

# Test Publisher™ Newsletter

News and information for providers of assessment products and services from the Association of Test Publishers  
ATP: *The intelligent voice for testing*

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***E-ATP keynoters will focus on:  
Gaming advancements that benefit the testing industry;  
and,  
The reciprocal effects of academic self-concepts and achievement***



Sara de Freitas, Director of Research, Serious Games Institute (SIG), will be a keynote speaker at the 2nd Annual E-ATP Conference, Growing Talent in Europe: Gaining Advantage through Assessment, to be held in Barcelona, Spain Sept. 29-Oct. 1,

A recipient of the Fast Company's award for the Most Influential Woman in Technology for 2009 and recently announced winner for 2010, Sara will inspire conference delegates through her keynote address titled Serious Games: Opportunities for Assessment.

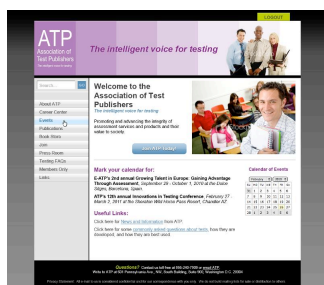


Dr. Olaf Koeller, Director, Department of Education, Leibniz Institute for Science Education (IPN) and full professor of educational research at the University of Kiel will also serve as keynoter at the conference.

Dr. Koeller was the founding Director of the German Institute for Educational Progress (IQB), where he was responsible for the national assessment program in Germany. Aside from academic assessment, his major research interests are Reciprocal Effects of Academic Self-Concepts and Achievement, the Development of Academic Interests and their Effects on Achievement, Educational and Occupational Choices. Dr. Koeller has published approximately 150 national and international journal articles, book chapters and monographs.

Registration is now open for the [E-ATP conference](#) and [Sponsorships](#) are still available.

## ATP Launches all-new Website and Online Community



Dear Colleagues,  
Welcome to the Association of Test Publishers' online newsletter. Click here to reference past issues of the Test Publisher newsletter: [Test Publisher Newsletters](#)

## ATP/CCSSO Announces Best Practices

Following more than three years of collaborative work, ATP and the Council of Chief State School Officers (CCSSO) announced they will jointly release their Operational Best Practices for Statewide Large Scale Assessment Programs this summer. This document contains a comprehensive series of voluntary, non-prescriptive practices for use by both states and their contractors involved in managing and operating statewide testing programs. It covers all of the major components in the life cycle of such programs, including the procurement, development, fulfillment, administration, scoring, and reporting, as well as major areas of concern such as test security and dealing with special student populations.

The announcement came as part of the CCSSO National Conference on Student Assessment (June 20-23 in Detroit, MI). Jon Twing (Pearson Assessment), co-chair of the Best Practices Working Group, reported on the background on the document and its development; Lisa Ehrlich (Measured Progress), the other co-chair, discussed how the document would be used as a training tool by publishers. Next, Joe Willhoft, Test Director for Washington State, and manager of the Smarter Balanced Assessment Consortium, complemented the effort saying that the Operational Best Practices will facilitate the job of implementing new assessments aligned with college and career readiness content standards. Wes Bruce, Indiana's Assistant Superintendent for Assessment, who served on the Working Group throughout the entire process, spoke of the quality assurance value to state assessment personnel to have access to and be trained on best practices that address all of the day-to-day problems that are encountered in running a state program and noted that current programs must continue even while new assessments are being developed. On the practical side, Mr. Bruce commented that, "you may not appreciate the need for this document until a box of student assessments goes missing."

In his role as discussant, CCSSO Executive Director Gene Wilhoit told the packed audience of more than 200 people that "the timing of the Operational Best Practices could not have been better," with the focus on Race to the Top assessments aligned to the Common Core Content Standards for college and career readiness over the next four years. After the session, ATP CEO Dr. William G. Harris told a group of publishers, "We are very appreciative of the substantive and financial support we received from the community of education publishers, who recognized the importance of this project from the start." Wilhoit and Harris also will hold a joint press briefing to discuss the Best Practices in Washington, DC on July 28.

According to CCSSO coordinator, Bob Olsen, the Operational Best Practices will be available for purchase from Amazon around mid- to late-July. The cost will \$29.95/copy. Purchasers will be able to link to Amazon through either the ATP or CCSSO website.

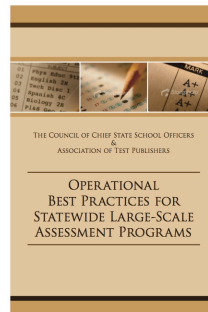
## Journal of Applied Testing Technology (JATT) launches 2010 volume with article focusing on Adaptive Testing

*An Automatic Online Calibration Design in Adaptive Testing* is the title of the article submitted by Guido Makransky, Master Management International A/S and Cees. A. W. Glas, both of the University of Twente in the Netherlands.

The abstract for this article is below, the complete article is available on the ATP website at [www.testpublishers.org](http://www.testpublishers.org).

### Abstract

An accurately calibrated item bank is essential for a valid



The Association of Test Publishers has a new look this month. Visitors and members accessing the ATP website at [www.testpublishers.org](http://www.testpublishers.org) will experience a new image and a new system.

"Members will be able to login using individualized passwords and be able to access online bulletin boards, network with other members through the online directory, and access special areas of the website and special rates for publications. Nonmembers will be able to access important information about testing and assessment services and to link directly to ATP member companies if they are seeking products or services," explained ATP Administrator, Lauren Scheib.

ATP Board member Eric Shepherd, CEO of Questionmark, who oversaw the project implementation noted, "ATP has a vibrant community that can now connect online as well as in person at the ATP Conferences. The new website combines a powerful Association Management System with features to ease communications between ATP friends around the world."

Current members of ATP are urged to add colleagues and staff, who work for their company, to the new community through the use of an "Existing Member" application found on the Home page of the website. Non members can also find an application on the Home page to become members.

Scheib also noted that an all-new Career Center has been added to the site and urged members to check it out and refer the Human Resources professionals in their company to the site: [ATP Career Center](#)

## Plans are underway for Innovations in Testing 2011

The ATP Innovations in Testing 2011 Committee, headed by Bill West of Pearson Assessments, held a planning meeting in May at the [Sheraton Wild Pass Horse Resort](#) in Phoenix, Arizona which will be the site of next year's conference.



West noted that the Wild Horse Pass Resort is a unique venue in Arizona with strong ties to the Maricopa Indian tribe which built and maintains the resort located on their reservation. "I hope that those attending the conference will find it a true learning event as they experience both modern technological advancements in the assessment industry, as well as ancient native American history," he said.

ATP Program Chair, Mary Brown of Professional Examination Service, reported that the ATP Innovations Program Committee will once again be seeking educational sessions that focus on innovation. She also noted that the ATP Conference Committee surveyed past attendees of the conference to assist them in making program decisions. She highly recommended a free webinar being presented on July 13th, *How to Get Your Session Accepted at the Association of Test Publishers (ATP) 2011 Innovations in Testing Conference*. Those who are interested are invited to [register here](#).

## Quick Links at ATP

computerized adaptive test. However, in some settings, such as occupational testing, there is limited access to test takers for calibration. As a result of the limited access to possible test takers, collecting data to accurately calibrate an item bank in an occupational setting is usually difficult. In such a setting, the item bank can be calibrated online in an operational setting. This study explored three possible automatic online calibration strategies, with the intent of calibrating items accurately while estimating ability precisely and fairly. That is, the item bank is calibrated in a situation where test takers are processed and the scores they obtain have consequences. A simulation study was used to identify the optimal calibration strategy. The outcome measure was the mean absolute error of the ability estimates of the test takers participating in the calibration phase. Manipulated variables were the calibration strategy, the size of the calibration sample, the size of the item bank, and the item response model. Key Words: computerized adaptive testing, item bank, item response theory, online calibration.

## In other ATP news...

### From the Desk of the Certification/Licensure Division Chair, Jay Breyer, Prometric

On the licensure front, the recent news is dominated by state governments' fiscal woes. It should be to no one's surprise that the sun appears to be trying to set with great gusto in some state bureaucracies on the many different regulatory boards that oversee licensing examinations. The savings from elimination and/or consolidation of two or more boards into one umbrella organization may be minimal compared to the political upheaval the many constituencies of these individual boards can inflict on the politicians hoping to save money at the state level. We'll see how far they get and what the net effect is on testing at the state level.

On the certification front, the news appears to be brighter for the test publishing industry offering increased hope to those unemployed according to the populist press. Most people taking certification examinations are under 25 - a group whose US unemployment rate was reported to be 20% according to a recent Wall Street Journal editorial. Healthcare, education, government IT, legal, personal trainers and finance professionals are seeking an edge in job pursuits through certification-by-examination programs. Hiring managers were reported to view certified individuals more favorably in the hiring process in a number of different news items.

## New International Computerized Adaptive Testing Association launched



The International Association for Computerized and Adaptive Testing (IACAT.org) was formed this year. The organization is incorporated exclusively for scientific and educational purposes. Membership in this organization is currently free and has elected a board of directors and international regional representatives to serve in managing and directing the organization's activities.

Adaptive testing has been implemented only by a few large organizations as their standard approach for measurement, yet its usefulness is highly regarded as a best method for examining educational and psychological constructs. IACAT has been created in order to further knowledge in this area.

This year, the first IACAT conference was held on June 7-9, in Arnhem, Netherlands hosted by the Research Center for Examination and Certification (RCEC: <http://www.rcec.nl/>), a partnership between Cito (<http://www.cito.com/>) and the University of Twente ([www.universiteitwente.nl/en](http://www.universiteitwente.nl/en)).

IACAT, plans to further develop its web site, <http://iacat.org/>, to supply information on CAT research, operational issues for implementing CAT, answers to frequently asked questions, access to experts, and to sponsor research. If you are interested in learning more about CAT, please go to the web site and become a member to receive the latest information on what is happening in the rapidly expanding field of computerized adaptive testing. For more information contact:

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[Cliff Donath](#), Executive Director, IACAT

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