



**34th  
Annual Conference  
May 18-20, 2021**

# **CGBP Exam Insights & Updates**

**CGBP Governance Council**

# 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



# 2020-21 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

# 2020-21 CGBP Governance Council



## Activity Update

- New Certification Director (James Gaidry) in place as part NASBITE's Management Team
- Continuing to work closely with Exam Vendors – Scantron and Examity
- Review of Exam Window Score Report Results & Post Exam Survey Feedback
- Annual Exam Performance (Psychometric) Review
- Seeking Additional Council Members, specifically a Public Member



# Candidate Numbers & Pass Rates

| CGBP Metrics                        | # Tested   | # Passed   | Pass Rate    |
|-------------------------------------|------------|------------|--------------|
| Mar-2018                            | 22         | 16         | 72.7%        |
| Jun-2018                            | 33         | 18         | 54.5%        |
| Sept. 2018                          | 24         | 14         | 58.3%        |
| Dec-2018                            | 33         | 17         | 51.5%        |
| Mar-2019                            | 25         | 10         | 40.0%        |
| Jun-2019                            | 25         | 17         | 68.0%        |
| Sept-2019                           | 21         | 10         | 47.6%        |
| Dec-2019                            | 16         | 4          | 25.0%        |
| Mar (& May)-2020                    | 18         | 10         | 55.5%        |
| Jun-2020                            | 28         | 22         | 78.5%        |
| Sept-2020                           | 24         | 20         | 83.3%        |
| Dec-2002                            | 24         | 15         | 62.5%        |
| Mar-2021                            | 44         | 26         | 59.1%        |
| <b>3-Year Average<br/>2018-2020</b> | <b>293</b> | <b>173</b> | <b>59.0%</b> |
| <b>2021 Average</b>                 | <b>94</b>  | <b>67</b>  | <b>71.2%</b> |

# Exam Form Performance



## Psychometric Analysis 2020 - (N = 76)

### Key Statistics:

**Item Difficulty** - % of candidates that selected the right answer

- Range: 0 to 1.0                      CGBP Forms = .73 to .77

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

- Range: -1.0 to +1.0                      CGBP Forms = .23 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 = .90 to .92 (desired range >.80)



# Exam Form Performance – Remains solid



## Psychometric Analysis 2020: Key Stats (N=76)

**Item Difficulty** - % of candidates that selected the right answer  
Range: 0 to 1.0                      CGBP Forms = .73 to .77

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

Range: -1.0 to +1.0                      CGBP Forms = .23 to .27 (very good)

**Test Reliability** – degree to which scores on the test are free of measurement error  
Range: 0 to 1.0                      CGBP Forms = .90 to .92 (very good)

## 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)

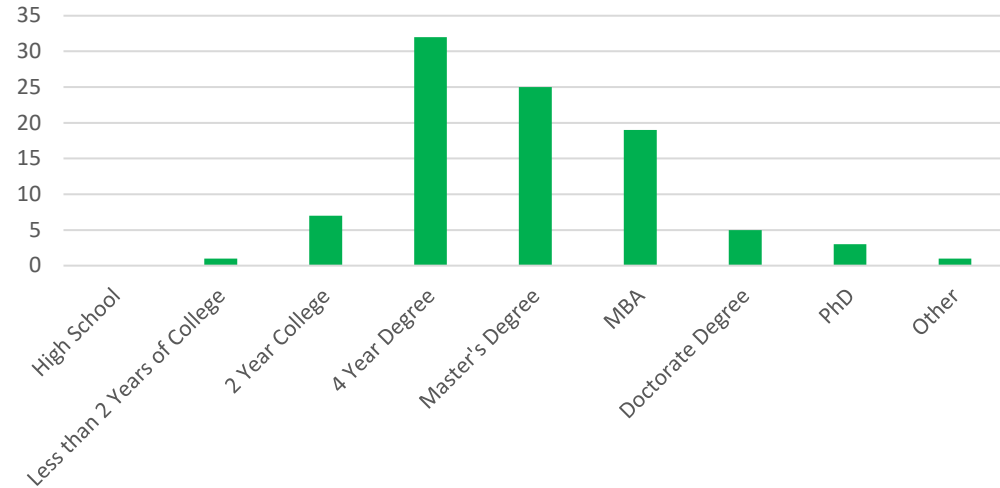
**Test Reliability** – degree to which scores on the test are free of measurement error  
Range: 0 to 1.0                      CGBP Forms = .93 (very good)



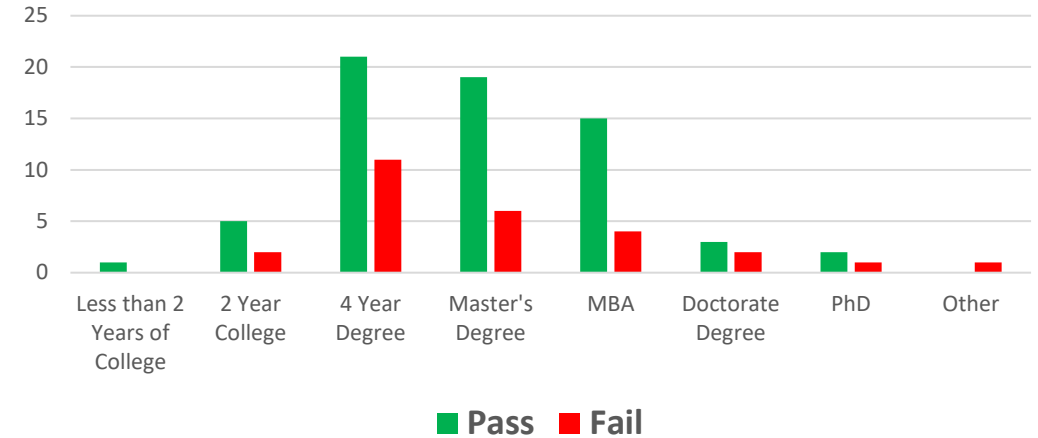


# 2020 Candidate Results by Level of Education (N=93)

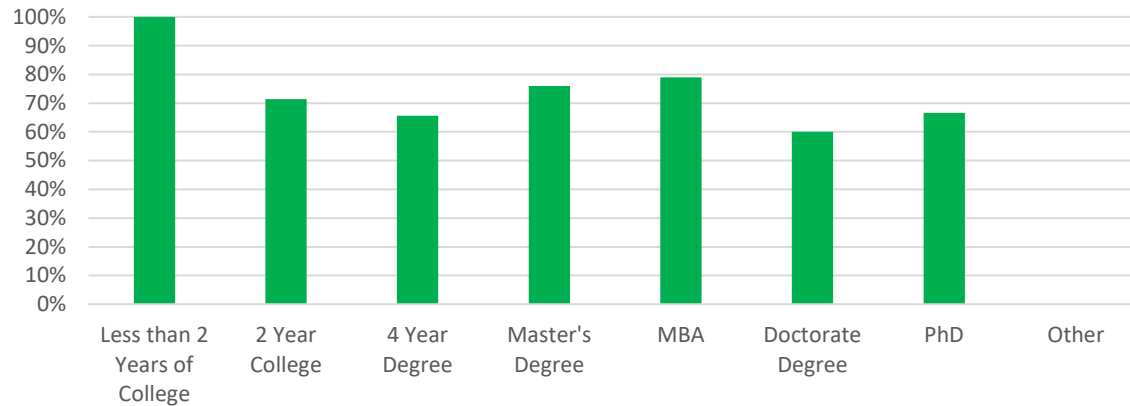
## What is your Educational Background?



## Pass/Fail by Education Level



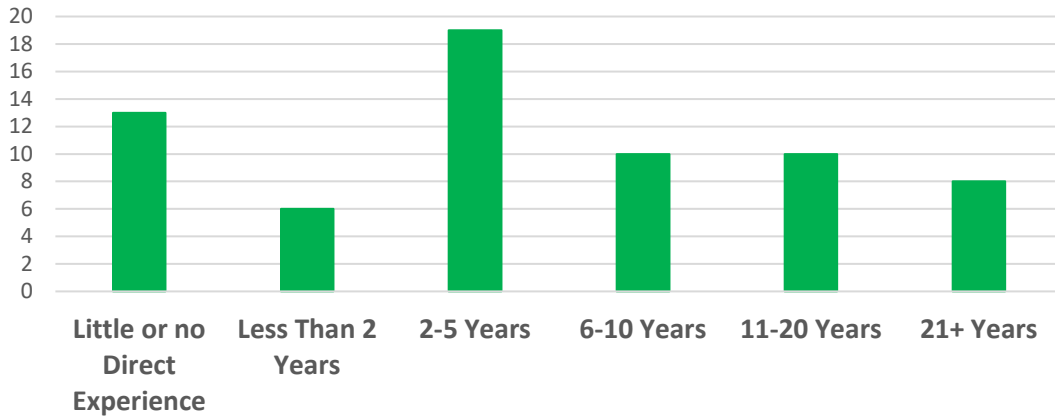
## % Passed by Education Level



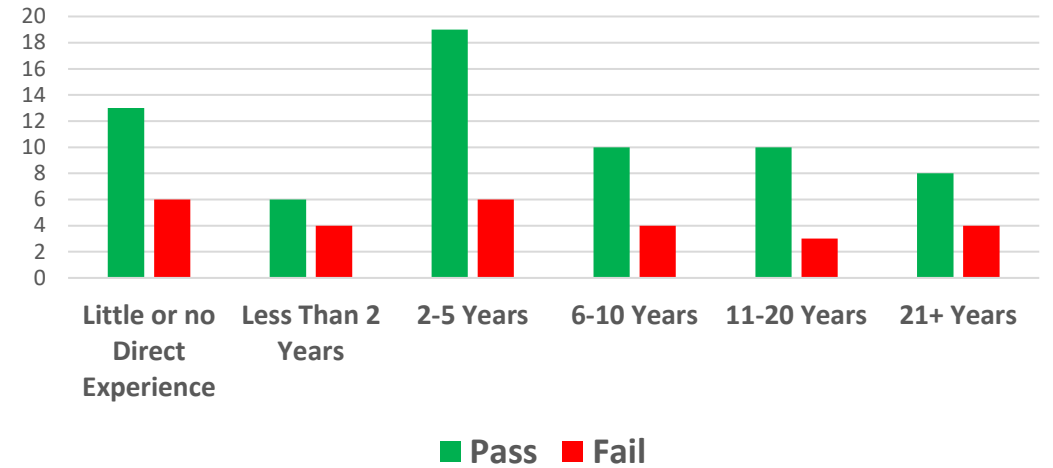
| By Education Level           | Pass | Fail | Total | % Passed |
|------------------------------|------|------|-------|----------|
| Less than 2 Years of College | 1    | 0    | 1     | 100%     |
| 2 Year College               | 5    | 2    | 7     | 71%      |
| 4 Year Degree                | 21   | 11   | 32    | 66%      |
| Master's Degree              | 19   | 6    | 25    | 76%      |
| MBA                          | 15   | 4    | 19    | 79%      |
| Doctorate Degree             | 3    | 2    | 5     | 60%      |
| PhD                          | 2    | 1    | 3     | 67%      |
| Other                        | 0    | 1    | 1     | 0%       |

# 2020 Candidate Results by Experience (N=93)

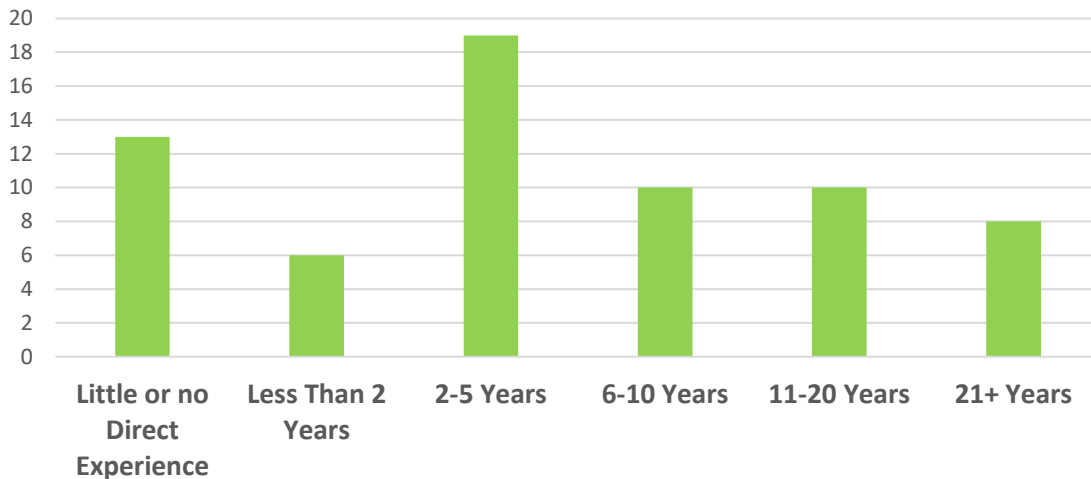
How many years of experience do you have in International Business?



Pass/Fail by Years of International Business Experience



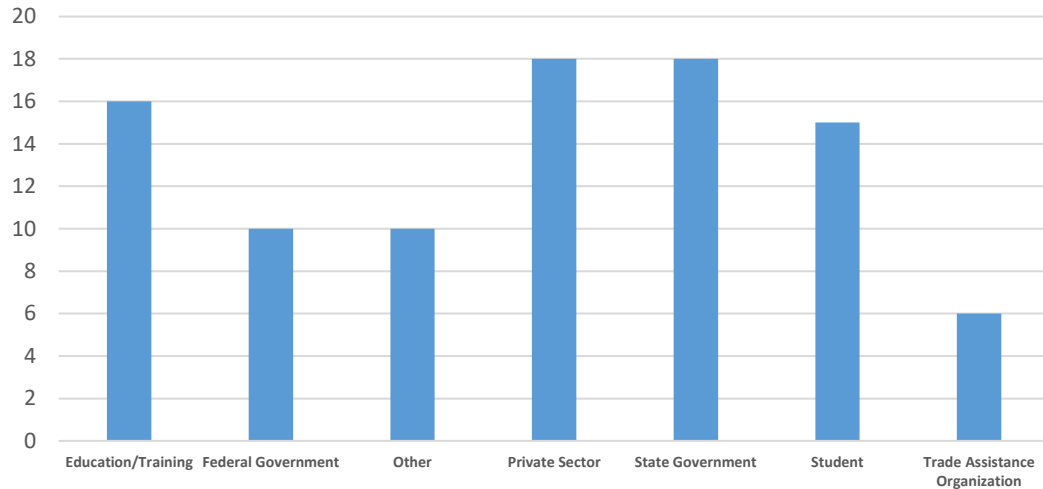
% Passed by Years Internatioanl Business Experience



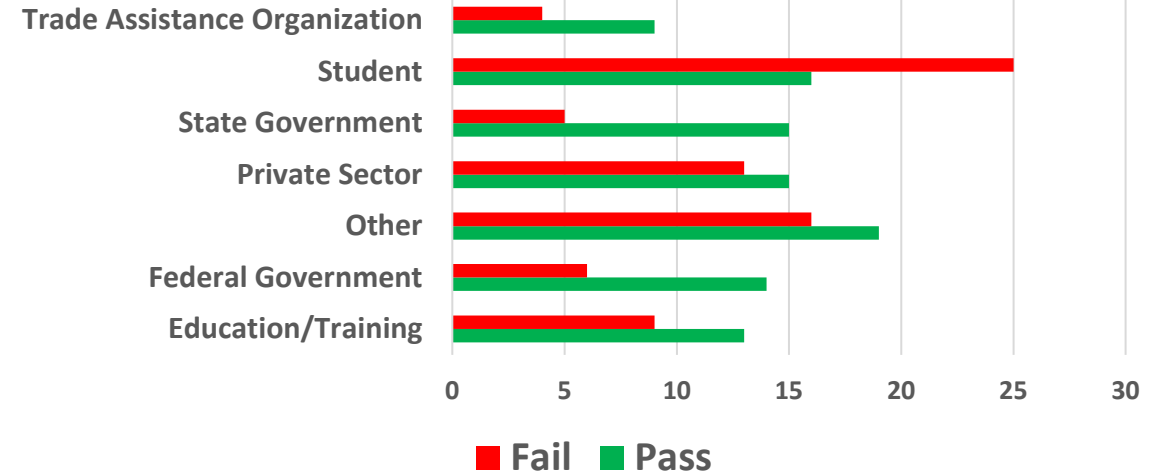
| International Experience       | Pass | Fail | Total | % Pass |
|--------------------------------|------|------|-------|--------|
| Little or no Direct Experience | 13   | 6    | 19    | 68%    |
| Less Than 2 Years              | 6    | 4    | 10    | 60%    |
| 2-5 Years                      | 19   | 6    | 25    | 76%    |
| 6-10 Years                     | 10   | 4    | 14    | 71%    |
| 11-20 Years                    | 10   | 3    | 13    | 77%    |
| 21+ Years                      | 8    | 4    | 12    | 67%    |

# 2020 Candidate Results by Profession (N=93)

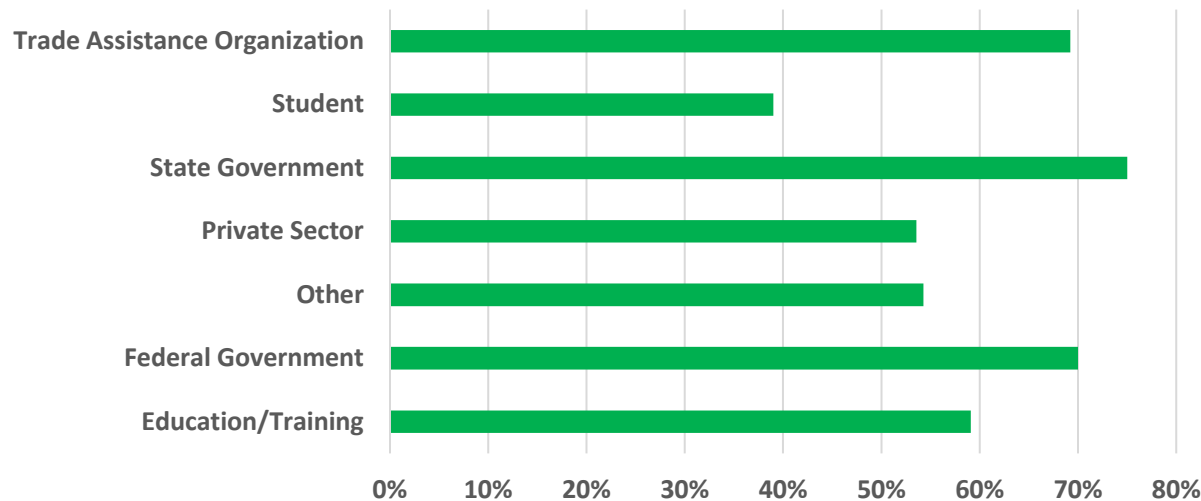
## Number of Candidates by Profession 2020



## Pass/Fail by Profession



## Pass rate by Profession



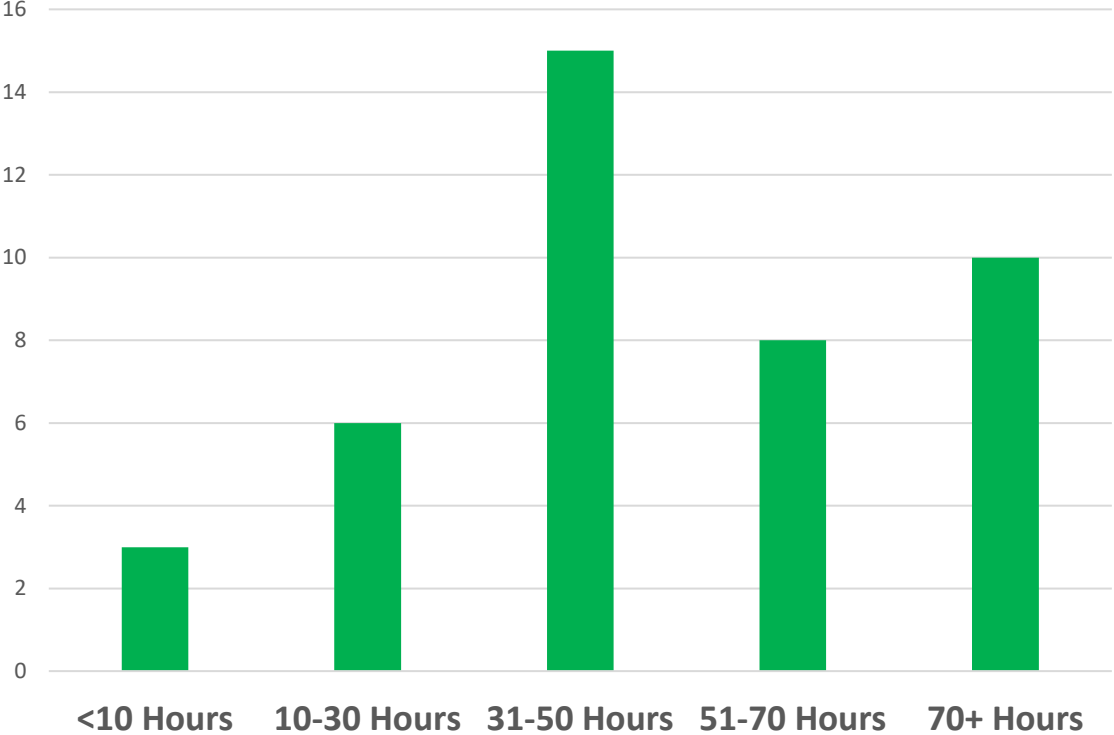
| Profession                    | Pass | Fail | Total | % Passed |
|-------------------------------|------|------|-------|----------|
| Education/Training            | 9    | 11   | 20    | 45%      |
| Federal Government            | 6    | 2    | 8     | 75%      |
| State Government              | 6    | 2    | 8     | 75%      |
| Private Sector                | 18   | 3    | 21    | 86%      |
| Student                       | 9    | 19   | 28    | 32%      |
| Other                         | 7    | 5    | 12    | 58%      |
| Trade Assistance Organization | 10   | 4    | 14    | 71%      |

# 2020 CGBP Post Exam Survey

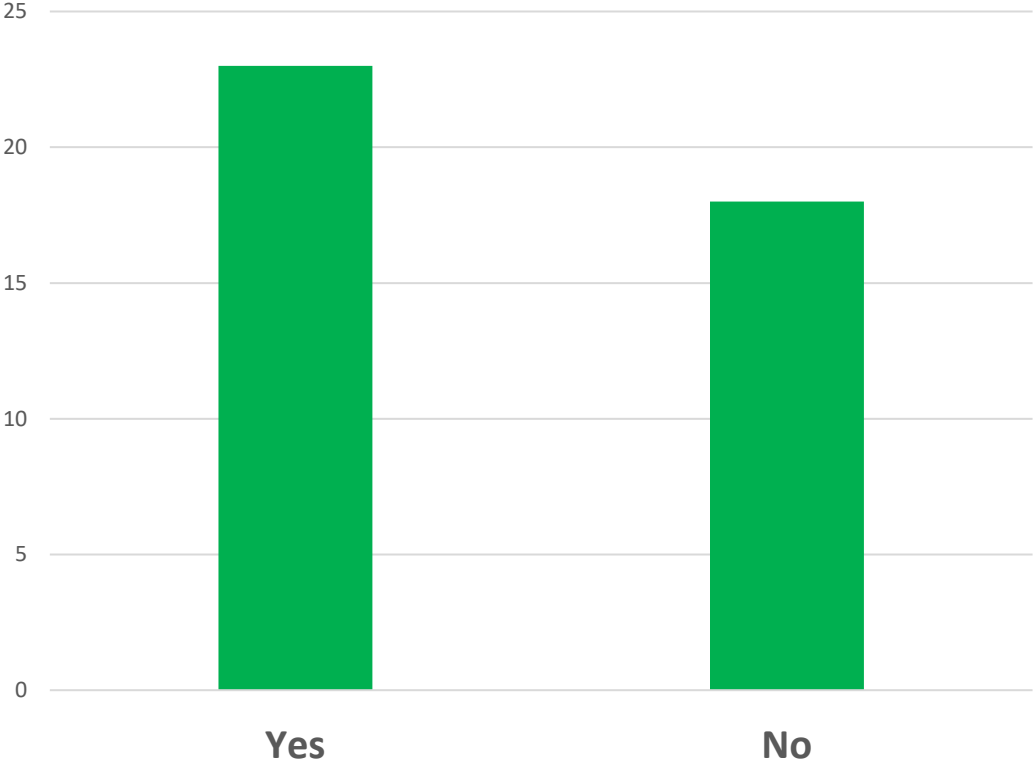
(N=42)



Approximately how many hours of study did you complete to prepare for the CGBP exam?



Did you take any special course for CGBP exam preparation?

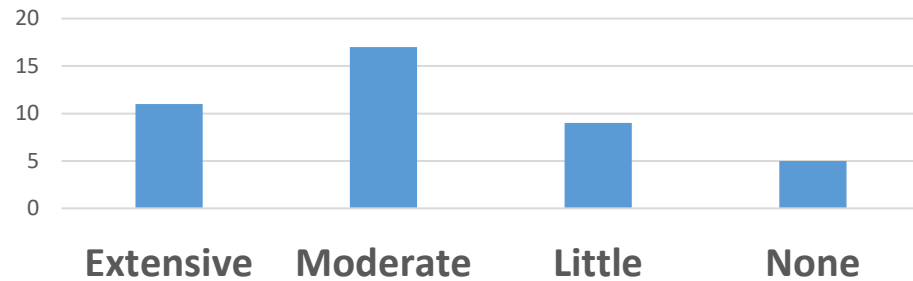


# CGBP Post Exam Survey

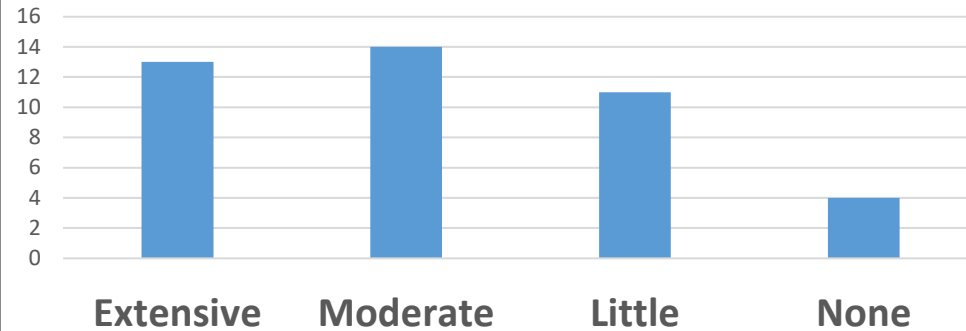
(N=42)

**42**  
responses

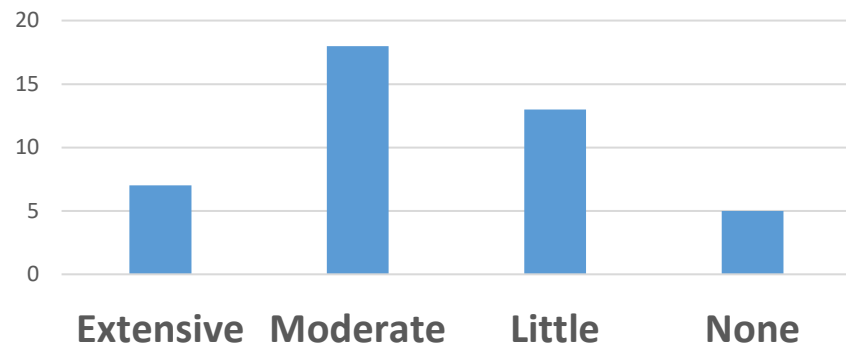
How would you rate your level of experience in the international management domain?



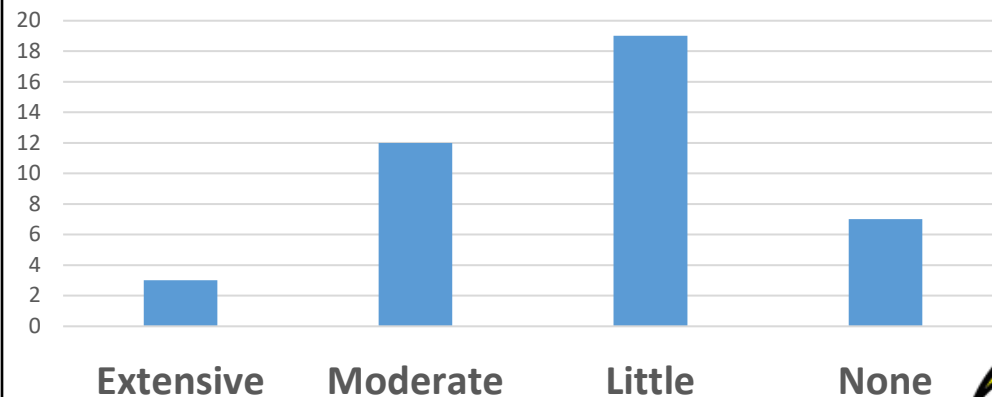
How would you rate your level of experience in the marketing domain?



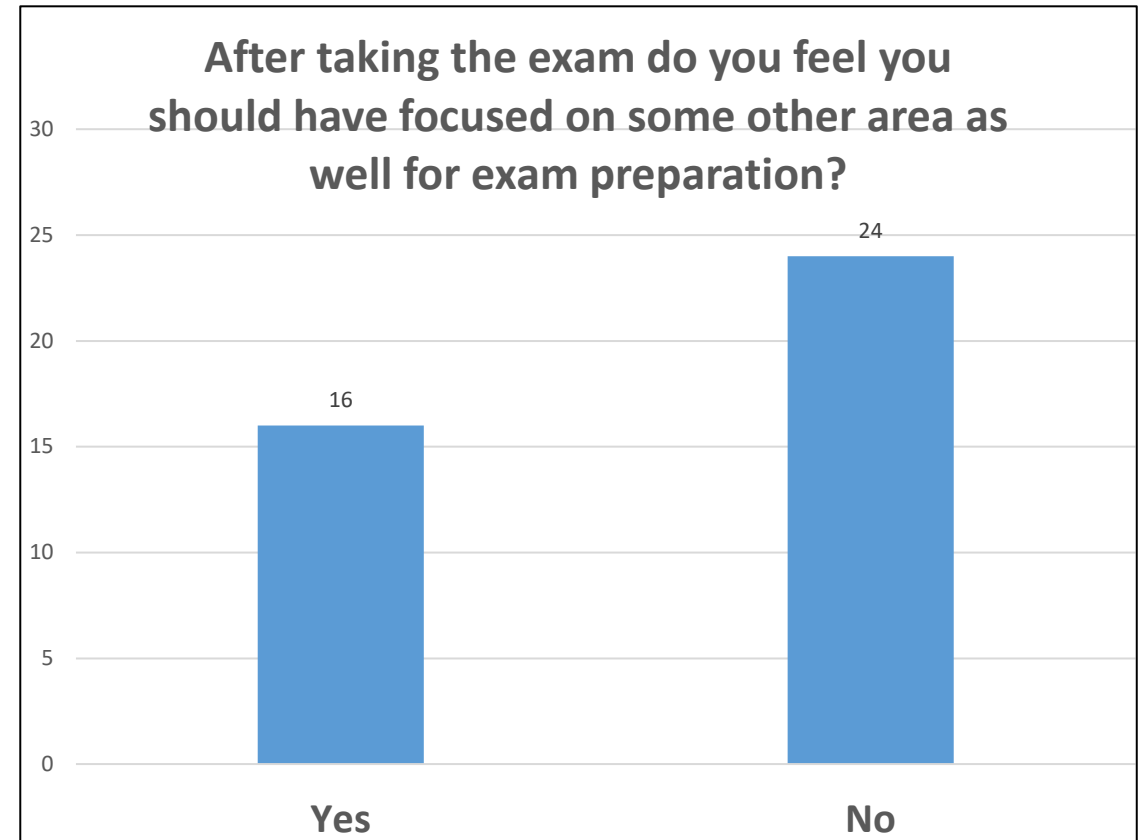
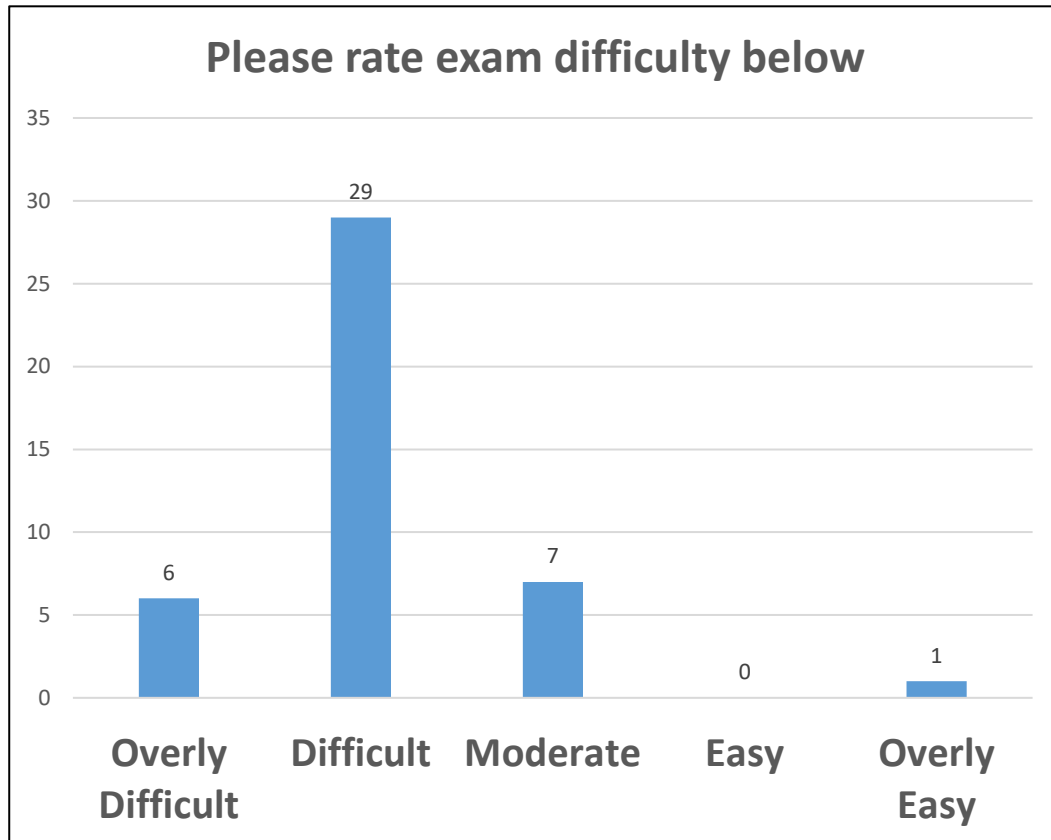
How would you rate your level of experience in the supply chain/logistics domain?



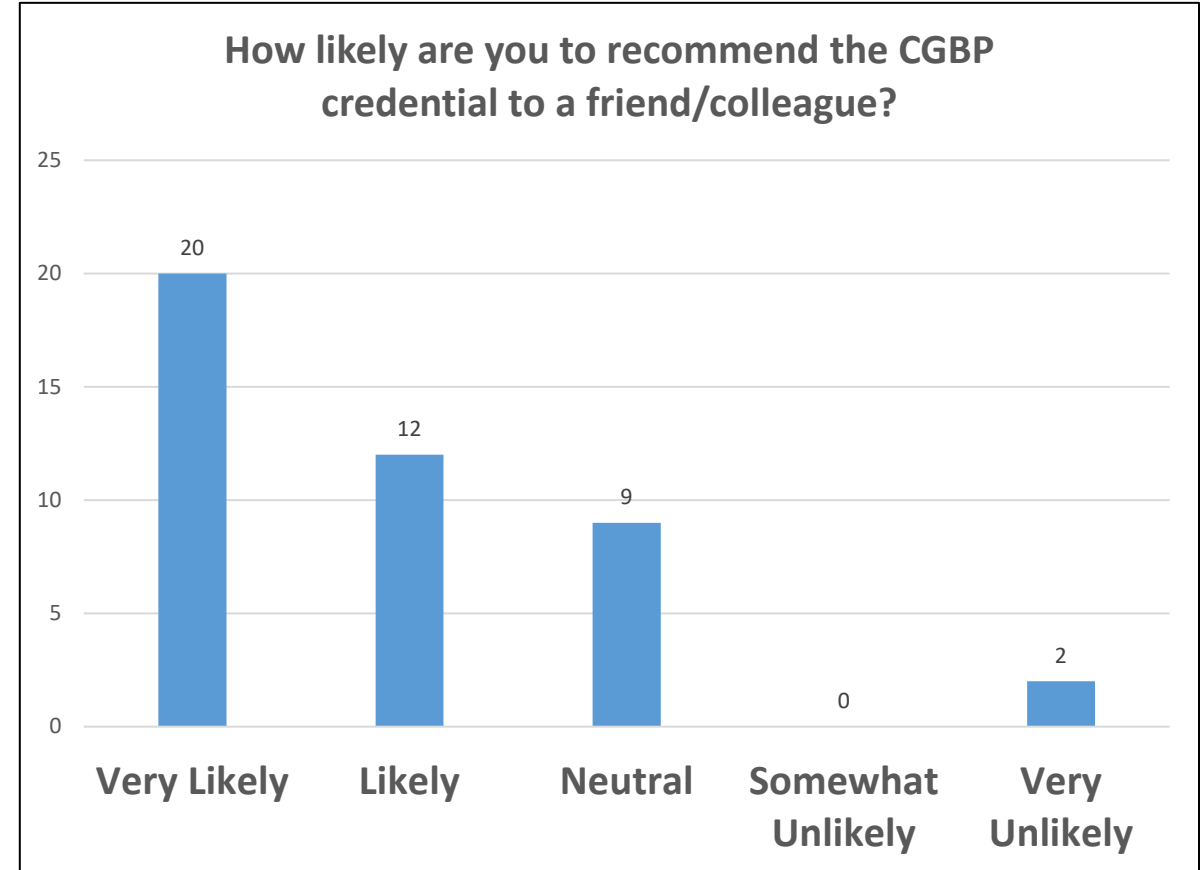
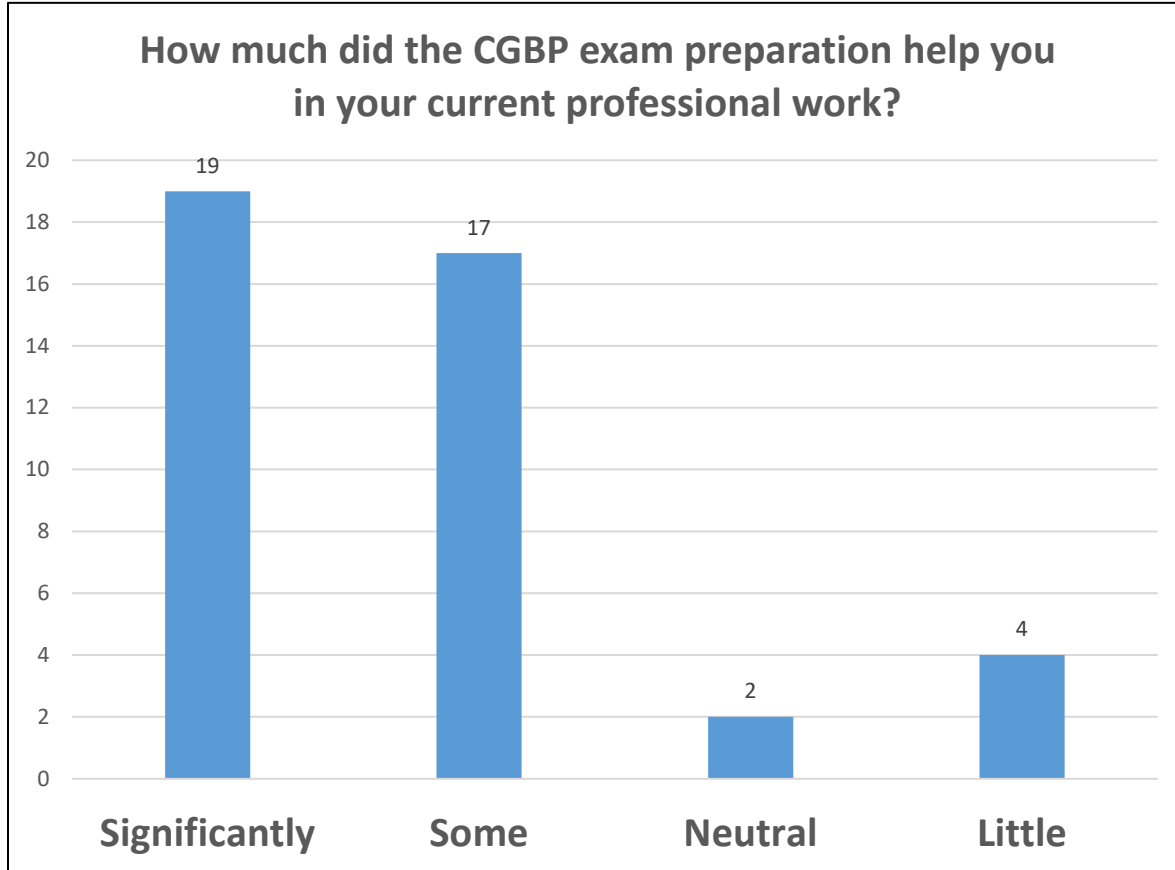
How would you rate your level of experience in the trade finance domain?



# 2020 CGBP Post Exam Survey (N=42)



# CGBP Post Exam Survey (N=42)



# 2020 CGBP Post Exam Survey



## What materials/resources did you study/review when preparing for the CGBP exam?

- CGBP Study Guide
- Practice exams
- CGBP boot camp
- US Commercial Services "A Basic Guide to Exporting"
- Jim Foley's book: Global Entrepreneur
- Study Topics Mind Edge Modules
- NASBITE Weekly student package
- Study.com/ College of Charleston Material
- Ed2go CGBP course/ National University
- WCTC study prep class, materials and resources
- CGBP prep course run by Virginia SBDC
- Prep class through George Mason
- 3-day training through University of Missouri
- Practice Delineation: ASBDC CGBP Boot Camp
- Various International trade sites, Quizlet





# 2020 CGBP Post Exam Survey



**After taking the exam do you feel you should have focused on some other area as well for exam preparation?**

- Services and information offered through US government and global agencies
- Trade Finance: export finance/letters of credit
- International Trade Agencies
- Trade agreements: history and coverage
- Shipping Documentation
- Currency conversion methods



# 2020 CGBP Post Exam Survey



## Do you have any feedback for improving the CGBP exam?

- Please make CGBP more popular in the job markets
- Would like to see score immediately vs. waiting up to 4 weeks
- Allow a calculator
- Include the exporting of “services”, and related issues (data privacy, etc.). Services dominate the US economy and trade professionals absolutely need to be up to speed on this topic.
- I took the exam on a Mac and do not have Go to Meeting on the device. It was tricky connecting to the proctor. Defining how the proctor will connect would be helpful.
- U.S. Government officials are prohibited from using Zoom, which caused problems taking the exam.
- The setup took longer than stated in the instructions, somewhat between 20 and 30 minutes. There was confusion with multiple passwords: one for NASBITE site, one for the testing company site, and yet another code for the exam itself.



# Looking to the Future



- Invitation extended to NASBITE members to join the CGBP Governance Council
- Continuous review of statistical performance of the exam
- Continuous review of test items



# Thank you!

CGBP Governance Council:

Beth Smith

Tony Cambas

Milena Erwin

Denise Whitford

John Xu

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