

# Test Publisher™

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

*The intelligent voice for testing*

Volume 15, Number 2

Summer 2008

## In This Issue

**eBay Removes Intellectual Property  
ATP Member in China Launches  
Public Offering  
News from the Divisions**

 Westin Mission Hills

Save The Date

*Innovations  
in Testing 2009*  
will be  
February 23-25, 2009  
at the  
Westin Mission Hills  
Resort in Rancho  
Mirage, CA.

**Workshop Announcement**  
**Item Response Theory**  
*Principles and Applications  
Workshop*

Monday, July 28 to Friday, August 1,  
2008

Lord Jeffery Inn, Amherst,  
Massachusetts

**Instructors are University of  
Massachusetts Faculty Members:**  
Ronald K. Hambleton, Distinguished  
University Professor  
**Lisa A. Keller, Craig S. Wells,  
Jennifer Randall, Assistant  
Professors of Education**

*Goals and Workshop Content:* The goals of the workshop are to provide attendees with (1) the background and knowledge needed to use many unidimensional IRT models and related procedures and (2) the skills for handling binary and polytomous response data to solve a variety of applied problems in assessment and testing. These include item and ability parameter estimation, assessing model fit, building and comparing tests, identifying differentially functioning test items, equating tests over time, score reporting, and more. Approximately 30% of the workshop time will be spent analyzing and interpreting results. We have large data sets that will be used throughout the workshop, and attendees can bring their own data to work with as well.

*Intended Audience:* Persons interested in learning IRT and applying it at a practical level would be well suited for the workshop. Some expect to see attendees from credentialing agencies, health-related organizations, state departments of education, consultants, and from universities—both professors, and graduate students.

*Fees:* Five-day workshop—\$900. Includes workshop training materials; UMass software for data simulation, equating, and model fit; two meals for five days; and a reception

Dear Colleagues,

Welcome to the Association of Test Publishers second online newsletter. We have changed our "look and feel" as we experiment with this new online delivery environment. Your response to ATP's first online newsletter was very positive and so we will continue to try to make improvements and deliver industry news in what we hope is a user-friendly format. And if you want to reference a past issue of the online *Test Publisher* you can now go to the ATP website at [www.testpublishers.org](http://www.testpublishers.org), go to Publications, go to Newsletter and then click on View our Archive. Or just click here! [ATP Newsletters](#)

## eBay Removes intellectual property from auction site in response to ATP member complaints

"Six auctions down and a myriad to go," is how ATP's Legislative Counsel Alan Thiemann recently described the ongoing battle with eBay over test materials being sold online.

In response to growing concerns by its members over the presence of copyrighted tests being sold by various Internet sites, ATP has started working with the Software & Information Industry Association (SIIA) to expand the SIIA's existing enforcement for taking down unauthorized sales of copyrighted content.

Thiemann reported that "acting on information obtained from an ATP member, ATP/SIIA contacted eBay and within 24 hours six different auctions had been taken down." He added that, "as often occurs, one of the auctioneers challenged that action." Again working with the publisher, ATP/SIIA provided specific information demonstrating that the test at issue was a copyrighted product used commercially and that the attempted sale was neither licensed nor authorized and therefore was infringement.

Based on this successful "proof of concept" ATP is working with SIIA on how to best move forward in promoting a robust enforcement effort for the handling of piracy involving tests and related materials on the Internet.

"Although the success of the trial run proved promising, rolling out a full-blown, 24/7 enforcement program is going to be a significant undertaking," Thiemann cautioned. He added that as part of efforts so far, a standard email response template has been created which can be used to explain to sellers the legal arguments (copyright/trademark infringement, license agreement violations, etc.) that form the basis of enforcement actions against their auctions.

If any ATP member has an interest in this type of program and the potential savings for your company of joining an Association-lead effort to deal with Internet piracy, ATP would like to hear from you. Please contact ATP CEO Dr. William G. Harris at [wgh.atp@att.net](mailto:wgh.atp@att.net).

 ATP Division Leaders

## ATP Member is first testing company in China to launch a public offering on NASDAQ

Twenty four million new workers will enter the workforce in China in the next five years, and Chinese government and business leaders are planning ahead.

ATA Testing Authority, a member of ATP since 2002 and the largest testing service provider in the country with more than 5 million test administrations on its test delivery platform, is uniquely positioned to handle the challenges ahead.

and a conference dinner. Attendance will be limited. Attendees will need to find their own accommodations at the Lord Jeffrey Inn (a special rate is available) or elsewhere. For More Information and/or a Registration Form: Contact Professor Lisa Keller at lkeller@educ.umass.edu. Acceptances will be in order of receipt, and limited to 35.

### ATP Among Sponsors of NOCA Credentialing Leadership Forum

#### Register now

When/Where  
September 10, 2008  
ANCC Offices  
8515 Georgia Ave,  
Suite 400,  
Silver Spring, MD  
9:30 a.m. - 4:00 p.m.

The National Organization for Competency Assurance (NOCA) is bringing together leaders in the credentialing community to hold strategic discussions on issues impacting the credentialing industry today and in the future. This event is designed specifically for Presidents/CEOs, Executive Directors, Board Directors and Regulatory Representatives. The success of this event rests solely on the shoulders of those that attend. It is NOCA's hope that the discussions held will provide the foundation for ongoing strategic discussions and defined objectives that will ensure the continued growth and success of our industry. The Forum is open to both NOCA members and non-members. Leaders representing all industry sectors are welcome. The greater the diversity we have, the greater the chance for success.

Dr. Les Wallace, co-author of A Legacy of 21st Century Leadership, will be the keynote speaker. Dr. Wallace is recognized for tracking business environment and workplace trends and their impact upon business and government.

Thanks to the generosity of our sponsors, there will be no registration fee for attending the Forum. In return for free admission, you will be able to hear a leader in business trends and leadership, network with your peers from across many industry and regulatory sectors and have direct input into developing a strategic direction for the credentialing industry.

Space is limited and registrations will be accepted on a first come first served basis. To reserve your spot, please click here. Lunch will be provided. If you have any questions, please don't hesitate to contact us at 202-367-1165 or email info@noca.org.

#### Quick Links...

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### APA Division 5 Honors the Assessment Community

"This influx of workers will fuel a highly competitive job market that is predisposed to look for workers with the skills and qualities that fit the job. Employers and government officials are turning to certification examinations and other related job assessment services to manage a wide range of staffing and training decisions," said ATP CEO Dr. William G. Harris.

Harris joined ATA officials in New York city in January to kick off the company's public offering on the American Stock Exchange (See Photo above). ATA is the first testing company to successfully launch an Initial Public offering (IPO) based solely on the domestic Chinese testing market. (Their NASDAQ symbol is ATAI.)

For ATA, the economic climate holds vast opportunities to provide training and certification services to the Chinese work force. In 2006, ATA reported that spending on all forms of testing increased almost 14% and exceeded more than 2.3 billion US dollars.

"Ten years ago an IPO with a business model centered on providing testing services in China would have been considered an unlikely business to enter," said Alex Tong, ATA Vice President, "but that is not the case today. Since ATA entered the Chinese market in 1999 it has enjoyed yearly double-digit growth."

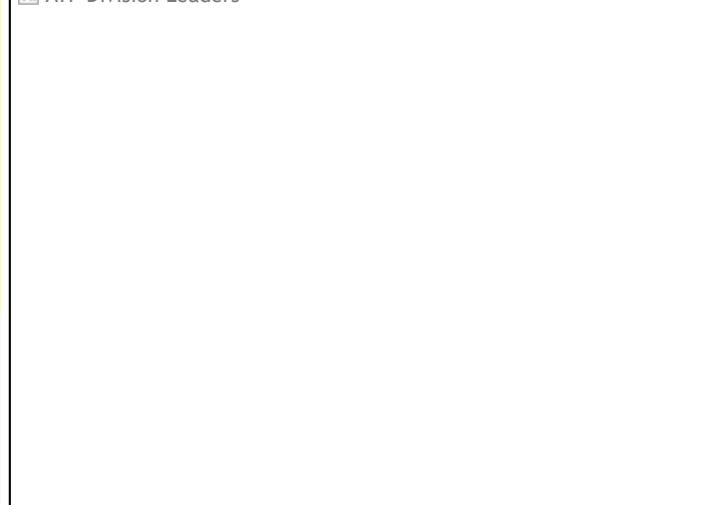
Tong noted that some key drivers of ATA's success are history, a booming domestic economy and high demand for talented workers. "China has a long history of requiring its knowledge workers to be evaluated with high-stakes examinations. Historians of the Chinese culture have traced the practice of testing back to the Ming Dynasty, a period of socio-economic enlightenment that ended more than 360 years ago. Still, the tradition of examination has been woven into the Chinese cultural fabric," Tong said.

China's booming economy has produced a prosperous and ever growing business community that has a high demand for talented workers (e.g., professional and skilled artisans). From 1978 to 2006 China's gross national product (GDP) averaged annually 9.67% growth, and in 2007 the GDP accelerated to 11.4%. This impressive economic growth has come with demands for an equally impressive work force.

The certification market in China demands performance based testing and ATA is the country's market leader in the development and delivery of simulation technologies. For example, China employed Microsoft MCP program with simulation items before it was launched globally. In the Ministry of Labor more than 70% of the 2.0 million computer-based tests administered since 2000 are simulation exams. This testing methodology also yields the added benefit of thwarting cheating among test takers.

Today, ATA is enjoying a strong domestic demand for test development and delivery services. Inherent in this demand is the opportunity for ATA to improve the efficiency and quality of computer-delivered examinations.

#### ATP Division Leaders



ATP Division leaders took the stage at the Innovations in Testing Conference 2008 in Dallas, TX. (L. to R., Denny Way, Chair-Education, Reid Klion, Chair- I/O, Cor Sluijter, Chair- Europe, Hazel Wheldon, Chair- Clinical, Dick Soule, Chair- Certification.)

#### News from the Divisions

From The Desk of Clinical Chair Hazel Wheldon, Multi-Health Systems

The last few months have been a very exciting and productive time for the Clinical Division. We had a very successful meeting at the ATP annual conference in Dallas. The meeting was successful for two reasons: one, we had one of the best turnouts we have had for the Division, and two,

### ATP sponsors award

Collaborating with the American Psychological Association's (APA) Section IX (Assessment Psychology) of Division 12, and with the Association of Test Publishers and several major test publishers, APA Division 5 has created several opportunities to feature its commitment to young scholars and to the field of assessment.

Beginning last year, spearheaded by the Division's then-President Larry Stricker and Section IX's David Lachar, special poster sessions were created to feature work on assessment and a breakfast social hour were held.

This year the initiative has been expanded, so if you are attending the APA conference, please mark your personal conference agenda to attend this year's breakfast social hour. Meet colleagues in the assessment community and see award-winning student posters on assessment.

Meet and Greet Breakfast  
Friday 15 August, 8:00 to 9:50 am  
Boston Marriott Copley Place Hotel  
Arlington Room

Co-sponsored by Division 5 and  
Section IX of Division 12  
Featuring selected student posters  
focused on assessment

Student Poster Award presentation  
by the Association of Test Publishers  
Travel Award presentation by  
Western Psychological Services  
Hospitality provided by ETS, PAR,  
and Pearson

Come meet your colleagues.  
Welcome and recognize the  
talented young scholars by talking  
over their posters with them.

### Have you see this featured ad in the ATP Career Center?

Associate Director,  
Psychometrics and Test  
Development

at the  
National Council of State  
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Visit the Career Center  
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ATP Members receive  
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### Have an ad that can fit in this space?



ATP will accept advertising for the  
new electronic ATP newsletter  
beginning this fall.

All ads must be "long and tall" and  
will be run as sidebars to ATP's  
regular news. For rate information  
contact Lauren Scheib at  
lauren@testpublishers.org or call  
866-240-7909

ATP thanks its Sponsors of  
Innovations in Testing 2008

the group generated some stimulating discussion about the future of the Clinical Division. The group felt that the continued challenges the Division faces with a shrinking membership pool and the struggle to find common ground on industry issues deserved some well-planned discussion.

As a result we decided to use our second meeting of the year at the American Psychological Association Conference in Boston, as a strategic planning meeting for the Division. This meeting will be facilitated by Marcy Andberg, of Andberg and Associates. Marcy's experience in the industry as well as her long time involvement in ATP will be strong assets in the strategic planning process.

Specific details of the meeting are as follows:

Date: Wed Aug 13th

Time: 2:30 to 5:30 followed by a wine and cheese reception

Location: Seaport World Trade Boston in the Congress Boardroom located on the Mezzanine level

There will be some 'pre-work' for the meeting - which will entail just a few questions that Marcy has prepared that are designed to get you thinking about some of the specific issues we plan on addressing in the planning session. Marcy would appreciate feedback on these questions prior to the meeting so that she can incorporate it into the agenda, however, it is not required - as long as you have given the questions some thought we should have an engaging and productive discussion.

In order to encourage a broad level of discussion and to gather feedback from a wider range of organizations we will be opening this meeting to both member and non-member organizations. Ted, Krista and I plan on individually contacting all the existing members of the Clinical Division as well other identified organizations who could contribute to a discussion on the future of the Division to confirm your attendance and answer any questions you may have. We look forward to these conversations over the next few weeks.

From the Desk of Industrial/Organizational Chair Reid Klion,  
Performance Assessment Network, Inc.

The I-O Division has had a busy quarter. We had our annual division meeting at SIOP in March 2008 which was well-attended. One topic of discussion focused on enforcement efforts by the Office of Federal Contract Compliance Programs (OFCCP). Specifically, we discussed the prudence of local validation v. validity generalization to justify tests with adverse impact. Jim Sharf was kind enough to share his expertise and on the matter and later shared some materials (now posted on the blog) that marshal arguments in support of validity generalization.

Speaking of the I-O Division blog (atpio.blogspot.com), we are trying to facilitate its use as an information exchange hub. In addition to information on meta-analytic validity generalization, recent postings include EEOC updates and links to a study in an economics journal analyzing the impact of an organization's implementation of pre-employment assessment program.

Additionally, Jack Jones, who is chairing the Model Guidelines for Pre-employment Integrity Testing Revision Committee, is requesting ATP I-O Division member suggestions on topics that should be addressed in the updated version of the Guidelines. Please see the blog for details and more information on this important project.

Looking forward, we will soon be posting the Call for Papers for the 2009 ATP Meeting. As an early warning, please keep this in mind and consider encouraging a colleague (especially those who might not yet be ATP members) to consider submitting. Also, we are always in need of volunteers to help review the submissions. If interested, please contact Ryan Ross, (rross@hoganassessments.com), I-O Division Vice-Chair who will be heading up this effort.

From the Desk of Education Chair Denny Way, Pearson Assessments

The Education Division has been involved in following up on a public relations initiative that was discussed in the Education Division meeting at the ATP conference this past March. This initiative was first considered by the ATP Board in 2004 but lost momentum for a variety of reasons. The Education Division is committed to leading an effort to resurrect the idea and to bring a concrete proposal to the board for consideration and funding.

Along with the other ATP divisions, the Education Division looks forward to the planning for the 2009 conference and will be looking for volunteers to represent us as those activities gain momentum.

and we look forward to seeing you again in 2009!

#### PLATINUM

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From the Desk of E- ATP Chair Cor Sluijter, Cito

In the first few months of 2008 the European Division has focused on preparing a business plan for the first European conference of ATP, to be held in the second half of 2009. The rough outlines of the plans were presented at the meeting of the European Division in Dallas. This rough outline has also been presented to the ATP's Board of Directors. Since the beginning of March we have been working on elaborating our proposal and hope to be able to present our plans to the ATP Board later this year.

If you are interested in the details of our plans, you could join the next European ATP Division meeting. This meeting will be held in Liverpool, England on July 16 and 17, 2008, immediately following the International Test Commission (ITC) conference. At this meeting we want to finalize our plans for the conference. But this will not be the only issue of the Liverpool meeting. More concrete information can be found at our Wiki site [E-ATP](#), under the subheading "Events". There you can also find more concrete information on our plans by clicking on Ideas for 2009 European ATP Conference.

And, of course, in further preparing the organization of the conference we are in need of volunteers. So if you would like to serve in the near future on the sponsorship, marketing or program committee for the European conference, don't hesitate to let me know, or contact one of my fellow officers, Paul Howarth and Eugene Burke, or our 2007 chair Eric Shepherd. Our e-mail-addresses can all be found at our Wiki site [E-ATP](#) under the subheading "Officers of ATP."

An interesting point to mention is that at the Dallas E-ATP meeting we decided not to spend any more energy at generic lobbying, due to lack of success. However, as you read this, I will have had a meeting with Anders Hingel, Head of the Directorate General for Education and Culture of the European Commission. The goal of this meeting is to set up a meeting between the European Commission and CEOs from the major European testing companies to draw the EU's attention. Furthermore, I will try to get one or more representatives from the EU to contribute to the European conference, for instance for the opening key note.

#### GUEST EDITORIAL

by Dr. Cheryl L. Wild of Wild & Associates, Inc.  
Member since 2001

#### Computer-Based Testing Standards - Next Steps

The Guidelines for Computer-Based Testing (the Guidelines) was developed in 2002. In the digital age, five years is a long time and it is now time to update the Guidelines. However, the world of standards (of which guidelines are a subset) in testing is also changing. How can ATP best serve the global testing community in the development of guidelines for computer-based testing? Looking ahead should ATP seek a prominent role in the development of international test standards?

In a recent publication, Wild and Knapp (in *Improving Testing: Applying Process Tools and Techniques to Assure Quality*, 2007) identified 21 standards that applied specifically to testing organizations. Of these, only one was an international standard -- International Standard ISO/IEC 17024 Conformity Assessment-General Requirements for Bodies Operating Certification of Persons (International Organization for Standardization, 2003). Since this 2007 review the development of international testing standards is on the rise.

For the American National Standards Institute (ANSI), ATP is the administrator of the Technical Advisory Group (TAG) for ISO / PC230 psychological assessment services (Test Publisher, 2007). This standard focuses on the selection, integration, implementation and evaluation of assessment procedures. Two other international testing standards are under consideration.

Only last year, the International Standard ISO/IEC 23988: 2007 (E), Information Technology-A Code of Practice for the Use of Information Technology (IT) in the Delivery of Assessments (International Organization for Standardization, 2007) was published. This standard addresses the computer delivered of tests in educational settings and likely overlaps with the Guidelines. ISO/IEC 23988 drafters referenced the Guidelines when it sought support from countries to participate in this standard initiative.

Overlap exists between the Guidelines and the ISO/IEC 23988. The Guidelines however, are broader in scope than ISO/IEC 23988. ISO Standard focuses only on computer-based educational testing whereas the Guidelines are applicable for most computer-based testing approaches.

The difference in scope does suggest that the Guidelines can continue to serve a useful role in the testing community if ATP initiates an effort to update this guidance document.

As ATP's membership becomes more representative of the global testing community, it is even more important for ATP to consider ways to promote and advance the practice of testing that reflects its international constituents. One possible way to achieve this objective is for ATP to become an accredited national standards developer through (ANSI). As an accredited national standards developer, ATP could develop a US standard (perhaps an updated guideline for computer-based tests or guidelines for different types of tests) that could be eligible for consideration as an ISO standard.

Although becoming an accredited national standards developer may not be in ATP's immediate future, it will be important for ATP when it plans the revision of the Guidelines to seek active participation from its international testing community. For the next version to receive global attention and acceptance such representation will be highly desired and welcomed.

*Want to respond to an editorial or submit your own? You must be an ATP member - email Lauren Scheib at [lauren@testpublishers.org](mailto:lauren@testpublishers.org)*

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