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Most applied behavior analysts frequently interact with individuals whose training is in other helping professions, as well as with individuals who do not have such training. It has often been observed, to put it delicately, that behavior analysts may not always be as effective in those interactions as they might wish.

Perhaps the most comprehensive discussion of this challenge was by Richard Foxx (1996) in his presidential address to the Association for Behavior Analysis titled, "Translating the covenant: The behavior analyst as ambassador and translator." In addition to examining the reasons behavior analysts sometimes have problems communicating with others who do not share their history, Foxx offered a detailed list of recommendations for translating, promoting, and disseminating behavior analysis. Perhaps the behavior analyst should offer the list in a handy pocket card format.

The general rule, which stems from a behavior analytic conception of verbal behavior, is that the responsibility for effective communication lies with the speaker. It is the speaker who must take the repertoire and history of the listener into account in order to be effective as a speaker. This means that in any conversation with someone who does not

share our rather peculiar academic history we must speak with great care in order to achieve any desired outcome. At the least, one outcome that is usually valuable is that our conversational partner be more rather than less inclined to agree with us and look forward to further discussion.

A corollary observation is that although training in behavior analysis provides practitioners with a comprehensive and internally consistent conceptual framework and a behavior change technology based on basic and applied scientific literatures, it certainly falls short of providing a professional repertoire that is superior to all others in addressing all issues that might be encountered in daily work environments. In other words, we can all learn quite a lot from others, and it is an effective speaker who leaves listeners with this impression.

As we share our BACB credential, we unavoidably share each other's reputation. That reputation includes not just our ability to solve problems with behavior but our collective "personality" as behavior analysts. The inherent challenges we face in communicating with others who lack our specialized repertoire suggest that we should put as much effort into selling ourselves and our positions as we do into changing a consumer's behavior.



Did You Know?



- Over 1,000 individuals applied to take the June 2005 examinations. This represents a significant increase in number of applicants over previous administrations.
- The BACB currently has more than 4,300 active certificants. We project that the total number of individuals certified will exceed 5,000 by the year's end.
- The BACB has approved 100 course sequences within 76 universities, with 11 of these course sequences being offered in universities outside the United States.
- Over 700 certificants applied for recertification in June.
- The BACB has hired Christine Ratcliff, MS, BCBA. Christine is assisting Executive Director, Dr. Gerald Shook, with the day-to-day operations of the BACB.
- Certificants must gain 3 hours of continuing education in ethics and professional behavior as of their recertification requirements, effective July 1, 2008. Details will be posted on the Maintaining Certification page of www.bacb.com when they are available.
- The BACB plans to honor an individual who has advanced the field of behavior analysis with an award named after Michael Hemingway. Details are available on the Maintaining Certification page of www.bacb.com.
- That the BACB wants your feedback? The BACB would like to encourage certificants to contribute to the newsletter. Email Christine@BACB.com if there are topics you'd like us to cover or if you're interested in writing an article.

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News and Notes

This past May marked the fifth anniversary of the Behavior Analyst Certification Board's® first administration of certification examinations. During this period we have seen unprecedented growth in the field. Over 75 Universities have developed a total of 100 course sequences that have been approved by the BACB®. Many new programs have been created and existing programs have been expanded to meet the increased demand for certification training. Attendance at the Association for Behavior Analysis and state organization conventions has markedly increased, as have their revenues. This is at least partly due to the continuing education requirement for BACB certificants. Because certification provides a convenient and useful means of determining qualified behavior analysts, behavior analytic jobs and funding have increased through parents, employers,

and government agencies, which are recognizing behavior analysis as a legitimate profession. We anticipate that all of this growth will continue.

The BACB is introducing several new initiatives in 2005.

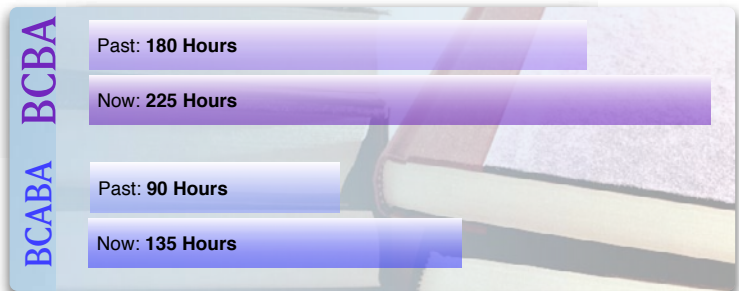
• **Examination Qualification Coursework Requirements**

We have increased qualification standards for individuals applying to take the Board Certified Behavior Analyst™ (BCBA®) and Board Certified Associate Behavior Analyst™ (BCABA®) examinations. These increases were announced two years ago and are a result of recommendations obtained from expert panels and field-testing during the last Job Analysis process. The coursework requirement to qualify for the BCBA



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examination has been increased from 180 classroom hours (four three-hour graduate courses) to 225 classroom hours (five three-hour courses) of specified coursework. The BCABA coursework requirement has increased from 90 classroom hours (two three-hour courses) to 135 classroom hours (three three-hour courses).



Coursework Requirement Increase

sites outside the US available for BACB candidates, with no restrictions on the number of candidates required per site. In addition, the BACB anticipates increasing the opportunity for examination by providing three administrations per year rather than the current two. The three administrations will be scheduled based on university graduation date data so as to minimize the time between graduation and certification. Once approved by the BACB, candidates will contact their local Pearson VUE test center and schedule an individual examination time during the available two-week testing window. Together these measures should greatly increase test access and candidate convenience while significantly reducing the travel, lodging and other costs often associated with taking the examinations. Our long-term goals include video stimuli test items, on-demand test administration, and on-site grading of tests with immediate pass/fail notification. More information about Pearson VUE can be found at www.vue.com.

• Examination Content

The Fall 2005 examination administration also will introduce new examination instruments based on the Third Edition Task List. This development is the result of a multi-year Job Analysis survey and examination renewal process to update the examination content and test item bank. The BACB wishes to thank the hundreds of certificants and other behavior analysts who participated in this important project.

All of the increases in applicant requirements and major refinements to the certification process help take the BACB, its credentials, and its new certificants to

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• Examination Qualification Experience Requirements

The experience requirements to qualify for the examinations and the qualifications for those who may supervise have now been increased as well. New university practica categories have been added to provide universities the opportunity to have both their coursework and experience components approved by the BACB. The new coursework requirements are currently in effect, and the new experience requirements will be phased-in over the next year. Please note that effective September 1, 2006, all experience obtained to qualify individuals for certification examination must be supervised by a Board Certified Behavior Analyst. Persons who begin obtaining experience prior to this date may continue to accrue experience under their existing supervisor.

• Examination Administration Format

The Fall 2005 examination will be administered in a new computer-based testing format delivered through the Pearson VUE network of high-security, standardized testing centers. Person VUE is one of the largest and best-respected high-stakes certification and licensure testing organizations in the world. They specialize in professional and technology credentialing and have an impressive list of clients including Microsoft, Adobe, Agilent Technologies, IBM, Siemens, Sun Microsystems, American Board of Internal Medicine, American Board of Surgery, Institute of Business and Finance, and many others. Pearson VUE will have over 200 testing sites in the US and over 150



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a higher standard. Current certificants benefit because the value and recognition of their credentials will increase as well.

The BACB plans to develop several new services that will provide new options and benefits for current certificants:

• **Specialty Credentials**

The BACB plans to develop specialty credentials for certificants. The initial area being considered is the treatment of autism. This specialty credential will be available to BCBA's who meet specialty-specific eligibility requirements and pass the specialty examination. The BACB intends to begin this multi-year project within the next several months and will follow all applicable professional standards and relevant case law in the process. We believe this credential will help consumers identify qualified behavior analysts and give certificants a distinct advantage in the marketplace. Additional specialty credentials may follow.

• **Website Refinement**

We will be evaluating the design and structure of the current BACB.com to make it easier and more pleasant to use. Please let us know if there currently are features

that you like or changes that you believe would make the site better. Please email us at Christine@BACB.com.

• **Certificant Services**

We will be evaluating, and quite possibly implementing, several new services for certificants. We are looking at providing on-line renewal and recertification applications, credit card payment systems, and on-line personal information updating. We also are evaluating the development of an on-line continuing education tracking system that would eliminate the need for certificants to maintain paper CE certificates. By the way, the BACB has reviewed its fee structure and will not be raising certificant renewal or recertification fees for the foreseeable future.

We are pleased with the development of the BACB over the past five years and look forward to continued growth and development of new services. We recognize and appreciate the critical contributions and support provided by those who were certified during this initial period. We will continue to do our best to provide quality credentials and services.

Gerald L. Shook, Ph.D., BCBA
BACB Executive Director

It's Recertification Time. Do you know where your CEUs are?

As the recertification deadline approaches for the first wave of BACB certificants, no doubt many BCBA's and BCABAs are scrambling to pull together documentation of their continuing education (CE). Here are some reminders and prompts that we hope you find helpful.

- For BCBA's, the usual requirement is 36 CEUs per 3-year recertification cycle; for BCABAs, it's 24 CEUs per cycle. Because of a delay in establishing the program for accrediting Type 2 CE providers, the BACB Board of Directors extended the

duration of the cycle by 2 years (to 2005) only for those who were certified by the BACB prior to January 1, 2002.

- One hour of CE may be earned for each 50 minutes of participation in a CE event.
- There are several categories of acceptable CE:

Type 1: completion of college or university courses in behavior analysis. Any or all of the required CEUs may come from this source. Required documentation includes the course syllabus and your official transcript.





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Type 2: completion of events offered by individuals and organizations that are accredited by the BACB to provide approved continuing education (ACE). Any or all of the required CEUs may come from this source. Certificates from the providers are required for documentation.

Type 3: completion of seminars, colloquia, presentations, conference events, workshops, or symposia not approved by the BACB or offered by an ACE provider, only if they cover behavior analytic content. A maximum of 25% of the total number of required CEUs per recertification cycle may come from this category (i.e., 9 CEUs for BCBA's and 6 CEUs for BCABAs). For such events completed before 12/31/05, certificants must sign and date a written attestation that they attended the events. For events after that date, certificants must have documentation in the form of a certificate, brochure, conference program, or similar signed and dated by the presenter.

Type 4: serving as the instructor of a Type 1 or Type 2 CE event, on a one-time basis for each event and only if the certificant was present for the entire event. A maximum of 25% of the total number of required CEUs per recertification cycle may come from this category. For events completed prior to 12/31/05, any verifiable documentation is acceptable (e.g., course syllabus, program agenda, letter from university or ACE coordinator). For events after that date, certificants must have a letter from the department chair on letterhead from the university at which a course was taught, or a letter from the ACE Coordinator.

Type 5: events or activities initiated by the BACB and pre-approved for CE (such as participating on BACB expert panels,

examination item writing workshops, etc.). A maximum of 25% of the total number of required CEUs per recertification cycle may come from this category. Documentation consists of a letter or certificate issued by the BACB.

To illustrate, a BCBA might earn all 36 CEUs by completing university courses or events offered by BACB-accredited CE providers (Types 1 and 2, respectively). Or she might earn 9 CEUs from documented attendance at nine 50-minute conference presentations on behavior analytic content (Type 3), 9 CEUs by serving as an instructor of events offered by ACE providers (Type 4), and 18 CEUs for completing other events offered by ACE providers, for a total of 36 CEUs.

IMPORTANT NOTE: Each certificant is responsible for documenting the CEUs s/he earns during each recertification cycle, and for providing documentation to the BACB upon request. ACE providers must issue certificates for CE events they offer, and must provide summary reports of their CE offerings to the BACB annually, but they are not required to keep track of the CEUs earned by individual certificants, to issue CE certificates retroactively, or to reissue lost certificates. Some ACE providers may offer those services at their discretion.

Recertification applications and details about all categories of approved CE, required documentation, and the like are available on the [BACB website](http://www.bacb.com) under "Maintaining Certification." There you will also find a list of ACE (Type 2 CE) providers.

Gina Green, PhD, BCBA
Chair, BACB Continuing Education
Committee





Maintaining Your Certification in 2005

As a BCBA or BCABA, you may already know that you must maintain your certification annually. BACB certificants renew and recertify in June or December, depending on when their certificate expires. In each of the first two years, you must renew your certification. This process ensures that you are still in compliance with BACB rules and that we have your current contact information. Every third year, you must recertify. Recertification serves the same purposes as renewal and also helps to ensure that BACB certificants keep up with current developments in the field by obtaining continuing education (CE).

This year marks the first recertification cycle for most BACB certificants. We are proud to say that over 700 people have already successfully recertified! If your certificate will expire and is up for recertification this year, you should review the following 2005 Recertification Extension Policies:

Deadline Extensions:

According to BACB rules, renewal and recertification applications must be mailed 45 days prior to the expiration date found on your certificate. For this year only, the BACB has extended this due date to 15 days prior to the certificate expiration date. This extension allowed many people with June certification expiration dates to submit CE earned at the 2005 ABA convention without incurring a late fee. This extension will hold true for those who recertify in December 2005, as well.

Application for Recertification Extension:

If you know that you will not have the required amount of CE 15 days before your recertification expiration date, you

may file an application for recertification extension, instead. Recertification extension gives you an additional six months from your certificate expiration date to obtain the CE required to recertify. A \$50 fee is required. You will be required to submit CE documentation when you submit your recertification at the end of the six-month extension period. You cannot use CE earned during the extension period toward your next recertification cycle.

We hope that certificants who recertify in 2005 will find these extensions helpful. The BACB will review the effects of the 2005 Recertification Extension Policy and may consider similar changes to recertification policies in the future. Bear in mind, however, that these changes to the regular recertification policies are for 2005 only. BCBAs and BCABAs who recertify in 2006 and later should plan to follow the standard 45-day rule. As always, you should visit the Maintain Certification page of www.bacb.com often to make sure you have the latest information on all BACB policies.

Finally, don't forget this recertification policy that applies to every recertification:

CE Documentation Audit: When you submit your recertification application, you should not send in any documentation of your CE hours earned. The BACB will audit a sample of recertifying certificants. Individuals included in the audit will be notified and will have 60 days from their certificate expiration date to send in documentation of CE earned.

Gerald L. Shook, Ph.D., BCBA
BACB Executive Director

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