

March 16, 2022

Association of Child Life Professionals
7600 Leesburg Pike West
Suite 200
Falls Church, VA 22043

The Association of Child Life Professionals (ACLP) is soliciting proposals to assist in the maintenance and improvement of its Child Life Professional Certification Program. ACLP seeks proposals that will provide (a) a description of work, (b) timelines, (c) estimated costs, and (d) qualifications and resources to accomplish the project. The term of the contract awarded shall commence on July 1, 2022, for 3 years, renewable at the discretion of ACLP for an additional 2 years. It is anticipated that ACLP will decide to contract award in late-May 2022.

Access to proposals submitted to ACLP will be limited to key members of the staff, the ACLP Executive Board, the Child Life Certification Commission, and other ACLP members specifically designated to evaluate proposals.

I. Background

The Child Life Certification Commission (CLCC), a subsidiary of ACLP, administers the Child Life Professional Certification Program. Currently, there are approximately 6,500 individuals globally who hold the credential Certified Child Life Specialist (CCLS). The CLCC administers the Child Life Professional Certification Examination in conjunction with a testing vendor. The purpose of the Child Life Professional Certification Program is to protect the public from entering into a therapeutic relationship with untrained individuals. The CCLS credential is granted to those who have demonstrated minimum, entry-level competence.

The exam is offered three times a year during 2-week testing windows in March, August, and November. A total of approximately 500 individuals are seated for these administrations annually.

The exam consists of 150 multiple choice questions presented in a computer-based testing format. Candidates are required to establish eligibility for the Child Life Professional Certification Exam by meeting three academic/clinical requirements. Once certified, credential holders are required to pay a maintenance fee annually for the first four years of the certification cycle. In the fifth year of the cycle, CCLSs are required to recertify. They have the option to take the exam at any administration during that year or they may recertify through Professional Development Units (PDUs). CCLSs must accrue 60 PDUs during the five-year cycle to recertify in this manner.

All exam materials, including the item files, item analysis, test specifications, classification system, survey forms, job analysis reports, and candidate registration and identification information are the property of ACLP. Currently, there are approximately 700 items in the ACLP item bank and volunteer item writers will be assigned to write new items this summer.

II. Goals

ACLP is seeking proposals that will maintain or increase the validity of the Child Life Professional Certification Examination. Exam security must be maintained or increased as well.

Exhibit A, Scope of Work, details the nature of the work expected and is divided into the following categories:

1. Item Development, Test Construction, and Passing Score Determination
2. Test Administration, Scoring, Reporting, and Statistical Analysis
3. Annual Test Revision
4. Job Analysis and Test Specifications

In addition to these tasks, it is anticipated that ACLP will apply for accreditation by the National Commission for Credentialing Agencies (NCCA) during the term of this contract. It is expected that the successful vendor will assist in preparing this application through the submittal of documentation of the work being performed under Exhibit A.

III. Proposal Conditions

ACLP will accept proposals under the following conditions:

1. Proposals must be received by ACLP before the close of business, April 22, 2022. Electronic versions are preferred. If submitting promotional literature or brochures, please send hard copies by mail.
2. The proposals and all other correspondence regarding the project must be directed to:

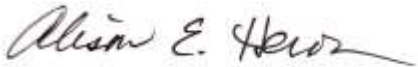
Ame Enright, Director of Certification
Association of Child Life Professionals
7600 Leesburg Pike West
Suite 200
Falls Church, VA 22043
571-483-4500
Fax 571-483-4482
AEnright@childlife.org

3. ACLP reserves the right to accept or reject any proposal without the assignment of reasons for so doing.
4. There is no provision for reimbursement by ACLP of costs incurred by the bidder.
5. Bidders acknowledge that by responding to this solicitation if awarded the contract, they will at all times:

- a. function as an independent contractor in the conduct of this project, and assume full responsibility for the actions of their employees on their behalf
 - b. comply, with all laws, rules, and regulations of relevant jurisdictions.
6. No confidential or proprietary information should be included in proposals.
 7. The scope of work is described in Exhibit A.
 8. A proposal guide for prospective vendors is provided in Exhibit B.

Thank you in advance.

Sincerely,

A handwritten signature in black ink that reads "Alison E. Heron". The signature is written in a cursive style with a long, sweeping underline.

Alison E. Heron, MBA, CAE
CEO
Association of Child Life Professionals

EXHIBIT A
SCOPE OF WORK

1. Item Development, Test Construction, and Passing Score Determination

Item writers and committee member subject matter experts (SMEs) will be recommended by CLCC. The vendor will provide annual training of item writers, facilitate online development of 80-100 new items annually, and provide a psychometric and editorial review of newly developed items. The vendor will maintain a secure item bank of an appropriate number of items for test development throughout the contracted period. The item bank will remain the property of ACLP.

The vendor will facilitate 3 annual, 3-hour long virtual meetings of CLCC SMEs for the assembly of examination forms for the upcoming year. The vendor will be responsible for developing exam forms that include all of the knowledge, tasks, and skills required to perform the job of a child life specialist successfully based on the job analysis. It is anticipated that multiple forms of a 150-item multiple-choice examination will be developed throughout the contracted period.

The exam forms will be reviewed for editorial and psychometric soundness and must be equated. ACLP's current vendor uses linear equating methodologies. The vendor will work with CLCC in establishing the passing score for the examination, conducting cut score workshops as needed. Pretesting of items will be executed as necessary.

Technical Test Reports will be provided to ACLP on time and a format suitable for National Commission for Certifying Agencies (NCCA) accreditation.

2. Test Administration, Scoring, Reporting, and Statistical Analysis

The vendor will produce computer-based examinations, make all logistical testing arrangements, and administer the tests using trained experienced testing personnel. The vendor will ensure that all testing facilities comply with the Americans with Disabilities Act and will provide special testing accommodations as approved by CLCC. It is expected that there will be at least three, 2-week testing window administrations per year.

Three active forms of the exam will be available at any given time to ensure those retaking the exam are not administered the same exam form. The exam form is comprised of 150 4-option multiple-choice questions, 25 of which are unscored pretest items.

The vendor will take all necessary steps to ensure the security of the exam administrations including identity verification of examinees and statistical analysis of items. It is also expected that the confidentiality of the test will be adequately protected, and copies of all files will be maintained securely.

CLCC will provide the vendor with questions for an exit survey that will be administered to each candidate at the end of each test administration and the results will be reported by the vendor to ACLP.

After each administration, the vendor will (a) conduct a preliminary analysis of all test items to ensure that they have properly discriminated between good and poor performance, (b) facilitate key verification as needed, (c) score the tests, (d) provide individual score reports to examinees, and (e) provide individual and group score reports to ACLP. In addition, the vendor will provide psychometric interpretation of the exam form and provide consulting services to exam results. The testing agency will provide hand scoring and diagnostic reporting of scores as requested by candidates.

Unless a cut score study is required, candidates will have access to their exam results immediately following the exam administration.

3. Annual Test Revision

Annually, the vendor will facilitate the development of a new examination form and develop in conjunction with CLCC-identified SMEs new test items as required.

As previously stated, the vendor will facilitate three 3-hour long virtual Exam Assembly meetings of CLCC SMEs. A testing agency representative will provide the SMEs with items for review and will compile exam forms as needed according to the test specifications developed during the job analysis.

4. Job Analysis and Test Specifications

A job analysis is being completed in 2022 to be followed by a cut score study after the first exam administration in 2023. ACLP conducts periodic analyses as needed approximately every 5 years to identify the following: (a) the major areas of practice required to effectively perform the job of a child life specialist, (b) the specific tasks that comprise the job, and (c) the knowledge and skills required to execute the job tasks. It is expected that the areas of practice, tasks, knowledge, and skills will be validated, analyzed, summarized, and used to prepare test specifications. The frequency of job analyses is at the discretion of the CLCC and may or may not occur during the contract term.

Should a job analysis be convened, the vendor shall conduct a 2-3 day meeting of CLCC SMEs at a location specified by ACLP. The result of the meeting will be a revised classification system for the exam. The vendor will conduct a psychometric and editorial review of this preliminary analysis. The vendor shall devise a validation survey and work with CLCC to develop revised test specifications. The vendor shall facilitate reclassification of the items in the bank.

EXHIBIT B
PROPOSAL GUIDE FOR PROSPECTIVE VENDORS

Described below are the matters we seek to have addressed in the submitted proposals. We suggest using the following section titles although proposals in alternative formats that amply address these topics are welcomed.

I. Scope of Work or Work Plan

Describe how you would accomplish the tasks outlined in the Scope of Work (Exhibit A). Confirm that all current activities will continue or comment on their omission or provide suggested alternatives. You may also suggest additional services that would enhance the Child Life Professional Certification Program that is not currently being provided to ACLP.

II. Personnel Requirements

Provide estimates of the number of hours and types of personnel you will assign to each of the major components of the scope of work as you have described it.

III. Timeline

Provide a typical exam development schedule for the scheduled exam administrations. Please also provide a schedule for job analysis in the event one is convened during the term of this contract.

IV. Cost

Proposals should present a fixed price or not-to-exceed annual price for performance of the major parts of the Scope of Work: 1) Item Development, Test Construction, and Passing Score Determination; 2) Test Administration, Scoring, Reporting, and Statistical Analysis; 3) Annual Test Revision; 5) Job Analysis and Test Specifications if these services are required during the term of the contract.

V. Corporate Qualifications

Proposals should present the corporate organizational structure, corporate history, and information on related projects that illustrate corporate capabilities.

VI. Other Information

Prospective vendors should also furnish the following:

1. A description of the vendor's liability insurance coverage applicable to the project.
2. The number of current employees including biographies and/or resumes of professionals who will be assigned to the contract.
3. A description of organization-wide security policies and procedures.

4. A list of any subcontractors that would be employed to complete the project.
5. A list of current clients/references.
6. A description of any current litigation to which the vendor is a party.