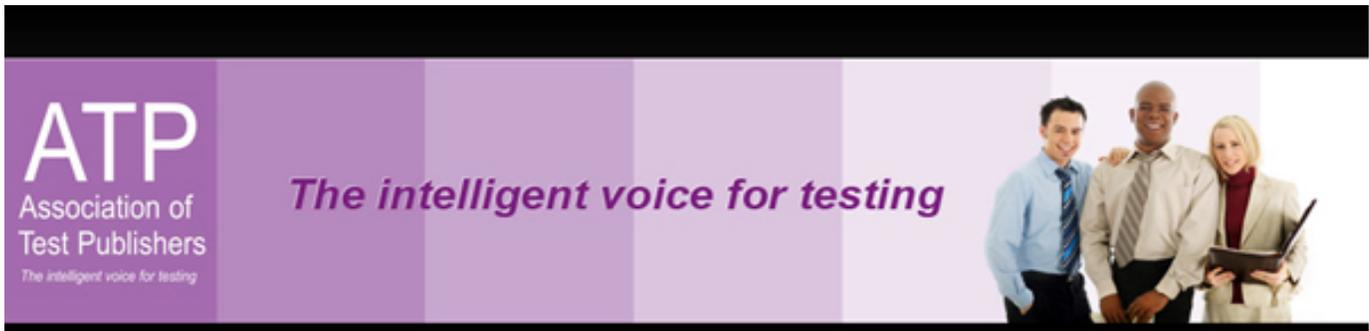


VIEW MESSAGE

HTML Message



TEST PUBLISHER NEWS/ Summer 2012

ATP Internationalization... making the world smaller for testing

“The Internationalization of ATP is about making the world smaller for testing,” ATP Treasurer and Past Chair Marten Roorda of Cito recently told a Task Force of ATP Board members charged with the mission of restructuring ATP into a cohesive, global organization. ATP CEO Dr. William G. Harris added that the Board is being responsive to shifting demographics within ATP and also our members’ global expansion. “ATP members continue to grow and flourish in a world that continues to shrink in the face of sophisticated technologies and high-speed communications,” he commented. “And shifting populations make it a top priority of most companies to reach out to the global marketplace.”

Both Roorda and Harris point to record breaking attendance and sponsorship numbers at both the Innovations in Testing Conference held in Palm Springs, California in 2012 and Phoenix, Arizona in 2011 which attracted a diverse community of attendees from Europe, Asia, South America and Australia in addition to the North American audience.

ATP has two [Regional Divisions](#) firmly established in Europe and China, with another in the process of being formed in India. The European Division will host its [4th annual conference in Berlin](#) in September and E-ATP Chair Sue Marten of SAP already reports record high numbers for both attendance and sponsorship. And in China, Asia-ATP has created a founders committee, launched a website and begun recruiting members in earnest.

Europe-ATP Prepares for September Conference in Berlin From cheating to legal protections -- International leaders to focus on challenges in educational, clinical and business assessment

The European Division of the Association of Test Publishers (E-ATP) will host its fourth annual *Growing Talent in Europe: Gaining Advantage Through Assessment*, 12-14 September 2012 at the Hotel Concorde Berlin.

Focusing on the challenges faced by assessment professionals from clinicians to educators to employers, this conference will address such concerns as detecting suspicious answers on a standardised test, or asking the wrong question on an employment assessment that could lead to legal review. In other sessions, individuals involved in assessment will learn new and innovative ways to accurately assess students and workers in a more technologically advanced society; and how to prepare tests for the future in an

ever evolving climate of social and economic change.

The conference will feature keynote speakers Marta Lopez, Director, Strategic Planning and Staffing for the United Nations who will share her experience on attracting, acquiring and developing talent at the U.N.; Martin Bean, Vice-Chancellor, The Open University who will share his thoughts on the



In another international alliance earlier in the year, [pictured left] ATP hosted, in concert with the Brussels based European Personnel Selection Office (EPSO) and the Madrid based Instituto Nacional de Administracion Publica (INAP), the first International Public Sector Assessment Recruitment Conference (IPSAR) in Madrid. “Attendees came from public service offices across Europe to network and learn from industry leaders in a program tailored for their unique niche,” remarked Board Member Eugene Burke of SHL in talking about the success of the inaugural, international event.

ATP Legislative Counsel Alan Thiemann points out that issues that may have been looked upon a decade ago as a North American challenges now have far reaching effects. “For example the issue of Interoperability,” notes Thiemann. “There is an issue that is heating up here in North America because the U.S. Department of Education announced its Race to the Top initiative with a key requirement being interoperable assessment systems. This issue is bound to spillover into the global marketplace.” In response, says Thiemann, ATP has launched an ATP study group to develop an industry position on this issue.

Harris adds that the many challenges facing test publishers from interoperability to security to shifting populations have become global issues which require coordination on a global level. “Just as ATP has been the intelligent voice of testing in North America for more than two decades, I am confident we are making the leap toward being just as effective as a global voice.”

The ATP Internationalization Task Force will meet again in Berlin in September and later make recommendations on restructuring to the ATP Board of Directors.

Nominations are being accepted now for the 2013 ATP Board of Directors

The Association of Test Publishers (ATP) invites members to nominate individuals for the 2013 ATP Board of Directors. You must be a regular member in good standing to make a nomination. The deadline for nominations is Tuesday, September 4, 2012: [ATP Board Nomination Form](#).

opportunities for technology in education; and, Rona Fairchild, Chairman and Chief Executive Financial Times Group who will talk about how educators can solve the 'professions paradox' in Europe.

[\[Registration is still open.\]](#)

SECURITY UPDATE ATP Responds to GAO Inquiry on Cheating

In the wake of K-12 cheating scandals by school administrators and teachers in major school districts around the country (e.g, Atlanta, Philadelphia, DC), the Senate Homeland Security and Governmental Affairs Committee’s Subcommittee on DC Oversight has requested a report from the US Government Accountability Office (GAO). The Senate request, dated December 9, 2011, calls attention to the fact that the uncertainty over the validity of statewide test data “threatens to undermine the entire Federal school accountability system.” GAO has been requested to evaluate: (1) the extent to which states have implemented leading practices to prevent and detect cheating on statewide tests; (2) how districts implement or enhance state policies to prevent and detect cheating; and (3) to what extent US DOE “oversight and assistance” to states help prevent and detect cheating.

To prepare its report, GAO has initiated a series of meetings with various education organizations to understand what states are doing and how state policies and procedures get implemented at the local level. GAO also is conducting a national survey of every state, will visit on-site with five selected state departments, and is hosting a website to collect information on testing improprieties. The report is expected to be released in February, 2013.

“Obviously erasures, coaching students during the test, and similar behaviors, have always been a point of concern, but with ever increasing stakes involved in standardized testing, whether for school districts vying for funding or educators concerned about class performance and teacher evaluations, these irregularities are being focused on more and more at the state level,” says ATP Legislative Counsel Alan Thiemann. So Thiemann says he was not surprised when GAO recently called

Nominations are being accepted now for 2013 ATP Awards

The Association of Test Publishers (ATP) invites members to nominate individuals for two prestigious career awards in testing. Nominations are sought for *The Career Achievement Award* and *The Award for Professional Contributions and Service to Testing*. The nomination process has been made easier and can now be completed online. [Click here to make a nomination](#). The deadline for nominations is Friday, September 7, 2012. [Questions? Contact this year's Award Committee Chair Reid Klion at reid@panpowered.com]

QUICK LINKS

- √ Visit the [ATP Career Center](#)
- √ Visit the [ATP Book Store](#)
- √ Download an [ATP Membership brochure](#)
- √ [Member Discount program](#)

upon ATP for a consultation session. GAO was already fully briefed on security procedures discussed in the ATP/CCSSO *Operational Best Practices for Statewide Large Scale Assessment Programs*, so the first round of discussions focused on how districts and schools could apply those procedures and what changes are being made in the second version of document currently being drafted.

"Unfortunately, the *Best Practices* are written for states and their service providers, not for districts and their employees," Thiemann noted, "and thus, it will be necessary for GAO to adjust how such information is presented for teachers, principals, and administrators." To help GAO understand those differences, Thiemann gathered a group of ATP representatives to meet with GAO in DC to explore test security issues in greater detail. The group was comprised of ATP Chair Lisa Ehrlich, COO of Measured Progress, Nikki Eatchel of Questar Assessment, Chair of the ATP Test Security Committee, Wayne Camara of The College Board and former ATP Chair, and Karla Egan of CTB/McGraw-Hill.

"The GAO was impressed by the resources ATP provided in terms of expertise and knowledge on this issue," says Thiemann. He added that talks are continuing on how to combat this particular challenge. "Most importantly test publishers can reassure states that this type of cheating can be both prevented in advance and detected after test administrations, so that the integrity of the statewide assessment is fully protected," says Thiemann.

[Return](#)