



Minnesota Professionals for Psychology Applied to Work

Upcoming Speaker

By Katie Olson, VP Programs

TUESDAY, JANUARY 20:

Eden Campus, Karatara, South Africa: Lessons Learned

Panelists:

- Carol Lynn Courtney, Ph.D.
- Scott Fee, Ph.D.
- Dan Sachau, Ph.D.
- Dick Olson, Ph.D.
- Nick Zarns
- Ashley Johnson
- Bulelani Magxaka
- Katie Olson



On May 13-29, 2008 a group of about thirty embarked on a service trip to Eden Campus in Karatara, South Africa. The group included students and faculty from the Industrial/Organizational Psychology Program and Construction Management Program, and two I/O practitioners. The panel on January 20th, 2009 will share some of their experiences.

Background

Eden Campus was established in 2005 to give disadvantaged black and colored students (a technical term in South Africa meaning mixed race) the entrepreneurial skills they need to return to their communities and start small businesses. Students live on campus for two years during which time they complete courses and work as partners in their own campus-based businesses. These ventures include a small organic farm, a bee keeping business, a hair salon, a laundry service, a car wash, a jewelry shop, a mountain bike rental/tour service, and a video production company. While students are running campus businesses, they are also incubating ideas for new enterprises they can take back to their communities after graduating. For example, the Eden Campus founders are especially interested in eco-friendly businesses. One of the most promising ventures on campus is an innovative project that combines tire recycling, worm farming, and composting. This is a business that can be started in any community with virtually no start-up costs.

Initial funding for the campus was provided by Steve Carver and the Win-Win Charitable Trust. The campus was established as part of a Black Economic Empowerment (BEE)

program. Except for nominal registration fees, students attend the campus free of charge. All students come from impoverished townships in the region and they gain admission by being nominated by their community leaders.

Presentation

- Social hour, beginning at 5:30pm:
 - Pictures from South Africa will be running on a screen
 - Several people who joined the service trip will be in attendance to mingle and talk about their experiences
 - Bulelani Magxaka, a student from Eden Campus in Karatara, South Africa will attend the meeting and will be available to answer questions
- Panel discussion, beginning at 6:20pm:
 1. **Setting the context for the panel discussion:** The scientist/practitioner model, a call to action as I/O psychologists (Carol Lynn Courtney, Ph.D., President, Courtney Consulting Group)
 2. **Setting the context for the trip** (Scott Fee, Ph.D., Former Chair and Assistant Professor, Construction Management, Minnesota State University at Mankato)
 3. **Service learning and how best to constructively and respectfully help others from different cultures (power/status issues)** (Dan Sachau, Ph.D., Professor, Director of the Graduate Program in I-O Psychology, Minnesota State University at Mankato)
 4. **Leadership – The visionary entrepreneur** (Dick Olson, Ph.D., President, Olson Consulting Group; Carol Lynn Courtney, Ph.D., President, Courtney Consulting Group)
 5. **Lessons from the Townships, Xenophobia** (Nick Zarns, I/O graduate student, Minnesota State University at Mankato)
 6. **I/O psychology issues compounded in the new South Africa** (Ashley Johnson, I/O graduate student, Minnesota State University at Mankato)
 7. **Reactions from a South African perspective** (Bulelani Magxaka, Eden Campus in Karatara, South Africa)
 8. **Final Comments** (Dan Sachau, Ph.D., Professor, Director of the Graduate Program in I-O Psychology, Minnesota State University at Mankato; Ashley Johnson - I/O graduate student, Minnesota State University at Mankato)
- Q & A, 7:25-7:45pm, facilitated by Carol Lynn Courtney and Katie Olson
- 8pm-10pm, music by The Options
 - Fundraiser for Eden Campus – all are welcome (donations are voluntary)
 - Opportunity to mingle with those who joined the South Africa trip and to discuss future service projects



MPPAW Update

By Cheryl Paullin, President

If you make New Year's Resolutions, I hope that you resolved to attend all of the remaining MPPAW meetings – starting with the one on January 20!

This meeting will be unusual in more ways than one. First, the focus will be on building student training capabilities in South Africa, both literally and figuratively. Carol Lynn Courtney will lead a panel of speakers in discussion about their recent experiences there. Talk about *applying* psychological knowledge and skills (and some elbow grease).

Second, we'll have a repeat performance by *The Options* immediately following the meeting. Those of you who attended in October know the band is quite talented, and its members are applied psychologists. In fact, Carol Lynn Courtney is the band's saxophonist. So she's doing double duty on the 20th – speaker and entertainer. I hope you'll stick around after the meeting to listen to some great music, dance, have a glass of wine, and continue to network. I think it will be great fun!

Member Profile

By Nick Zarns, Co-Secretary

The Spotlight is on...

Ann Beacom

Graduate Student, Minnesota State University-Mankato

This month's profile spotlights Ann Beacom, a second-year graduate student in I/O Psychology at Minnesota State University in Mankato. Her path to the I/O field began early, as an interest in the economy and the "real" world led her to begin working at a young age.



Later, as an undergraduate student at the University of Minnesota, Duluth, Ann was attracted to the cognitive and decision-making aspects of I/O; she was particularly interested in career path decisions. This led to a thesis project with the explicit goal of improving undergrad career awareness and identifying indicators of career path changes or, said differently, turnover in fields of study. An example question from Ann's undergraduate thesis: "Would you be willing to be paid less to work in a job related to your major?"

As a graduate student at MSU, Ann has been especially grateful for the hands-on experiences and practical skills that she has gained. She considers the Organizational Effectiveness Research Group (OERG) to be the most valuable aspect of the program. Most recently, in collaboration with Darin Harm and Dr. Andi Lassiter, she completed a large-scale safety initiative for the National Pork Board. She notes that the project will lead to positive changes in daily work, which is the type of impact she hopes to continue to make throughout her career.

When prompted about her plans after graduation in May, Ann responded that she is open to trying a variety of areas. She speculated about OD consulting or possibly working with expatriates in an internal setting. Whatever the field, Ann eagerly anticipates the "real" world challenges to come and the chance to apply the knowledge gained in graduate school.

On a more personal note, Ann is known as one of the resident "foodies" of the MSU program. She specializes in anything with vegetables and/or tofu. Next time you see her at MPPAW, ask her if she has any good stir-fry recipes!

November Presentation Recap

Summary Prepared by Nick Zarns, Co-Secretary

Unproctored Internet Testing: Issues and an Applied Example

Rod McCloy, Ph.D., Principal Staff Scientist, Human Resources Research Organization (HumRRO)

At the November 21st MPPAW meeting, Dr. Rod McCloy, Principal Staff Scientist of HumRRO, presented on unproctored internet testing (UIT). His presentation addressed major advantages and disadvantages of UIT, and provided an applied research example examining Proctor and Gamble's new unproctored, computer adaptive cognitive ability screen, which Dr. McCloy assisted in developing.

To begin, Dr. McCloy defined unproctored testing by distinguished it from proctor-free testing. He clarified that unproctored tests are tests without traditional proctors. Therefore, these tests may include video recording, verification testing, or analysis of response patterns.

Next, he addressed the many advantages. First and foremost, this method of test administration is seeing growing interest from selection practitioners because it is inexpensive. No travel costs for test examiners, no proctor costs, no hardware costs, and generally lower test maintenance costs. Another point Dr. McCloy made is that the applicant pool is expanded because the test is taken on demand, meaning applicants take the test on their own time at home. Other advantages include: speed in administration, consistency, accuracy, detail of response information, immediate performance feedback for the applicant, and potentially an improved company image. Finally, he pointed out the imperfection of the traditional proctor approach, including the difficulty in keeping proctor behavior consistent and uniform across all administrations.

Nevertheless, Dr. McCloy advised, UIT is not without its disadvantages: timing and clock technology; cheating; verification testing only provides suggestive cheating evidence; cheating may reduce the quality of applicants passing the hurdle; verification testing costs time and money; on-demand testing does not ensure standardization in the testing environment; and it may produce a potentially negative company image. Lastly, Dr. McCloy outlined the current UIT ethical debate. Specific concerns include obtaining a normative sample for the unproctored method and the need for verification testing.

Next, Dr. McCloy provided an example from his work at HumRRO, where he helped develop a computer adaptive, unproctored, online cognitive reasoning screen for Proctor and Gamble. He outlined the logistics of setting up the online computer adaptive testing system and then discussed in detail three sources of information which led to the decision by P&G to use UIT: potential candidates, industry, and scientific literature. In the end, Proctor and Gamble decided in favor of large-scale UIT system, which took 4 years from development to design. In particular, Dr. McCloy pointed to the incredibly large amount of content that was required to maximize the precision and security of the assessment.

In conclusion, the benefits to P&G and its candidates seem to justify use of the assessment. Candidates have 24/7 access to

assessments, faster status updates, and a choice of languages. Additionally, P&G has a consistent candidate management system across geographic locations and business units, a broader and more diverse applicant pool, and a more efficient selection system. Among his concluding thoughts, Dr. McCloy emphasized the P&G system is legally defensible and has held up favorably in audits by government agencies.

Given that UIT is currently widely used and becoming even more prevalent, Dr. McCloy underscored the importance of proper use, including validation, documentation, and obtaining user buy-in. Finally, he noted UIT is yet to be legally challenged, but stressed the importance of updating the Guidelines, Standards, and Principles to address UIT.

Announcements

By Stephanie Klein, VP Communications

The Options Perform after January Meeting

As noted in the President's Column, local band The Options will perform, beginning at 8pm (after the conclusion of the "official" MPPAW meeting). All are welcome to attend! The post-meeting music will serve as a fundraiser (donations optional) for the African initiatives described during the panel discussion. The band's website is www.theoptionsmpls.com.



New FAQ Available on MPPAW.org

The MPPAW website has been updated to provide additional information about MPPAW membership. The new FAQ is located at <http://www.mppaw.org/faqs.php>, under the "Members" tab of the website.

New Membership Options

MPPAW is pleased to announce new membership options!

Partial Year

Individuals who join MPPAW between January 1 and March 31 can pay a pro-rated 60% of the usual fee for membership (or membership plus meetings). This partial-year membership is available for both student and professional members. The online payment options do not currently reflect the new partial-year membership option, but will be updated soon.

Early Payment Option

Individuals who join MPPAW on or after April 1 will pay full year dues for the following year's (September through May) membership. Membership privileges will apply immediately (i.e., membership rate for the upcoming May meeting; "membership plus meetings" includes the May meeting).

If you have questions about the membership options, please contact a Membership VP (John Zehr or Jolene Meyer) or any member of the MPPAW Board.

Send in Announcements, Links, and Job Postings

MPPAW is your resource for distributing information of interest to the applied psychology community. If you would like to include an announcement in the MPPAW newsletter, or post a job opening, event, or other information on the MPPAW website, please contact Stephanie Klein, VP Communication (sklein@previsor.com).

Format of Meetings

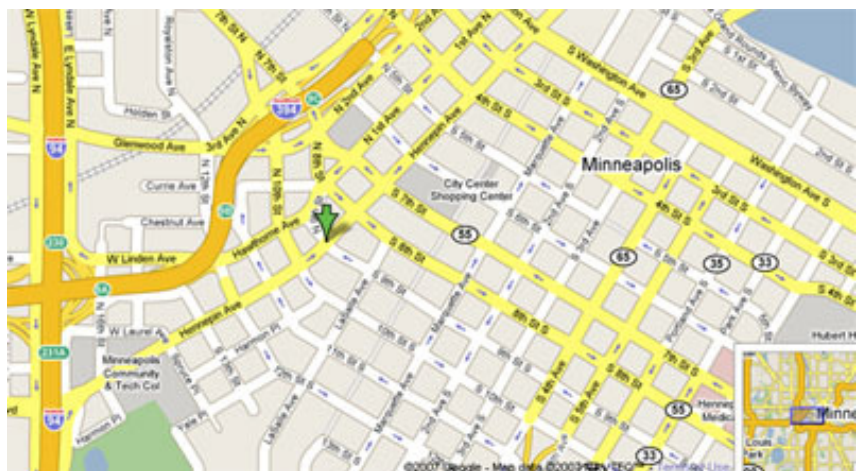
Meetings begin at 5:30 p.m. with a social hour, followed by the presentation at 6:20 p.m. The meeting will conclude at 7:45 p.m.

A fee of \$12.00 per MPPAW member and \$25.00 per non-member (\$6.00 and \$15.00 for students) covers food at the social hour, as well as helping with the costs associated with the presentation that evening.

How to Get There...

Solera (www.solera-restaurant.com) is located at 900 Hennepin Ave. in downtown Minneapolis.

There is valet parking for \$6 or you can park in the Target Center garage directly behind Solera (and of course many other public lots around the 9th and Hennepin corner).



MPPAW Website: www.mppaw.org

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