



2011-12 Annual Report



ATP 1992- 2012:

*Celebrating two decades of
advocacy, networking and education...
...and now, Internationalization*



Letter from the Chief Executive Officer

Dear Colleagues,

Internationalization has certainly been the focus in 2011 and 2012, and will continue to be, as ATP strives to keep pace with an ever changing assessment community -- a community that now encircles the globe.

In 2011 and 2012, ATP held the 12th and 13th annual *Innovations in Testing* Conferences in Phoenix, Arizona and Palm Springs, California respectively. These conferences attracted record breaking numbers of attendees and sponsors, and engaged an even wider and more diverse community as International audiences joined us from Europe, Asia, South America and Australia. The continuing success of the Innovations conference, even during economically challenging times, is a testament to the value of this important industry conference which has been made possible through the loyal support of ATP members and sponsors.

In September of 2011 ATP's European Division hosted a third successful conference in the beautiful city of Prague in the Czech Republic. Once again, record attendance and sponsorship proved that this is a conference gaining a reputation for quality and value on the European continent. And in September of 2012 E-ATP will host their fourth annual *Growing Talent in Europe: Gaining Advantage Through Assessment* conference in Berlin.

In December 2011, Asia ATP was officially launched at the ATA conference in Beijing, China. Walter Wang, President of ATA, who will serve as the inaugural Chair of the Asia-ATP Board of Directors had this to say: "Being the key player of the industry in our market, ATA is obliged to foster the professionalism and enable the sustainability of the test publishing & assessment services industry in China and Asia. Since 2001, ATA has participated in the large family of ATP in North America and we have learned and benefited from being a part of it. As the global trend of economic development has inclined to Asia, ATA has found a perfect opportunity to assist the establishment of the Asian presence of the ATP."

In early 2012 ATP hosted, in concert with the Brussels based European Personnel Selection Office (EPSO) and the Madrid based Instituto Nacional de Administracion Publica (INAP), the first International Public Sector Assessment for Recruitment Conference (IPSAR) in Madrid. Attendees came from public service offices across the Europe to network and learn from industry leaders in an especially targeted program developed for their unique niche.

In the area of Security, ATP members, in concert with the ATP Security Committee and a number of like-minded organizations, including those from the music and movie industry, labor unions and many other industry groups, stepped forward to publicly support important Intellectual Property legislation in the U.S. Congress. In yet another important initiative, the ATP Security Committee's Enforcement subcommittee launched a pilot program to address Intellectual Property (IP) infringement. The program was 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 of 2011, 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.

Also in 2011, ATP's Standards Committee completed and submitted comments on the most recent revision of the *Joint Standards for Educational and Psychological Testing*. Once again, the collective voice of test publishers was heard in the revision process of this important document. And in another important area of Standards in which ATP played a significant leadership role, the final International Standard (ISO 10667 Parts 1 and 2) was approved. This standard will be especially important in providing guidelines for test delivery in countries with emerging economies.

Continuing into 2012, an ATP study group was formed to develop an industry position on test publisher interoperability*. Last year, when the US Department of Education announced its *Race to the Top* initiative, one feature was the requirement for interoperable assessment systems. This topic promises to hold both short term and long term significance for the testing industry, both domestically and worldwide.

In order to keep pace with ATP's changing demographics and our members' global expansion, the ATP Board of Directors is hard at work developing an Internationalization Plan that will help ATP members continue to grow and flourish in a world that continues to shrink in the face of sophisticated technologies and high-speed communications.

The support of loyal members continues to enable ATP to sustain and grow the test publishing industry in Asia, Europe, North America, South America and around the globe.

Sincerely,

William G. Harris, Ph.D.
CEO

[*Interoperability is the ability of two or more systems to interface and interconnect with one another seamlessly using available networks in order to exchange data, provide consistent end-user applications, and/or enable different products to work together.]

Financial Information

2011*

Expenses

Management	\$ 327,568
Taxes & Benefits	\$ 57,309
Legal/Legislative	\$ 98,685
Meetings/Conferences	\$ 834,210
General Operating Expenses	\$ 180,499
Total Expenses	\$ 1,498,271

Revenues

Dues	\$ 500,403
Conferences	\$ 902,800
Sales & Affinity Programs	\$ 45,935
Investment Income	\$ 2,987
Total Revenue	\$ 1,452,125

Assets

Cash/Checking accounts	\$ 478,937
Reserve Fund	\$ 374,098
Accounts Receivable	\$ 56,339
Inventory	\$ 3,490
Prepaid Expenses	\$ 108,557
Fixed Assets	\$ 283
Total Assets	\$ 1,021,704

Liabilities and Net Assets

Deferred Revenue	\$ 573,563
Accounts Payable	\$ 5,159
Unrestricted Net Assets	\$ 442,982
Total Liabilities and Net Assets	\$ 1,021,704

[*Financial information reflects fiscal 2011 only.]

*The Internationalization of ATP
is about making the world smaller
for testing...*

-- ATP Treasurer,

Marten Roorda, CEO, Cito, The Netherlands



[L to R.] Pam Patel,
E-ATP Administrator,
Mai Polo and Ingo Güntert,
Casa de Psicologo, Brazil, at
Innovations 2012

[L to R.] Gerry Thom, Public
Service Commission, Canada;
Padraig Love, Public
Appointments Service, Ireland;
E-ATP Vice Chair, Garrett
Sherry, Prometric; David
Bearfield, Director, EPSO,
Belgium at IPSAR 2012



Delegation from China at Innovations 2012, [Center]
Asia-ATP Chair Walter Wang, President, ATA and
William G. Harris, CEO, ATP



2012 ATP Board of Directors

Chair: Lisa R. Ehrlich, Ph.D. Measured Progress

Marcia Andberg, Ph.D. Marcia Andberg Associates, LLC
Douglas Becker, Ph.D., ACT, Inc.
Eugene Burke, Ph.D., SHL
Stephanie Dille, Pearson VUE
Scott Hamilton, Ph.D., Profiles International
Peg Jobst, Graduate Management Admissions Council
David Meissner, Prometric
Reid Klion, Ph.D., Performance Assessment Network, Inc.
Amy Schmidt, Ph.D., Educational Testing Service
Andrew Wiley, Ph.D., The College Board

2012 ATP Officers

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Legislative Counsel

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Secretary

Gerald Borofsky, Ph.D., Bay State Psychological Associates

Treasurer

Marten Roorda, Cito

[Cover Photo: Christine Niero of Professional Testing Service,
Chair, ATP Innovations 2012 Conference Committee
Photo courtesy of Cathy Donath.]

Who is the Association of Test Publishers?

ACT, Inc.
Academic Therapy Publications
A&D Resources
AICPA
Alpine Testing Solutions
American Institutes for Research (AIR)
American National Standards Institute (ANSI)
American Printing House for the Blind
Assessio International AB
ATA Testing Authority, Inc.
Assessment Distribution Services
Assessment Systems
Autodesk, Inc.
Australian Medical Council
Bay State Psychological Associates, Inc.
Board of Cert. for Emergency Nursing
Breckenridge Institute
CA Commission on Peace Officer Standards & Training
Cambridge Assessment
Cambridge Michigan Language Assess.
The Cambridge Don
Caveon Test Security
CASAS
Center for Credentialing & Education.
Center for Advanced Studies in Measurement and Assessment (CASMA)
Center on Education and Training for Employment
Certification Management Services
Certifinder
Cito B.V.
The Clark Wilson Group
The College Board
Comms Multilingual Ltd.

CPP, Inc.
CRP Henri Tudor
CSA Standards
CTB/McGraw Hill
Dilworth Paxson Llp
Directional Insight International
The Donath Group
Educational & Industrial Testing Svc.
Educational Testing Service (ETS)
Edutech

Linux Professional Institute
Lotus Development Corporation
Marcia Andberg Associates
Measured Progress, Inc.
Measurement Incorporated
MeritTrac Services Pvt. Ltd.
Meta Metrics, Inc.
MetriTech, Inc.
Microsoft Corporation
Morris & McDaniel, Inc.

Professional Credential Services, Inc.
Professional Examination Service
Professional Testing, Inc.
Profiles GmbH
Profiles International Finland
Profiles International, Inc.
Profiles Nordic
Profilinfo S.A.
Prometric
PSI Services LLC
Psychological Services Bureau, Inc.
Psychometrics Canada Ltd.
Questar Assessment, Inc.
Questionmark Corp.
Ramsay Corporation
RANDA Solutions
Research in Motion, Ltd.
The Riverside Publishing Company
SAP AG
The SASSI Institute
SHL
Sigma Assessment Systems, Inc.
Summit Consulting Group
Talent Assessment and Development
Targeted Testing, Inc.
Tests.com
Tests for Higher Standards
UBC Real Estate Div, Sauder School of Business
Uw Center for Placement Testing
Vangent Inc.
Vantage Learning
Western Psychological Services
Wild & Associates
Winslow Research Institute
Wohl Communications
Wonderlic, Inc.

We are ATP

EMC Corporation
Employment Research & Dev. Institute
Exam Design, Inc.
Examsoft Worldwide, Inc.
Executive Dev. Assessment Centre
Express Evaluations
GED Testing Service
Global Psychometric Services, Inc.
Graduate Management Admission Council
Hewlett Packard
Hogan Assessment Systems
Hogrefe Publishing
IDS Publishing Corporation
Industrial Psychology International
Institute for Personality and Ability Testing
Internet Testing Systems
Joint Commission on Allied Health Personnel in Ophthalmology (JCAHPO)
Kryterion Inc.
Knapp & Associates International, Inc.
Language Testing International, Inc.
Mountain Measurement, Inc.
National Center on Educational Outcomes, University of Minnesota
Naklada Slap
NATA Board of Certification, Inc.
Net Egitim Yayincilik Tic. Ltd. Sti
National Council of State Boards of Nursing
NCCPA
Netlogon Technologies, Inc.
Nichols & Molinder Assessments
NPC
Organization Analysis & Design
Pearson Assessments
Pearson Educational Measurement
Pearson VUE
Performance Assessment Network
Performance Programs, Inc.
Performance Testing Council ("PTC")
Performanse
Personnel Systems Corporation
PiCompany
Prevue Assessments



601 Pennsylvania Ave., NW
South Building, Suite 900
Washington D.C. 20004