

Title: Is AI Really Helping? Practical Lessons from AI-Assisted Exam Development

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We hear a lot about how Generative AI will disrupt the assessment industry and use seems to be increasing rapidly, but its real impact remains an open question. Does AI actually make exam development faster? Does it improve quality? If so, which activities benefit today, and which still depend on human expertise?

This session examines these questions from three complementary perspectives. First, a psychometrician will discuss AI capabilities being incorporated into modern exam development platforms, including current features and emerging workflows designed to improve efficiency, quality, or both. Next, a case study will examine the development of a complete certification examination in less than 30 days, exploring which parts of the process were genuinely accelerated, what made that possible, and where expert human judgment remained indispensable. Finally, the session will critically evaluate the broader question of AI's practical value by examining where AI has delivered measurable benefits in real credentialing programs, where expectations have exceeded reality, and how organizations are adapting their workflows as the technology matures.

Rather than arguing that AI replaces psychometricians or subject matter experts, this session explores how AI changes the way they work. Particular attention will be given to keeping humans meaningfully in the loop, identifying tasks that can be responsibly accelerated today, those that still require substantial expert oversight, and how organizations can balance efficiency, quality, flexibility, and defensibility.

Attendees will leave with a realistic understanding of where AI currently delivers value in credentialing, where it does not, and how to evaluate emerging AI capabilities within their own exam development processes. The session emphasizes practical experience over speculation, providing attendees with a framework for making informed decisions about adopting AI while maintaining high standards of quality and validity.

Short (<1000 chars)

Generative AI is rapidly becoming part of credentialing, but where does it actually create value? Does it make exam development faster, improve quality, or simply change how experts work? This session examines AI-assisted exam development from three perspectives: emerging AI capabilities and workflows, a case study of developing a certification exam in less than 30 days, and an evidence-based evaluation of where AI has, and has not, yet delivered meaningful benefits. Attendees will leave with practical guidance for adopting AI while maintaining quality, validity, and human oversight.

Learning Objectives:

1. Attendees will leave with an understanding of where generative AI currently adds value in exam development—and where it does not.
2. Attendees will leave with the knowledge to identify which exam development activities can be responsibly accelerated using AI while maintaining quality and validity.
3. Attendees will leave with the skill to evaluate AI-assisted workflows for their own credentialing programs based on evidence rather than hype.

4. Attendees will leave with an understanding of how human expertise, psychometric principles, and AI can be integrated to produce defensible assessment programs