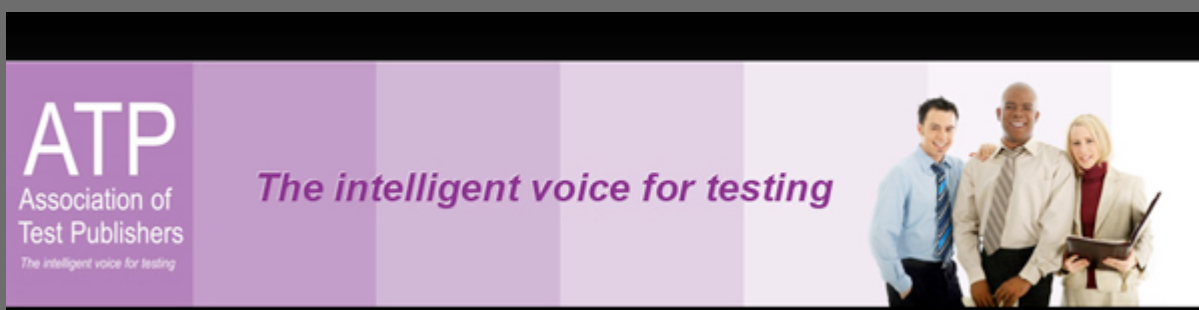


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TEST PUBLISHER NEWS/ Winter 2011

Ethics and Assessment Design will be the keynote topics at ATP INNOVATIONS IN TESTING 2011

This year's Conference, to be held February 27 - March 2, at the beautiful Sheraton Wild Horse Pass Resort & Spa in Phoenix, Arizona will be kicked off by "The Ethics Guy" - otherwise known as Author/Editor, Dr. Bruce Weinstein. Dr. Weinstein's simple purpose in life, he says, is to enrich people's appreciation of ethics in everyday life and to help them make the best decisions possible. He has appeared on a number of major news and entertainment channels, he writes the column "As the Ethics Guy" for BusinessWeek.com and he is the author or editor of five books on ethics.



The closing keynote at this year's conference will be Dr. Richard M. Luecht, Professor of Educational Research Methodology at the University of North Carolina at Greensboro and Senior Research Scientist with the Center for

International Standard for Assessment Service Delivery soon to be adopted

ATP's leadership crucial to the process

After more than four years, with ATP serving as US Technical Advisory Group (TAG) Administrator, the work on the International Organization for Standardization (ISO)/TC 230 is moving closer to completion. This draft international standard (DIS) will become, at the end of February, a final draft international standard (FDIS) and is expected to become an ISO Standard by



Assessment Research and Technology. Dr. Leucht's most recent work focuses on large-scale assessment design and implementation known as assessment engineering.

Registration for the the 12th Annual Innovations in Testing Conference is open at www.testpublishers.org.

ATP Security Committee Coordinates Take Down Notice Action

The ATP Security Committee's Enforcement subcommittee recently launched a pilot program to address Intellectual Property (IP) infringement. The program is aimed at shutting down infringement web sites that contain or sell materials believed to infringe live test content. The initiative, kicked off in late November, was a coordinated effort by multiple companies to send Digital Millennium Copyright Act "take-down notices" to select Internet Service Providers ("ISPs") that host these web sites.

"We invited companies to join us in this effort in the belief that a collective effort would get more attention than a single DMCA notice sent by a single company," explained Subcommittee Vice Chair Jennifer Semko of Baker & McKenzie.

The Enforcement Subcommittee sent a template of DMCA take down notices and a list of target ISPs to all participating companies.

"Although we recognize that we can't stop all 'brain dump' activities and infringing websites with just a few letters, our committee views this pilot project as an important step toward alerting ISPs to the multiple 'repeat offenders' who use the internet to sell our copyrighted materials," remarked ATP Security Committee Chair Cathy Donath of The Donath Group.

Donath noted that results of this effort, along with other Security Committee projects would be presented at the Security Committee Breakfast Briefing to be held Wednesday, March 2, 7-8:15 a.m. in the Akimel Ballroom One at the Innovations Conference. All attendees are welcome.

ATP WELCOMES NEW MEMBERS

2012.

"The document, ISO 10667, is a process standard that addresses the shared responsibilities of the client and service provider in delivering a high quality assessment service to the assessment participant. Delegations from Europe, China and the U.S. worked collaboratively to draft a globally relevant standard that educates and guides the efforts of clients and service providers," ATP CEO William G. Harris reported.

"In Europe," he noted, "National Institutes of Standard are already preparing certification programs for service providers and these programs will be introduced once ISO 10667 is formally adopted."

ATP Counsel Alan Thiemann, who contributed a great deal of guidance to this effort noted that "in many ways this draft Standard could serve as a companion document for the Standards for Educational and Psychological Testing."

The final step in the drafting phase for the new standard will begin in late February and will last for approximately six months. At the close of this period



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ISO will ballot the final draft for a final vote; a favorable consensus vote is required for it to become a formal ISO standard.

"The final standard vote is critical because it identifies the countries that actively participated in drafting the Standard and these countries will form the nucleus for future standard-building in the area of psychological, occupational and educational assessments," Thiemann stated.

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