



CGBP Exam Insights & Updates

Beth Smith

CGBP Governance Council, Chair

CGBP Governance Council

(Formed July 2013)



Roles & Responsibilities

- Provide **oversight and management** of all aspects of the NASBITE CGBP exams & related test bank of questions
- **Recruit and select members** to join committees or working related to the Exam Review Process
- **Maintain communication** with the exam contractor (Scantron) related to exam and test bank development
- **Make recommendations to the NASBITE BOG** of activities required to maintain the integrity and validity of the CGBP credential
- **Maintain confidentiality** of the test bank questions, exam forms, and other exam-related info. that is not considered public domain



2019-20 Governance Council Members



Beth Smith



Tony Cambas



Milena Erwin



Denise Whitford



John Xu



CGBP Exam Overview



- Exam Development Process completed in 2013
- New Exam Forms launched in 2014
 - 165 Questions (150 scorable + 15 pretest questions)
 - No substantive changes made to the Practice Delineation
 - Scaled Score of 500 required to pass the exam
- All testing has been administered online using “virtual proctor” since January, 2016
- Exams and Practice Test Reviewed/Updated – 2019/20



2019-2020 CGBP Governance Council



Activity Update

- Vendor Transition
- Exam Window Results/Review
- Exam Maintenance
 - Test Item Bank
 - CGBP Exam (Incoterm questions)
 - CGBP Practice Exam (Incoterm questions)
- Seeking Additional Council Members, especially a Public Member



Candidate Numbers & Pass Rates

CGBP Metrics	# Tested	# Passed	Pass Rate
Mar-2016	25	18	72%
Jun-2016	39	26	67%
Sept-2016	29	16	55%
Dec-2016	61	29	48%
Mar-2017	28	10	36%
Jun-2017	31	17	55%
Sept-2017	21	12	57%
Dec-2017	53	25	47%
Mar-2018	22	16	73%
Jun-2018	33	18	55%
Sept. 2018	24	14	58%
Dec-2018	33	17	52%
Mar-2019	25	10	40%
Jun-2019	25	17	68%
Sept-2019	21	10	48%
Dec-2019	16	4	25%
Mar-2020	18	10	56%
3-Year Average	2016-2018		52%
3-Year Average	2017-2019		52%
2019 Average			45%

Exam Form Performance

Psychometric Analysis 2019 - Sept. & Dec. Test Windows (N = 37)

Key Statistics:

Item Difficulty - % of candidates that selected the right answer

- Range: 0 to 1.0 CGBP Forms = .63 to .65

Item Discrimination - degree to which items discriminate between more knowledgeable and less knowledgeable candidates

- Range: -1.0 to +1.0 CGBP Forms = .21 to .27 (desired range >.20)

Test Reliability - degree to which scores on the test are free of measurement error

- Range: 0 to 1.0 CGBP Forms = .88 to .93 (desired range >.80)

Exam Form Performance

Psychometric Analysis 2019: Key Stats (N=37)

Item Difficulty - % of candidates that selected the right answer
Range: 0 to 1.0 CGBP Forms = .63 to .65

Item Discrimination – degree to which items discriminate between more knowledgeable and less knowledgeable candidates

Range: -1.0 to +1.0 CGBP Forms = .27 (very good)

Test Reliability – degree to which scores on the test are free of measurement error

Range: 0 to 1.0 CGBP Forms = .93 (very good)

Psychometric Analysis 2018: Key Stats (N=71)

Item Difficulty - % of candidates that selected the right answer
Range: 0 to 1.0 CGBP Forms = .68

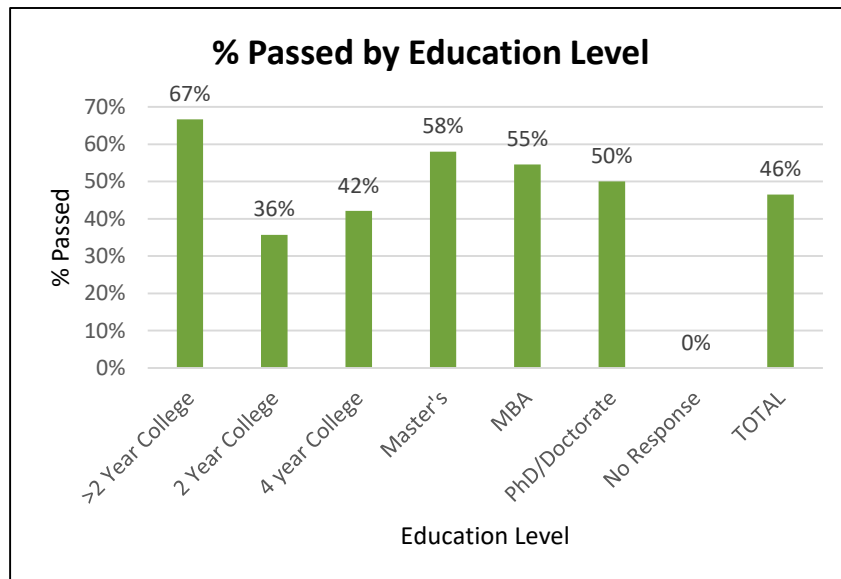
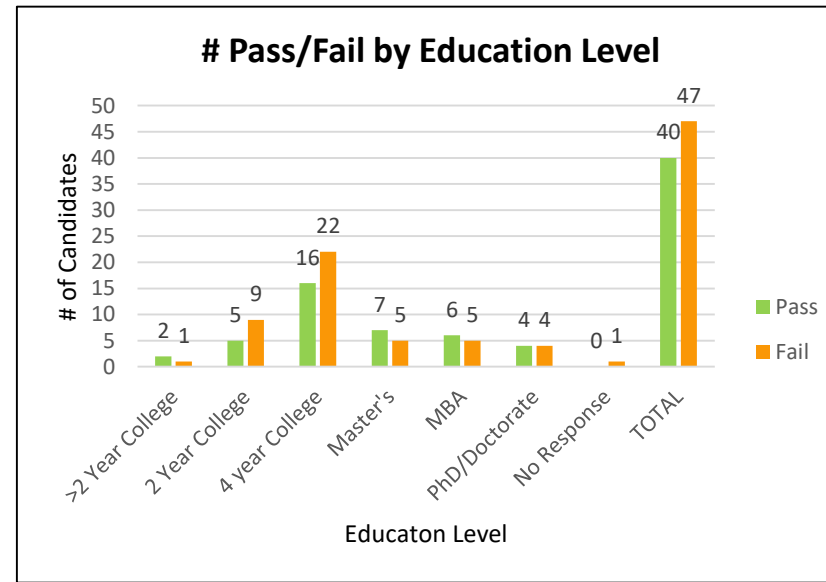
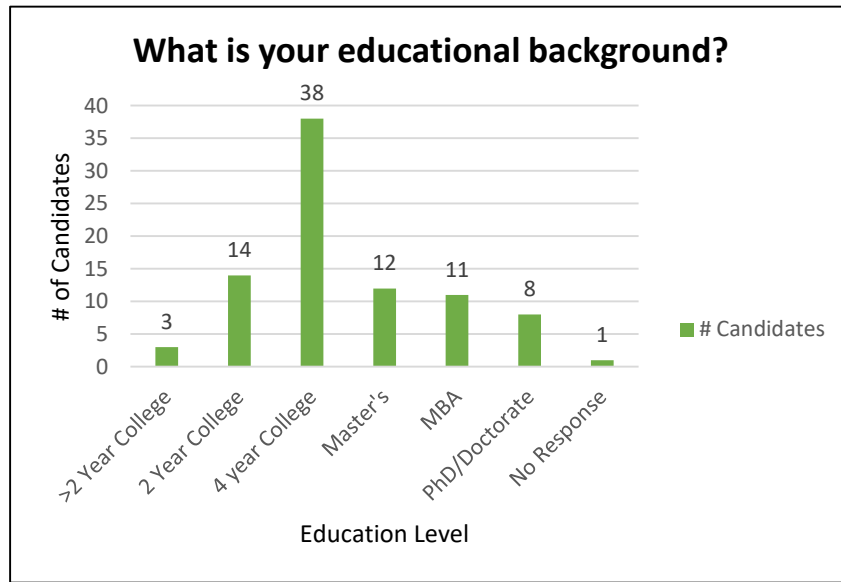
Item Discrimination – degree to which items discriminate between more knowledgeable and less knowledgeable candidates

Range: -1.0 to +1.0 CGBP Forms = .32 (very good)

Test Reliability – degree to which scores on the test are free of measurement error

Range: 0 to 1.0 CGBP Forms = .92 (very good)

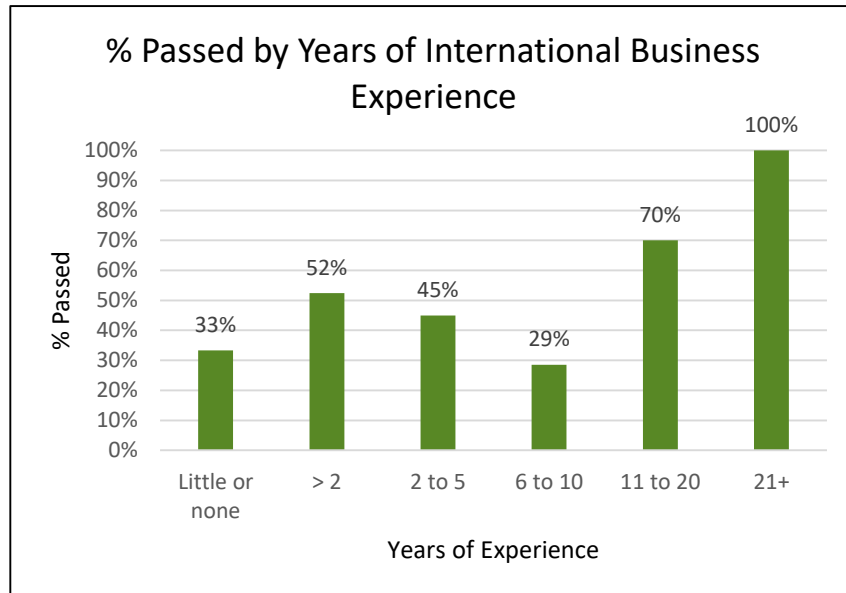
2019 Candidate Results by Level of Education (N=87)



By Education Level	Pass	Fail	# Candidates	% Passed
>2 Year College	2	1	3	67%
2 Year College	5	9	14	36%
4 year College	16	22	38	42%
Master's	7	5	12	58%
MBA	6	5	11	55%
PhD/Doctorate	4	4	8	50%
No Response	0	1	1	0%
TOTAL	40	47	87	46%

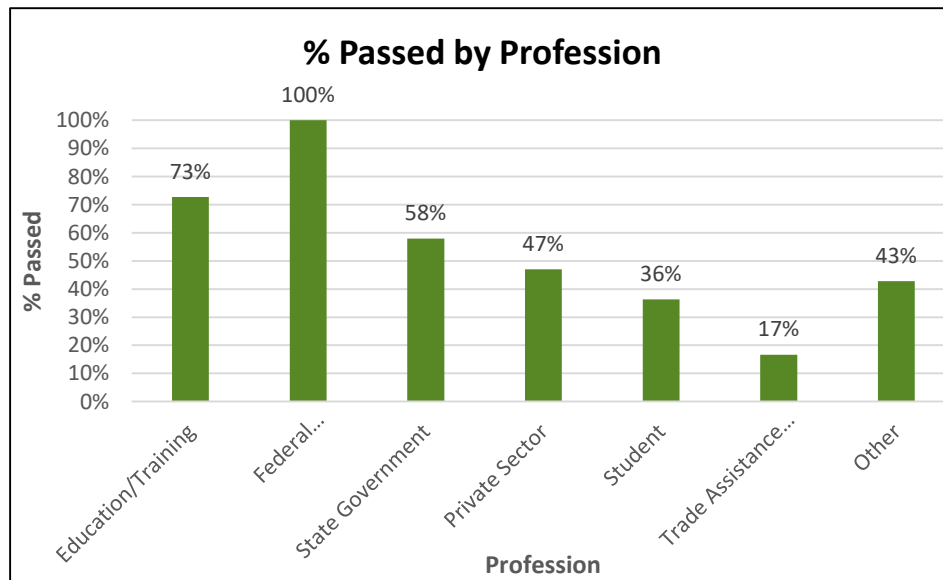
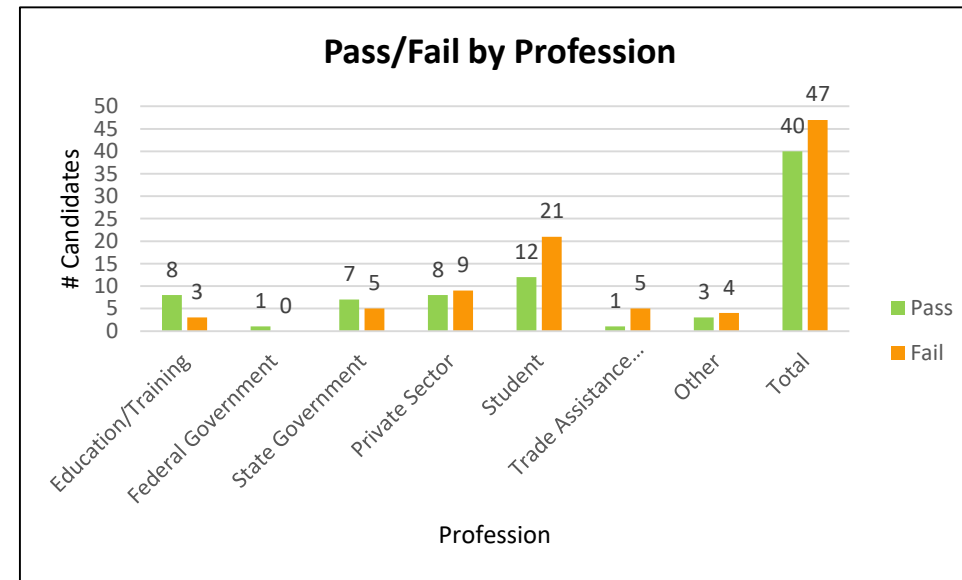
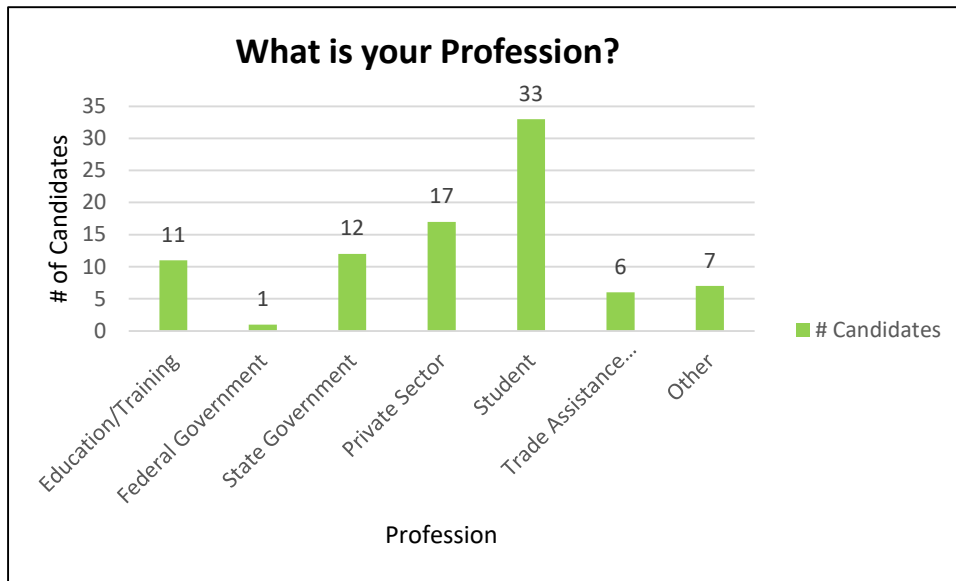


2019 Candidate Results by Experience (N=87)



Years Experience	Pass	Fail	Total	% Passed
Little or None	9	18	27	33%
> 2	11	10	21	52%
2 to 5	9	11	20	45%
6 to 10	2	5	7	29%
11 to 20	7	3	10	70%
21+	2	0	2	100%
TOTAL	40	47	87	

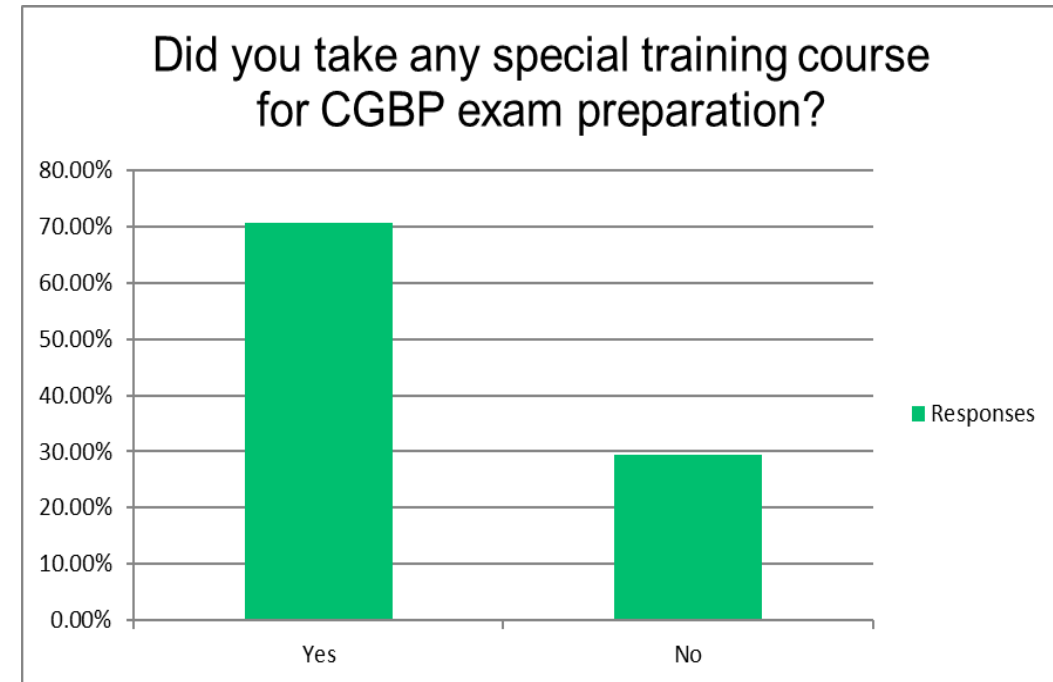
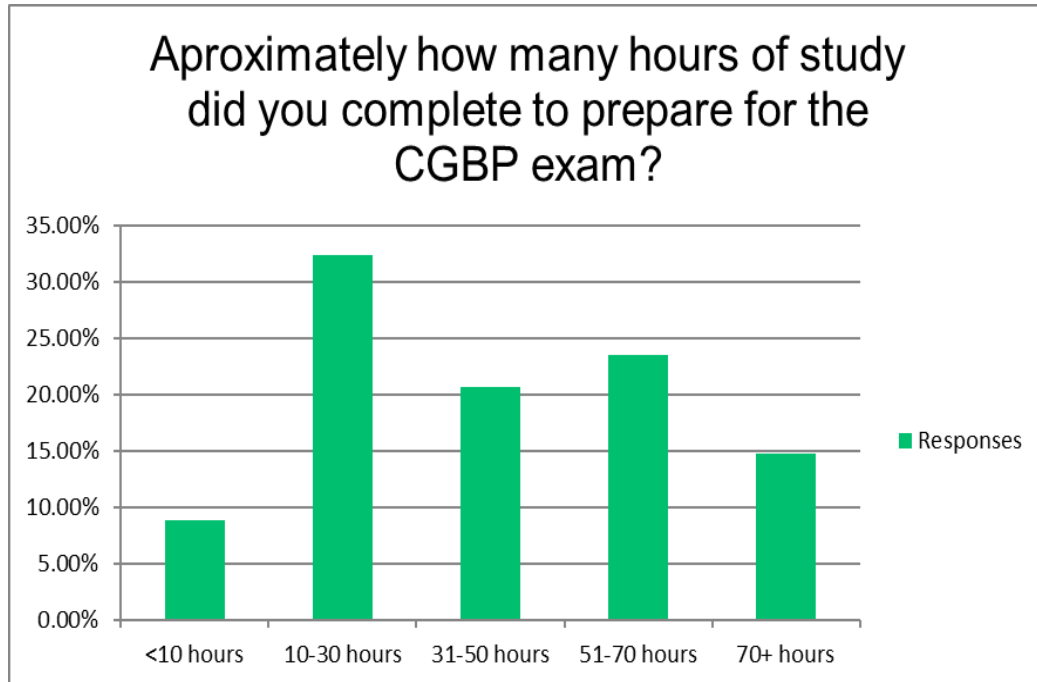
2019 Candidate Results by Profession (N=87)



Profession	Pass	Fail	Total	% Passed
Education/Training	8	3	11	73%
Federal Government	1	0	1	100%
State Government	7	5	12	58%
Private Sector	8	9	17	47%
Student	12	21	33	36%
Trade Assistance Organization	1	5	6	17%
Other	3	4	7	43%
TOTAL	40	47	87	

2019 CGBP Post Exam Survey

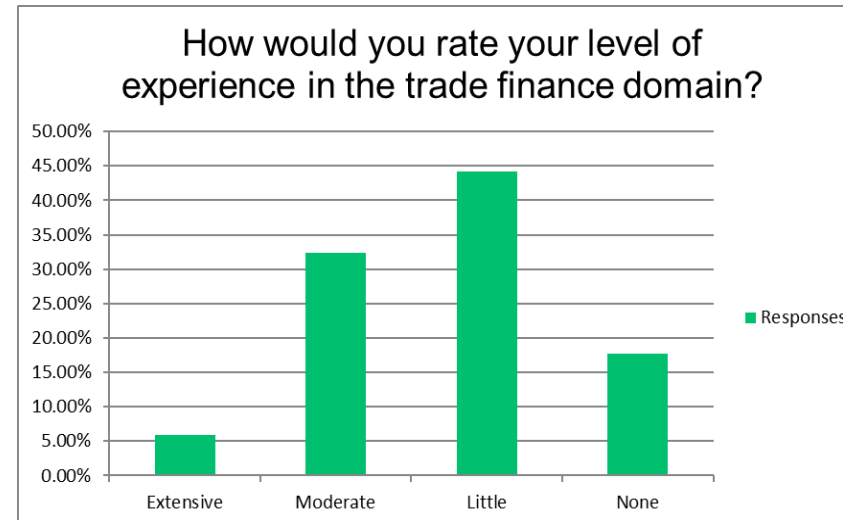
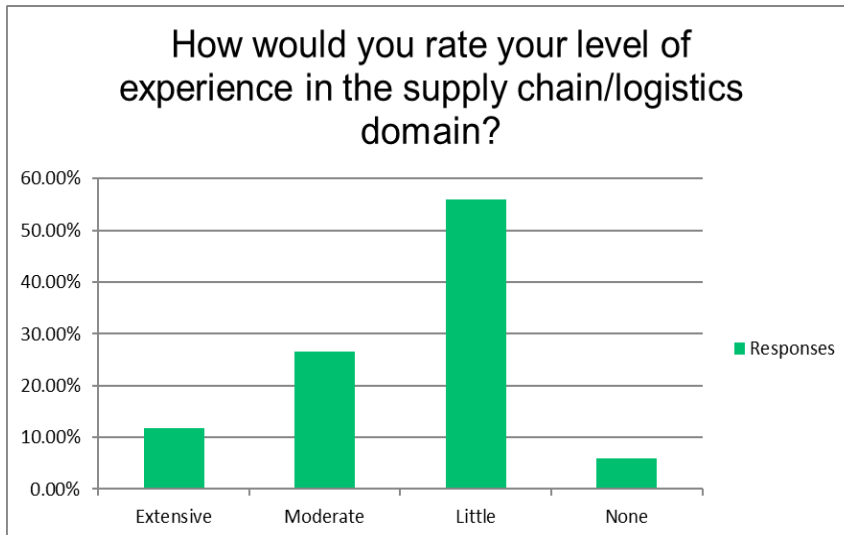
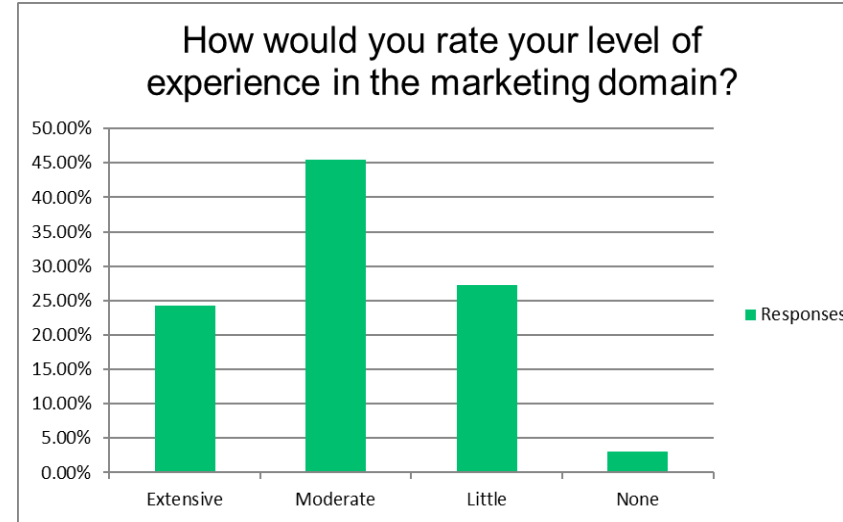
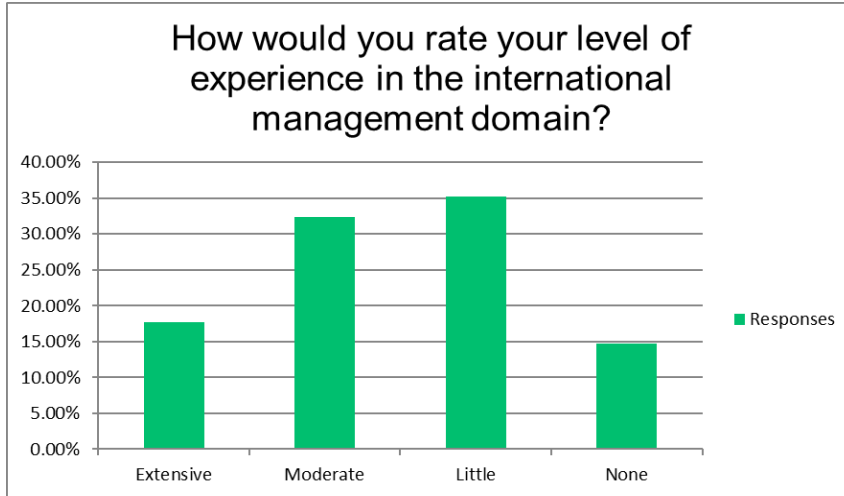
(initiated in June 2015)



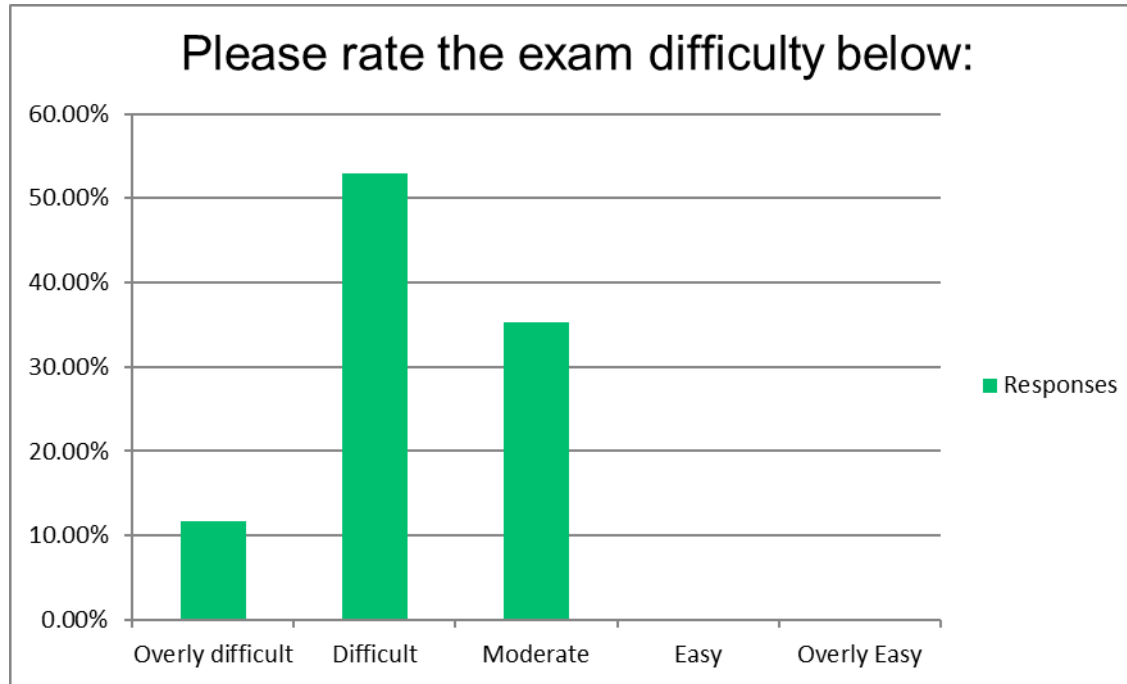
34 responses

2019 CGBP Post Exam Survey

34 responses

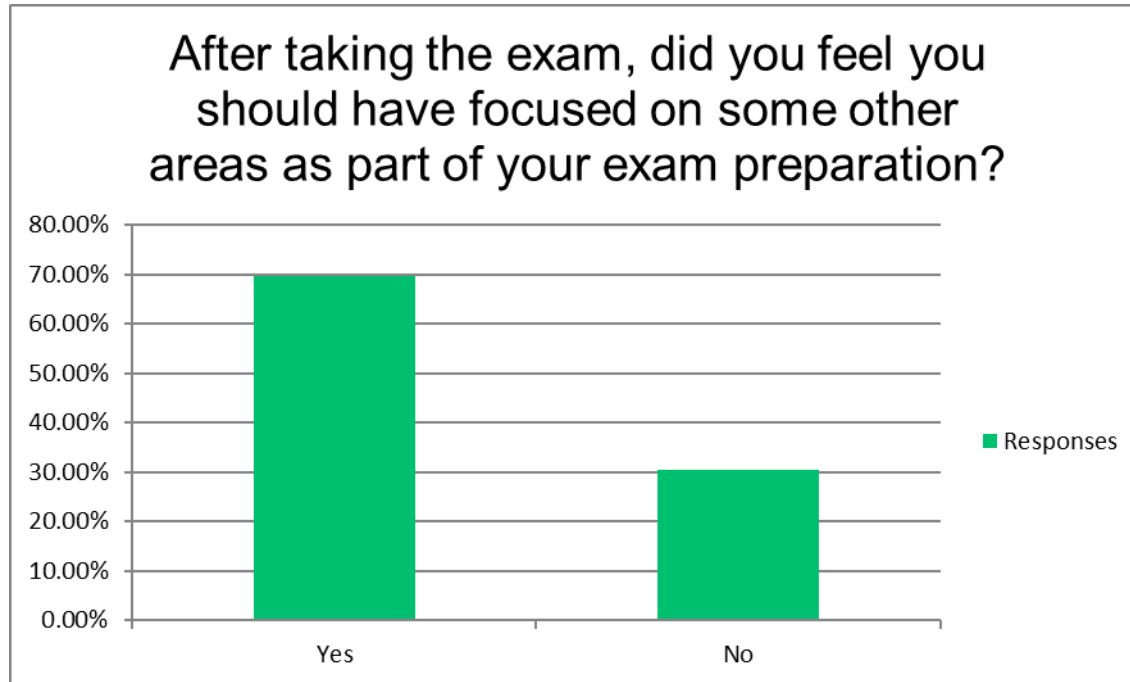


2019 CGBP Post Exam Survey



34 responses

2019 CGBP Post Exam Survey

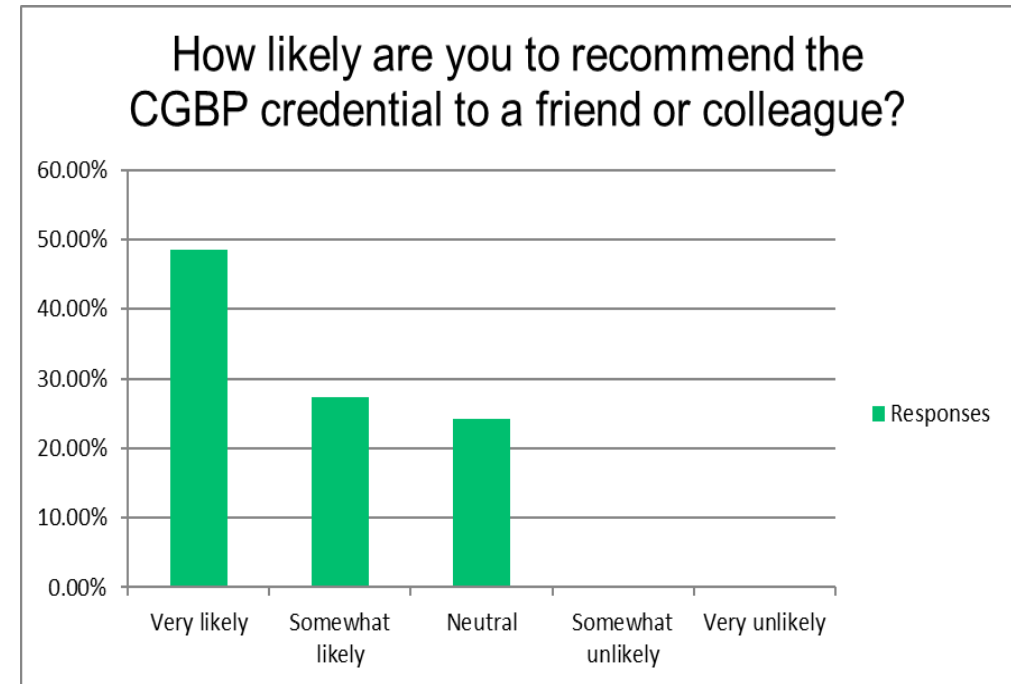
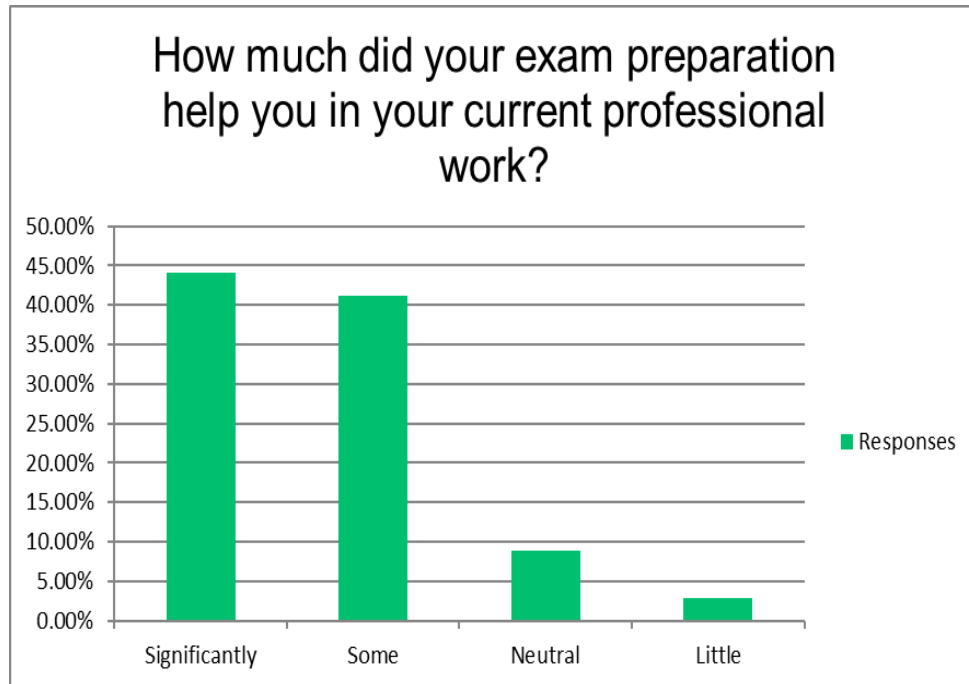


34 responses



2019 CGBP Post Exam Survey

(initiated in June 2015)



34 responses



2019 CGBP Post Exam Survey



Would have focused on other areas as part of your exam prep?

- Regulatory Agencies, their function and acronyms
- Trade finance and financing options
- Details related to Letters of Credit, etc.
- Online resources and databases used to support market research
- Detailed review of items in the practice delineation
- Incoterms
- Importing



2019 CGBP Post Exam Survey



What materials/resources did you use to prepare for the exam?

- Materials referenced on the NASBITE website of exam preparation
- Textbooks from College courses
- CGBP Bootcamp or CGBP Exam Prep Courses
- The Global Entrepreneur
- CGBP Study Pathway – Weekly study guides
- CGBP Practice Delineation & Practice Exam
- The Basic Guide to Exporting
- Trade Finance Guide
- Export.gov and website of other US and International agencies



2019 CGBP Post Exam Survey



Exam Difficulty Feedback?

- More in-depth/detailed than I anticipated
- Exact acronyms for organizations; individual governing bodies and their roles/responsibilities
- Not an equal balance of questions in each of the four domains
- Many questions not covered in the book (Global Entrepreneur) or the class/course taken
- Questions on the exam seemed harder than the questions on the Practice Exam
- Memorization and some math required; no option to write things down

* Change made in Sept. 2019 – Candidates now permitted to have a piece of blank paper with them



2019 CGBP Post Exam Survey



What could be done to improve your experience?

- Explain technical requirements for set up of Exam
 - **CGBP Exam Takers Guide**
- Use Online Proctors whose first language is English
- Make available a single study guide; a better textbook to prepare students
 - **NEW STUDY PACKS**
- Have more thorough/comprehensive courses available; online study options
- Share exam results quicker
 - **PRELIMINARY "PASS"/"FAIL" FEEDBACK**
- Allow time for a break within the exam
 - **NOW ALLOWED**



Looking to the Future



Would like to invite additional NASBITE members to join the CGBP Governance Council.

Under consideration & subject to Board approval and funding:

- Review the Job/Task Analysis & potential updating of the CGBP Practice Delineation
- Review the Statistical Performance of the Exam
- Potential test item writing; higher cognitive level test items; new form development



Thank you!

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