

Questions and Answers about the Globalization of ATP

Why is the Association of Test Publishers focusing on an International agenda at this time?

The vision of the Association of Test Publishers (ATP) is to become the “International Voice of Testing.” Although the ATP was founded as a trade association in North America in 1992, testing and assessment have been developing into a global community at a rapid pace. Consequently, the ATP expanded by adding a European Division (2005), an Asian Division (2011), and a founders’ group has met to organize an Indian Division (2012). Accordingly, the ATP is now poised to become recognized as the global trade organization for test publishers, thus making the world smaller for testing. Such expansion is appropriate, inasmuch as the language of testing and psychometrics is international and many issues faced by publishers are the same all over the world. Members of the ATP are truly part of a global community of testing, benefiting from the coordinated efforts of a strong organization that offers education, networking, advocacy, advertising, and industry advancement/protection activities on behalf of publishers worldwide.

Why do we need to change ATP’s structure and By-Laws ?

In order to facilitate these globalization efforts, the ATP needs to build a solid structure in terms of governance, financial management, staffing, organizational branding, and membership services value. An umbrella organization is the model that best fits the stage of development the association is in now, as well as being appropriate for the long term vitality of the organization. Historically, the ATP has expanded internationally by subsidizing operations in the new region; to date, three regions have been founded, two of which have gained significant operational traction. Despite these successes, ATP is looking to modify its governance structure in order to facilitate and strengthen its international growth. One goal of a revised structure is to establish a governance mechanism that encourages each region to attain a level of self-sufficiency that would free ATP from the need to subsidize those operations.

What processes and involvement by ATP members and leaders have been employed in making this change?

An Internationalization Task Force was appointed in September 2011 by then-Chair Peg Jobst at the Board of Directors meeting in Prague. Conference calls and face-to-face meetings were held to consider various possible structures for how a global ATP would be governed and related issues. In order to ensure transparent discussions and to enlist support for change throughout the association’s leadership, during 2012 Chair Lisa Ehrlich invited all sitting members of the ATP Board of Directors to attend and participate in meetings. Following the general structural discussions, two meetings were held at the E-ATP Conference in Berlin (September 2012), to focus exclusively on specific issues related to an umbrella governance structure. More in depth analysis of an

umbrella organization occurred at a meeting in Reston, VA on October 12 and in a conference call on November 13. Consequently, the consensus of the Task Force and the ATP Board of Directors is that an umbrella structure should be used to carry out and promote ATP's globalization efforts.

Once the Task Force reached its consensus, an official recommendation was prepared for the Board which set into motion a series of operational changes that will begin to take place in 2014. These include assigning world regions to members based on the location of their headquarters; establishing an optional Multi-region rate for members who want to participate in the governance of Regions outside of their Primary Region; and the internationalization of all Practice-area Divisions as well as the removal of a fee to join those Divisions.

The next step will be a set of formal recommended amendments to the ATP Bylaws which will need to be approved first by the Board, and ultimately, by 75% of all Regular Members.

How will ATP's structure change?

Global ATP will still be governed by an elected Board of Directors. As in the current Bylaws, the Board will continue to be comprised of a specified number of persons, consisting of the elected officers (Chair, Vice Chair, Past Chair) and Board members representing each Division and each Region (The other officers, the Secretary and Treasurer, as well as the CEO and the General Counsel, will continue to be *ex officio* members of the Board. Eligibility requirements for the Board of Directors will continue to be those established in the Bylaws: at a minimum, an individual who seeks election to the Board MUST represent a Regular Member of the Global ATP (i.e., pay annual dues to Global ATP).

How will financial oversight of ATP's budget be handled?

The Board of Directors will have full budgetary control over the Global ATP, set all policies, and make all decisions governing the operation of the Global ATP, including determination as to which operational decisions will be under the control of the regional organizations to make on their own. The Board will approve the annual budget of the Global ATP and approve the annual budgets developed and proposed initially by each regional Board of Advisors.

How will globalization effect my dues?

Dues for Global ATP membership will continue to be based on annual revenues using the current established categories defined in the Bylaws for Regular and Associate Members. Your ATP dues will cover membership in the Global ATP, the regional organization in which your company is headquartered, and all Practice Area Divisions.

Will my dues increase?

ATP is scheduled to increase dues by 10% in 2014. This is not a factor of globalization, it is a factor of increased costs since 2002, which is the last time that ATP increased dues. The good news is that Division fees will no longer apply. You will be able to participate in as many Divisions as you would like without an additional fee.

What if my business is completely domestic and I have no interest in participating at the Multi-Regional level, is ATP still the Association for me?

Every company or individual that joins ATP will be assigned a Region based on where they are headquartered. If you wish to participate in more than one Region you will be given the option to pay an additional Multi-Region fee. If you do not want to participate beyond your own Region, your usual dues will cover all of your costs for Divisional activities. But you will still be considered part of a Global Association and you will still have the ability to network through the ATP online community, interact with worldwide professionals at conferences and reap the benefits of being connected to a global community. ATP will still be your Association!

How will ATP Regions function?

Regional organizations will be separate entities formed and operated under the Global ATP umbrella. A region may establish itself as a formal legal entity, but will continue to be owned by Global ATP and adhere to the ATP Bylaws, report to the ATP Global Board of Directors, and follow all policies and decisions made by the Global Board of Directors. The governing body of each regional organization will be a Board of Advisors, which will administer and direct all of the activities of that region, subject to decisions of the ATP Board of Directors. The members of each regional Board of Advisors will be elected only by those companies paying dues to belong to that region (i.e., ATP Global Members who are headquartered in that region or Regular Multi-Region Members who are paying annual fees to that region). A representative of each regional organization will be appointed to serve on the Global ATP Board of Directors.

Who will lead the Regions?

Each region will be led by an elected Board of Advisors consisting of five (5) members, the three officers (Chair, Vice-Chair, and Secretary, where the current Chair departs and a new Secretary is elected each year and the remaining officers move up), the Past Chair (once that position is available), and one At-Large member (in the initial year, there would be two At-Large Members). This structure enables a flexible arrangement to support growth and continuity.

What if members of a Region have a particular interest area that is not reflected in the other Regions or the Global organization?

The new Global ATP will recognize Special Interest Groups (SIGs). These SIGS will need approval from the Global ATP Board of Directors, as well as any applicable fees that may be charged for joining a SIG. Fees may be charged, for example, if a SIG requires costly legal oversight. Otherwise it is anticipated that Regional fees will be able to support most SIGs. At the same time Standing Committees recognized by the Global ATP Board of Directors, (such as the ATP Security Committee and the ATP Standards Committee), will continue to welcome global members from all Regions.

Will individuals still be able to join ATP as Subscribers?

Yes, individuals will still be able to join Global ATP as a Subscriber and will be treated the same as an organizational member in that they will be assigned to the Region in which they are located. And just as Subscribers now, they will not vote or hold office. They will enjoy the benefits of being able to network in a global community, but ATP will continue to be governed by Regular organizational members.

Will Regional organizations have their own staff?

A regional organization may hire its own staff or legal counsel (or request Global ATP to hire such staff for it if the regional organization lacks legal authority to hire) to accomplish the approved functions; however, all such staff activities must be under the direction and/supervision of the Global ATP CEO and/or COO to ensure consistency with and conformity to all Global ATP operational activities, policies and the ATP Bylaws.

What about ATP's conferences? Will they be Regional or Global?

ATP's conferences will continue to be overseen by Regional Steering Committees and will continue to be located in the Regions of their inception. At the same time all of ATPs conferences will continue to strive for programs and presenters that reflect the international nature of the Global ATP.

We hope these questions and answers address any of your concerns as an ATP member as we evolve from our roots as a primarily North American Trade Association to a Global Community. In the words of ATP's former Chair and Treasurer Marten Roorda – "We hope to make the world smaller for testing."

We hope you will join ATP's leaders in our enthusiasm for the changes taking place and we hope that you will feel free to bring us further questions at any point in this significant globalization effort. We continue to be your Association, and The intelligent voice for testing!