VMWARE EDUCATION CONTRIBUTOR PROGRAM
Program Opportunities
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As an Education Contributor, also known as a Subject Matter Expert (SME), you may be called on to participate in one or many opportunities to contribute to VMware’s education programs. This document serves as a guide to provide you with more context and details for the activity type we are recruiting for. When responding with your availability to an opportunity, please ensure that you, and any other approver such as your manager, understand the commitment requirements for the activity.

Durations for commitments are provided as a guide, but each project is unique and may have variations. Your facilitator will provide you with specific requirements per opportunity.

Competency Modeling Workshop (CMW)
Competency Modeling Workshops (CMWs) are used to document coachable, observable, measurable, and ‘critical to success’ characteristics for a job role. The SME role is to use industry experience to define these characteristics.

These workshops are typically held over three (3) or more days and participants are expected to be fully engaged and contributing to conversations or other workshop activities during standard business hours. Almost exclusively requires onsite presence.

Throughout the CMW participants help define the Minimally Qualified Candidate (MQC) for each certification skill level (VCA, VCP, VCAP, VCDX) for the technology under focus. Competency models are also developed.

Item Development Workshop (IDW)
Item Development Workshops (IDWs) are used to create exam items which appear in VMware badge and certification exams. The SME role is to apply technology expertise to develop, review and edit exam items.

IDWs combine individual and group collaboration contributions toward the construction of an item bank. SMEs review each other’s work. The goal is to review every item and determine if the item is technically correct, bias free, communicates the objective well, has appropriate use of distractors (where appropriate) and is legally defensible. Your facilitator provides guidance through this process to ensure items developed meet the goals of the project. Depending on the item type (multiple choice, performance based, etc) there may be additional parameters which determine a quality item.

Time commitment for IDWs can vary based on complexity of the exam, item type and location of the workshop (remote versus onsite). IDWs may also involve pre-work, such as training on item writing, and post-workshop activities. Your facilitator will provide specifics about the commitments required leading up to a workshop.

Technical Review
Technical Reviews may be conducted during an IDW, or they may be a separate and independent event after exam items have been developed or as part of an exam health check. This opportunity is a literal review for technical correctness and accuracy based on the specific product or solution that is being tested.
The format and time commitment required of the review is dependent on scheduling, resource availability and/or the type of IDW (remote versus onsite).

**Item Bank Currency Review**
This opportunity is available to VMware employees only. The item bank review evaluates items for continued relevance and accuracy. Depending on the scope of the credential (badge, certification), it may focus on a specific product or technology, or may review the competency model.

Most often this review is completed remotely and may take 4-6 hours but is dependent on the complexity of the exam.

**Standard Setting**
Standard Setting workshops are used to set standards (exam time, passing score, exam build) for VMware badge and certification exams. The SME role is to review a technically reviewed/approved item bank and help predict performance of that exam’s Minimally Qualified Candidate (MOC). VMware applies a unique review process that allows for hundreds of items to be reviewed within one group session. In a 2-3 hr remote session, the facilitator guides the team through the review of each item which is assessed via a provided template. SME predictions are collated and measured by a statistician (“psychometrician”) and the final cut score is proposed.

SMEs who participated in the IDW will often be invited to participate in the Standard Setting process, but SMEs who were not involved in the item development opportunities to this point may also be invited.

**Lab Building**
This opportunity type is restricted to VMware employees only. The task of lab building reviews the objectives that are being tested and the lab set up/design required to fully test that the objective is being met. Typically, the same SMEs who participate in the IDW will also work on lab building. In fact, the lab building may be an integral part of the IDW process and happen concurrently as items are being written. Alternatively, lab building can occur after the IDW by a sub-set of SMEs or a single lead SME.

The item scenarios and environment specifications that are designed during the IDW are used to determine how the lab should be designed, configured and, ultimately, deployed. These designs could include misconfigurations as part of testing a candidates’ knowledge of the set objective. The lab may include a partially deployed solution or could be deployed entirely by the SME.

The SME must be able to complete the build and provide detailed documentation about design and configuration of the lab. The total schedule for completion is dependent on individual contributors’ time dedicated to the task and complexity of issues through the lab building phase.

Regularly weekly checkpoint calls are part of the development and review process.
Lab Testing
This opportunity type is restricted to VMware employees only. Typically, the same SME who completed the lab building will also participate or lead the validation and testing of each task within the lab.

After each item is complete, and SMEs involved confirm that all items are properly configured, the SME will complete a dry run. As part of the lab building documentation, a step by step guide of what should be done to complete the task successfully is followed to again confirm that the lab is configured correctly. The lead SME can leverage resources from the exam development team and/or the IDW SMEs as part of the testing process. Some small errors may be found through this review and a reiteration of lab building, documentation and testing is conducted. Some exam items may be updated to reflect changes required as part of the testing.

Testing is completed individually as schedules allow with deadlines established based on the complexity of the project. SMEs are expected to record any corrections or additional guidelines as part of the testing process.

Based on dry run testing at the Alpha and Beta stages, additional build and testing cycles may be required. After the public launch of the exam, SMEs may be called on to respond to inquiries from test takers.

VMware Certified Design Experts (VCDX)
The VCDX certification requires applicants submit and defend a VMware solution design to a panel of experts. Panelists must hold a VCDX certification as well as completing mandatory training (2 hrs), review and agree to program codes of conduct (10 min reading time), and complete practice scoring of applications (4 hrs). Durations are estimated time commitments. Panelists for both application reviews and defense panels must complete all of these requirements as the first steps.

VCDX Application Review (panelist)
Applications are submitted online and panelists complete the application review independently and remotely. Each panelist is asked to review 2-5 application designs. Each application requires a thorough and complete review and can take 2-4 hrs per design.

Each design is reviewed by three (3) panelists. A panelist may review an application that has already been reviewed by another panelist. Reviewers must follow a provided rubric to assess the submission and submit scores independently from other panelists.

VCDX Defense (panelist)
First time panelists must observe a Defense before participating in the review of any applications previously assessed. Ideally a panelist will have participated in the same review of applications as detailed above.

Most Defense panels are held in person in either the United States, United Kingdom or Australia. A remote review may be offered if a candidate fails their first attempt and is defending their application for a second time. Each Defense panel may take 3-4 hrs per design application.
Prior to the Defense, panelists are expected to review each design (1-2 hrs). For applicants who already hold a VCDX certification, the defense may be conducted online and for a reduced duration.

**VLZ Webinars**

VMware Learning Zone’s live webinar series is designed to provide learners with quick access to hot topics, as well as the ability to participate in a live Q&A. Webinars are presented as live screencasts, with a slide deck or live demo (without webcam video). These are recorded, edited, and made available through the VLZ post-event.

Candidate SMEs for Webinars should familiarize themselves with the commitments required to successfully participate. Minimum requirements include:

- Schedule a slot based on your availability, Tuesdays through Fridays, between 10:00 a.m. and 2:00 p.m. US Pacific Time;
- Choose a topic that is product-focused and technical in nature, centered around your specific area of expertise;
- Formulate your message for the public audience of VMware customers, whose skill levels range from fundamental to intermediate;
- Provide presentation details, keywords, and associated metadata;
- Prepare a slide deck or use existing materials;
- Attend a required 15-minute technical rehearsal three to five business days before the live presentation;
- Present for up to 45 minutes, followed by 15-minute Q&A (which can be moderated by you or a colleague).

Our team is responsible for marketing the event, handling registration, and facilitating production of the event (including overseeing the Q&A queue and live polls) and providing you with a deep link to recorded content once published.

**VLZ Screencasts**

Screencasts are like Webinars with the main difference being that Screencasts are pre-recorded. Presenters record their screens and provide voice-over for the content. Topics could range from Administration to Advanced Concepts and Application. This is an opportunity to showcase your technical skills as well as enhance and promote your professional image to a large audience. These screencasts typically range from 2-4 minutes in duration.

All screencast videos are produced remotely to minimize any disruption to your competing priorities AND we’ll support you throughout the production
lifecycle. No video editing is required; we’ll take care of all the post-production work. We’ll also provide you with your video analytics (# of views, ratings, comments and shares).

Glossary of Terms

**Certification Skill Level:** Refers to the different skill and experience level of VMware certifications. There are currently four (4) skill levels: VMware Certified Associate (VCA), VMware Certified Professional (VCP), VMware Certified Advanced Professional (VCAP) and VMware Certified Design Expert (VCDX). Visit the Certification website for more details.

**Competency Model:** A Competency Model is the end result of the Competency Modelling Workshop (CMW). The final document lists the coachable, observable, measurable and ‘critical to success’ characteristics for the certification track under development. The Competency Model is used as an ongoing reference for specific exam development activities.

**Item:** Refers to the individual question that is drafted, reviewed, edited and either included in the final exam, exam prep guide, practice exam or discarded

**Minimally qualified candidate (MQC):** The MQC defines a type of exam candidate and the skills, experience and knowledge they should hold. The MQC addresses the question of which technology solution and its inherent functions should the candidate have full mastery of versus areas where they may only require average mastery to achieve a defined objective.