

Test Publisher™

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

Volume 13, Number 3

ATP: The intelligent voice for testing

Winter 2006

Europe-ATP holds inaugural meeting in London/ Elects officers

The new European Division of ATP held its inaugural meeting September, 28, in London, England. Twenty five delegates, representing 21 organizations and nine countries attended the meeting which was hosted by Pearson VUE. ATP Board Member Marten Roorda of Cito, chaired the meeting.

“The delegates split up in four different sectional groups: certification, educational, occupational and psychological/clinical in order to determine the right focus for activities of the European Division...for all sections there was much found in common regarding the public image of testing, intellectual property, and test security,” Roorda reported.

He said that among the goals that were decided upon for the coming year were: Enact a founding membership discount for new E-ATP members in 2007; Form working groups to construct a website and organize an event in September 2007; Initiate membership development with some of the CEOs of larger test publishers; Set up contacts with affiliated organizations, and to initiate the adoption of quality standards from other organizations.



Historic London, England was the site of the inaugural meeting of ATP's new European Division.

Following the meeting three new officers were elected to lead the new division. They are Eric Shepherd, of Questionmark, as Chair, Dr. Cor Sluijter, of Cito, as Vice Chair and Paul Howarth, of VUE UK, as Secretary.

[Editors note: For more information on joining the European-ATP Division call Lauren Scheib at +1.717.755.9747 or email LScheibatATP@aol.com.]

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Association Notebook

Next Board Meeting...February 8, 2007 at the Westin Mission Hills Resort, Palm Springs, CA. Members can have business placed on the agenda by emailing the ATP Board of Directors c/o LScheibatATP@aol.com

Next Conference...February 5-7, 2007 at the Westin Mission Hills in Palm Springs, 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 applicants. Members receive discounts for ad listings.

ATP Congratulates its newly elected Division officers...Quinn Sutton of Kryterion for Certification/Licensure; Jim Olsen of Alpine Testing Solutions for Clinical; Jaek Parizek of CTB/McGraw-Hill for Education; Ryan Ross of Hogan Assessment Systems for Industrial/Organizational; and Eric Shepherd of Questionmark, Cor Sluijter of Cito and Paul Howarth of VUE UK for Europe.

News from the Divisions...

From the Desk of the Education Division Chair...

Dr. Phil Young of the Educational Testing Service (ETS)

It has been a busy fall for Education in ATP. Because of your own busy schedule you probably haven't noticed. Let me bring you up to date.

Operational Best Practices for Large Scale Assessments

As reported in our Summer Newsletter, ATP has held preliminary discussions about establishing a Best Practices document for the operational aspects of Large Scale Assessments (e.g., printing, distribution, scanning, scoring and reporting). If the testing community and the states and large districts who purchase our services and products can agree on a set of voluntary, non-binding best practices, it has the potential to bring greater uniformity to the requirements in RFP documents and greater quality assurance to the operational implementation of large scale programs. Testing contractors will be able to deliver high quality more consistently, and states and large districts will see fewer errors and delays.

In the meantime, ATP has heard from several assessment companies and organizations who wish to discuss and learn more about the goals of this initiative with the states and large districts. To accommodate this request, ATP held a general meeting for representatives of all interest-

ed assessment companies who are members of either ATP or the AAP Test Committee. The meeting was held in Washington, D.C. on December 5, 2006 at the AAP headquarters located at 50 F Street, NW. All ATP member companies were invited to attend this meeting.

John Oswald, Senior Vice President/General Manager of the Elementary and Secondary Education Division of ETS chaired the meeting, and G Harris, ATP's Executive Director, Alan Thiemann, ATP's legislative counsel, and I attended to help respond to questions and suggestions from those present. We had a large turnout and expect positive outcomes from the meeting which I will report on at a later date.

The ATP Conference

February 5-7, 2007 in Rancho Mirage, California (near Palm Springs) will be here before you know it. Please make your reservations early since space will be limited. Education has 13 sessions that will appeal to a wide variety of audiences.

I could not be more proud of the generous gift of both time and talent that members of the Education Division offered us as we put together this program. Thanks to all who volunteered to review program proposals, serve on the various committees and in general help with Conference tasks.

We are now in need of persons to serve as Speaker Coordinators for one or two sessions at the conference. If you can help out please write to me at pyoung@ets.org and I will explain what the job entails.

Online Training

My promise to provide online training opportunities for Education Division members has taken longer than I expected to implement, but it is almost ready. In mid-to-late December or early January we will post a training session dealing with Value Added Modeling by Dr. Henry Braun on the ATP Education Division web site. When this occurs you will be able to access it and learn more about this important topic.

My one-year term as your Chair of the Education Division will end as of December 31, 2006. It has been my pleasure as well as a privilege to serve in this capacity. Thank you. I look forward to seeing everyone in Palm Springs in February.

From the Desk of the Industrial/Organizational Division Chair...Dr. David Waldschmidt of Wonderlic Inc.

The test publishing industry has undergone dramatic changes in recent years. Mergers and acquisitions have occurred with great frequency, the legal environment has grown in complexity due to legislation such as Sarbanes-Oxley, and technological advances have resulted in sweeping changes to the way tests are commonly administered, scored, and reported. We can be assured that the future will bring additional change due to the recent shift in power in Washington, the trend towards outsourcing, and the globalization of the test publishing industry. How should test publishers respond to this ever-changing landscape? What should the role of ATP be as we face this uncertainty? How should the I/O division

evolve in order to capitalize on these changes and move the test industry forward?

I believe that the answer lies in our ability to together transform ATP to become an organization that is a bit more proactive and focuses on changing the image that some of the public has towards testing. I firmly believe that testing represents the most fair and objective means of establishing an individual's qualifications for employment. High quality assessments that are valid, reliable, and free from bias provide employers with invaluable information for making employment decisions. Why then do some members of the public view testing with such skepticism? ATP

must continue to expand upon its efforts to become the intelligent voice for testing. We must be proactive in our efforts to articulate the benefits of testing and allay the concerns of certain sectors of the public. If we can work to improve the public image of testing, we will make great strides in shaping the future landscape that the testing industry will face.

In closing, I would also like to say that it has been a privilege to serve members of ATP's I/O division over these past four years. I know that this division will be in extremely capable hands, with Joe Orban, Reid Klion, and Ryan Ross serving as your officers in 2007.

2007 award winners to be honored at conference

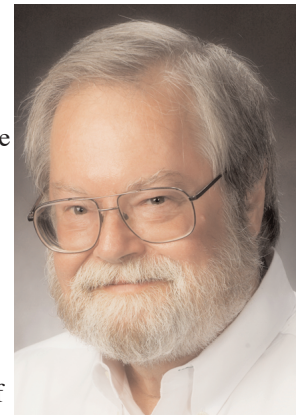
Dr. Frank Schmidt will receive the 2007 Career Achievement Award and Dr. John Fremer will be the first-time recipient of a new award this year -- the Award for Professional Contributions and Service to Testing.

Frank Schmidt, Ph.D. is the Ralph L. Sheets Professor of Human Resources in the Tippie College of Business at the University of Iowa. In the last three decades Dr. Schmidt has authored over 150 refereed journal articles, 5 books, 40 technical reports, 10 reviews, and 250 conference presentations. Frank Schmidt's works in the area of meta-analysis have demonstrated clearly the distorting influence of statistical artifacts in making inferences from observed correlations. He has provided a framework for assessing validity generalization and has revolutionized the testing industry. The majority of his papers have been on meta-analytic techniques, applications of meta-analysis, as well as on measurement and reliability issues. His book *1990 Methods of Meta-Analysis* (with Jack Hunter) is the standard for anyone conducting a meta-analysis in many fields, including but not limited to management, psychology, sociology, anthropology and even medical sciences. Dr. Frank Schmidt, who holds a doctorate in Industrial/Organizational Psychology from Purdue University has been honored by the American Psychological Association (APA) and the Society of Human Resource Management (SHRM).



John Fremer, Ph.D. has 40 years of experience in the field of test publishing and test program development and revision, including management level positions at Educational Testing Service and The Psychological Corporation/Harcourt. Currently, John is founder and Sr. Director of Caveon Test Security.

In his 35-year career at Educational Testing Service, Fremer led the ETS team that worked with the College Board to develop the current version of the SAT. Fremer is a Past President of the National Council on Measurement in Education (NCME) and a former editor of the NCME journal *Educational Measurement: Issues and Practice*. Fremer also served as President of the Association of Test Publishers (ATP) and the Association for Assessment in Counseling (AAC). He was co-chair of the Joint Committee on Testing Practices (JCTP) and of the JCTP work group that developed the testing-industry-wide Code of Fair Testing Practices in Education; one of the most frequently cited documents in the field of educational measurement. Fremer is a co-editor of *Computer-Based Testing: Building the Foundations for Future Assessments*, (2002, Erlbaum.)



Eric Shepherd, CEO of Questionmark, to lead ATP's new European Division

This fall the European Division of ATP (E-ATP) held its first election of officers. As a result, Eric Shepherd, CEO of Questionmark, will serve as the chair of the new division.



As CEO of Questionmark, Shepherd leads the organization in producing groundbreaking software for authoring, delivering and reporting on tests and assessments.

In addition to his work with Questionmark, Shepherd has been instrumental in the development of the IMS Learning Consortium's Question and Test Interoperability standard, embraced by assessment professionals worldwide as a practical means of moving questions from one system to another. Shepherd has advised corporations, government departments, universities, schools and technical standards bodies on the deployment of computerized assessments. In addition, Shepherd conducts seminars and workshops around the world on secure assessment technology.

Shepherd has addressed gatherings of the Association of Test Publishers, American Society for Training & Development (ASTD), e-Learn Expo (Paris and Moscow), Online Educa (Berlin), TechLearn, International Society for Performance Improvement (ISPI), League for Innovation, the Computer Aided Assessment Conference (CAA), eLearning Brasil, and many other organizations.

Q & A with Eric Shepherd

Q: What kinds of contributions do you think the European Division of ATP will be able to make to the European test publishing community?

A: By providing a pan European voice for test publishers we can provide a consistent message that will assist consumers, unions, and law makers in understanding the benefits of testing. Promoting understanding and reducing confusion will also aid the stakeholders to distinguish the true value of tests.

Q: What are the challenges facing the European test publishing community today?

A: The fragmented nature of the test publishers throughout EU means that it is difficult to represent a productive and consistent message which could possibly lead to inappropriate legislation or resistance to the potential benefits of testing. By enabling a consistent message, whilst considering

the legal and cultural differences, E-ATP will be able to provide a forum for leaders and law makers to reach agreements that will benefit all Europeans.

Q: Why ATP? What is it about ATP as an organization that you believe makes it worthy of extending its reach Internationally and specifically into Europe at this time?

A: With ATP's increasing membership of stakeholders that develop, deliver and consume tests throughout Europe it was an easy and natural development for ATP to create a forum for discussion and an organizational structure to create possibilities for the future.

Q: Conversely, how can the European Test Publishing community contribute to ATP?

A: European Test Publishers can contribute to the E-ATP's efforts by getting

involved and being part of the creation process. By attending meetings and being part of the discussion test publishers will be heard and have an opportunity to influence not only E-ATP's direction but EU policies.

Q: What will be your first goals as Chair of the European Division?

A: My initial goals will be to:

1. Seek, listen to, and engage with European Test Publishers.
2. Seek, listen to, and engage with organizations that service the needs of European Test Publishers.
3. Discuss, develop consensus, and then document the vision and mission statements of the E-ATP.



College Board VP, Wayne Camara, to lead ATP

Wayne J. Camara, Ph.D., Vice President for Research and Psychometrics at the College Board, will serve as 2007 Chair and President of the Association of Test Publishers. Prior to joining the College Board in 1994, Dr. Camara served as Assistant Executive Director of Science at the American Psychological Association (APA). While at APA, he directed governance and scientific involvement in policy and research activities concerning testing, and research funding and directed the revision of the *Standards for Educational and Psychological Testing*. Dr. Camara has assisted federal agencies in developing regulations (e.g., Civil Rights Act, ADA, Goals 2000, integrity testing) and has testified before Congress and state legislatures. His principal areas of research are standards and professional practice in testing, test validity, fairness, testing accommodations, and ethical issues in testing. Dr. Camara is a fellow of APA (Divisions 1, 5, 14), and past president of Division 5. He has also served on the National Council on Measurement in Education Board, the DoD TAC and is a member of the Pennsylvania State Assessment Program TAC.

ATP Elects New Directors to 2007 Board

ATP concluded its 2007 Board of Directors election this fall.

Individuals elected to the Board were Betty Bergstrom, Ph.D., Vice President of Testing Services for Pearson VUE; John Fremer, Ph.D., President of Caveon Test Security; and Phil Young, Ph.D., Executive Director of Program Procurement for large scale assessment programs within the Elementary and Secondary Education Division (K-12) of the Educational Testing Service (ETS).

The new Board Members will each serve a two-year term and will take office at ATP's annual *Innovations in Testing* Conference scheduled for February 5-7, 2007 at the Westin Mission Hills Resort in Palm Springs, CA.

"The high caliber of individuals who ran for the Board, and the outstanding qualifications of those who were elected, are a tribute to the continuing mission of the Association," said ATP Chair Charlie Wonderlic, President of Wonderlic, Inc.

Dr. Bergstrom has over 15 years of experience with computer-based testing and has

research expertise in the areas of Item Response Theory (IRT), equating, standard setting, computerized testing and adaptive testing. She has authored numerous articles and publications relating to computer-based testing. Dr. Bergstrom earned her Ph.D. in Measurement, Evaluation, and Statistical Analysis from the University of Chicago. She is a member of the American Educational Research Association, National Council on Measurement in Education, Society for Industrial Organizational Psychology and the American Psychological Association. In 2006, she served as the Program Committee Chair for the ATP annual conference.

Dr. Fremer has 40 years of experience in the field of test publishing and test program development and revision, including management level positions at Educational Testing Service and The Psychological Corporation/ Harcourt. Dr. Fremer is a Past President of ATP, as well as of the National Council on Measurement in Education (NCME) and a former editor of the NCME journal *Educational Measurement: Issues and Practice*. Fremer also served as President of the Association for Assessment in Counseling (AAC). He was co-chair of the Joint Committee on Testing Practices (JCTP) and of the JCTP work group that developed the testing-

industry-wide Code of Fair Testing Practices in Education, one of the most frequently cited documents in the field of educational measurement. Fremer is a co-editor of *Computer-Based Testing: Building the Foundations for Future Assessments*, (2002, Erlbaum). Dr. Fremer has a B.A. from Brooklyn College, City University of New York and a Ph.D. from Teachers College, Columbia University.

Dr. Philip Young began his assessment career in 1986 with The Psychological Corporation (Harcourt) and also worked for Riverside Publishing for three years before joining ETS in 2002. Prior to his assessment career Dr. Young taught graduate and undergraduate students in educational psychology at Towson University for fourteen years. Altogether, his teaching and business careers have spanned 37 years. He is currently Chair of the ATP Education Division and is also a member of AERA, NCME and the National Association of Test Directors (NATD). He is a frequent public speaker on assessment topics and has been active in following and helping influence legislative actions affecting assessment. Dr. Young earned his Ph.D. from Northwestern University in Evanston, Illinois.

News from the Industrial/Organizational Division...

Dr. Joseph Orban of Pearson Performance Solutions, Vice Chair of the ATP Industrial/Organizational Division

The conference this year looks good for the I/O Division. We have 10 breakout sessions and one workshop along with numerous poster topics. In addition there are many cross-divisional sessions that might interest you. Details for these sessions will be available on the ATP Conference website but here are some highlights as of today in no particular order.

There will be two panel sessions on cross cultural issues, practice and guidelines and so it should be easy to fit at least one of these into your itinerary. The distinguished Frank Schmidt along with his students will present on their latest I/O research. A session on Iraqi police selection should be very interesting and will likely extend our understanding of field research! As in past years there will be a legal update with our esteemed colleagues David Arnold and Jim Sharf covering both the commercial and govern-

mental spheres. ROI is an acronym we often hear and the session on measuring human capital will tackle this timely topic. The nuts and bolts of delivering a test also includes establishing cutoff scores and evaluating the test from a quality control perspective; two sessions with important practical implications for our practice. To round out the sessions will be two sessions on advancements in the field, one on the use of biometrics and another on advances in public safety testing. Finally, the workshop will be about conducting employee surveys and associated analytics.

In addition to conference networking and general sessions, the I/O sessions are all good reasons to attend the conference. We are always looking for some attendees to help as session coordinators, if you are attending and would like to assist, please e-mail me at Joe.Orban@pearson.com (I/O Division, Vice Chair)

Keynote speakers will look into the future as well as analyze the present

The opening and closing keynoters at ATP's eighth annual Innovations in Testing Conference will provide viewpoints focusing on different periods of time. Author and futurist Barry Minkin will discuss predictions for the new millennium, while Dr. Don McCabe, a Rutgers University Professor, will focus on the here and now -- and the state of academic integrity in the U.S. Minkin will give the opening keynote presentation Monday, February 5, and McCabe will give the closing presentation on Wednesday, February 7th.

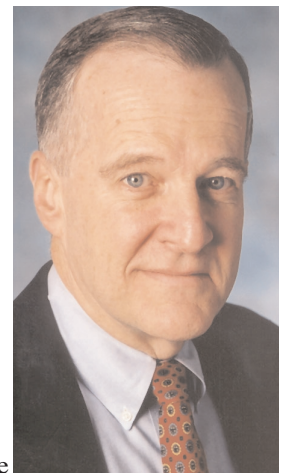
Future in Sight Barry H. Minkin

Barry Minkin is a Futurist, Global Management Consultant, Best Selling Author and Professional Speaker who has appeared on Larry King Live and many other TV and radio shows. He has been featured in such publications as *Fortune*, *The Wall Street Journal* and *The New York Times*. This presentation is based on Minkin's best selling book, *Future in Sight --100 of the Most Important Trends, Implications and Predictions for the New Millennium*. His successful predictions and real-world insights have provided significant direction to scores of organizations all over the globe.



Promoting Academic Integrity Don McCabe, Ph.D.

Don McCabe, Ph.D., Professor of Management and Global Business Rutgers University. Don McCabe has spent the last fifteen years doing extensive research on college cheating, surveying over 135,000 students at more than 140 colleges and universities in the U.S. and Canada. He has also surveyed over 30,000 high school students in the United States during the last five years. His work has been published widely in business, education and sociology journals and he is founding president of the Center for Academic Integrity, a consortium of over 375 colleges and universities based at Duke University who are joined in a united effort to promote academic integrity among college and university students.



Introducing the

ATP Career Center

Association of Test Publishers

The only online job service created specifically to serve the field of test publishing.



Many job seekers and employers 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 Association of Test Publishers (ATP) has created the all-new **ATP Career Center** to give employers and job seeking professionals a better way to find one another and make that perfect career fit.

Employers: Target your recruiting to reach qualified test publishing professionals quickly and easily. Search the resume database to contact candidates proactively, and get automatic email notification when a candidate matches your criteria.

Job Seekers: Get your resume noticed by the people in the industry who matter most. Whether you're looking for a new job, or ready to take the next step in your career, we'll help you find the opportunity that suits you.

Visit us at <http://careercenter.testpublishers.org> today to post your job or search job listings.

The road to success starts at <http://careercenter.testpublishers.org>.

Test Publisher

*Published by the Association of Test
Publishers*

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

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