

# ATP

Association of  
Test Publishers

The intelligent voice for testing

## 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\*

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

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

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

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

[\*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 Kliion, Ph.D., Performance Assessment Network, Inc.  
Amy Schmidt, Ph.D., Educational Testing Service  
Andrew Wiley, Ph.D., The College Board

### 2012 ATP Officers

**Chief Executive Officer**

William G. Harris, Ph.D.

**General Counsel**

David Arnold, Ph.D., J.D., Wonderlic, Inc.

**Legislative Counsel**

Alan J. Thiemann, Esq.

**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.  
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.

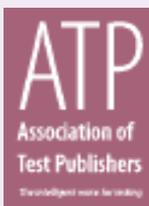
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## *We are ATP*

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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



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