

NEWS

From the Association of Test Publishers (ATP)

The intelligent voice for testing

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Senator Dodd (D-CT) and other keynoters to address attendees at ATP's fourth annual conference

Technology in Testing: Application and Innovation

February 17, 2003 -- Senator Chris Dodd (D-CT) will present a keynote address Monday Feb 24, 2003 at 8:35 AM to attendees of the Association of Test Publishers' fourth annual conference, *Technology in Testing: Application and Innovation*. The conference will be held at the Amelia Island Plantation located in Amelia Island, Florida (outside of Jacksonville).

Senator Dodd, the senior senator from Connecticut, will talk about the challenges and opportunities facing America's workers. The roles of government, education, certification and licensure programs, new technologies for measurement and career management will be covered.□

Dodd is a senior Democratic leader in the United States Senate. Best known for bringing much-needed attention to children's issues, Dodd has consistently fought to expand and improve Head Start, and ultimately was honored as a national Head Start "Senator of the Decade" for his efforts. He helped write the Elementary and Secondary Education Act, worked to create after-school initiatives designed to keep children out of trouble and on the road to success, and has helped author measures to make higher education more affordable for working families. Senator Dodd currently chairs the Rules and Administration Committee. He is a senior member of the Health, Education, Labor and Pensions Committee and is the chairman of its Children and Families Subcommittee.

(More)

A second keynote address will be given Tuesday Feb. 25 at 9:15 a.m. by Randy Elliot Bennett, Distinguished Presidential Appointee at the Educational Testing Service in Princeton, NJ, a nonprofit organization dedicated to research and service in educational measurement. His address, *Inexorable and Inevitable: The Continuing Story of Technology and Assessment* argues that the inexorable advance of technology will force fundamental changes in the format and content of assessment. Most importantly, state efforts will need to go beyond the initial achievement of computerizing traditional multiple-choice tests to create assessments that facilitate learning and instruction in ways that paper measures cannot.

Dr. Bennett is the editor or author of seven books and many other publications including, *Reinventing Assessment: Speculations on the Future of Large-Scale Educational Testing* and *How the Internet will Help Large-Scale Assessment Reinvent Itself*. He has made presentations on this and related topics throughout the world. Dr. Bennett is currently co-directing the Technology Based Assessment Project, a series of studies designed to lay the groundwork for introducing computerized testing to the U.S. National Assessment of Educational Progress. This project is the first in the world to have tested a nationally representative sample of school children on computer.

The Closing Keynote address, *So What About Technology?*, will be given Wednesday, February 26, at 12:15 PM by Charlie Wonderlic, President of Wonderlic, Inc. This address will provide a thought-provoking look at how tests are used today and how technology can accentuate and enhance the purpose of why we use them.

Wonderlic is nationally recognized expert on employee recruiting, selection and retention. His organization, Wonderlic, Inc. provides innovative telephone, Internet and PC-based employment technologies to over 50,000 employers worldwide. Wonderlic has been featured on/in NBC's Dateline, Lifetime, CNN FN, ESPN, WGN, FOX, Forbes, Entrepreneur, Sports Illustrated and a wider variety of national and local radio and newspapers.

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Established in 1992, The Association of Test Publishers is a non-profit organization representing providers of tests and assessment tools and/or services related to assessment, selection, screening, certification, licensing, educational or clinical uses and dedicated to the highest level of professionalism and business ethics within the test publishing community.