MEMBERSHIP ROI TOOLKIT

Founded in 1992, the Association of Test Publishers (ATP) is a global, nonprofit trade organization dedicated to promoting and preserving the general welfare of testing & assessment and its value to society in all its forms and uses. ATP members are committed to encouraging international strategies that advance the position of the industry, its technology, and the science that supports it.

There are many benefits to ATP membership for both your organization and the individuals within your organization. From educational opportunities to staying abreast of market influences and current legislative concerns, ATP keeps you and your assessment organization at the forefront of what is happening in the industry. ATP also offers a myriad of ways that you and your organization can contribute to the future of the assessment industry. Whether you're serving on a conference or ATP committee, presenting on a relevant topic, or submitting research to our journal, JATT - ATP is the number one way for assessment professionals to network and stay informed. As you consider ATP membership, please review the many member benefits listed below:

Organizational benefits

- **Access to Lobbying and Legislative Expertise Specializing in Education and Assessment**
  - ATP's General Counsel, Conley Rose Law Firm, in Washington D.C. monitors global, as well as US state and federal legislations year-round for issues impacting the testing and assessment industry. For a record of ATP's legal and legislative case studies, visit [ATP's Advocacy History and Milestones.](#)

- **Recognition as a testing industry leader**
  - All ATP's members are listed on the ATP website with a link to their website. This provides one-stop shopping for anyone searching for an assessment partner. Often, membership in ATP comes up on RFPs as a prerequisite for government and industry contracts. Once again, ATP provides a [simple link](#) that proves your membership in an organization whose stated mission is to encourage high professionalism and business ethics throughout the assessment community.

- **Business development opportunities**

  - Members often describe ATP as a platform for business development, whether it's from conference sponsorships or informal networking. The connections made in ATP enable organizations to explore potential partnerships, collaborations, and new business opportunities.

- **Emerging market trends and tech advancements**

  o In all ATP events, members exchange information, share experiences, and discuss the latest developments in the assessment field. Members learn firsthand from peers and thought leaders on best practices and innovative ideas. These networking opportunities enable ATP members to stay ahead of the curve, adapt their strategies, and remain competitive. The Association is a dynamic information hub that helps members stay informed and responsive to the evolving assessment landscape.

Individual benefits

- **Professional development/educational opportunities**

  o ATP's mission is dedicated to serving the assessment community. Whether your staff is new to the business, operations, or the science of measurement, ATP has professional development available! This includes in-person conferences, virtual summits, and webinars. In addition to the learning content, these events connect assessment professionals across different sectors in the industry, job roles, and tenure globally. These events are excellent platforms for skill exchange. They support members in learning from the experiences of their peers and implementing new ideas in their own roles.

  o For staff orientation and onboarding, the ATP Learning Academy offers a variety of modes for learning, either as individuals or as a group. ATP members will always receive a discount on registration for ATP events, products, and services, with larger group discounts also available.

- **Leadership opportunities**
  o ATP is a member-driven organization that relies on volunteer leaders to help shape the organization's direction and propel it forward into the future. Opportunities to be involved can range from project-focused committees to conference planning to standing special interest groups and divisions. Volunteer leaders help advance ATP initiatives that advance the assessment industry, gain experience leading members, and build their own professional recognition through their valuable service.

- **Peer reviewed journal and publishing opportunities**

  o The [Journal of Applied Testing Technology (JATT)](#) is a peer-reviewed, online, open-access Journal Co-edited by Dianne Henderson of Amira Learning and Lisa

Eggers-Robertson of Pearson. JATT is a peer-reviewed, open-access journal with many great features over other similar publications. First, unlike other open-access journals, there is no fee for publishing your article. Second, as soon as your article has been finalized for publication, we publish it "online first," which was a great benefit for one of our authors completing their tenure package as they could include their latest publication.   In addition to the individually submitted articles, JATT produces 1-2 special editions per year. Led by one or more guest editors, it is a great way to collaborate on key topics. JATT has its own website at jattjournal.com, though you can also find a link to JATT on the main ATP website under Publications. JATT publishes new articles and special annual issues focusing on AI, remote proctoring, digital assessment, technology-enhanced items, and many other fascinating research areas. Visit JATT and download the submission guidelines…you may be on your way to being a published journal author!

- **The ATP Bookstore**

  o ATP Publications are available in the ATP Bookstore and on Amazon.com. ATP's bookstore is open 24/7 and has a collection of titles that include two of ATP's most recent publications: Privacy Guidance When Using Video in the Testing Industry and Guidelines for Technology-Based Assessment. These guidelines provide recommendations and best practices, as do all of ATP's publications.

  o ATP members and subscribers gain access to most ATP publications free of charge, including Best Practices Publications, Surveys, Guidelines, and White Papers that address new and emerging issues, such as *Artificial Intelligence and the Testing Industry: A Primer* and ATP Comments to EU on AI Requirements.