

# Test Publisher™

News and Information for providers of assessment products and services from the Association of Test Publishers

Volume 13, Number 2

Fall 2006

## The Westin Mission Hills Resort in Palms Springs, California to be site of *Innovations in Testing 2007*



The eighth annual *Innovations in Testing* Conference hosted by the Association of Test Publishers will be held February 5-7 at the Westin Mission Hills Resort in Palm Springs, California. Registration will be available online this fall at [www.testpublishers.org](http://www.testpublishers.org) and a special Early Bird rate will be available for those who register before December 1, 2006.

Apply online to become a member of ATP at  
[www.testpublishers.org](http://www.testpublishers.org)  
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# Association Notebook

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**Next Board Meeting...** October 12, 2006 at the American Club Resort, Kohler, WI. Members can have business placed on the agenda by emailing the ATP Board of Directors c/o LScheibatATP@aol.com

**Next Conference...** February 5-7, 2007 at the Westin Mission Hills in Palm Springs, CA.

**ATP Career Center...** The ATP Career Center opened for business in May. Visit the Career Center at [www.testpublishers.org](http://www.testpublishers.org). Post job opportunities or your own resume, peruse job openings or applicants. Members receive discounts for ad listings.

**The European Division of ATP...** will hold an inaugural meeting September 28 at the London headquarters of Pearson Assessments. For information on joining the European Division contact Lauren Scheib at LScheibatATP@aol.com.

## News from the Divisions...

### From the Desk of the Clinical Division Chair...

Jeff Manson of Western Psychological Services

In addition to actively participating in the Internal Alignment Committee, the Clinical Division has begun consolidating copyright infringement documents and vignettes to provide a resource for members. In working with Chris Gruber, member of the ATP Board of Director's web site revision committee, the Division has put energies into initiating this project and expanding its scope.

On the public interest front several Clinical Division members are participating in the American Psychological Association's (APA) task force on making assessment materials available to doctoral students with visual impairments. The Clinical Division is giving feedback and recommendations to help the APA task force create a framework that allows access to test

materials in a secure format that is acceptable to test publishers. The initial meeting was held at the annual APA conference in New Orleans on August 11th and resulted in a very productive dialogue between test publishers and the APA public interest group.

The Clinical Division held its annual meeting at the APA Convention in New Orleans on Aug 11th. Fifteen colleagues attended the meeting and there was lively discussion regarding content for the upcoming 2007 *Innovations in Testing* Conference, the above mentioned APA task force, progress on ATP strategic initiatives, greater contact with member companies and wider Clinical Division participation [For more information about the ATP Clinical Division contact Jeff Manson at [jmanson@wpspublish.com](mailto:jmanson@wpspublish.com)].

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**DID YOU KNOW...** ATP monitors legislation year-round in state legislatures across the U.S. as well as the U.S. Congress. Legislation that is considered a "serious concern" is acted upon immediately. ATP retains legislative counsel in Washington D.C. and a budget set aside should state initiatives arise that need the immediate attention of local counsel. In addition to this rigorous monitoring of initiatives, ATP also identifies initiatives that are considered just "of interest" to the testing industry. These are posted on a regular basis on the ATP website. They might range from a new certification program being enacted in a state to a new curriculum which will require testing services or a new testing requirement for businesses or schools in certain areas of the country. To view any of these initiatives ATP members can login to the members-only area of the ATP website at [www.testpublishers.org](http://www.testpublishers.org). Then click on Legislative/Legal and click on State Net.

# From the Desk of the Education Division Chair...

Phil Young of the Educational Testing Service (ETS)

ATP is on the threshold of playing a pivotal role in the lives of all educational assessment companies that develop, produce, or deliver tests; or process, score, and report tests that states use for their No Child Left Behind (NCLB) accountability assessment. The reason for this dates back to April of this year, when U.S. Education Secretary Margaret Spellings invited the leaders of eight major test publishers to her Washington, D. C. office for a “talk.” Attendees, which included ATP’s Executive Director Dr. William G. Harris, tell us that the Secretary urged the assessment companies to redouble their efforts to produce 100 percent error-free materials and scores in all their NCLB programs. Her reasoning was simple and direct: Errors not only hurt those directly involved—they hurt the entire testing industry by undermining public confidence, and thus may jeopardize the reauthorization of NCLB.

1. The proposed Committee will comprise an Executive Committee and subcommittees.
2. The Executive Committee will have a membership of ten persons, equally divided between CCSSO and ATP.
3. Each subcommittee will have equal representation from CCSSO and ATP.
4. The Executive Committee and the subcommittees will be co-chaired by a representative from CCSSO and ATP.
5. The scope of work will cover activities of the testing enterprise which define the responsibilities of the states and the test publishers.

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*Errors not only hurt those directly involved—they hurt the entire testing industry by undermining public confidence, and thus may jeopardize the reauthorization of NCLB.*

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Since that meeting, several participants have discussed how they might work cooperatively with state and large district customers to address best practices in large, high-stakes testing programs, as well as positive initiatives that will help both contractor and client. The good news for ATP members is that the question of how to cooperatively plan and establish best practices and procedures with our clients took a giant step forward at the annual Large Scale Assessment Conference at the end of June.

Dr. Harris, was invited to address a joint meeting of state and large district testing directors and staff members of Council of Chief State School Officers (CCSSO). His address and the ensuing discussion convinced all present that ATP was the organization to represent assessment contractors in conversations with clients and the Chief State School Officers. One specific outcome from the June presentation was CCSSO and ATP’s decision to co-chair a group to develop a best practices document that will emphasize “how to do large scale assessment, rather than what states or contractors should do.” This document will address the responsibilities of the states and the contractors in the testing enterprise. In July, Alan Thiemann, ATP’s Legislative Counsel, and Dr. Harris met with Don Long of CCSSO to begin preliminary discussions of the structure of the Committee on Best Practices. The following points were agreed upon regarding the structure of the Committee:

6. Preliminary areas of interest for test publishers, and possible foci for some of the subcommittees, may include scanning and scoring, reporting, test security, student data information, and the role of technology in student assessments. CCSSO is expected to identify other areas of interest.

Another meeting with Don Long and other CCSSO representatives has been scheduled. In this meeting, participants will discuss the purpose of the project and will define the scope of work. Once the project is underway, it is anticipated that Secretary Spellings will receive quarterly updates of the Committee’s progress. ATP will provide the same quarterly updates to the Chair of the Education Division, and I will encourage all ATP members to share their comments and suggestions so that I can pass them on to the Committee. As the sub committees are formed, ATP will also call upon the Chair of the Education Division to help identify experts among the ATP Education Division membership to serve.

A well-designed, high quality guidance document on best practices will benefit all stakeholders in the testing community. ATP Education Division will play a key role in helping to craft this important document. There will be regular updates in this space. Let me hear from you if you wish to be involved [[For more information about the ATP Education Division contact Phil Young at [pyoung@ets.org](mailto:pyoung@ets.org)].

## In other news from the Education Division...

The Education Division is now in the process of completing their choice of breakout sessions for the 2007 ATP Conference that will be held in Palm Springs, California. The Education Division received session proposals totaling more than twice the number session slots allotted to Education, so the Committee has had very difficult choices to make.

Also, the Education Division will soon make available to all members an online “webinar” conducted by Dr. Henry Braun of ETS. The topic of Dr. Braun’s webinar is Value Added Models (VAM) and their use in measuring achievement growth. The Division hopes to be able to offer more in the future.

## From the Desk of the Certification/Licensure Division Chair...Dr. Jamie Mulkey of Caveon Security

The Certification/Licensure division has been busy with three major activities:

1. Session selection for ATP’s conference breakout sessions - As a first time initiative of accepting submissions for the 7th annual ATP conference, it was stimulating to see so many thoughtful and innovative ideas. We wish to thank all those who submitted sessions for the 2007 conference and look forward to seeing you there!

2. Security Initiative – This initiative is in full swing with three different activities running simultaneously; Best practices test security survey, Security planning template and guidelines, and Data Protection definition white paper.

In the November time frame, expect to be asked to complete a test security survey. This survey is designed to determine best practices in test security for certification testing programs.

3. Certification Director competency model – this project is just underway. We are looking for volunteers to help on the project team. Please contact Dick Soule, dsoule@smttest.com

Cert/Licensure will have a face-to-face meeting at NOCA this November. Look for notification soon. If you are planning to attend the conference, we look forward to seeing you!

## An Update from ATP Executive Director Dr. William G. Harris

ATP Executive Director Dr. William G. Harris reported on the following initiatives:

1. A new career website has been added to the ATP website with discounts available for members who want to place an ad. (See ad on last page of this newsletter.)

2. Plans are well underway for ATP’s annual *Innovations in Testing Conference 2007*. ATP expects 700 attendees.

3. The Indiana State Psychological Licensing Board seeks to regulate testing so that only licensed psychologists can do testing. ATP was able to stop this legislation in 1996, and is working with the National Board of Certified Counselors (NBCC) and the National Association of School Psychologists (NASP), and others to defeat the legislation once again. We have approximately 12 months to do so.

There are 237 tests on the list that the licensing board seeks to restrict access to licensed psychologists only. The list can be found on their web site at <http://www.in.gov/pla/bandc/ispb/rtl.html>

4. A new European division of ATP has been formed and will represent the fifth division of ATP. The European Division will be holding an inaugural meeting September 28, in London, England at the headquarters of Pearson Assessments.

# From the Desk of the Industrial/Organizational Division Chair... Dr. David Waldschmidt of Wonderlic Inc.

As we approach the end of summer and the beginning of fall, it is a nice time to reflect on division activities and the progress we have made over the past year. This year ATP underwent a strategic planning process and identified specific strategic objectives to accomplish over the course of the year. The three overall objectives that were identified and approved by ATP's Board are as follows:

1. Increase membership by clearly articulating and promoting ATP's unique value proposition.
2. Align division activities with organizational goals.

3. Ensure proper operating procedures.

Throughout this year, the Industrial/Organizational Division has engaged in efforts to achieve the strategic goals of ATP through various internal and cross-division initiatives. The I/O Division has played an important role in helping to define the roles and activities of division officers and aligning these roles with ATP's organizational goals. We have worked to better articulate ATP's value to members through stronger, more regular communications (e.g., through this newsletter). Much of this activity has taken place through efforts of the Internal Alignment Committee (IAC).

Officers from each ATP Division are working more closely together than ever before in an effort to better serve members and move the test publishing industry forward. We have all seen the synergy when the divisions come together and tackle a shared goal. It is an exciting time for ATP and for the test publishing industry, and it is wonderful to see the progress that we have made as our organization evolves and becomes stronger [For more information about the ATP Industrial/Organizational Division contact David Waldschmidt at [David.Waldschmidt@wonderlic.com](mailto:David.Waldschmidt@wonderlic.com)].

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## In other News from the Industrial/Organizational Division...

Dr. Reid E. Klion of Performance Assessment Network Inc., Secretary of the ATP Industrial/Organizational Division

Dr. David Waldschmidt, Chair of the ATP Industrial/Organizational Division, led a meeting of the Division at the conference of the Society for Industrial Organizational Psychology (SIOP) in May. Dr. Waldschmidt brought the group up to date on ATP's efforts to constructively address recent criticism of the testing industry as well as in regard to ATP's monitoring of legislative issues at the state level which have an impact upon test publishers. Developments concerning ATP's efforts to expand internationally were also shared.

Information about improvements to ATP website communications were highlighted. These include online access to the *Journal of Applied Testing Technology (JATT)* as well as the addition of a Career Center with portals for both employers and job seekers.

Lastly, a brief note about the I/O Division's mailing list. This list contains e-mail address that are not just from ATP member organizations but other interested professionals as well. Keeping the e-mail and contact list up to date is important to our ability to communicate division news. If you know of anybody at your organization or other organizations who would like to be on our e-mail list, please have them send their contact information to Reid Klion at [reid@panpowered.com](mailto:reid@panpowered.com). Of course, we would also like to gain additional members for ATP. If you know of someone in an organization that might be interested in joining ATP please let us know and we will make sure to include them in our mailings.

## Conference News from the Industrial/Organizational Division... Dr. Joseph Orban of Pearson Performance Solutions, Vice Chair of the Industrial/Organizational Division

ATP's new web-based conference submission process has worked very well and resulted in 96 submissions for the I/O track. This included submissions for workshops, poster sessions, breakouts, and cross-division sessions. The I/O Division Chair, Vice Chair, and Secretary did a blind review of the submissions for breakout sessions using criteria recommended by the ATP Conference Program Committee. This included factors such as divisional relevance, technical appeal (basic and advanced), psychometric and cross cultural themes, and new technologies or techniques that reflect advances

in the field. The poster session and workshop committees are also going through a similar review process. Final recommendations for the conference will be made by the ATP Conference Program Committee after which we will be in contact with submitters to finalize information for the conference brochure. If you have submitted a proposal, thank you very much – we only wish we could accommodate many more sessions. We think the series of I/O Division posters, workshops and breakout sessions at the conference will offer a great breadth and depth of topics that will be of interest to all conference attendees [For more information contact Joseph Orban at

# In 2007 ATP will celebrate fifteen years as the intelligent voice for testing...

## Who are ATP Members?

Academic Therapy Publications

A&D Resource

AICPA

Alpine Testing Solutions

American Printing House for the Blind

American Testing Authority

Applied Measurement Professionals, Inc.

Autodesk, Inc.

Bay State Psychological Associates, Inc.

Board of Certification for Emergency Nursing

Caveon Security

CASAS

Center for Credentialing & Education, Inc.

Cisco Systems, Inc.

Cito B.V.

The Clark Wilson Group

The College Board

CompTIA

Consulting Psychologists Press, Inc.

Craft Systems Inc.

CTB/McGraw Hill

Data Recognition Corp.

Drake Kryterion, Inc.

Directional Insight International

The Donath Group

Edison Electric Institute

Educational & Industrial Testing Service

Educational Testing Service

EMC

Employment Research & Development Institute

Envisia Learning

Executive Development Assessment Centre

Express Evaluations

Galileo Systems, LLC

Graduate Management Admission Council

Harcourt Assessment Inc.

Hester Evaluation Systems, Inc.

Hewlett Packard

Hogan Assessment Systems

Hogrefe & Huber Publishers

IDS Publishing Corporation

Industrial Psychology International, Ltd.

Institute for Personality and Ability Testing,

Integral 7, Inc.

Integriview

Knapp & Associates International, Inc.

LaserGrade, L.P.

LIMRA International

Lotus Development Corporation

Manna Distribution Services

Marica Andberg Associates

Measured Progress, Inc.

Meta Metrics, Inc.

MetriTech, Inc.

Metro Institute

Microsoft Corporation

MindData Systems, Ltd.

Morris & McDaniel, Inc.

Multi-Health Systems, Inc.

MySQL AB

National Council of State Boards of Nursing

Nichols & Molinder Assessments

Organization Analysis & Design

Pearson Assessments

Pearson Educational Measurement

Pearson Performance Solutions

Pearson VUE

PEN

Performance Assessment **Network**

Performance Testing Council ("PTC")

Personnel Systems Corporation

Professional Credential Services, Inc.

Professional Examination Service

Profiles International, Inc.

Prometric, A Division of Thomson Learning

Psychological Assessment Resources, Inc.

Psychological Services Inc. ("PSI")

Psychological Services Bureau, Inc.

Psychometrics Canada Ltd.

Psychometric Services, Ltd. ("PSL")

Quality Metric Inc.

Question Mark Corp.

Ramsay Corporation

The Riverside Publishing Company

The SASSI Institute

Scantron

Schroeder Measurement Technologies

ScientificSelection.com, LLC

Sigma Assessment Systems, Inc.

SkillCheck, Inc.

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Tests for Higher Standards

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Vantage Learning

View Assessments, Inc.

Western Psychological Services

Wide Range, Inc.

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Wonderlic, Inc.

# Introducing the ATP Career Center



<http://careercenter.testpublishers.org>

## Employer Benefits:

Targeted Advertising Exposure – reach a focused audience of industry professionals

Easy Online Job Listing Management

Resume Search Included with Job Posting

Notify Me – receive notification when job seekers match YOUR criteria

Build Company Awareness – list company information and link to your web site

Competitive Pricing – package and high-member discounts available.

## Job Seeker Benefits:

Services are FREE!

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- Resume Posting with Confidentiality Option

Save Jobs – apply when ready

Notify Me and RSS Capability – receive email notification when posted jobs match YOUR specific criteria.

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Many job seekers and employers today are discovering the advantages of searching online for industry jobs and for qualified candidates to fill them. But the one-size-fits-all approach of the mega job boards may not be the best way to find what you're looking for. The all-new **ATP Career Center** gives industry employers and job seeking test publishing professionals a better way to find one another and make that perfect career fit.

Visit us at <http://careercenter.testpublishers.org> today to post jobs or search job listings in the field of test publishing.

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