

Test Publisher™ Newsletter

News and information for providers of assessment products and services from the Association of Test Publishers
ATP: The intelligent voice for testing

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ATP hosts successful Innovations in Testing 2010 Conference in Orlando, Florida

Despite an untimely snowstorm in the mid-Atlantic region of the U.S., ATP hosted a successful *Innovations in Testing 2010* Conference in Orlando, Florida.

Keynote and best selling author Scott Berkum opened the conference with an inspiring lecture on risk taking and innovation.

"History," he cautioned attendees, "puts a huge emphasis on success stories." "experimentation and failure," he said, "are the hidden part of every (success) story."

Berkum urged attendees to take risks in their work, learn by mistakes and reward initiative wherever they find it in their quest for innovation.



ATP Chair Marten Roorda (left), thanks keynote Scott Berkum (right) for his keynote address

More than 600 attendees then dispersed into breakout sessions covering a variety of tracks from innovation to test security.

The conference closed on Wednesday with another keynote speaker, Carlos Linares, Jr., vice president, Anti-Piracy Legal Affairs for the Recording Industry Association of America.

Linares gave attendees an insiders view of life on the front lines defending intellectual property rights. He urged test publishers to work together to find innovative ways to combat piracy issues that are common among all industries that rely on intellectual and creative products.

ATP Prepares to launch new Website

In just a few weeks ATP Members and visitors will be asked to login into an all-new website being created as part of a new Association Management System (AMS) being implemented and custom designed

Dear Colleagues,

Welcome to the Association of Test Publishers' online newsletter. Click here to reference past issues of the Test Publisher newsletter: [Test Publisher Newsletters](#)

E- ATP to Host 2nd Annual Conference in Barcelona, Spain



Plans are underway to kick off E-ATP's second annual Conference, *Growing Talent in Europe: Gaining Advantage Through Assessment* at the Dolce Sitges Resort in Barcelona, Spain, September 29 - Oct. 1, 2010. The Call for Presentations is now open until May 7. To read more about the conference, click here: [E-ATP Conference 2010](#)

ATP Announces Release of Third Edition of Model Guidelines for Preemployment Integrity Testing

The Association of Test Publishers (ATP) this month released the *Model Guidelines for Preemployment Integrity Testing (3rd Edition)*. Preemployment integrity tests are assessments that are designed to predict counterproductive work behaviors such as theft, gross misconduct, illicit drug use, turnover for cause, violence, and other employee activities that damage or waste an employer's assets. The objectives of the revised Model Guidelines are to promote good testing practices in the development, administration, and use of preemployment integrity tests.

Adherence to these Model Guidelines helps to ensure that both test publishers and test users follow generally accepted "best practices" in six areas: (1) test development and selection; (2) test administration and scoring; (3) test use and decision making; (4) test fairness and confidentiality; (5) public statements and test marketing; and (6) international considerations. "The need to mitigate counterproductive employee behavior through scientifically-based preemployment integrity testing is a global phenomenon," said ATP's CEO William G. Harris, Ph.D. "In fact research reviewed in the Model Guidelines reveals that the cost of worldwide employee theft in the retail industry alone is \$50.5 billion annually. In this third edition of the Model Guidelines we've included a new section that addresses a variety of international concerns."

The 2010 Model Guidelines Revision Committee included the following professionals: John W. Jones, Ph.D., Vangent, Inc. (Chair); David W. Arnold, Ph.D., J.D., Wonderlic, Inc. (Chief Legal Advisor); Michael R. Cunningham, Ph.D., University of Louisville; Reid E. Klion, Ph.D., Performance Assessment Networks, Inc.; Deniz S. Ones, Ph.D., University of Minnesota; Lance W. Seberhagen, Ph.D., Seberhagen & Associates; James C. Sharf, Ph.D., Employment Risk Advisors; and Vish V. Viswesvaran, Ph.D., Florida International University. "The Model Guidelines were initially developed by the leading experts in the field of personnel testing," noted Marten Roorda, CEO of Cito B.V. in the Netherlands and Chair of ATP's Board of Directors. "Therefore we were committed to ensuring that our 2010 Model Guidelines Revision Committee was represented by well respected industrial-organizational psychologists who would create a set of guidelines to help both test publishers and end users comply with all relevant professional standards and employment laws."

"The 2010 Model Guidelines are relevant to organizations and professionals who are unfamiliar with preemployment integrity tests. They should also prove useful to testing experts who want to stay abreast of the latest best practices related to this class of personnel assessments," said John W. Jones, Ph.D., Chair of the 2010 Model Guidelines Revision Committee. "For example, these guidelines include an updated research section, which supports the validity generalization for integrity tests across a wide variety of jobs, settings, and organizations. The research section concludes that properly developed integrity tests are not only effective in predicting counterproductive behavior in the workplace, but they are fair and helpful from a societal perspective."

Organizations who are interested in reviewing integrity tests for inclusion in their recruitment and hiring process can receive a copy of the Model Guidelines for Preemployment Integrity Tests by contacting Lauren Scheib at 866-240-7909 (US) or +1- 717-755-9747 or email LScheibatATP@aol.com. The cost is \$20.00 for nonmembers/ \$10.00 for members. These guidelines should help the many companies that need to control employee theft and related counter productivity to properly select and use high quality integrity tests.

for ATP.

"The AMS will make it easier to extend our communications reach into a member organizations. The AMS includes functionality that will allow the primary contact person in an organization to include secondary contact names. This will lead to wider contact and deeper communications and interaction with ATP members," reported ATP CEO Dr. William G. Harris.

Quick Links at ATP

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[E-ATP Conference 2010](#)

[E- ATP Sponsorship Opportunities](#)

ATP acknowledges and thanks its 2010 Innovations in Testing Sponsors

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Pearson Assessments

ATP Welcomes New Members in 2010



ATP Board Meeting Summary

A Board of Director's meeting was held Thursday, February 11, 2010.

CONFERENCE REPORTS

Innovations Conference 2010 It was reported that there was a total of 661 registrants at the Innovations in Testing Conference 2010; there had been four committees and 72 committee members in addition to the Designing Events staff; a new program schedule had been utilized, new social networking opportunities were used, a new program book design was developed, a new Good Morning ATP format was used for the General Meeting, and the website has been re-designed. **E-ATP Conference Report** The 2009 E-ATP conference in Brussels was reviewed. E-ATP Chair Eugene Burke introduced and reviewed plans for the 2010 E-ATP conference in Barcelona at the Dolce Sitges, September 29-October 1.

PRESIDENT'S REPORT

Goals for 2010 Marten Roorda reviewed his goals for 2010. He reported that one of his initial goals was to refresh the annual conference and that goal had been achieved. He reported that other goals include: strengthening the governing section of ATP, broadening the membership base; improving quality, self-regulation and promotion of the testing industry; creating a closer community, and working on more year round ATP activities in addition to the conference.

DIVISION/COMMITTEE REPORTS

Certification Certification Division Chair Jay Breyer reported that 2010 officers for the Certification Division, in addition to himself, will be Brian Adams from Alpine Testing and Liberty Munson from Microsoft. He reported that he would like to get some new topical discussions going that would engage division members. He said that two areas of concern are how to guard against misuse of test scores and the proper use of diagnostic information.

Clinical Clinical Division Chair David Herzberg reported that 2010 officers for the Clinical Division besides himself are Steve Griffin from IPAT and Christine Carlson from Pearson Assessments. He said a primary goal will be to find conference content that will provide value to the Clinical Division members. He said that one area is third party reimbursement, which he suggested is a cross divisional concern. He said he would like the Clinical Division to be able to provide members with help interpreting CPT codes.

Education Education Division Chair Steve Lazer, reported that the other 2010 officer for the Education Division is Karen Foelsch from Pearson and that they were searching for a Secretary. Lazer reported that there is a need to respond to Race to the Top initiatives. He noted that the Division also would like to concentrate more on higher education and to coordinate with the European division on international education issues.

Europe E-ATP Chair Eugene Burke reported that 2010 officers for the E-ATP Division besides himself are Erwin van Schaffelaar of Cito and Michael Kayer of Pearson VUE. He reported that the Division's primary goal is to plan and execute a successful 2010 E-ATP Conference in Barcelona.

Industrial/Organizational Industrial/Organizational Division Chair John Weiner reported that 2010 officers for the Industrial/Organizational Division are himself and Julie Carswell of Sigma Assessment Systems. He said they were searching for a secretary. Goals for 2010 include better sharing and dissemination of information, providing a forum for sharing of information and continued legal advocacy.

Security Committee Security Committee Chair Cathy Donath reported that according to the survey recently conducted by the Committee, security concerns are growing throughout the assessment industry and theft of Intellectual Property (IP) is pervasive. She reported that the for-profit global sector is the most impacted subgroup with companies reporting that a majority of their exam content has been adversely affected. Cathy Donath gave an example of the financial impact to the industry (estimating that a single exam could cost \$75,000 or higher to develop and publish) when such exams are compromised or stolen, the damages can have a financial impact of millions of dollars. She reported that the Security Committee had presented two conference workshops which were attended by over 65 participants from all divisions and industries. She reported that the top security issues are IP theft, sale of exams on websites (brain dumps), proxy testing, sharing of exam items and lack of awareness of what constitutes IP theft. She also reported that the full results of the Security Survey will be released after review by counsel.

FINANCIAL REPORT

ATP Treasurer Wayne Camara reviewed the 2009 Bookkeeping Report and Compilation Report and reported that the Association was in good fiscal help and has increased retained earnings for 2009.

CHIEF EXECUTIVE OFFICER'S REPORT

ATP CEO Dr. William G. Harris reported that ATP continued to act as administrator of the Technical Advisory Group (TAG) for the American National Standards Institute on work on ISO PC 230. He noted that TAG members included the National Council on Measurement in Education (NCME), APA, American Educational Research Association (AERA), the Institute for Credentialing Excellence (ICE, formerly

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Snapshots from ATP Innovations in Testing Conference 2010

(Photos provided by ATP Member Cathy Donath of the Donath Group)



Innovations Program Chair Christine Niero shares some down time at an after hours reception with David Cox, both with Professional Testing Inc.



(L. to R.) ATP CEO Dr. William G. Harris chats with Ardeshir Gerampayeh of the University of Cambridge and Dr. Bob Brennan from the University of Iowa



A group of delegates with ATA from the Peoples Republic of China



ATP Chair Marten Roorda presents the 2010 ATP Career Achievement Award to Dr. Nancy Petersen of ACT (above) and the Professional

NOCA) and the National Board for Certified Counselors (NBCC). He said the TAG was going into a fourth year, but that work would soon be finalized. He next reported that Work on the Operational Best Practices (OBP) has also advanced and that a preview of the Best Practices had been made available at the Innovations Conference. He also reported that he participated, on behalf of ATP, in ICE's Summit on the Future direction of certification and participated in a meeting on the Research Agenda to determine the labor market value of certificates and certifications.

In the area of communications, G. Harris reported that a special issue of ATP's Journal of Applied Testing Technology (JATT) had been released and that six articles had been published in 2009. In the area of fostering collegial relationships, he reported that ATP had maintained productive working relationships with Council of Chief State School Officers (CCSSO), APA, NCME, AERA, ANSI, NOCA (ICE), NBCC, the Test Committee of the Association of American Publishers (AAP), the European Test Publishers Group (ETPG), the International Association for Educational Assessment (IAEA), the International Test Council (ITC).

In the area of advocacy, G. Harris reported that ATP continued to maintain a legislative search service with a monthly review of all initiatives impacting testing. He reported that ATP had acted to raise concerns to the Wikimedia Foundation about Wikipedia posting the Rorschach plates and most likely responses online that many felt would jeopardize the utility of the test, and that ATP had commented on several federal regulations, including preparing an Opinion of Counsel concerning the Consumer Protection Commission's proposed regulations for recalling products for children under the age of 13, which potentially impacted tests.

He reported that into 2010, ATP would continue to seek international members in Europe, Asia, Africa and the Middle East as well as domestic members. In the area of financial stability, he reported that ATP had increased its retained earnings in 2010, raised funds for publication of the Operational Best Practices and the TAG, exceeded sponsorship goals for Innovations 2009 and 2010 and launched a profitable and successful European conference. He said that ATP would continue to explore way in which to add value to ATP membership.

OLD BUSINESS

By-Laws Review ATP Secretary Jerry Borofsky introduced the By-Laws Revision initiative. He reported that over the past several months, a total of nine Board members, Officers, Staff, as well as outside Counsel, participated in the process of reviewing the By-Laws. Marten Roorda then opened up discussion to the floor. The Board reviewed each proposed change, looking in detail at a number of them, providing comments and recommendations for acceptance of many of the proposals while providing additional changes on some other language. J. Borofsky stated that he would begin to incorporate the further changes and edits that were suggested within the next two weeks and then send out a new draft document as expeditiously as possible to Board members for a second round of review.

Initiative Proposal - Fees An initiative proposal was introduced to introduce fees related to divisional membership whereby members pay a fee of \$200 for each divisional membership beyond their primary membership and increase existing subscriber fees from \$75.00 to \$200. It was noted that the last ATP dues increase occurred in 2002 and the percent of increase was 10-percent or less depending on the dues category. Since its formation in 1992, ATP has increased overall organizational dues only twice, in 1996 and 2002, and never for subscribers. After discussion a motion was passed to charge a \$200 fee to members for divisional membership beyond a primary division, and increase the subscriber fee to \$200, with both changes taking place January 1, 2011.

Initiative Proposal - Interest Groups A proposal was introduced to support the formation of special interest groups (SIGs) among ATP members. G. Harris said that groups of individuals that show a common interest in a topic should be able to cultivate such interest within the ATP context. A motion to accept the proposal for the formation of Special Interest Groups as outlined was introduced by Eric Shepherd. Motion was seconded by Amy Schmidt. Motion was unanimously approved.

Public Relations Issues M. Roorda said that he and G. Harris would work out a short-term and long-term public relations and marketing plans for the Association and report back to the board.

Join the ATP Security Committee

The ATP Security Committee was established to provide a forum for members of the community to collaborate and share information on approaches to address security concerns. Working collaboratively has proven to be of considerable value.



Contributions to Testing Award to Dr. Stuart Kahl of Measured Progress (below).



Over the past few years, volunteers have contributed to meet this goal, i.e., identify and share best practices, develop messaging, identify security guidelines and conduct surveys of the industry. The ATPSC 2010 initiatives are focused on expanding on these efforts. Contact [Cathy Donath](#) to become a member or to join as a volunteer on one of the task force committees.

**Mark your
calendar for
Innovations in
Testing 2011**

Innovations 2011 will
be held at the Sheraton
Wild Horse Resort in
Phoenix, Arizona
February 27-March 1,
2011

*(Photo by Cathy
Donath)*



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