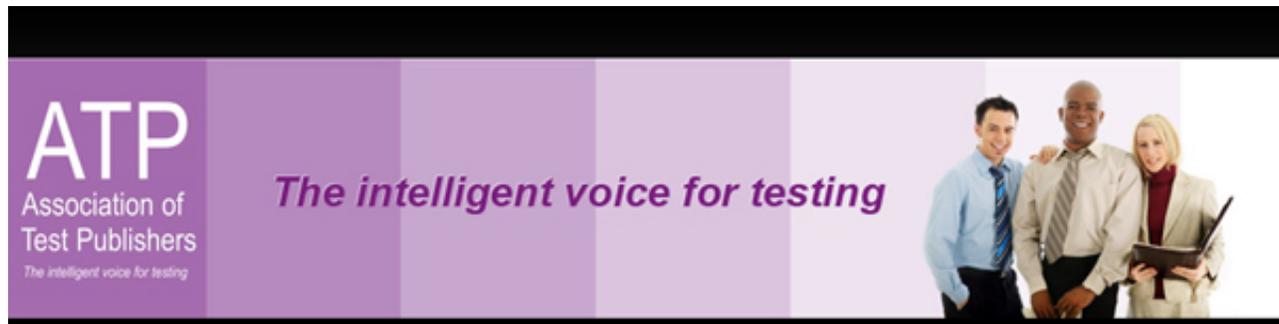


From: Lauren Scheib <Lscheibatatp@aol.com>

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Subject: Winter 2012 Test Publisher News

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TEST PUBLISHER NEWS/

Winter 2013

Asia ATP launches first conference in Beijing:

Rediscovering Asia



ATP's Asia Regional Division (A-ATP), headed by Walter Wang, former President of ATA, launched its first Asia-ATP Conference, *Rediscovering Asia*, December 15, 2012 at the Park Hyatt Hotel, Beijing. Nearly 100 attendees from Mainland China, Korea, Japan, Hong Kong, Singapore and Taiwan registered for the day-long event which included two keynote addresses, six content sessions and sponsor presentations over a luncheon.

Walter Wang, Chairman of A-ATP, welcomed attendees to "the first professional and international conference on testing and

ATP Board of Directors Welcomes New and Returning Members

Officer Elections Held/Appointment Made

ATP Members elected three new Board Members to the 2013 ATP Board, and re-elected one former member.

New Members joining the Board in January include: Christine Niero, Vice President, Professional Certification and Client Development for Professional Testing, Inc.; Bill West, Vice President of Professional Business Development for Pearson VUE; and Walter Wang, Co-founder and President of ATA. Returning to the Board for another term is Reid Klion, Chief Science Officer for Pan.

"The ATP Board continues to be an important and effective group of leaders who continue to steer the organization with vision and diligence," noted ATP CEO Dr. William G. Harris.

The Board also elected Eugene Burke, Director, Science and Innovation for SHL, as 2014 Chair, and re-elected Marten Roorda, CEO of Cito as Treasurer and re-elected Gerald Borofsky, Ph.D., President of Bay State Psychological Associates, as Secretary. The Board also re-appointed David Arnold, Ph.D., Esq., General Counsel for Wonderlic Inc., as General Counsel for ATP.

assessment ever held in Asia."

He noted that , "the creation of A-ATP is to focus on the development of testing and assessment in Asia and to meet the needs and interests of test publishers and service providers in Asia. Our intention is to provide a way for the global testing and assessment industry to understand the development, achievements and trends of the testing and assessment industry in Asia."

Gary Gates, Ph.D., Senior Vice President, Global Business Pearson VUE, kicked off the event with a keynote speech focusing on the global (as well as the local to China) talent crisis as populations age and employers face shortages of highly skilled labor. Dr. Gates discussed solutions such as blended learning, ongoing certification programs and standardized quality frameworks.

The second keynote address was delivered by Jon Whitmore, Ph.D., Chief Executive Officer, ACT, Inc. who examined trends in higher education including changes in admissions processes, technology and global economics. Dr. Whitmore discussed the implications of these changes for students in Asia.

The conference was sponsored by [ACT](#), [ETS](#), [ATA](#), [Pearson Vue](#), [Prometric](#), [Sea Sky Land](#), Saville Consulting and the [University of Cambridge](#), [ESOL Examinations](#).

[For more information about Asia-ATP visit the webpage at www.asiaatp.org/ch/.]

Foresight 20/20: Ten Trends Transforming Tomorrow

Global Futurist and Best-Selling Author to Keynote Innovations in Testing 2013

Eight years ago Facebook, YouTube, Twitter and Wikipedia didn't even exist; neither did iPhones, iPad, apps or Kindles. Now fast-forward into the future and try to comprehend what impact accelerating advances in social media, robotics, crowd-sourcing and open-sourcing sharing platforms and artificial intelligence will have on you and your business. Author and Futurist Jack Uldrich, in his keynote address on February 4, 2013 in Ft. Lauderdale, Florida will kick off the Innovations in Testing conference by focusing on how ten technological trends will transform the world in 2020.

The 2013 ATP Board will be headed by Andrew Wiley, Ph.D., Executive Director of the College Board.

New article published in JATT

The Contribution of Constructed Response Items to Large Scale Assessment: Measuring and Understanding their Impact

The article, published in ATP's online *Journal of Applied Testing Technology* and authored by Robert W. Lissitz and Xiadong Hou of the University of Maryland and Sharon Cadman Slater of the Educational Testing Service, investigates several questions regarding the impact of different item formats on measurement characteristics.

Constructed response (CR) items and multiple choice (MC) items obviously differ in their formats and in the resources needed to score them. As such, they have been the subject of considerable discussion regarding the impact of their use and the potential effect of ceasing to use one or the other item format in an assessment. In particular, this study examines the differences in constructs measured across different domains, changes in test reliability and test characteristic curves, and interactions of item format with race and gender. The data for this study come from the Maryland High School Assessments that are high stakes state examinations whose passage is required in order to obtain a high school diploma.

"Our results," say the authors, "indicate that there are subtle differences in the impact of CR and MC items. These differences are demonstrated in dimensionality, particularly for English and Government, and in ethnic and gender differential performance with these two item types."

[The full article can be downloaded at the [Journal of Applied Testing Technology](#) at www.testpublishers.org]

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Uldrich's presentation will be followed by two and a half days of high quality content sessions and wrapped up on Wednesday with a Closing Panel Presentation: *Our Changing Industry: Plan Today for the Assessment Industry of Tomorrow*, moderated by Mary Browne, Vice President of PES and 2013 Innovations Conference Chair.

Registration information is available at <http://www.innovationsintesting.org/>

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