas of the ASTD Competency Model and be fulfilled in the areas listed as follows:

Table 7 – Recertification Approved Categories

Categories	Maximum Allowable Points
1. Continuing Education	30
2. Speaking and Instructing	20
3. On-the-Job Experience	20
4. Research and Publishing	20
5. Leadership and Recognition	15
6. Professional Membership	15

For additional guidelines, examples of eligible activities, and the recertification application, please refer to the recertify information on the CPLP™ Website at <http://www.astd.org/content/ASTDcertification/CPLP+Recertification.htm>.

Section 7: Putting It All Together – Program Process at a Glance

Following is a step-by-step overview of the CPLP™ certification process:

- Confirm eligibility and readiness
- Apply
- Begin exam preparation
- Receive authorization to test – Schedule knowledge exam – Select work product AOE
- Complete exam preparation
- Take and pass knowledge exam
Note: Candidates must pass the knowledge exam in order to proceed to the work product submission phase of the process. Those who do not pass are invited to retake the exam during the next available testing window. Please go to Chapter 2 of the Candidate Bulletin for retesting policy and fee information.
- Confirm work product AOE selection – Receive Challenge Question.
- Prepare and submit completed work product
- Work product is scored
- Work product receives passing score
Note: Candidates must receive a passing score on their work product submission in order to earn the CPLP™ designation. Those who do not pass are invited to resubmit during the next available work product submission. Please go to Chapter 2 of the Candidate Bulletin for work product retest policy and fee information.
- Receive CPLP™ designation
- Maintain certification by earning recertification points

Need More Information?

Contact us at certification@astd.org or call ASTD Customer Care at 1.800.628.2783.