



TEST PUBLISHER NEWS/ Fall 2010

REGISTRATION AND SPONSORSHIP NOW OPEN FOR ATP INNOVATIONS IN TESTING 2011

Registration is now open for [Innovations in Testing 2011](#). The Conference will be held February 27 - March 2, 2011 at the beautiful Sheraton Wild Horse Pass Resort & Spa in Phoenix, Arizona.



The 12th Annual Innovations in Testing Conference promises an exciting, informative program designed to facilitate the exchange of ideas, best practices, research, and applications for the testing

community. From interactive workshops, keynote addresses, and information-filled breakout and poster sessions, to networking opportunities with attendees and exhibitors, this conference offers the breadth and depth of content that professionals need to remain current with the evolving testing and assessment industry. [Click here for sponsorship opportunities.](#)

EUROPE DIVISION OF ATP HOSTS SUCCESSFUL CONFERENCE IN SPAIN

Serious gaming, CAT meets dog, galvanizing the European Union and improving pedagogy through assessment...these were some of the main themes and challenges that were presented to delegates at E-ATP's second annual conference, *Growing Talent in Europe: Gaining Advantage Through Assessment*, held September 29-Oct. 1 in Barcelona, Spain.

ATP/CCSSO Releases Operational Best Practices

The Operational Best Practices (OBP) for Statewide Large-Scale Assessment Programs publication was officially released on Wednesday, July 28, 2010. This publication presents the first comprehensive guide for designing, developing, administering, scoring and reporting state assessment results.

OBP was authored by a working group formed jointly by ATP and the Council of Chief State School Officers (CCSSO). The workgroup came together to review sample documents

David Bearfield, Director of the European Personnel Selection Office riveted delegates at the opening keynote session with his rendition of how he launched a major European institution stuck in a 1950s personnel model into the 21st century world of modern human resource management which can today process 51,000 employment applications in a period of 9 months. His EU makeover included improved testing from knowledge to competency models, the setting up of assessment centers and the recasting of a multitude of elements from job descriptions to marketing campaigns.

On the second day of the conference Sara de Freitas, Director of Research at the Serious Games Institute at the University of Coventry introduced delegates to her avatar -- and launched into her topic, Serious Gaming: a new vision for assessment through immersion in the digital age. De Freitas walked delegates through a variety of online games in which avatars guided students through pleasant educational journeys of recreated historical sites to horrific scenes of violence in which students were rated on their ability to competently triage a crime scene. Her presentation culminated with a video of the next generation of games in which players will discard their obsolete handheld controllers and manipulate their environments through the use of brain waves.

Finally on Wednesday, delegates gave their attention to Olaf Koller, Director of the Department of Education at the Leibniz Institute for Science and Math Education in Kiel, Germany, whose research and experience in overseeing the national assessment program in German led him to rank pedagogy as the number one predictor of student success. He urged more and better measures for teachers. In response to questions about how to "sell" such a concept to unions, Koller pointed to what he called "striking evidence" which must be shared with all stakeholders, and teachers, he said, must be involved in the strategic process.

After each keynote session, over 160 delegates representing 19 countries, chose from over 30 content sessions including a special presentations such as a faux boxing match between proponents of Computer Adaptive Testing (CAT) and traditional testing theorists (DOG); a round table of CEOs; and a special demonstration hall. Breaks were celebrated in an exhibition area where sponsors could meet and greet attendees and display their offerings.

"The purpose of this conference is to facilitate networks, encourage new business opportunities and inform industry professionals about the latest developments and research in the field of assessment, and I would say it was a job well done," reported E-ATP Division and Conference Chair,

and create a template for writing best practices that would be clear and useful to those responsible for assessment working both state departments of education and the private sector.

The document was released during a Webinar on July 28. Both Gene Wilhoit, CCSO executive director and William G. Harris, ATP chief executive officer highlighted Operational Best Practices as a source to develop a relationship between all those involved in the assessment process because it provides a guideline for states and test publishers to work collaboratively to develop quality assessments. Wilhoit explained that the publication lets "states and test publishers know their shared responsibilities and their unique responsibilities in developing tests."

conference will be announced very soon. To stay posted, visit the [E-ATP Conference webpage](#).

ATP Security Committee Releases Survey

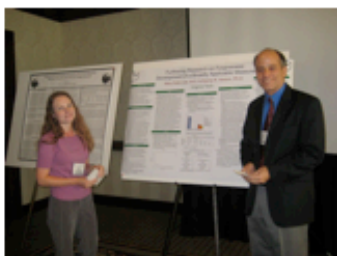
The Association of Test Publishers Security Committee (ATPSC) provides a forum to encourage testing organizations to collaborate in addressing common test security concerns. One of the ATPSC initiatives is the Exam Security Survey, which is designed to: (1) get a reading from test sponsors on the types of issues they encounter; and (2) provide a better base of understanding about the scope and depth of the issues impacting the industry. This year's survey continues the Committee's efforts to develop information over time.

"We expect that as the industry better understands the scope of its security problems, better solutions will emerge to combat them," commented ATPSC Chair Cathy Donath of The Donath Group.

"By focusing on common needs and providing best-in-class solutions that are being used in a number of testing programs, we will be creating a resource center for ATP members to provide information and assistance in implementing or improving security efforts and programs," Donath added.

ATP Members can access the [ATPSC Survey on the ATP website](#).

ATP CLINICAL DIVISION PRESENTS STUDENT AWARD AT APA BREAKFAST



The annual joint ATP-APA Assessment Breakfast was held August 13, with sponsorship from WPS, Pearson, PAR and MHS. The event was well attended and featured the presentation of the Emerging Leaders in Assessment Award. ATP Clinical Division Chair David

Herzberg of WPS presented the \$200 cash award to four graduate students who were showing their posters at APA. The posters focused on critical issues in assessment. The four winners were selected from a pool of about 30 submissions put forth by APA Divisions 5, 12, and 40.

Copies of the OBP were distributed to chiefs, state education agency staff members, assessment directors and various testing publishers. Also receiving copies are the members of Congress, the U.S. department of Education, and the White House. Hard copies are available for purchase, priced at \$29.99. Links to purchase this publication can be found in the [ATP Website Bookstore](#)

QUICK LINKS

[Visit the ATP Career Center](#)

[Read a Summary of the Minutes from the ATP Board Meeting Held Oct. 1, 2010](#)

[Visit the ATP Book Store](#)

[Become a Sponsor of Innovations in](#)

ATP acknowledges and thanks its Sponsors of the
E-ATP 2010 Conference:
Growing Talent in Europe:
Gaining Advantage Through Assessment.

GOLD



SILVER



BRONZE

