

Test Publisher™

News and Information for providers of assessment products and services from the Association of Test Publishers

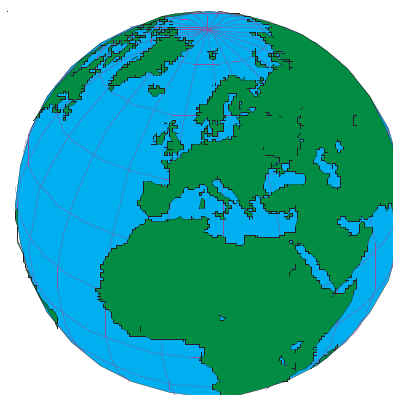
Volume 13, Number 1

Spring/Summer

ATP Welcomes European Division

"Our goal is not only to be the intelligent voice for testing in North America, but to be able to use that voice in as many languages and across as many cultures as possible,"

concept of a European Division. Roorda, who was recently elected to the ATP Board of Directors, said plans to create a formal relationship between the American-based ATP and European test publishers were initiated last year. This union was made official at the ATP Board of Directors meeting during the Association's annual Innovations in Testing



...the ATP mission to promote the highest professional and technical standards for the test publishing industry is universal.

***-- Dr. William G. Harris
ATP Executive Director***

stated William G. Harris, Ph.D., Executive Director of the Association of Test Publishers (ATP), in welcoming its European Division to the Association.

"Until recently ATP focused on the interests of testing companies in North America. But our growth as an organization, our strides in creating an educational conference, our successes in the areas of legislative advocacy and the development of model guidelines drew the attention of the European testing community," explained Harris.

A group of European publishers, led by Marten Roorda, CEO of Cito, a leading testing and assessment company based in the Netherlands, approached ATP with the

Conference in February.

"The primary goal of the ATP European Division will be to unite European test publishers and related professional organizations into a permanent organization to foster and maintain collegial relations among themselves, and to enable them to work with other professional and business organizations that have an interest in testing and its uses," said Roorda. He said the Division will be an advocate on behalf of its members interests in legal, regulatory and professional arenas. And he stated the intentions for the Division were to promote generally accepted guidelines for psychometrics, test delivery, test security, e-testing, interoperability, privacy, test adaptation, localization and other areas related to the testing process.

Harris added, "Many of the key components of the test industry such as the measurement science that underpins the test publishing industry, the role of tests in society, the protection of intellectual property of test publishers and the advances in the test delivery platforms are without cultural or geographical borders. These and related components of the business of testing require uniformity both within and across markets. The ATP Board of Directors support for this new Division signals that the ATP mission to promote the highest professional and technical standards for the test publishing industry is universal."

Inside this Issue

Association Notebook, pg. 2

ATP provides comments on federal rule, pg. 2

ATP FOCUS ON...Wim J. van der Linden, pg.3

Legislative Updates, pg.4

Conference Snapshots, Pg. 5-6

Apply online to become a member organization
of ATP at www.testpublishers.org
or call +1.717.755.9747

Association Notebook

ATP Welcomes as Members.... Employment Research and Development Institute, MySQL AB, Psychometric Services, Ltd., A&D Resource and Envisia Learning.

Next Board Meeting... October 12, 2006 at the American Club Resort, Kohler, WI. Members can have business placed on the agenda by emailing the ATP Board of Directors c/o LScheibatATP@aol.com

Next Conference... February 4-7, 2007 at the Westin Mission Hills in Rancho Mirage, CA.

ATP Career Center... The ATP Career Center opened for business in May. Visit the Career Center at www.testpublishers.org. Post job opportunities or your own resume... peruse job openings or job applicants. Members receive discounts for ad listings.

The Certification/Licensure Division has launched a security initiative web page... the page is located at www.testpublishers.org. Go to member Login and then click on the Certification/Licensure Division. The Security Initiative is a task force made up of individuals who are interested in protecting the security of testing materials and processes. This task force marks an ongoing effort to create tools, best practices, and educational efforts to stop the spread of test theft and fraud. The group has divided into 3 sub-committees working on the following separate projects to be used by testing industry:

- **Intellectual property** – Test development cost analysis study and Internet braindump site reduction
 - **Security Planning** – Guidelines and processes for developing test security planning
 - **Data Protection** – Whitepaper on Data Protection
- For more information, or if you are interested in participating in this effort, contact Jamie Mulkey (jamie_mulkey@caveon.com).

Call for Nominations

The Association of Test Publishers invites members to nominate individuals for two prestigious career awards in testing. Nominations are sought for *The Career Achievement Award* and a new award for *Professional Contributions to the Application of Testing*. Members can download an informational document on these two awards at www.testpublishers.org. Go to Member Login and then to Announcements. Otherwise, to obtain more information email LScheibatATP@aol.com

The deadline for submissions is July 15, 2006.

ATP Provides Comments on Federal “Two percent Rule”

ATP recently provided comment on the new proposed amendment to federal rules governing how students with disabilities can be assessed. Under these proposed regulations, states would be able to develop modified achievement standards and then make modifications in format or design to assessments or assessment systems that measure achievement based on those modified standards. However, the proposed regulations would allow students tested against modified achievement standards to be considered “proficient” for determination of Adequate Yearly Progress, up to 2 percent of all students (the “2 % rule”).

ATP’s comments on these regulations stressed the need to allow states the time needed to ensure that valid and reliable measures can develop to meet these guidelines. ATP also commented that additional guidance outlining what it means to appropriately

reduce test content as part of creating modified achievement standards would enable states and their vendors to better determine acceptable approaches for the development of alternate or modified assessments.

ATP’s comments on the 2% rule integrated the perspectives of several Education Division organizations. Alan Thiemann, ATP’s Legislative Counsel, worked tirelessly to incorporate diverse viewpoints across ATP staff and Education Division members in finalizing the comments. “I am proud that ATP could come to grips with some significant issues, express them in professional terms, and hopefully provide the Department with a basis to make useful changes to the regulations that will truly benefit our customers, as well as giving ourselves, as their contractors, better guidance on how to comply with the final rules,” Thiemann said.

ATP’s comments on the proposed federal guidelines can be found in the Announcements section of the ATP web site at www.testpublishers.org.

ATP FOCUS ON...

Professor Wim J. van der Linden, from the University of Twente in the Netherlands...by Prof. Ronald K. Hambleton, Ph.D., University of Massachusetts at Amherst

Professor Wim J. van der Linden from the University of Twente in the Netherlands was the recipient earlier this year of ATP's career achievement award for contributions to computer-based testing. This award was very much deserved since Professor van der Linden is ranked among the elite psychometricians of the past 30 years. In my comments I will focus on Professor van der Linden's research and achievements in the United States, but there is an equally long and impressive list of contributions he has made in his own country and in many parts of the world.

A review of Professor van der Linden's vita reveals the depth and diversity of his research skills. I first got to know him in the early part of his career when he was working on measurement issues associated with criterion-referenced assessment. His important contribution, with his colleague, Don Mellenbergh, was to provide a statistical framework for addressing criterion-referenced assessment problems, and this led to a number of very sophisticated solutions to several criterion-referenced assessment problems. Also, he introduced decision theoretic concepts as tools in measurement at the same time, and today, these concepts are firmly entrenched in modern testing practices.

The research program of Professor van der Linden's that I believe will have the biggest impact on testing practices is his work on automated test assembly (ATA). Professor van der Linden has been systematic in his research, looking at ways to introduce various technical constraints so that ATA can model the way committees want to construct exams. He

has found ways to build tests to meet multiple criteria, to reflect complex content criteria, to use both IRT and classical measurement criteria, to match test score distributions, to produce multiple forms to measure the same trait or multiple traits, to handle multidimensionality, and more. Also, his current research to optimally constructing item banks is clever, original, and practical, and in the next few years should be known by nearly every testing agency. His program of research in automated test assembly and related topics provides the framework for the next generation of test development around the world.

Professor van der Linden has also been influential in the field of computer-adaptive testing. His contributions to item calibration, exposure controls, response time analysis, and item selection are especially important. I have been impressed, for example, with some of his recent work to address item parameter estimation when items are being produced from item algorithms. His work with Cees Glas provides an invaluable solution to the problem of how to calibrate large numbers of items without needing large examinee sample sizes. This problem has troubled many measurement specialists because the need to generate large numbers of items is great, while costs and item exposure must be kept low.

Professor van der Linden has carried out research and advised staff at the Law School Admission Council and the Educational Testing Service for many years. I remember his contributions to the National Assessment Governing Board and their work to set valid performance standards on the National Assessment of Educational Progress



Professor Wim J. van der Linden traveled from the Netherlands to attend the ATP conference along with his daughter Hendrikje.

(NAEP). His clear thinking and contributions to the debates were immensely important in the positive outcome that followed. His reputation in the measurement field led to his involvement with the National Board of Medical Examiners where he has been a consultant to their innovative programs in medical assessments. His work with the American Institute of Certified Public Accountants (AICPA) has been outstanding, and his problem solving skills have helped to make it possible for the AICPA to introduce an innovative computer based test design.

I might add that wherever he goes he finds opportunities to teach psychometrics, and turn colleagues into collaborators in his research initiatives. He has mentored large numbers of professionals in the field of psychometrics, and I include myself among them.

Professor van der Linden represents the very best that the psychometric methods field has to offer the fields of education, psychology, and credentialing. Professor van der Linden is himself a model for all of us as a thinking, caring, practical and responsible psychometrician.

Legislative Updates

On a weekly basis, ATP monitors legislative initiatives in all states and the U.S. Congress. Many of the initiatives that are flagged by ATP as being “of interest” to the test publishing industry are posted on the ATP website at www.testpublishers.org. Members can go to the Legislative/Legal Section of the website and click on State Net for a complete copy of any of these initiatives or to review additional initiatives being monitored.

IL S 882 Sponsor: Maloney (D) Title: Health Services Education Grants Act
Introduced: 02/18/2005

Summary: Amends the Health Services Education Grants Act. Provides that, in addition to grants to medical, dental, pharmacy, optometry, and nursing schools and physician assistant programs, grants may be made to psychology and other physical and mental health-related schools and programs.

MD H 1378 Author: Hubbard (D) Title: State Board of Professional Counselors
Introduced: 02/10/2006

Summary: Alters the definition of the term "appraisal" to repeal the provision that instruments or tests requiring specialized knowledge or training to administer or interpret are excluded unless specified licensees or certificate holders complete specified training approved by the Board of Examiners of Psychologists.

US HB 4852 Sponsor: Owens (D) Title: Elementary And Secondary Schools
Introduced: 03/02/2006

Summary: Curtails the use of highstakes tests in elementary and secondary schools.

US SCR 87 Sponsor: Biden (D) Title: United States Intellectual Property Rights
Introduced: 04/05/2006

Summary: Proposes a concurrent resolution expressing the sense of Congress that United States intellectual property rights must be protected globally.

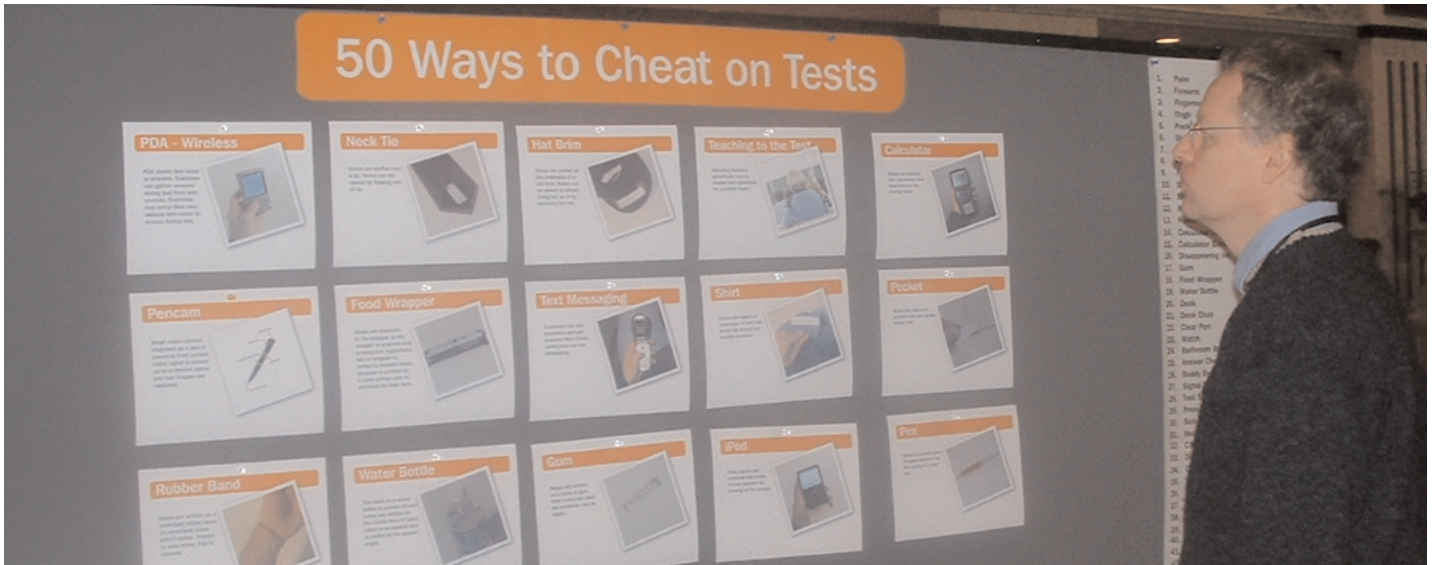
NY A 10969 Sponsor: Paulin (D) Title: Accountability in State Assessments
Introduced: 04/28/2006

Summary: Provides for accountability in state assessments by creating a regents review board to audit assessments used to determine grade promotion, graduation and adequate yearly progress by requiring a written report, implementation of an auditing and review of pilot and/or field testing of the standardized tests used to ensure validity, reliability, alignment to standards and appropriateness of use.

NY S 1291 SAME AS: NY A 6191 Sponsor: LaValle (R) Title: Standardized Testing for Teacher Certification Introduced: 01/27/2005

Summary: Enacts safeguards to prevent bias in standardized testing for teacher certification, including restrictions on questions as to race, ethnicity, gender and linguistic background, which are to be used in compiling test score data; creates a temporary advisory committee to advise the legislature on standardized testing.

Snapshots from *Innovations in Testing 2006*



More than 60 educational sessions and workshops to choose from...

ATP's Innovations in Testing Conference 2006, held February 6-8 in Orlando provided educational sessions on testing issues of all kinds. This conference attendee is drawn to a poster session on test security. More than 600 conference attendees enjoyed the sunshine along with riveting topics and informative keynote speakers.



An opportunity to meet the leadership...

ATP Division leaders were on hand at the conference to provide updates on the work of each Division and to Chair a meeting of their division at the conferences. (From left to right) Casey Marks, Ph.D., Certification/Licensure; Phil Young, Education; Jeff Manson, Clinical; David Waldschmidt, Ph.D., Industrial/Organizational

...Fantastic keynote speakers!



Ronald Berk, Johns Hopkins University gave a well-received address on humor in the workplace.

...Network,
Socialize...



ATP conference attendees enjoy one of the many networking socials. (From left to right) Deirdre Knapp, HUMRRO, Chuck Freidman, ACT; Jim Hogan, AC, Vicki Flaherty, IBM Learning, Bill Cramer, LaserGrade

...Relax



A ship in a hotel lobby?! Not only was this ship “anchored” in the lobby of the Gaylord Palms Resort -- but, much to the delight of conference attendees, it was open for lunch and dinner .

Kudos on another great
meeting from ATP...



ATP's 2006 Conference Chair, Cyndy Fitzgerald (center) of Kryterion and ATP Meeting Planner, Michelle Issing of Designing Events (right), begin planning for next year.

Mark Your Calendars

Innovations in Testing 2007 will be held February 4-7, at the Westin Mission Hills Resort in Rancho Mirage, California

Introducing the ATP Career Center



<http://careercenter.testpublishers.org>

Employer Benefits:

Targeted Advertising Exposure – reach a focused audience of industry professionals

Easy Online Job Listing Management

Resume Search Included with Job Posting

Notify Me – receive notification when job seekers match YOUR criteria

Build Company Awareness – list company information and link to your web site

Competitive Pricing – package and high-member discounts available.

Job Seeker Benefits:

Services are FREE!

Job Search and Application

- Resume Posting with Confidentiality Option

Save Jobs – apply when ready

Notify Me and RSS Capability – receive email notification when posted jobs match YOUR specific criteria.

*An easier way
to find a job.*

*A better way to
fill a position.*

Many job seekers and employers today are discovering the advantages of searching online for industry jobs and for qualified candidates to fill them. But the one-size-fits-all approach of the mega job boards may not be the best way to find what you're looking for. The all-new **ATP Career Center** gives industry employers and job seeking test publishing professionals a better way to find one another and make that perfect career fit.

Visit us at <http://careercenter.testpublishers.org> today to post jobs or search job listings in the field of test publishing.

ATP Career Center
Association of Test Publishers

*Find exactly what
you're looking for at the
ATP Career Center!*

Test Publisher

Published by the Association of Test Publishers

1201 Pennsylvania Ave., N.W.
Suite 300
Washington D.C. 20004
USA

For membership information call 866.240.7909 or visit the ATP Website at www.testpublishers.org

BOARD OF DIRECTORS

Chair

Charlie Wonderlic
Wonderlic, Inc.

Chair - Elect

Wayne Camara, Ph.D.
The College Board
Casey Marks, Ph.D.
National Council of State Boards of Nursing
David F. Foster, Ph.D.
Caveon Test Security
Chris Gruber, Ph.D.
Western Psychological Services
Scott Hamilton, Ph.D.
Profiles International, Inc.
Margaret Jorgensen, Ph.D.
Harcourt Assessment, Inc.
John Oswald
Educational Testing Service
Marten Roorda,
Cito
Carol Watson
Pearson Assessments

DIVISION CHAIRS

Certification/Licensure

Jamie Mulkey, Ed.D.
Caveon Test Security

Clinical

Jeff Manson
Western Psychological Services

Educational

Philip Young
Educational Testing Service

Industrial/Organizational

David Waldschmidt, Ph.D.
Wonderlic, Inc.

OFFICERS

General Counsel

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

Treasurer

Patrick J. Meehan
Houghton Mifflin

Secretary

Gerald Borofsky, Ph.D.
Bay State Psychological Associates

Executive Director: William G. Harris, Ph.D.

Legislative Counsel: Alan J. Thiemann, J.D.

Management Consultant: Lauren B. Scheib

The *Test Publisher* is distributed with the understanding that it is not engaged in rendering legal, accounting or other professional services. If legal advice or other expert assistance is required, the services of a competent professional should be sought.

All correspondence regarding editorial content should be sent to: Association of Test Publishers c/o Lauren Scheib, 2995 Round Hill Rd., York, PA 1740, USA. . PH: 717.755.9747 FAX: 717.755.8962 Email: lauren@testpublishers.org

© 2006, Association of Test Publishers, 1201 Pennsylvania Ave., N.W., Suite 300, Washington D.C. 20004, USA. 866.240. 7909 or +1.717.755.9747. Reproduction in whole or part without written permission is prohibited.