

NEWS

From the Association of Test Publishers (ATP)

The intelligent voice for testing

FOR IMMEDIATE RELEASE

Contact: Lauren Scheib
+1- 717-755-9747
LScheibatATP@aol.com

Association of Test Publishers Creates European Division

May 2, 2006 – “Our goal is not only to be the intelligent voice for testing in North America, but to be able to use that voice in as many languages and across as many cultures as possible,” stated William G. Harris, Ph.D., Executive Director of the Association of Test Publishers (ATP), in welcoming its European Division to the Association.

Established in 1992, ATP is a nonprofit organization dedicated to the promotion of professionally developed and administered tests and assessments in education, clinical and corporate settings and in certification and licensing programs.

“Until recently ATP focused on the interests major testing companies in North America. But our growth as an organization, our strides in creating an educational conference, our successes in the areas of legislative advocacy and the development of model guidelines drew the attention of the European testing community,” explained Dr. Harris.

A group of European publishers, lead by Marten Roorda, CEO of Cito, a leading testing and assessment company based in the Netherlands, approached ATP with the concept of a European Division.

Roorda, who was recently elected to the ATP Board of Directors, said plans to create a formal relationship between the North American-based ATP and European test publishers were initiated last year. This union was made official at the ATP Board of Directors meeting, conducted in conjunction with the Association’s annual *Innovations in Testing* Conference, on February 9, 2006 in Orlando, Florida.

“The primary goal of the ATP European Division will be to unite European test publishers and related professional organizations into a permanent organization to foster and maintain collegial relations among themselves, and to enable them to work with other professional and business organizations that have an interest in testing and its uses,” said Roorda.

He said the Division will be an advocate on behalf of its members interests in legal, regulatory and professional arenas. And he stated the intentions of the Division were to promote generally accepted guidelines for psychometrics, test delivery, test security, e-testing, interoperability, privacy, test adaptation, localization and other areas related to the testing process.

Dr. Harris added, “Many of the key components of the test industry such as the measurement science that underpins the test publishing industry, the role of tests in society, the protection of intellectual property of test publishers and the advances in the test delivery platforms are without cultural or geographical borders. These and related components of the business of testing require uniformity both within and across markets. The ATP Board of Directors support for this new Division signals that the ATP mission to promote the highest professional and technical standards for the test publishing industry is universal.”

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[About ATP](#)

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.

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Write to the Association of Test Publishers at 1201 Pennsylvania Ave., N.W., Washington D.C. 20004, USA or call +1- 717-755-9747, or visit our website at www.testpublishers.org