

NEWS

From the Association of Test Publishers (ATP)

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Contact: Lauren Scheib
866-240-7909
LScheibatATP@aol.com

College Board President Gaston Caperton to Keynote
ATP's Sixth Annual Conference: *Innovations in Testing*

*Barbara Plake of the the Buros Center for Testing
to receive career achievement award*

September 29, 2004 – College Board President and former Governor of West Virginia Gaston Caperton will kick off the the Association of Test Publishers' sixth annual conference, *Innovations in Testing*, with a keynote address March 1, 2005 at 9:00 a.m. The site of this year's conference will be the Westin Kierland Resort in Scottsdale, AZ.

Caperton, is the eighth president of the College Board, a not-for-profit membership association of more than 4,500 colleges, universities, and schools that was founded in 1900. The College Board's mission is to connect students to college success and opportunity, with a focus on excellence and equity.

Deeply concerned about the persistent problem of unequal educational opportunity, Governor Caperton is leading a national effort to work with middle schools to encourage and inspire more young people, particularly those from least advantaged households and schools, to make college a part of their future.

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Improving education is not new for Governor Caperton. During his tenure as governor of West Virginia, from 1988 to 1996, he worked to enhance the condition of education in the state. His comprehensive plan emphasized the use of computers and technology in the public schools, beginning with kindergarten through sixth grade, and later expanding to include grades 7-12.

Dr. Plake Selected for Career Achievement Award

Also at this year's ATP conference, Barbara Plake, Ph.D., director of the Oscar and Luella Buross Center for Testing, will be presented with the 2005 Career Achievement Award. Plake, a distinguished professor at the University of Nebraska-Lincoln, has authored more than 100 publications and serves in an advisory capacity to numerous educational agencies and professional associations.

"Barbara Plake's selection for this prestigious award was based on her professional and educational achievements, her dedication to the field of testing, her long-time commitment to the mission of the Association of Test Publishers and for her highly regarded contributions to the testing industry," noted ATP Chair, Carol Watson, of Pearson Assessments.

Plake will be presented with the career achievement award at the ATP General Meeting which will be held February 28, 2005 at 3:45 p.m.

Sessions for this year's conference, which will begin with pre-conference workshops on February 28th and run through March 2nd, have been sponsored by all four of ATP's divisions (Certification, Clinical, Educational, Industrial/Organizational) and will focus on the key areas of test design, development, delivery, administration and computer based testing.

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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.