

Test Publisher™ Newsletter

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ATP: The intelligent voice for testing

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ATP and the Association of American Publishers (AAP) Provide Comments on Race to the Top Legislation

The Association of American Publishers (AAP) and the Association of Test Publishers (ATP) filed comments in response to a notice published in the Federal Register on Oct. 23, 2009 (74 Fed. Reg. 54795). In its Notice, the United States Department of Education proposes to fund "grants to consortia of States for the development of common, high-quality assessments aligned with an applicant consortium's common set of K-12 standards that are internationally benchmarked and that build toward college and career readiness by the time of high school completion."

The notice is related to the provision of \$350 million in funding for Race to the Top assessments, authorized under the American Recovery and Reinvestment Act of 2009 and sets forth a number of questions directed towards the design and development of "assessment systems."

To see the complete text of comments click here: [ATP Legal/Legislative updates](#)

ATP Provides Comments Regarding ADA Regulations

In November ATP filed comments to the EEOC regarding proposed amendments to existing regulations under the Americans with Disabilities Act (ADA) of 1990.

In the comments ATP contended that "while some of the proposed rule changes are appropriate under the ADA, others are predicated on erroneous and incomplete assumptions and should not be adopted as written."

To see the complete text of comments click here: [ATP Legal Legislative Updates](#)

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 to Host 11th Annual Innovations in Testing Conference in Orlando



Final plans are being made to kick off ATP's 11th annual Innovations in Testing Conference at the Omni Orlando Resort at Champions Gate, February 7 -10, 2010. The opening keynote address will be delivered by Scott Burkun, best selling author of *The Myths of Innovation*.

Attendees to this year's conference will be treated to an all-new set of conference tracks to choose from including: *Promoting State-of-the-Art Assessment: Risks and Benefits*; *Advancing the Image of Testing*; *Effective Integration of Technology Into Assessment*; and *Innovations in Test Security*.

To read more about the conference or to register online, click here: [Innovations in Testing 2010](#)

ATP Announces 2010 Board of Directors and Award Winners

ATP Announces 2010 Board of Directors

Individuals elected to the 2010 ATP Board of Directors are Marcia M. Andberg, Ph.D., President, Marcia Andberg Associates (MAA); Lisa R. Ehrlich, Ph.D., COO, Measured Progress; John Jones, Ph.D., Vice President and Chief Scientist, Vangent, Inc.; Amy Elizabeth Schmidt, Ph.D., Group Executive Director, Statistical Analysis Unit, Educational Testing Service (ETS); and Andrew Wiley, Ph.D., Executive Director, Research & Development Unit, The College Board.

"We continue to grow as an organization and for nearly two decades ATP has provided our members in the assessment industry with a collective voice in both business and government in the U.S. and Canada. We have now expanded our scope to include European test publishers and others in the international community. I am confident that we have a talented board of directors who will continue to lead and advise the test publishing community on the challenges that lay ahead," remarked ATP CEO William G. Harris, Ph.D.

ATP Announces 2010 Award Winners

The ATP Awards Committee lead by ATP Director Betty Bergstrom, Ph.D., of Pearson VUE, announced the 2010 ATP Award winners. The Award for Professional Contributions and Service to Testing will go to Stuart Kahl, Ph.D., President and CEO of Measured Progress; and the Career Achievement Award will go Nancy Petersen, Ph.D. of ACT.

The ATP Award winners will be honored at the ATP General Meeting to be held Monday, February 8, 2010 at 10:30 a.m. in conjunction with the *Innovations in Testing* Conference in Orlando, Florida.

News from the Divisions

The European Division of ATP... has started working on plans for its second annual conference, *Growing Talent in Europe: Gaining Advantage through Assessment 2010*.

"Talent is necessary, because talent is the driving force behind creativity and innovation. It is an important ingredient to guarantee competitive advantage for the EU in the long run. And test solutions must dovetail the strategy, established by EU-leaders at the top of the March 2000 Lisbon conference," stated Eugene Burke of SHL, 2010 Chair of the E-ATP Division.

Burke noted that a location for the 2010 conference will be announced within a few weeks and he urged anyone who is interested in participating in the conference as a volunteer on one of the planning committees should contact any of the three E-ATP leaders: [Paul Howarth](#), 2009 Chair, [Eugene Burke](#), 2010 Chair, [Erwin van Schaffelaar](#), 2010 Vice Chair.

The Clinical Division of ATP... Outgoing Clinical Chair Ted Jackson of Sigma reported that the Clinical Division "had an historic year in 2009 in which members engaged in strategic planning and identified new and

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exciting directions for the Division."

He reported that in 2010 David Herzberg of Western Psychological Services, will be the new Chairperson; Steve Griffin from IPAT will serve as Vice Chair; and Christine Carlson from Pearson will serve as Secretary.

This year the Clinical Division will host a special presentation at the ATP Innovations Conference on the topic of Piracy. Thanks to the sponsorship of Pearson Assessments, Brad Buckles, Executive VP of Anti-Piracy for the Recording Industry Association of America (RIAA) will present his first-hand experiences in dealing with the omnipresent threats of Intellectual Property theft.

Journal of Applied Testing Technology (JATT) Article Focuses on Computer-Based Signing Accommodations

Many students who are deaf or hard-of-hearing are eligible for a signing accommodation for state and other standardized tests. The signing accommodation, however, presents several challenges for testing programs that attempt to administer tests under standardized conditions. One potential solution for many of these challenges is the use of computer-based test delivery that integrates recordings of signed presentation of test content into the test. In addition to standardizing conditions, computer-based delivery holds potential to decrease the cost of developing recordings of signed presentation by using avatars rather than humans. However, because avatars are relatively new and are not as expressive or lifelike as humans, they may not be as affective as humans in presenting content in a clear and interpretable manner.

The study *Computer-Based Signing Accommodations: Comparing a Recorded Human with an Avatar* presented by Michael Russell, Maureen Kavanaugh, Jessica Masters and Jennifer Higgins of Boston College, and Thomas Hoffmann of Nimble Assessment Systems, employed a randomized trial to compare the effect that a computer-based provision of the signed accommodation using a recorded human versus a signing avatar had on students' attitudes about performing a mathematics test and on their actual test performance.

This study found that students generally reported that it was easy to perform a mathematics test on computer, and that both the recorded human and the signing avatar tools were easy to use and to understand. Students also reported a strong preference for performing future tests on computer, and generally preferred using the recorded human and the avatar for future tests rather than a DVD. While students also reported that they preferred the recorded human rather than the signing avatar, this preference did not affect test performance. The use of the recorded human and the avatar did not have effects on either the amount of time required to complete the test items or on students' performance on the test items. Implications for future research are also discussed.

To read the complete study, click here: [JATT](#)

JATT, sponsored by the Association of Test Publishers, is a scholarly, online journal committed to disseminating research related to technological applications and advances in educational and psychological measurement. For instructions on how to submit a manuscript to JATT click here: [Manuscript submission](#)

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