Creating the perfect question

When you take an SBE certification exam, you are given 50 multiple-choice questions to assess your knowledge of the certification topic. In the case of the Certified Senior Television Engineer, Certified Senior Radio Engineer, and Certified Broadcast Networking Engineer, you are also given an essay question. From an examinee’s viewpoint, you only see a small portion of the questions that have been developed by the Certification Committee. We on the national committee are often asked how these questions are created. The SBE Program of Certification maintains several question databases. There are two multiple-choice databases: One for the regular exams, and one that is created from this set to be used for CertPreview. The Committee vigorously protects the regular database to maintain its integrity and avoid it ever being compromised. That’s why we create the second database for CertPreview. The CertPreview questions are based on regular questions so we can still provide a flavor of what the questions are like and then categorized to be used on the appropriate exam. As you can see, maintaining these databases is an involved process. Creating new questions can be tedious for the volunteer committee, which is why at the Committee’s April meeting at the 2012 NAB Show it was suggested we tap a built-in resource: You, the SBE member. The SBE has a natural knowledge base in its membership, and we want to use this resource.

The last time you took an SBE certification exam, perhaps you felt a topic was not covered. Submit a question about that. As you perform your daily work, I’m sure you encounter situations you know are unique to your field and broadcast engineering. Submit a question about that situation.

Questions can be multiple choice or essay suggesting that they should include the right answer and, in the case of a multiple-choice question, several incorrect answers. The Certification Committee will review all submissions and add them to the database if appropriate.

Send your submissions to Certification Director Megan Clappe (mclappe@sbe.org) at the national office. They will be reviewed by the Certification Committee.

The Society of Broadcast Engineers is a volunteer organization, and it is through the efforts of its members that it continues to succeed. We look forward to receiving your ideas for the SBE Program of Certification.

Society secures Sullivan, Harling as planning partners

A strategic planning conference to plot the future course of the SBE is scheduled for June 25. The SBE is enlisting the talent of C. Armand Sullivan, Ph.D. and Kenneth Harling, Ph.D., to facilitate and lead the group through the day-long strategic planning process.

Dr. Sullivan is an Associate Professor of Management at the School of Management and the Kraner Graduate School of Management at Purdue University and has been a faculty member at Purdue since 1978. Since 2000, Dr. Sullivan has served as the Management Faculty Advisor for the Technical Assistance Program at Purdue, which offers no-cost consulting for Indiana businesses. She has facilitated strategic planning sessions with 400 Indiana businesses and organizations as part of the TAPS project including: Fairfield Manufacturing, Hoffco, Inc., Sperry and Rice, Defense Finance and Accounting, Passageways, Precision Metal Forming Association, Alpha Engineering, Packaging Logic Inc., AFI Manufacturing, American Container, Healthcare Tap Purdue, Noble County Economic Development, West Lafayette Indiana Companies to Watch.

Her teaching career includes undergraduate and graduate courses on corporate financial management, financial institutions and markets and financial and managerial accounting. In addition, Dr. Sullivan has served as a risk management consultant for Edgar Dunn & Company since 1994 and a financial analyst for the Indiana Gaming Commission since 1995. Dr. Sullivan has served on the board of directors of several financial institutions and not-for-profits in Ohio. She has served on the board of directors of the Lafayette Community Foundation and on the Purdue Employees Federal Credit Union. Dr. Sullivan holds an M.B.A. in health care management from Ohio State University.

Dr. Harling will assist all attendees to recognize and articulate the society’s needs and build a consensus on the most effective and efficient way to plot the course of the SBE.