

innovation

playbook

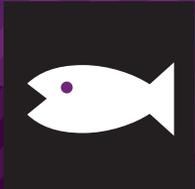


Welcome to the Conference!
This is *your* opportunity to network, learn, and share with others.



#atpconf

ATP∞
2018
Innovations in Testing
San Antonio, TX



February 18-21, 2018

LEADING the CONVERSATION



Use this book like a journal. Write down all of the important things you learn and info about the people you meet.

Communicating the Value of Testing

This book belongs to: _____

Please return if found. Thanks!





Psychometric Integrity. Limitless Test Delivery. Powerful Technology.

We offer a dynamic combination of psychometric expertise and breakthrough software tools all delivered to a worldwide testing network supported by best-in-class customer service.

Castle – Experience What’s Possible!





Schedule at a Glance & Table of Contents

Sunday, February 18, 2018

12:00 pm – 7:00 pm	Speakers Lounge Open Azalea
3:00 pm – 7:00 pm	Registration Open
3:30 pm – 5:00 pm	Focus Group Meetings
5:00 pm – 6:00 pm	First-time Attendee Reception and Remarks Grand Oaks Terrace
6:00 pm – 7:00 pm	Innovations in Testing Opening Cocktail Reception Event Lawn 1

Monday, February 19, 2018

7:30 am – 7:00 pm	Registration Open
7:30 am – 7:00 pm	Speakers Lounge Open Azalea
7:30 am – 8:15 am	Session Coordinator Breakfast Meeting Cibolo 4
7:30 am – 8:15 am	Security Committee Breakfast Meeting – <i>All are Welcome!</i> Cibolo 2
7:30 am – 8:30 am	Breakfast with Exhibitors Grand Oaks Ballroom
8:30 am – 9:30 am	Opening General Session and Awards Cibolo Canyon Ballroom
9:45 am – 10:45 am	Breakout Sessions, Peas in a Pod Discussion, and Fishbowl Session
10:45 am – 11:15 am	Networking Coffee Break with Exhibitors Grand Oaks Ballroom
11:15 am – 12:15 pm	Breakout Sessions, Peas in a Pod Discussion, and Fishbowl Session
12:15 pm – 1:15 pm	ATP Asia Regional Division Luncheon – <i>All are Welcome!</i> Freesia
12:15 pm – 1:15 pm	ATP European Regional Division Luncheon – <i>All are Welcome!</i> Grand Oaks D-F
12:15 pm – 1:30 pm	Lunch with Exhibitors & Product Demonstrations Grand Oaks Ballroom
1:30 pm – 2:30 pm	Breakout Sessions, Peas in a Pod Discussion, and Fishbowl Session
2:30 pm – 3:15 pm	Dessert with Exhibitors Grand Oaks Ballroom
2:30 pm – 3:15 pm	ATP Membership Meet and Greet: Dessert with Conference Keynotes Nelson Wolff Exhibit Ballroom Foyer
3:15 pm – 4:15 pm	Breakout Sessions, Peas in a Pod Discussion, and Fishbowl Session
4:30 pm – 5:30 pm	Monday Keynote Session: Simon T. Bailey Cibolo Canyon Ballroom
5:30 pm – 6:30 pm	Health Sector Special Interest Group Reception – <i>All are Welcome!</i> Freesia
5:30 pm – 7:00 pm	Reception with Exhibitors and ePoster Sessions – Grand Oaks Ballroom

Tuesday, February 20, 2018

8:00 am – 5:15 pm	Registration Open
8:00 am – 5:15 pm	Speakers Lounge Open Azalea
8:00 am – 9:00 am	Breakfast Keynote Session: Deborah Quazzo Cibolo Canyon Ballroom
8:00 am – 9:00 am	Breakfast with Exhibitors Grand Oaks Ballroom
9:15 am – 10:45 am	Workshops
10:45 am – 11:00 am	Networking Coffee Break with Exhibitors Grand Oaks Ballroom
11:00 am – 12:30 pm	Workshops
12:30 pm – 1:30 pm	Lunch with Exhibitors Grand Oaks Ballroom
12:30 pm – 1:15 pm	Education Division Luncheon – <i>All are Welcome!</i> Grand Oaks D-F
12:30 pm – 1:15 pm	Certification/Licensure Division Luncheon – <i>All are Welcome!</i> Grand Oaks A-C
1:30 pm – 2:30 pm	Breakout Sessions, Peas in a Pod Discussion, and Fishbowl Session
2:30 pm – 4:15 pm	Dessert with Exhibitors Grand Oaks Ballroom
3:00 pm – 4:00 pm	Innovation Lab Presentations Cibolo Canyon Ballroom
4:15 pm – 5:15 pm	Breakout Sessions, Peas in a Pod Discussion, and Fishbowl Session
5:15 pm – 6:00 pm	Sponsor Debrief Grand Oaks Terrace
5:30 pm – 6:30 pm	ATP Member Appreciation Event Nelson Wolff Exhibit Ballroom C
6:00 pm – 7:00 pm	Industrial/Organizational Reception Alyssum

Wednesday, February 21, 2018

7:30 am – 12:30 pm	Registration Open
7:30 am – 10:00 am	Speakers Lounge Open Azalea
7:30 am – 8:45 am	Continental Breakfast Ballroom Foyer
7:30 am – 8:30 am	Workforce Skills Credentialing Division Breakfast Meeting – <i>All are Welcome!</i> Grand Oaks D-F
7:30 am – 8:30 am	Hackathon Presentations & Breakfast
7:30 am – 8:30 am	Clinical Division Breakfast Meeting – <i>All are Welcome!</i> Sunday House
7:30 am – 8:30 am	Networking with Innovation Lab Participants: Join them to discuss their product or service over breakfast – Ballroom Foyer
8:45 am – 9:45 am	Breakout Sessions, Peas in a Pod Discussion, and Fishbowl Session
9:45 am – 10:00 am	Coffee Break – Ballroom Foyer
10:00 am – 11:00 am	Breakout Sessions, Peas in a Pod Discussion, and Fishbowl Session
11:15 am – 12:30 pm	Closing Keynote Session: The Second City – Cibolo Canyon Ballroom
12:30 pm – 1:30 pm	Volunteer Appreciation Lunch Grand Oaks A-C
2:00 pm – 4:00 pm	Post Conference Workshop: Igniting the Spark Bluebonnet/Dogwood
2:00 pm – 4:30 pm	Post Conference Workshop: Developing Games for Competency and Certification Settings Verbena/Periwinkle

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Welcome to Innovations in Testing 2018!

Dear Colleague,

Welcome to ATP's 19th annual Innovations in Testing Conference — an event that has become synonymous with leading the conversation about testing and assessment!

As a global industry leader, ATP's reputation as the intelligent voice for testing continues to grow. This year, we once again welcome delegates from across the globe to a conference that has gained a reputation for excellence, outreach, and innovation.

From keynoters to content sessions, and from workshops to working groups, the Innovations Conference continues to impact the assessment industry in unprecedented ways. And our success can only be attributed to the energy and dedication of our attendees and presenters who, year after year, come together to share knowledge, experience, and best practices. It is their zeal for knowledge and innovation that makes this annual event the most meaningful networking opportunity and impactful learning event in the industry.

This year, the Conference Planning Committee is excited to share with you the many high-caliber sessions that have become the hallmark of the Innovations Conference. From Workshops, Breakouts, and Product Demonstrations, to ePoster sessions, Fishbowls, and the ever-popular Hackathon, attendees have a wide variety of top-notch sessions from which to choose. Also returning will be our "Peas in a Pod" discussion groups, which bring together professionals in similar sectors of the industry to dialogue and share common challenges and experiences.

We're equally excited to once again be on the forefront of introducing new ideas and innovations through our second annual Innovation Lab. Be sure to take part in the voting! We've also scheduled an "unConference" session, where attendees will decide the topics and content in "real time." And back by popular demand, we're providing not one but TWO thought-provoking post-conference workshops, Igniting the Spark and Developing Games for Competency and Certification Settings.

If you're new to the conference, we hope you'll take advantage of our Ambassador program, which matches new conference attendees with mentors to ensure their first experience at the Innovations Conference is as rich and insightful as possible. Also, be sure to attend the First-Timers Reception on Sunday evening and meet leaders in the field of assessment on an up-close and personal level.

Of course, no Innovations Conference is complete without our many networking opportunities, and this year we're taking a cue from our host venue – just like Texas, we're going BIG. On Sunday, after the First-Timers Reception, join us at the Welcome Reception for a chance to mingle with old friends and meet new ones. On Monday, be sure to attend the opening session to kick off the start of our educational programming. Monday night, another popular reception will take place in the Exhibit Hall, where attendees can partake in a festive atmosphere as they visit with the sponsors who, year after year, make our Innovations conference possible. Networking continues throughout Tuesday with various functions in the Exhibit Hall, and Tuesday evening, ATP members will have special opportunities to network with our keynote presenters and conference leadership at the ATP Member Appreciation Event. On Wednesday, we'll be networking over breakfast with the Innovation Lab participants, and ending the conference by thanking the many volunteers who make this conference possible at the Volunteer Appreciation Luncheon.

For those of you who like to experience the conference "on the go", please make sure to take advantage of the convenience offered by our enhanced mobile app where you can scan all sessions at a glance, create your own custom schedule, and enjoy the innovative "virtual" tote bag!

Finally, we want to thank our Innovations Conference sponsors and loyal ATP members whose continued financial support and dedication make the Innovations Conference a world class event!

Welcome to San Antonio!

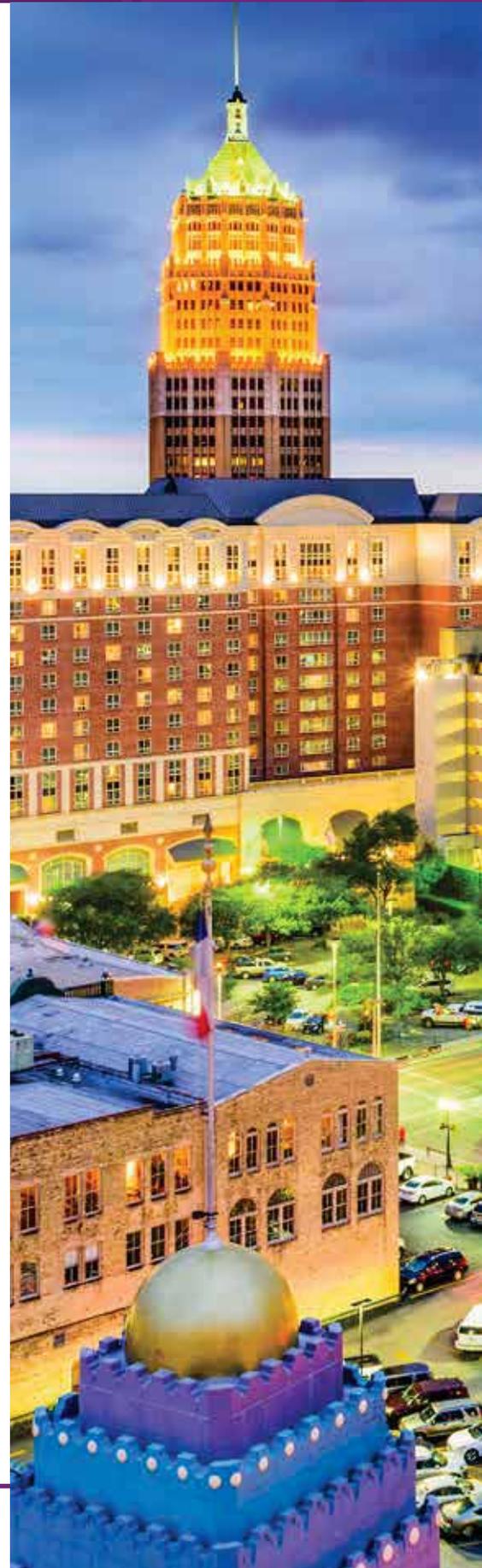
Best regards,



Alex Tong
Board Chair, 2018



Rachel Schoenig
Conference Chair, 2018



How to use this guide

This **Innovation Playbook** isn't just a program book...it's a guide to making the most of the next three days. It should be used as a resource to set your goals, track your progress, record key contacts and serve as a place to go back to after the conference ends.

The next few pages are here for you to keep your notes of things too important to forget! Make this conference the best it can be for you.

1. First, start by recording three of your goals for attending the Innovations in Testing conference. Why did you decide to attend? What are you looking to get out of it?

2. Then, determine the best way to reach each goal. Jot it down in the space provided.

3. We've added some notes pages to capture the most important messages... new things you've learned and want to use and share, great ideas, mind-blowing realizations...they all belong in this space.

4. Toward the end of the conference, start capturing your Key Takeaways. What were the most valuable things that you've learned? Or the most interesting or helpful people that you've met?

5. Now make a commitment to move forward with this new knowledge. Again...jot it down in the space provided. This makes it real!

6. Last, but certainly not least, record the people you've met that you want to keep track of and communicate with in the future. You may have done this electronically... but jot them down here too. And record what you now know about each new contact so you can refresh your memory down the road.

We hope this book truly becomes a resource for you.
Enjoy the 2018 Innovations in Testing Conference!

We're glad you're here!

my goals

Goal #1 for this conference:

How I will accomplish this goal:

Goal #2 for this conference:

How I will accomplish this goal:

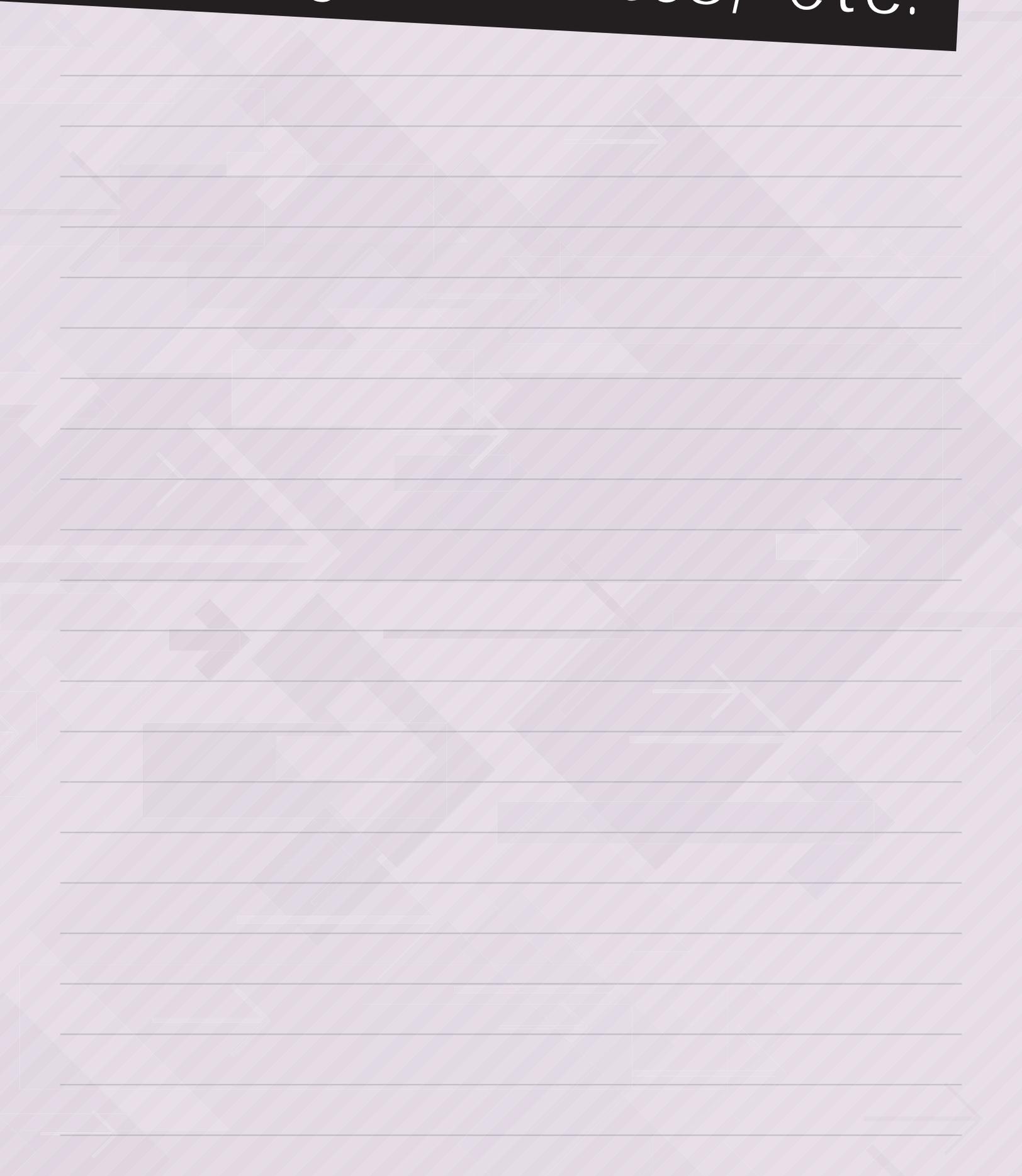
Goal #3 for this conference:

How I will accomplish this goal:

thoughts, notes, etc.

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thoughts, notes, etc.



thoughts, notes, etc.

The page contains a series of horizontal lines for writing, overlaid with a faint, light purple geometric pattern of squares and arrows. The pattern consists of various sized squares and arrows pointing in different directions, creating a subtle background design.

People to remember

Name:

Company:

Contact:

What I learned about this person:

Name:

Company:

Contact:

What I learned about this person:

Name:

Company:

Contact:

What I learned about this person:

Name:

Company:

Contact:

What I learned about this person:



Promoting and preserving the general welfare of testing and its value to society in all its forms and uses since 1992.

ATP is a global, nonprofit organization representing providers of tests and assessment tools and/or services related to assessment for clinical, occupational, certification, licensure, educational, workforce skills credentialing, or other similar professional measurement uses. ATP members are the leading publishers and assessment service providers in today's testing industry who are committed to encouraging international strategies which advance the position of the industry, its technology, and the science that supports it.

ATP: The Intelligent Voice for Testing

The vision of the Association of Test Publishers (ATP) is to become the intelligent voice for testing worldwide. Although ATP was founded as a trade association in North America in 1992, testing and assessment have been developing into a global community at a rapid pace. Consequently, ATP expanded by adding a European Division (2005), an Asian Division (2011), and an Indian Division (2012). Accordingly, ATP is now poised to become recognized as the global trade organization for test publishers. Such expansion is appropriate, inasmuch as the language of testing and psychometrics is international, and many issues faced by publishers are the same all over the world. Members of ATP are truly part of a global community of testing, benefiting from the coordinated efforts of a strong organization that offers education, networking, advocacy, advertising, and industry advancement/protection activities on behalf of publishers worldwide.

ATP Regional Divisions

The Association of Test Publishers' membership is composed of the leading publishers and assessment service providers in today's testing industry. Presently there are four Regional Divisions that are active as subgroups of ATP's global membership: Asia, India, Europe, and North America. Regional Divisions provide added networking opportunities for members and provide a forum for the unique regional needs of assessment professionals in different geographic areas.

Asia Regional Division

Asia-ATP (A-ATP) was formed to meet the local needs and interests of the Asian Test publishing and test delivery community and to ensure that the Asian test publishing community participates in ATP activities that have global importance and relevance. A-ATP seeks to partner with ATP's other Regional Divisions to form a strong global position and policy on testing issues, such as intellectual property protection, privacy, best practices for all forms of testing, cultural adaptation of tests, interoperability, and innovative testing methods and procedures.

Europe Regional Division

Europe-ATP (E-ATP) is the Regional Division that brings together European test publishers and related organizations for the purposes of networking, sharing innovative ideas, and creating both educational and marketing opportunities related to testing and assessment in Europe.

India Regional Division

India-ATP (I-ATP) is the regional Division that provides a forum focused on positively influencing consumers and government agencies in India to establish policies and guidelines that are advantageous to all of the stakeholders in the testing process. Much like ATP's other Divisions and Regions, I-ATP focuses on advocacy and education for the test publishing/assessment services industry in India.

North America Regional Division

The North America Regional Division is ATP's oldest founding Division. Established in 1992 as a North American Trade Association, ATP brought together the leading test publishers and assessment service providers working in the areas of Industrial/Organizational, Certification/Licensure, Clinical, and Educational testing. In 2000, ATP launched the Association's flagship conference, Innovations in Testing. ATP continues to expand its global mission to promote and preserve the general welfare of testing, in all its forms and uses, and its value to society.

Do you want to learn more about ATP?

Visit us in the Exhibit Hall.

We would love to talk with you!



We're Mobile!

Scan to Download:



Search in markets:



Attendify App



Attendify App



Download the Attendify App, then follow these instructions:

- In the 'Search Events' field, search for "Innovations in Testing 2018"
- Tap on the icon to access the event's page and click the '+ Join' button
- Create your profile and access the event



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Michael O'Malley *Scantron*
Denzil Ones *University of Minnesota*
Scott Oppler *Society for Human Resources Development*
Marc Oswald *Open Assessment Technologies*
Helen Palmer *ACT, Inc.*
Annette Parry Bush *ONCC*
Cynthia Parshall *Touchstone Consulting*
Wayne Patience *Theta Hat Psychometric Consulting*
Georgia Patrick *The Communicators, Inc.*
Liane Patsula *Medical Council of Canada*
Michael Peabody *American Board of Family Medicine*
Krista Pederson *Hogan Assessments*
Robert Pedigo *Castle Worldwide, Inc.*
Brian Pedrow *Ballard Spahr LLP*
Barbara Pettitt *CFA Institute*
Rali Petrova *American Payroll Association*
Michelle Porter *International Code Council*
Mike Powell *Learning Logistics*
Jitendra Pradhan *Excelsior College*
Mike Priest *Trifork Learning Solutions B.V.*
Thomas Proctor *The College Board*
Hong Qian *National Council of State Boards of Nursing*
Chunhua Qin *Institute of Examination Research, Peking University, China*
Ruth Ramstad *Pearson VUE*
Ashish Rangnekar *BenchPrep*
Amar Rao *Biarca*
Mark Raymond *National Board of Medical Examiners*
Amy Reilly *Pearson*
Mary Ellen Rich *National Commission on Certification of Physician Assistants*
Changhua Rich *ACT*
Ken Ridgley *Prometric*
Jared Riel *American Board of Pediatrics*
Edmund Romanowski *PSI Services LLC*
Evelyn Ronkowski *National Board of Osteopathic Medical Examiners*
Marten Roorda *ACT*
Mark Rosenstein *Pearson*
Ryan Ross *Hogan Assessment Systems*
Lawrence Rudner *Paradigm Testing*
David Saben *Assessment Systems Corporation*
Greg Sadesky *Yardstick Assessment Systems*
Ken Salchow *F5 Networks*
Sheri Schaaf *SAP*
Jarin Schmidt *Pearson VUE*
Sarah Schnabel *American Board of Ophthalmology*
Rachel Schoening *Cornerstone Strategies, LLC*
Barbara Schreiner *Elsevier*
Matthew Schultz *Association of International Certified Professional Accountants*
Darina Scully *Dublin City University*
Sonya Sedivy *UW Center for Placement Testing*
Clyde Seepersad *Linux Foundation*
Jennifer Semko Baker & McKenzie
Burr Settles *Duolingo*
Carl Setzer *AICPA*
Shuying Sha *Excelsior College*
Jim Sharf *Metrics Reporting, Inc.*
Robert Shaw *National Board for Respiratory Care*
Eric Shepherd *Questionmark Corporation*
Garrett Sherry *Prometric*

Deanna Shostak *Alberta Education*
Cody Shultz *Guidepost Solutions*
Mayuko Simon *Questar Assessment*
Stephen Sireci *University of Massachusetts, Amherst*
Russ Smith *Alpine Testing Solutions*
Jeffrey Spranza *ITS*
Steven Stein *MHS, Inc.*
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Mark Stevens *SAS*
Joshua Stopek *Association of International Certified Professional Accountants*
Manny Straehle *Assessment, Education and Research Experts*
Russell Stroud *NCCPA*
Ashra Sugito *Teelen*
Taylor Sullivan *Human Resources Research Organization (HumRRO)*
Elizabeth Summers *edCount, LLC*
Mengge Sun *Apocalypse Academic Assessment Research Institute*
Quinn Sutton *Alpine*
Cicek Svensson *Comms Multilingual*
Janel Swain *Canadian Organization of Paramedic Regulators (COPR)*
Andrea Sweeney *Law School Admissions Council*
Roy Swift *Workcred*
Kimberly Swygert *NBME*
Michael Tack *BDO*
Kpayah Tamba *Okta*
Don Tanedo *Microsoft*
Alan Thiemann *Law Office of Alan J. Thiemann*
Rob Thomason *CPA Australia*
Camille Thompson *The College Board*
Nathan Thompson *Assessment Systems Corporation*
Fang Tian *Medical Council of Canada*
Alex, SF Tong *ATA Inc*
Ye Tong *Pearson*
Alex Tong *ATA*
Richard Tonowski *EEOC*
Mikel Trevitt *ACT*
Kathleen Tuzinski *CEB is now Gartner*
Diane Tyler *American Academy of Nurse Practitioners Certification Board*
Marleen van Benthem *Cito*
Jill van den Huevel *Alpine Testing Solutions*
Wim van der Linden *Pacific Metrics*
Erwin Van Schaffelaer *Trifork Learning Solutions B.V.*
Winona Vesey *Elsevier*
Marco Vetter *Schuffried GmbH*
Alina von Davier *ACTNext*
Vika Wadhvani *Cisco*
Charis Walikonis *Prometric*
Krista Wall *Netlogon*
Pat Ward *Internet Testing Systems (ITS)*
Linda Waters *Prometric*
Susan Weaver *Caveon LLC*
Lynn Webb *Self employed testing consultant*
John Weiner *PSI Services*
Marc Weinstein *Marc J. Weinstein PLLC*
Lance Welter *Paradigm Testing, LLC*
Liz Wenrich *Prometric*
Bob Whorton *NCEES*
Andrew Wiley *ACS Ventures, LLC*
Tara Williams *Caveon*
Stephen Williams *Prometric*
Tara Williams *Caveon LLC*
Jamie Wilson *PSI Services*
Steve Winick *Examiity*
Nick Winston *NHA*
Selina Winter *Microsoft*
Brodie Wise *ITS*
Adam Withycombe *NWEA*
Rachel Witmer *IC&R*
Amanda Wolkowitz *Alpine Testing Solutions*
Ada Woo *ACT*
Scott Wood *Pacific Metrics Corporation*
Saskia Wools *Cito*

Keith Wright *The Enrollment Management Association*
Xiaoran Xu *ACT*
Ray Yan *Financial Industry Regulatory Authority*
David Yi *ACT*
Emily Yunker *Physician Assistant Education Association*
Anthony Zara *Pearson VUE*
Sheldon Zedeck *University of California - Berkeley*
Mo Zhang *Educational Testing Service*
Alex Zhang *Russell Reynolds Associates*
Mengyao Zhang *National Conference of Bar Examiners*
Xiaohui (Dawn) Zhao *Pharmacy Technician Certification Board*



Join the Discussion...



Take part in the “Pods”! These are informal, face-to-face conversations with fellow conference goers who share common interests. Pods do not include presentations. There are no projectors or slides. This is all about direct exchange and exploration of ideas. Join us to meet people with common interests or to discuss specific hot industry topics.

MONDAY, FEBRUARY 19, 2018

- 9:45 AM – 10:45 AM Fieldwork: Investigator Stories
- 11:15 AM – 12:15 PM When Setting the Standard is not so Standard:
Addressing Challenges in Recertification Standard Setting
- 1:30 PM – 2:30 PM A Q&A Session with Experts to Overcome Test Development Challenges:
A Continuation of Our 2017 Conversation
- 3:15 PM – 4:15 PM Practical Experiences in Implementing Various Test Delivery Models

TUESDAY, FEBRUARY 20, 2018

- 1:30 PM – 2:30 PM Baking In Test Security From the Start:
A Strategic Recipe for Increasing Exam Protection
- 4:15 PM – 5:15 PM Lessons Learned from Developing Remote Proctored Performance-Based Exams

WEDNESDAY, FEBRUARY 21, 2018

- 8:45 AM – 9:45 AM Love your Enemies
- 10:00 AM – 11:00 AM The Value of Credible Employability Skills Credentials:
Implications for Employers and Individuals in a Changing Global Workplace

Conversations Only!
No Presentations Permitted in the Pod!

MEASURING LEARNING

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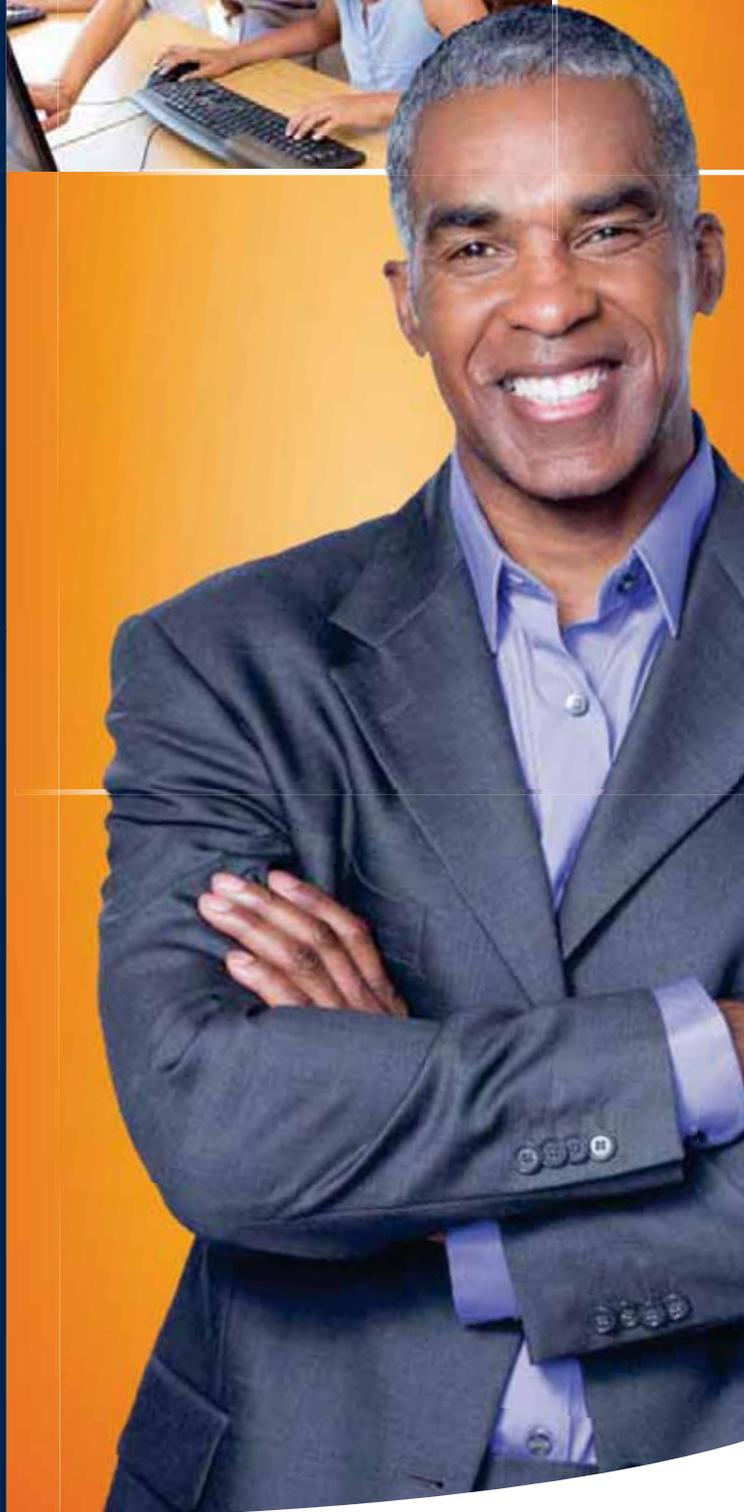
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Conference Program Overview

Innovations in Testing 2018 is full of exciting events and opportunities to expand your knowledge of the testing industry and interact with colleagues. Following is a brief overview of the program guide, events at the conference, and ways to maximize your time here.

First Time at Innovations in Testing?

- Did you sign up to have an Ambassador? If so, great! You should have heard from your Ambassador and have a location to meet. If you have not heard from your ambassador, stop by the onsite registration desk, and we'll connect you.
- Don't miss the First Time Attendee Reception on Sunday from 5:00—6:00 pm in Grand Oaks Terrace, immediately before the Opening Reception. You will hear a brief overview of ATP and the conference, and meet other first-time attendees and conference veterans.

Abundance of Networking Opportunities for All Attendees

Take advantage of the Innovations in Testing conference to make lasting connections, and learn from your colleagues and peers.

Interacting with other assessment professionals is cited as the number one reason people attend this conference. We have ample ways for you to connect with others:

- Attend receptions where you can mingle with others eager to make connections.
- Visit the Exhibit Hall on Monday and Tuesday. The hall is filled with companies offering assessment-related products and services, and experts in testing are ready to speak with you.
- Introduce yourself to people you don't know and connect with them during breakfast and lunch.
- Go online! We are leveraging social networking more than ever as a way to learn from each other and stay connected throughout the year. During and after the conference, look for our discussion group on LinkedIn and join our conversation on Twitter using the hashtag #atpconf.

Conference Topics

ATP is committed to enhancing the world-class content you have come to expect at the Innovations in Testing conference, including:

- Value of Testing
- Trending or Disruptive Technologies
- Program Design
- Legislation, Policy and Accessibility
- Measurement and Psychometrics
- Security and Privacy
- Data Analytics and Management
- Business Strategy and Operations
- Test Administration and Delivery Models

The 2018 program offers attendees several choices of session types and subject matter, giving you more choices and more exposure to the content that matters most to you. Whatever your interest and learning style, the Innovations in Testing conference is the place to learn, share, and grow.



GLOBAL SESSION Thinking of attending sessions that address topics on global interests? We have highlighted sessions that either include presenters from outside the United States or address topics of global interest. Look for the Global Sessions that are highlighted in a box similar to this one.



FUNDAMENTALS OF TESTING Fundamentals of Testing Sessions denoted with a Fundamentals of Testing icon are appropriate to attendees who are new to the testing industry or just interested in a refresher on testing basics.



FEATURED SPEAKER SESSION Various sessions are highlighted within this program book as part of our Featured Speaker Series. These speakers have been hand-picked and invited to present on industry topics because they are experts in their fields.

Informative Educational Sessions: Workshops and Breakouts

Once again, we had a record number of session submissions this year, resulting in a fantastic selection that includes Workshops, Breakout Sessions, Fishbowls, ePosters, Peas in a Pod discussions, Product Demonstrations, and new this year, Innovative Debates.

- What is the difference between Workshops and Breakouts? Workshops are designed to provide a deeper or broader perspective on the subject matter. They are also more interactive than breakout sessions. Breakouts are content rich and tend to have a narrower focus.
- Who leads these sessions? Experts in the testing industry lead each of our sessions and provide insights across a wide range of testing related topics.
- How were sessions selected? All sessions were selected through a rigorous blind review process, designed to ensure relevance, breadth of topics, and highlight innovations in the testing industry.

OTHER SESSION TYPES



Fishbowl Discussions are moderated, open discussions on various topics that allow you to learn by contributing to the conversation or by listening to the dialogue and learning from your colleagues. One Fishbowl Discussion occurs during each breakout timeslot.



Product Demonstrations are computer-based demonstrations or presentations showcasing the latest technologies, products, services and/or solutions within the testing industry. Join us for a demo competition on Monday from 12:15 – 1:30 PM in the Ballroom Foyer.



ePoster Sessions are your chance to have a one-on-one interaction with presenters while you enjoy a cocktail. Presenters highlight a particular study, product, technology, or approach that has changed the way they think about testing, their program, or both. This year's ePosters cover a vast array of fascinating topics. The ePoster Sessions are on Monday from 5:30 – 7:00 PM during the reception with exhibitors in the Ballroom Foyer.



Peas in a Pod discussions are informal, face-to-face conversations with fellow conference attendees who share common interests. Join the Discussion...but no presentations permitted in the pod! Pods do not include presentations. There are no projectors or slides. This is all about direct exchange and exploration of ideas. One Peas in a Pod Discussion occurs in Sunday House during each breakout timeslot.



Interactive Workshops are a 1.5-hour block of time where participants learn and interact through structured group exercises/participation. Workshops can cover a variety of Session Topics and provide attendees hands-on experience.



LEADING the CONVERSATION



LEADING THE CONVERSATION: COMMUNICATING THE VALUE OF TESTING

ATP and its members are taking action to address the conflicting and erroneous messages around the value and use of valid and reliable assessments in decision making. Anti-testing campaigns, particularly social media efforts such as “Opt Out” (of standardized testing), often foster negative, misinformed, and distorted views on the value of testing/test data. As a result, we need to lead the conversation rather than just responding to it.

Given the importance and urgency of this ongoing dialogue, we have once again organized the 2018 Innovations in Testing conference around this broader theme, providing our members and attendees with a focal point to mobilize our resources, and promote the many positive and vital aspects of testing in our society. To better highlight and promote the specific sessions and events amplifying this theme, we have highlighted selected sessions throughout the conference as ‘Leading the Conversation’. Don’t miss out!



**Communicating
the Value of Testing**

NEW FOR THE 2018 CONFERENCE!
Innovation Debates are a fast-paced session where speakers will present opposite sides of a debate on a hot topic in the testing industry. Each Innovation Debate will have one moderator and two to four presenters.

2018 ATP Innovation Lab

The ATP Innovations in Testing Conference is well-known for its high-quality content and for attracting leaders in the assessment industry. This year ATP is once again hosting the ATP Innovation Lab – a new forum designed to highlight inventors and entrepreneurs whose technology, products, or services could be “game-changers” for our industry.

Participants in the ATP Innovation Lab have received one-on-one coaching from industry mentors who provided business and industry basics. Participants also had access to a presentation coach to assist them in developing their stage pitch while honing their presentation skills.

The ATP Innovation Lab participants will be showcased in a judged session on the Innovations in Testing main stage on Tuesday afternoon, where participants will present their innovations, interact with judges and vie for awards. Innovations attendees are encouraged to attend the session and cast their vote for the ATP Audience Success award. In addition, special networking opportunities for conference attendees and Innovation Lab participants will be provided during breakfast Wednesday morning.

Sponsored by:



ATP Practice Division Areas

To help you navigate the program and identify sessions that align with your interests, you will see each session specify its associated ATP Practice Area Division. These include:

- ➔ CERTIFICATION/LICENSURE
- ➔ EDUCATION
- ➔ INDUSTRIAL/ORGANIZATIONAL
- ➔ CLINICAL
- ➔ WORKFORCE SKILLS CREDENTIALING

Session Recordings

Some sessions will be recorded and available shortly after the conference. ATP members who attend this conference will receive complimentary access. Non-members and those unable to attend the conference will be able to purchase access to these recordings. Information will be emailed after the conference and will be available on the conference website at www.InnovationsinTesting.org.

Get to Know Our Sponsors

This event wouldn’t happen without our sponsors. They bring many industry experts to the conference who have the most up-to-date information on innovative ways to develop, deliver, manage, and support your assessment needs. Please visit with them at the Exhibit Hall, and learn more about how they can help your program.

Looking for Ways to Get Involved?

We are always looking for volunteers to serve on division or conference committees. To learn more during the conference, please stop by the registration desk, speak with any committee member (look for the “committee member” ribbon on their badge), or visit ATP’s booth. You may also visit www.innovationsintesting.org or volunteer for more information about how you can help shape future Innovations in Testing conferences as well as other volunteer opportunities.

For more information about ATP and the Innovations in Testing Conference, visit the:

- ATP Booth
- ATP Website: www.testpublishers.org
- Twitter: #atpconf
- Innovations in Testing Website: www.innovationsintesting.org



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Monday Morning Schedule



#atpconf

Stay organized – Mark the sessions and events you're interested in attending...

7:30 AM – 8:15 AM

Security Breakfast Meeting:
All are Welcome!
ROOM: Cibolo 2

Session Coordinator Breakfast Meeting
ROOM: Cibolo 4

FEATURED SPEAKER SESSION:
The Time is Now: The Need for Data Mining for Performance Assessment for NGSS Practices
ROOM: Indian Paintbrush/Larkspur

Law Enforcement Engagement: A Practical Guide for Successful Engagement
ROOM: Iris/Lily

Handing the Answer Key Over to the Computer: Preparing a Human-Graded Practical Exam for Computer Delivery
ROOM: Cibolo 4

FEATURED SPEAKER SESSION:
Using a Generalizable Taxonomy of O*NET-Defined Competencies
ROOM: Freesia

7:30 AM – 8:30 AM

Breakfast with Exhibitors
ROOM: Grand Oaks Ballroom

FISHBOWL – Challenges of Low Volume Exams: Leading the Conversation to Develop Guidance Across the Test Development Life Cycle
ROOM: Magnolia

Lessons Learned from Redesigning a Failing Candidate Score Report
ROOM: Goldenrod

A Roadmap to Third-party Accreditation of Certification Programs: Comparison of the NCCA: 2014 and ISO/IEC 17024:2012 Standards
ROOM: Grand Oaks A-C

7:30 AM – 7:00 PM

Registration Open
ROOM: Ballroom Foyer

Speaker Lounge Open
ROOM: Azalea

PEAS IN A POD – Fieldwork: Investigator Stories
ROOM: Sunday House

A Cross Divisional Presentation - Lessons Learned - Sharing The Mistakes That Assessment Professionals Make
ROOM: Verbena/Periwinkle

FEATURED SPEAKER SESSION:
At the Intersection of Technology, Education, and Assessment
ROOM: Indian Paintbrush/Larkspur

8:30 AM – 9:30 AM

Opening General Session and Awards
ROOM: Cibolo Canyon Ballroom

SPONSOR SESSION (Netlogon): Mind Bending: Converting the Author and SME Mindset for PBT
ROOM: Sunflower

FEATURED SPEAKER SESSION:
Challenges in Identifying Tomorrow's Leaders in Asia
ROOM: Iris/Lily

9:30 AM – 9:45 AM

Break with Exhibitors
ROOM: Grand Oaks Ballroom

SPONSOR SESSION (Internet Testing Systems): What's New at ITS
ROOM: Wisteria

FISHBOWL – A Primer on Identifying Aberrant Test Behavior with Different Analyses
ROOM: Magnolia

9:45 AM – 10:45 AM

Competencies - What Are They and How Best Do We Define Them to Measure Them?
ROOM: Bluebonnet/Dogwood

A New Challenge: Making Soft Skill Measurement Specific not Spongy
ROOM: Cibolo 2

Developing a World-Class Performance Test
ROOM: Cibolo 3

Making the Most of Job Task Analyses
ROOM: Freesia

How Assessment Goals Shape the Design of an Assessment Game
ROOM: Grand Oaks A-C

Does your Approach to Delivery Matter? An Update on Publication Strategies
ROOM: Grand Oaks D-F

10:45 AM – 11:15 AM

Networking Coffee Break with Exhibitors
ROOM: Grand Oaks Ballroom

PEAS IN A POD – When Setting the Standard is not so Standard: Addressing Challenges in Recertification Standard Setting
ROOM: Sunday House

11:15 AM – 12:15 PM

Psychometric Approaches to Investigate Cheating Behaviors in Admissions and Licensure Exams
ROOM: Bluebonnet/Dogwood

Artificial Intelligence and Automated Essay Scoring: The Next Measurement Frontier for Licensure and Certification?
ROOM: Cibolo 2

Is a Picture Worth a Thousand Words in Certification Testing: Using Animated Items in Certification Testing
ROOM: Verbena/Periwinkle

SPONSOR SESSION (The College Board): Noncognitive Assessments and Interventions - Considerations for Use
ROOM: Peony

SPONSOR SESSION (Alpine Testing Solutions): Thought Leaders Exchange
ROOM: Wisteria

Benefits and Challenges of Competency-Based Solutions: A Cross-Divisional Panel
ROOM: Grand Oaks D-F

MONDAY MORNING:

Registration, Breakfast & Opening General Session

MONDAY
FEBRUARY 19TH

7:30 AM – 7:00 PM

7:30 AM – 7:00 PM

Speaker Lounge Open

ROOM: Azalea

Are you presenting at the Innovations in Testing Conference? Stop in to practice your presentation, collaborate with co-presenters, or just rest for awhile. This room is open to all conference presenters.

7:30 AM – 7:00 PM

Registration Open

ROOM: Ballroom Foyer

7:30 AM - 8:15 AM

Session Coordinator Breakfast

ROOM: Cibolo 4

Did you sign up to be a session coordinator? Join us for breakfast and learn your responsibilities. Thank you for volunteering!



7:30 AM - 8:30 AM

Breakfast with Exhibitors

ROOM: Grand Oaks Ballroom

7:30 AM - 8:15 AM

ATP Security Committee Breakfast: *All are Welcome!*

ROOM: Cibolo 2

Join the Security Committee for breakfast while learning more about current initiatives and volunteer opportunities.



8:30 AM - 9:30 AM

Opening General Session and Awards

ROOM: Cibolo Canyon Ballroom

How do you kick off one of the biggest and best events in the testing industry in one of the biggest states in the U.S.? In a BIG way, of course! Join us as we open the 2018 Innovations in Testing Conference. From honoring award winners to celebrating the value we bring to our communities, we've got big things in store for you that will set the stage for our next three days together. Don't miss this exciting and inspirational opening session!

Career Achievement Award: Patrick Ward



Patrick Ward is President and Founder of Internet Testing Systems (ITS), a company offering products and services to the K-12, Professional Licensure, IT Certification, and Distance Education markets. Founded in 1997 and now in its 21st year, ITS is a leader in providing

Internet based products and services, including IT certification; practice communities; K-12 testing; in-training exams; maintenance of licensure; and item banking systems. ITS delivered over 15 million online exams in 2017 to schools and testing centers around the world in over 10 languages.

Mr. Ward is proud that ITS has been awarded Baltimore's Best Workplace for the last four years, and that ITS is known for putting employees and customers first. ITS now consists of 135 employees, 17 office dogs, and multiple geographic locations, including Baltimore, India, Israel, and Chile.

Mr. Ward has over 25 years of experience in the assessment industry. His primary expertise is in merging technology architecture and trends with traditional and new assessment concepts. Mr. Ward specializes in the technical challenges relating to high volume testing with local and wireless networks; live in the application assessment; security; large-scale data management and reporting; and the usability of item banking systems.

Mr. Ward is a frequent contributor and speaker to industry conferences, including ATP, NOCA, CLEAR, AERA, and NCTA. Mr. Ward is based in Baltimore, Maryland, and has a Bachelor of Science degree in Computer Science from Loyola College in Maryland.

Professional Contributions and Service to Testing Award: Jim Sharf



As EEOC's Chief Industrial Psychologist in the mid-1970s, Jim drafted the 1978 Uniform Guidelines on Employee Selection Procedures. He subsequently returned to government to serve as Special Assistant to EEOC's Chairman for whom he drafted the

"race norming" prohibition in the Civil Rights Act of 1991. For four years, he was industrial psychology's expert writing the licensing exam required of all psychologists in the U.S. and Canada. He received the M. Scott Myers Award for Applied Research in the Workplace from the Society for Industrial/ Organizational Psychology for developing the valid, legally defensible employment tests used by TSA to hire fifty-thousand airport security screeners over six months in 2002.

As a Director of Metrics Reporting, Inc., Jim and the National Career Pathways Technical Assistance Center team are partnering with the Hope Street Group's non-profit network and the Educational Testing Service. Their objectives are to define legally defensible, generalizable O*NET defined competencies so that: individuals will be able to accumulate stackable credentials documenting their job-related competencies; Talent suppliers will be able to align competency-based education with employer requirements; and Employers will be able to assess legally defensible cognitive and non-cognitive competencies. Jim is a Fellow of the American Psychological Association, the Association for Psychological Science & the Society of Industrial/ Organizational Psychology and has been quoted in the Washington Post, The New York Times, AAAS Science, Forbes, Fortune and the Wall Street Journal.

MONDAY MORNING: Break Breakout Sessions

MONDAY
FEBRUARY 19TH
9:30 AM – 10:45 AM



9:30 AM - 9:45 AM

Break with Exhibitors

ROOM: Grand Oaks Ballroom

9:45 AM - 10:45 AM



Competencies - What Are They and How Best Do We Define Them to Measure Them?

ROOM: Bluebonnet/Dogwood

PRACTICE AREA DIVISION(S): → →

TOPIC: Value of Testing

Organizations and agencies involved in certification or licensing testing have expressed the desire to convert their testing and assessment programs to competency-based frameworks. This transition begs the question, how do we determine competence? This session examines the history, challenges and benefits of competency-based assessment and follows several case studies that focus on the discovery of the marked differences in which competencies are defined and subsequently used for test development. Explore the challenges and benefits of a competency-based conversion, and learn about several organizations' approach to debunking competence.

PRESENTERS:

Ken Ridgley Prometric
Darina Scully DCU



A New Challenge: Making Soft Skill Measurement Specific not Spongy

ROOM: Cibolo 2

PRACTICE AREA DIVISION(S): → →

TOPIC: Measurement and Psychometrics

Measuring "soft skills" can be a fuzzy process. These are often skills that defy objective analysis. This session addresses these challenges and 1) provides a logical analysis of soft skills and 2) provides an accurate, validated, objective measure. Attendees will experience the measure and discuss examples of application involving selection, coaching, and teambuilding.

PRESENTERS:

K.T. Connor Center for Applied AxioMetrics
Robert Calabrese Business Visions Group



Developing a World-Class Performance Test

ROOM: Cibolo 3

PRACTICE AREA DIVISION(S): → → →

TOPIC: Program Design

A world-class performance test is fully scalable, has built-in security feature, scores both complexity and difficulty, and enables all correct responses. This presentation highlights development challenges and their solutions.

- Test Sponsor Challenges: Selecting diverse, committed SMEs. Obtaining resources and commitment. Marketing and promoting the test within the community.
- Delivery Challenges: Developing the workflow engine. Coordinating remote proctoring and authentication. Integrating implementation. Managing agile development. Conducting Alpha and Beta testing. Obtaining adequate quality assurance.

- Psychometrics Challenges: Including JTA tasks and topics. Creating item writing templates for automated item generation. Scoring both complexity and difficulty.

- Implementation Challenges: Item setup, presentation, sequencing. Cloud delivery orchestration. Item scoring. Building in robustness. Integration with exam delivery systems

PRESENTERS:

Wallace Judd Authentic Testing Corp.
Anne Bertucio Open Stack Foundation
Clyde Seepersad Linux Foundation
Amar Rao Biarca



Does your Approach to Delivery Matter? An Update on Publication Strategies

ROOM: Grand Oaks D-F

PRACTICE AREA DIVISION(S): → → →

TOPIC: Measurement and Psychometrics

At the 2017 Innovations in Testing conference, we introduced several publication strategies, describing their benefits, challenges, costs, resource requirements, and key considerations. Several of these strategies were at very early stages; simulations of expected psychometric results were presented. Now, after a year of delivering exams using a variety of strategies, we return to provide an update on the fairness, validity, reliability, and psychometric performance of each strategy. We will discuss the implications of these results from a security, programmatic, and business perspective. Session attendees will leave with a better understanding of the psychometric performance of each strategy, how two large testing programs evaluate those results to make programmatic decisions that balance the psychometric outcomes with business realities, and knowledge to evaluate the benefits and challenges of alternative administration strategies for their own testing programs.

PRESENTERS:

Liberty Munson Microsoft
Russ Smith Alpine Testing Solutions, Inc
Laura Balk CompTIA

LEADING the
CONVERSATION



**Communicating
the Value of Testing**



GLOBAL SESSION



FUNDAMENTALS OF TESTING



FEATURED SPEAKER SESSION



INTERACTIVE WORKSHOPS



FISHBOWL DISCUSSIONS



PRODUCT DEMOS



EPOSTER SESSIONS



PEAS IN A POD

MONDAY MORNING: Breakout Sessions

MONDAY
FEBRUARY 19TH
9:45 AM – 10:45 AM



Making the Most of Job Task Analyses

ROOM: Freesia

PRACTICE AREA DIVISION(S): → → →

TOPIC: Measurement and Psychometrics

Certification organizations aim to create tests that reflect the knowledge, skills, and abilities essential for success on the job. Job task analyses (JTAs) are the industry standard for gathering information when deciding what content should be included on a test. Generally JTAs should be conducted every 5-7 years to ensure current content. This session will focus on different ways to conduct JTAs when an organization determines test content for several distinct, but related testing programs. Opportunities to review and discuss examples of effective and ineffective methods will be provided.

PRESENTERS:

Joshua Goodman NCCPA
James Masters Pearson
Lavina Harless ASWB
Daniel Lane Board of Registered Polysomnographic Technologists
Rali Petrova, American Payroll Association
Grady Barnhill NCCPA



How Assessment Goals Shape the Design of an Assessment Game

ROOM: Grand Oaks A-C

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Trending or Disruptive Technologies

The medical community has begun exploring the use of games to meet their skills assessment, continuing competency, and professional credentialing needs. This session will share several game-based assessment case studies targeting diverse health professionals' needs. While each of the game-based products target assessment of medical professionals' skills, they are designed differently, address unique types of skills, and their assessment results are used in different ways.

The games will be demonstrated to illustrate some of the different game approaches being employed in assessment. As case studies, the creation process of each demonstrated game will be discussed sharing the needs assessment, design and development experience, and end use model along with research results and end user feedback. The presenters will share details of the roles of the assessment professionals, subject matter experts, and game designers on a game-based assessment development team.

PRESENTERS:

Jennifer McNamara BreakAway Games
Jeff Downing Adaptive Impact
Manthan Gandhi National Board of Medical Examiners



The Time is Now: The Need for Data Mining for Performance Assessment for NGSS Practices

ROOM: Indian Paintbrush/Larkspur

PRACTICE AREA DIVISION(S): →

Dr. Janice Gobert will present an overview of the need for use of data mining techniques to realize teachers' assessment needs and students' learning of NGSS. Additionally, both the challenges and benefits will be discussed. Lastly, an overview to Inq-ITS, an innovative platform for science inquiry assessment and learning, will be given. With Inq-ITS, while "students" show what they know and get real time feedback from Rex, our cartoon dinosaur, teachers get real-time, actionable reports and alerts, identifying which students need help, and on what subcomponents of the respective inquiry practices.

PRESENTER:

Janice Gobert Apprendis



Law Enforcement Engagement: A Practical Guide for Successful Engagement

ROOM: Iris/Lily

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Security and Privacy

In September 2017, Equifax reported a massive data breach that could affect half of the U.S. population. Industry experts expect identity theft cases to be on the rise. This doesn't include the wide variety of cases involving public safety. So how does a testing sponsor compete with these cases to get the attention of law enforcement? This session will explore how test sponsors and test delivery vendors have successfully engaged law enforcement for their test security cases.

PRESENTERS:

Bryan Friess Pearson VUE
Ray Nicosia Educational Testing Service
Debra Persinger Federation of State Massage Therapy Boards (FSMTB)
Phil Canto Florida Department of Education



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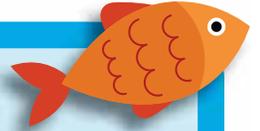
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MONDAY MORNING: Breakout Sessions

MONDAY
FEBRUARY 19TH
9:45 AM – 10:45 AM



Fieldwork: Investigator Stories

ROOM: Sunday House

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Security and Privacy

Have you ever wondered what goes into producing an investigative security report? Have you ever been curious about what investigators do out in the field? How cyber investigations work, or what exactly is the "dark web"? Fieldwork: Investigator Stories is an open discussion for investigators to share their experiences, struggles, and laughs when conducting work out in the field. Those who want to know more can also ask questions such as: What's it like knocking on doors or driving to unknown neighborhoods? How difficult is it to interview a suspect or a witness? Do you have what it takes to be an investigator? Drop by and find out!

PRESENTERS:

Cody Shultz Guidepost Solutions
Mikel Trevitt ACT



Challenges of Low Volume Exams: Leading the Conversation to Develop Guidance Across the Test Development Life Cycle

ROOM: Magnolia

PRACTICE AREA DIVISION(S): → → → → →

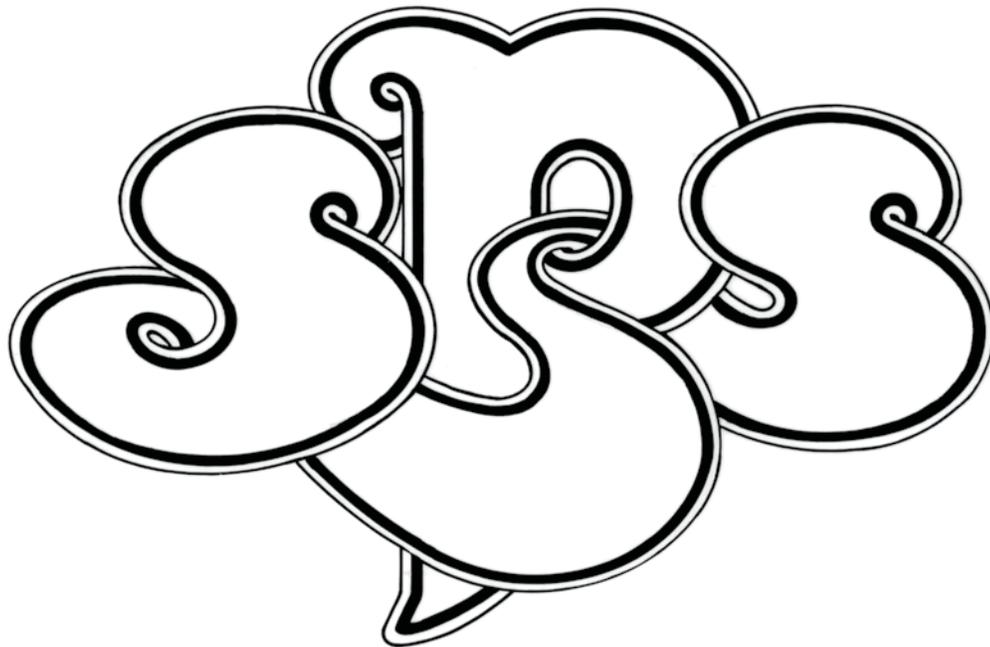
TOPIC: Measurement and Psychometrics

During the past few years, ATP's C/L Division formed a low volume exam subcommittee to explore challenges faced by those working with small exam programs. A low volume exam subcommittee has worked to identify issues across the test development life cycle, including launching a survey focused on gathering information on everything from how respondents define "low volume" to necessary business models for small programs. While this work has been welcome, there has been no real effort to pull a community of people together to have an open conversation about the challenges of working in the low volume environment.

This session will provide an opportunity to have an open conversation during the conference, and perhaps move toward an informal group of dynamic professionals across ATP divisions that can continue to share ideas on all aspects of low volume testing and lead the conversation on testing within low volume/small program environments.

PRESENTERS:

Dawn Gibas American Society of Agronomy
Andrew Dwyer American Board of Pediatrics



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MONDAY MORNING: Breakout Sessions

MONDAY
FEBRUARY 19TH
9:45 AM – 10:45 AM

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A Cross Divisional Presentation - Lessons Learned - Sharing The Mistakes That Assessment Professionals Make

ROOM: Verbena/Periwinkle

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Business Strategy and Operations

SESSION TYPE: Breakout Session

Entrepreneurs (e.g., Richard Branson) often openly share the mistakes they have made with the public because they fundamentally believe that the mistakes can become practical and problem-based learning opportunities. Unlike other professionals, assessment professionals rarely share their mistakes with the public.

The panel will create an environment where the audience feels comfortable sharing their own mistakes, lessons learned, and what they might have done differently with input and suggestions from other attendees. Each panelist represents one of the five ATP divisions including the European division.

PRESENTERS:

Manny Straehle Assessment, Education and Research Experts

Alina von Davier ACT

Robert Pedigo Castle Worldwide

Hakan Fritz Next Focus HR AB

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MONDAY MORNING: Breakout Sponsor Sessions

MONDAY
FEBRUARY 19TH
9:45 AM – 10:45 AM



SPONSOR SESSION:



What's New at ITS

ROOM: Wisteria

Join Internet Testing Systems as we update you on our online technologies. Topics include a versatile solution that blends formative and summative testing; new in-training and certification products; improved international support with more localization and offline testing; as updates on item banking and test delivery.

PRESENTER:

Pat Ward, Internet Testing Systems (ITS)

SPONSOR SESSION:



Mind Bending: Converting the Author and SME Mindset for PBT

ROOM: Sunflower

This session will provide specific insight and guidance on converting the SME mindset for a performance-based testing program. Most programs will NOT start their testing or assessment programs embedded into the world of PBT. Many will evolve from multiple choice items, to more complex interactive items, to finally introducing a performance based element. Throughout that lifecycle, the SMEs and authors are ill equipped to transition their authoring and reviewing skills for PBT elements. This session will provide the necessary guidance, recommendations, and will draw from 15 years of content development expertise. Attendees will walk away with actionable recommendations on recruiting and managing SMEs to improve their mindset for PBT.

PRESENTER:

David Elfassy, Netlogon

We'd like to thank all of our sponsors for their time and effort at this conference.



How can you share your experiences with others at this conference in order to help them grow?



#atpconf

MONDAY MORNING: Break & Breakout Sessions

MONDAY
FEBRUARY 19TH
10:45 AM – 12:15 PM



10:45 AM - 11:15 AM

Coffee Break with Exhibitors
ROOM: Grand Oaks Ballroom

11:15 AM - 12:15 PM



Psychometric Approaches to Investigate Cheating Behaviors in Admissions and Licensure Exams

ROOM: Bluebonnet/Dogwood
PRACTICE AREA DIVISION(S): → → →
TOPIC: Security and Privacy

Academic admission and professional licensure examinations face unique test security challenges. In this session, four sponsoring organizations of large-scale high-stakes examination programs will share data forensic practices and psychometric insight regarding test security.

Experts from these testing organizations will introduce a newly developed method to detect test takers who exhibit abnormal or suspicious response patterns during testing and will discuss its data security processes such as response time analyses, web monitoring and item analyses. The presentation will provide meaningful insight to detect if examinees' scores were inflated due to prior exposure to exam questions through statistical methods. The presenters will also introduce data forensic approaches for investigating test centers with unusually large increases in scores on a credentialing examination.

PRESENTERS:

K. Chris Han Graduate Management Admission Council
Edison Choe Graduate Management Admission Council
Ada Woo ACTNext
Yu Meng Inteleos
Mengyao Zhang National Conference of Bar Examiners
Mark Albanese National Conference of Bar Examiners
Hong Qian National Council of State Boards of Nursing

LEADING the CONVERSATION



Artificial Intelligence and Automated Essay Scoring: The Next Measurement Frontier for Licensure and Certification?

ROOM: Cibolo 2
PRACTICE AREA DIVISION(S): → → →
TOPIC: Measurement and Psychometrics

As credentialing bodies focus on testing higher-order skills in realistic contexts, testing professionals are focusing more on item formats that simulate authentic work products and which call for writing assessments, such as case studies and report summaries.

Writing assessments are often used as part of certification/licensure testing and can be scored with a focus either on technical writing proficiency, quality of content, or both. While Automated Essay Scoring (AES) has proven success in scoring writing quality and is frequently used in a number of high stakes testing contexts, essay writing scored for CONTENT is typically scored using well-trained and calibrated human scorers.

This presentation will focus on the intersection of advances in AES with on-going changes in licensure testing. More specifically the presenters will discuss exciting initial research into the viability of using AES for content scoring of open-ended cases for licensure.

PRESENTERS:

Jylan Khalil CPA Canada
Kathy Letourneau CPA Canada
Josh Stopek AICPA
Matthew Schultz AICPA
Peter Foltz Pearson
Mark Rosenstein Pearson

LEADING the CONVERSATION



Benefits and Challenges of Competency - Based Solutions: A Cross – Divisional Panel

ROOM: Grand Oaks D-F
PRACTICE AREA DIVISION(S): → → → →
TOPIC: Measurement and Psychometrics

Across practice areas, there are benefits and challenges of using competency-based solutions. Competency-based approaches have become increasingly popular. Competencies can be used for test development, curriculum design, and performance management across practice areas. In this session, panelists will discuss current best practices, alternative methods, and innovative approaches to developing and utilizing competency-based approaches. They will also share the challenges of using competencies, and highlight concerns about misuse. By comparing and contrasting approaches, panelists will provide attendees the opportunity to learn from various practice area divisions.

PRESENTERS:

Kimberly Nei Hogan Assessment Systems
Ryan Ross Hogan Assessment Systems
Robert Pedigo Castle Worldwide
Rory McCorkle PSI Services
Canda Mueller NWEA



Handing the Answer Key Over to the Computer: Preparing a Human-Graded Practical Exam for Computer Delivery

ROOM: Cibolo 4
PRACTICE AREA DIVISION(S): →
TOPIC: Program Design

While practical exams still hold strong and face validity for practitioners of many professions, testing professionals know the challenges involved: ensuring objective scoring, keeping the exam fees reasonable while covering high costs, and quickly delivering hand-graded test results to candidates. Explore the path one company took to redesign its hand-drawn assessment to a computer-delivered and computer-scored, practical exam, inclusive of innovative and challenging item types. Through this case study, discover what worked, lessons learned, and how the first administration fared.

PRESENTERS:

Kate Hill Prometric
Thomas Banks Council for Interior Design Qualification (CIDQ)
Lori Barker-Cummings Council for Interior Design Qualification (CIDQ)

LEADING THE WAY

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Join us at all our break out and ePoster sessions

MONDAY MORNING: Breakout Sessions

MONDAY
FEBRUARY 19TH
11:15 AM – 12:15 PM



Lessons Learned from Redesigning a Failing Candidate Score Report

ROOM: Goldenrod

PRACTICE AREA DIVISION(S): → →

TOPIC: Measurement and Psychometrics

This presentation shares one certification organization's approach to redesigning their failing score report in a manner that meets professional testing standards while also satisfying candidate expectations for detailed performance feedback. The new score report features a number of enhancements, including novel graphical depictions of overall and domain-level performance, comparisons of overall performance to that of recent test-takers and passing candidates, succinct interpretive guidance in plain language, and a detailed FAQ document. Insights from follow-up research with candidates regarding what worked well and areas for improvement will be shared, along with operational and design considerations and recommendations for organizations seeking to redesign their own score reports.

PRESENTERS:

Sarah Carroll Castle Worldwide, Inc.

Margaret Bent National Board for Certification in Occupational Therapy

Joshua MacInnes University of North Carolina Greensboro

LEADING the CONVERSATION



A Roadmap to Third-party Accreditation of Certification Programs: Comparison of the NCCA: 2014 and ISO/IEC 17024:2012 Standards

ROOM: Grand Oaks A-C

PRACTICE AREA DIVISION(S): → →

TOPIC: Business Strategy and Operations

This session will provide a roadmap for US Personnel Certification Bodies (PCB) seeking third-party accreditation for its certification program(s). Two dominant accreditation standards will be compared: NCCA's Standards for the Accreditation of Certification Programs and ISO/IEC 17024: Conformity Assessment – General Requirements for Bodies Operating Certification of Persons. The definition of third-party accreditation and the value will be briefly discussed, followed by a discussion comparing the two standards in terms of the 1) origin and history, 2) goals, 3) standard setting bodies, 4) major US accreditation bodies, 5) domestic and international recognition, 7) overall structure, 8) similarities, differences, and unique components of the two standards. Further, the presenters will explore similarities and differences in the initial accreditation, surveillance/reassessment and address why a PCB may benefit from earning NCCA, ISO/IEC 17024, or both accreditations.

PRESENTERS:

Xiaohui (Dawn) Zhao Pharmacy Technician Certification Board

Linda Anguish Institute for Credentialing Excellence (ICE)

David Nelson International Accreditation Service

FEATURED
SPEAKER



Using a Generalizable Taxonomy of O*NET-Defined Competencies

ROOM: Freesia

PRACTICE AREA DIVISION(S): →

The Industrial/Organizational division must help communicate the value of testing by demonstrating how assessments can ensure equal opportunity for individuals seeking employment and help employers select and develop high-performing talent. The speaker of this session will discuss strategies for doing this using a generalizable taxonomy of workforce O*NET-defined competencies. This approach provides a variety of benefits. First, this approach will inform individuals about optimal career choices and education choices. This approach can also help employers define job requirements and identify the best applicants. Last, this can provide insight to educational institutions for balancing their instructional programs around the supply-demand of occupations. Overall, a national workforce system with legally defensible, evidence-based assessments of generalizable, O*NET-defined competencies will be transformational for the national economy.

PRESENTER:

Jim Sharf Metrics Reporting, Inc. and Risk Advisors, Inc.

FEATURED
SPEAKER



Challenges in Identifying Tomorrow's Leaders in Asia

ROOM: Iris/Lily

PRACTICE AREA DIVISION(S): →

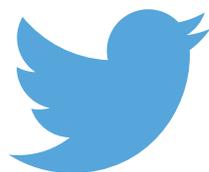
TOPIC: Measurement and Psychometrics

Given the rapidly changing business environment in the countries across Asia, identifying tomorrow's leaders is increasingly important to companies with operations across countries. This session will highlight some of the challenges and opportunities for using personality assessment to assess future leaders across major markets in Asia. Speakers will discuss issues in translation, norms, cultural/country differences, and also present case studies on implementation of a personality assessment in several Asian countries.

PRESENTERS:

Alex Zhang Russell Reynolds

Krista Pederson Hogan Assessments



#atpconf

MONDAY MORNING: Breakout Sessions

MONDAY
FEBRUARY 19TH
11:15 AM – 12:15 PM

LEADING the CONVERSATION



Is a Picture Worth a Thousand Words in Certification Testing: Using Animated Items in Certification Testing

ROOM: Verbena/Periwinkle

PRACTICE AREA DIVISION(S): → →

TOPIC: Trending or Disruptive Technologies

Multiple-choice items remain the most commonly used item type for the certification industry; however, innovative item types that incorporate 21st century technologies are quickly gaining popularity. Computer technology has allowed for the development of item types that offer visual and auditory stimuli that may provide added measurement properties. Among the innovative item types being developed, animations/video simulations are at the leading edge. This session will focus on converting text-based items to animated items and compare performance differences between the item types based on two research studies. One study conducted in the United States focused on converting knowledge-based recall items from a test designed to measure principles of food safety and transition into simulated items. The second example conducted with native and non-native English speakers from different countries used complex situational judgement items that focused on teacher behaviors in the classroom.

PRESENTERS:

Linda Waters Prometric
Anastasios Karakolidis Dublin City University
Robert Corrigan Prometric



Featured Speaker Panel: At the Intersection of Technology, Education, and Assessment

ROOM: Indian Paintbrush/Larkspur

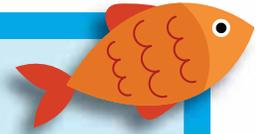
Technology has significantly changed many of the industries we serve. From healthcare and financial services, to engineering, construction, education, and beyond, many of our clients must demonstrate knowledge and skills associated with technology. Further, technology such as mixed reality, artificial intelligence, and gamification offer new methods for delivering assessments and gathering data. What new possibilities are in store at the intersection of technology, education, and assessment? Where are we headed, and how do we get there in a way that maintains the trustworthiness of assessment results? Our panel of experts will share their perspectives and challenge us to think deeply about the future of assessment. You won't want to miss this engaging, thought-provoking session!

MODERATOR:

Rachel Schoenig Cornerstone Strategies, LLC

PRESENTERS:

Deborah Quazzo GSV Acceleration
Alina von Davier ACTNext
Burr Settles Duolingo



LEADING the CONVERSATION



A Primer on Identifying Aberrant Test Behavior with Different Analyses

ROOM: Magnolia

PRACTICE AREA DIVISION(S): → →

TOPIC: Security and Privacy

The validity of exam scores is threatened when candidates obtain prior knowledge of exam content before sitting for an exam. Various methods exist to identify candidates potentially benefiting from item preknowledge, identify compromised content, and obtain estimates for the magnitude of compromise. This session reviews and compares various detection methods across several IT certification programs that experienced compromise. While each of the examples in the session experienced the same problem of compromised exam content, differences in the nature of the compromise led to different optimal detection strategies. This session highlights circumstances in which each detection method is most useful and circumstances in which each method either cannot be used or would not be proven effective.

PRESENTER:

Carol Eckerly Alpine Testing Solutions

LEADING the CONVERSATION



When Setting the Standard is not so Standard: Addressing Challenges in Recertification Standard Setting

ROOM: Sunday House

PRACTICE AREA DIVISION(S): → → → →

TOPIC: Measurement and Psychometrics

As measurement science continues to evolve, a wide variety of assessment models and formats are emerging, especially within the context of recertification. These new and innovative types of recertification assessments deviate from more traditional high stakes assessments in many critical ways (e.g., purpose, stakes, frequency, testing environment, availability of resources), but they still require the setting of performance standards. And, these performance standards have important implications for the certifying organizations, their certificants, and the public. In this session, we will outline several new recertification assessment models, discuss the unique standard setting challenges presented by each model, and describe the ways in which those challenges were addressed.

PRESENTERS:

Robert Furter American Board of Pediatrics
Brett Foley Alpine Testing
Josh Goodman National Commission for Certification of Physician Assistants



SPONSOR SESSION:



**The
College
Board**

Noncognitive Assessments and Interventions - Considerations for Use

ROOM: Peony

The College Board is well known for its work in successfully developing and validating cognitive measures (i.e., SAT, AP) to assess students' level of academic preparation. Recently, College Board Research has also developed assessments and interventions devoted to measuring noncognitive aspects of student success. Specifically, we focused on intrapersonal characteristics such as mindsets, study strategies, and persistence that are correlated to academic achievement and also amenable to intervention. We developed assessments for middle school, high school, and postsecondary school students to be used for the low stakes purpose of identify students' strengths and weaknesses. Using data from the assessments we would select and deliver interventions designed to ameliorate any weaknesses to support students to transition to the rigors of high school, complete high school ready for college, and complete the first year of college and return for a second year.

This session will discuss some of the important validity research needed to support such assessment uses as well as explore critical questions about reporting and interpreting scores, measuring noncognitive attributes over time, and selecting and testing interventions. We will conclude with audience Q&A, during which time we hope to explore application to other domains and additional interests.

PRESENTER:

Jennifer Merriman The College Board

SPONSOR SESSION:



**Alpine
Testing
Solutions**

Thought Leaders Exchange

ROOM: Wisteria

Instead of listening to another product demo or company showcase, come be part of an interactive dialogue with other thought leaders. Explore some of the technology, policy and demographic trends that face our industry. Our panel of luminaries, with perspectives from across the industry, will kick things off by sharing their thoughts on some of the things that keep them up at night. How will the industry need to evolve to embrace new technologies trends - like big data, AI or VR/AR? What impact will changes to policy - like privacy and pressures to deregulate - have on the way we do business? How will changing demographics and expectation challenge the way we think of assessment? What do we need to do to prepare for the next assessment industry pivot point? Then we turn the tables and make the audience the panel and the conversation gets really interesting.

The Thought Leaders Exchange is designed to be thought-provoking, engaging and interactive. If you want to listen to another one-way presentation on a topic you have probably already heard in various forms before - this may not be the right session for you. If, on the other hand, you are curious about the future of the industry and want to be a part of the dialogue - come be a part of the Thought Leaders Exchange.

PRESENTER:

Brian Adams Alpine Testing Solutions

Something to
think about...

*How do you
feel testing
helps to move
people forward?
How can you
share this so
that you can
communicate
the value of
testing?*



#atpconf

Monday Afternoon Schedule #atpconf

Stay organized – Mark the sessions and events you’re interested in attending...

12:15 PM – 1:30 PM

- Lunch with Exhibitors and Product Demonstrations
ROOM: Grand Oaks Ballroom

12:15 PM – 1:15 PM

- ATP Asia Regional Division Luncheon
ROOM: Freesia
- ATP European Regional Division Luncheon
ROOM: Grand Oaks D-F

1:30 PM – 2:30 PM

- Testing Irregularities Found! Now What? “Standing up” a Global Test Security Operation
ROOM: Bluebonnet/Dogwood
- A Framework for Systematically Integrating Policymakers into the Standard Setting Process
ROOM: Cibolo 2
- Hands-On Automated Scoring
ROOM: Cibolo 3
- Remote Control: Updating the ACT WorkKeys National Career Readiness Certificate Program using Geographically-Dispersed SMEs
ROOM: Cibolo 4
- Structured Item Development for Enhancing Credentialing Programs
ROOM: Goldenrod
- Create a Digital Presence to Market Your Certification
ROOM: Grand Oaks A-C
- Standard Setting in an Evolving Assessment Environment
ROOM: Grand Oaks D-F
- FEATURED SPEAKER SESSION:** Cross Industry Panel: Communicating the Value of Testing
ROOM: Indian Paintbrush/Larkspur
- FEATURED SPEAKER SESSION:** A Chink in the Armor: Update on US Copyright Secure Test Registrations
ROOM: Iris/Lily
- FISHBOWL – Next Generation Assessment - The State of Innovations in Selection Science**
ROOM: Magnolia

- PEAS IN A POD – A Q&A Session with Experts to Overcome Test Development Challenges: A Continuation of Our 2017 Conversation**
ROOM: Sunday House

- Test Security: Practical Information, Strategies, and Lessons Learned**
ROOM: Verbena/Periwinkle

- SPONSOR SESSION (PSI Services): Communicating Change: Managing Expectations and Delivering a Clear Message to Your Audience**
ROOM: Peony

- SPONSOR SESSION (Pearson VUE): Fast-Track Your Content Strategy**
ROOM: Sunflower

2:30 PM – 3:15 PM

- Dessert with Exhibitors
ROOM: Grand Oaks Ballroom
- ATP Membership Meet and Greet: Dessert with Conference Keynotes
ROOM: Nelson Wolff Exhibit Ballroom Foyer

3:15 PM – 4:15 PM

- Conducting Job Analysis with a Highly Heterogeneous Workforce
ROOM: Cibolo 2
- Improving the Fairness of Concordances Between Test Scores
ROOM: Cibolo 3
- Outcome Based vs. Competency Based Assessments: The Agony and the Ecstasy
ROOM: Cibolo 4
- Innovative Item Design: A New Way - The Ramstad Model
ROOM: Bluebonnet/Dogwood

- The Architecture and Lasting Impression of Program Design
ROOM: Goldenrod

- Enriching the Candidate Experience: How A Learning Ecosystem Benefits Candidates, Their Employers, And Your Certification Program
ROOM: Grand Oaks A-C

- How to Talk to Test Takers - A Primer
ROOM: Grand Oaks D-F

- FEATURED SPEAKER SESSION:** Workforce Skills Credentialing - an “Outside In” Perspective
ROOM: Indian Paintbrush/Larkspur

- FEATURED SPEAKER SESSION:** Psychological Testing in the Service of Disability Determination
ROOM: Iris/Lily

- FISHBOWL – Disruptions in Practice Testing**
ROOM: Magnolia

- PEAS IN A POD – Practical Experiences in Implementing Various Test Delivery Models**
ROOM: Sunday House

- Technology Enhanced Assessment - Opportunities to Innovate and Improve the Value of Testing**
ROOM: Verbena/Periwinkle

- SPONSOR SESSION (Yardstick): Powered by AIG: The Experience of Using Item Mass Production in a High Stakes Testing Program**
ROOM: Peony

- SPONSOR SESSION (ACT, Inc.): The Evolution of Educational Testing from Summative Tests to Learning and Assessment Systems**
ROOM: Wisteria

4:15 PM – 4:30 PM

- Break with Exhibitors
ROOM: Grand Oaks Ballroom

4:30 PM – 5:30 PM

- Opening Keynote: Simon Bailey
ROOM: Cibolo Canyon Ballroom

5:30 PM – 6:30 PM

- Health Sector SIG Reception: *All are Welcome!*
ROOM: Freesia

5:30 PM – 7:30 PM

- Reception with Exhibitors and ePoster Sessions
ROOM: Grand Oaks Ballroom



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MONDAY AFTERNOON: Lunch & Product Demos

MONDAY
FEBRUARY 19TH
12:15 PM – 1:30 PM



12:15 PM - 1:15 PM

ATP Asia Regional Division Luncheon – All are Welcome!

ROOM: Freesia

Join the Asian Regional Division for lunch while learning more about current initiatives and volunteer opportunities.

ATP European Regional Division Luncheon – All are Welcome!

ROOM: Grand Oaks D-F

Join the European Division to discuss the current plans and initiatives in place for 2018 and beyond. Bring your thoughts and ideas as news ideas are encouraged.

12:15 PM - 1:30 PM

Lunch with Exhibitors and Product Demonstrations

ROOM: Grand Oaks Ballroom

Product Demonstrations are computer-based demonstrations or presentations showcasing the latest technologies, products, services, and/or solutions within the testing industry. Join us for the demo competition on Monday from 12:15 – 1:30 PM in the Grand Oaks Ballroom and vote for what you think is the most innovative and industry changing demo.



Product Demonstrations

All take place in the Ballroom Foyer



Adding Online Formative Testing to your Assessment Strategy

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Test Administration and Delivery Models

Formative assessment is one of the most promising ways to add value to classroom testing today. It provides a quick method of assessing learners' understanding of the material, with actionable results. The interest in formative has led to a well-saturated start-up market of newcomers to the industry. Therefore, it is more important than ever to provide a solution that uses sound testing principles while enhancing the learning and assessment experience. A robust product must provide an easy interface to deliver formative testing, rich data on test-taker responses, and integrations with existing testing platforms, including practice and proctored assessments. This session will feature a formative system that enhances the assessment experience using: test building wizards, an easy-to-use interface, and both publisher and instructor provided content. An introduction to formative testing will be included to cover issues with the current offerings, and approaches for a new integrated solution.

PRESENTER:

Eileen Hislop ITS (Internet Testing Systems)



Assessment meets Enterprise Content Management (ECM)

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Trending or Disruptive Technologies

SESSION TYPE: Product Demonstration

GLOBAL/MULTI-NATIONAL: Yes

Have traditional assessment technology providers reached their "valid thru" date? A new generation of assessment software technology has arrived. This showcase will help to uncover the current considerations methodologies to assist you in selecting the right technology to meet your assessment demands. Best-of-breed, adaptivity,

exotic item types, open source, and open standards used to be the methods of choice. The emphasis is now on partnerships, content management, modularity, business driven processes, life-cycle management, and simplicity. It is about having the ability to pick and choose from a variety of technologies so you can more accurately represent your brand. This technology is available right now.

PRESENTERS:

Mike Priest Trifork Learning Solutions B.V.



Beyond Test Day: Empowering Testing Organizations to Take Control of Candidate Success

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Business Strategy and Operations

As the role of testing and credentialing continues to increase in relevancy throughout the professional world, the stakes are higher for candidates to understand exam content, not only to pass the exam but to also exhibit improved on-the-job performance for employers. In today's society, the line between work and personal time has become blurred and candidates often find themselves overwhelmed with information and options, short on time, distracted, and impatient. Learning is more important than ever, and candidates' expectations have shifted to prioritize more effective and efficient learning processes.

This session will educate attendees on the changing role of learning as it relates to testing programs and how BenchPrep empowers testing organizations to meet the candidates' demands for increased support. Throughout the demonstrations, the audience will witness the mobile technology, data science, usability engineering, and innovative instructional design models that power BenchPrep.

PRESENTER:

Ashish Rangnekar BenchPrep

MONDAY AFTERNOON: Product Demonstrations

MONDAY
FEBRUARY 19TH
12:15 PM – 1:30 PM



Blending MCQ & Performance Based Scenarios in ONE Environment

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → → → →

TOPIC: Trending or Disruptive Technologies

Performance testing can elevate a program's ability to assess hands-on skills, however it doesn't negate the need for, or value of, multiple-choice question (MCO) test items on an assessment. This product demonstration will discuss the value of utilizing performance-based and MCO in one testing environment. By offering the ability to combine various assessment questions types, testing administrators now have the flexibility of repurposing current multiple-choice questions within a performance-based assessment and, in many cases, this option can be a quicker path to adding performance-based questions to an assessment. Benefits to the organizations include: unified test experience, get online quickly using your existing content, measure real skill, and speed to market.

PRESENTER:

Wendy Gratereaux TrueAbility, Inc.



CaveonTrace: Detecting and Detering Test Theft by Watermarking with SmartItems

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → → → →

TOPIC: Trending or Disruptive Technologies

From the Hollywood film industry to departments of treasury across the globe, watermarking has been used for decades as a security tool to protect screenplays, currency, and beyond. Is it time for the measurement industry to further adapt the concept of watermarking for its unique purposes? How do we best utilize this security method to protect the validity of our test results? CaveonTrace™ was created as an answer to these questions.

As new way to detect and deter test theft, CaveonTrace™ enables textual watermarking through the use of SmartItems – items that do more than measure; items that secure. CaveonTrace™ allows for the creation and deployment of these SmartItems by enabling code to be embedded during the item development process, thus creating item families that are delivered on-the-fly. Exam and program managers will have the ability to trace leaked content back to the specific administrative instance of that item.

PRESENTERS:

Tara Williams Caveon Test Security
Benjamin Hunter Caveon Test Security

Questionmark®

Take Control of your Testing Program

Assessment Solutions for Collaborative Authoring, Item Bank Management, Streamlined Publishing, Proctored Delivery and Candidate Satisfaction

Create



Collaborative Authoring
and Item Banking

Deliver



Online Proctoring;
Candidate Portals

Analyze

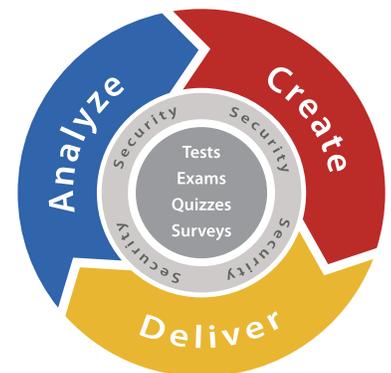


Extensive Reporting and
Analytics; Results API

Localize



Translation management;
Multilingual interfaces



Visit us at **Innovations in Testing 2018**

Free 30-Day Trial: www.questionmark.com/atp2018

MONDAY AFTERNOON:

Product Demonstrations

MONDAY
FEBRUARY 19TH
12:15 PM – 1:30 PM



FastTest: Can We Automate Psychometrics with AI?

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → → → →

TOPIC: Trending or Disruptive Technologies

Artificial intelligence, machine learning, and automation are clearly changing the way most people work. While it is not likely that assessment professionals will be completely replaced by the equivalent of a self-driving car, there are still exciting possibilities to automate much of our work, thereby producing higher quality assessments with less effort and freeing our time for more innovative and creative work.

FastTest is designed to be a single ecosystem with which to develop, deliver, and analyze tests within the core principles of sound psychometrics and process efficiency. Therefore, one of its primary goals is to leverage the innovative automation to improve the development of assessments as well as the assessments themselves.

How can we improve processes such as item writing, item review, standard setting, form assembly, equating, essay marking, and psychometric analysis? This product presentation will discuss how FastTest has uniquely tackled this possibility.

PRESENTERS:

Nathan Thompson Assessment Systems Corporation

David Saben Assessment Systems Corporation



Limitless Innovation by Use of Open Standards

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → → → →

TOPIC: Trending or Disruptive Technologies

Redefining digital assessment is about tearing down proprietary data silos, and deploying an open environment that empowers you to combine assessment and learning data, and make it actionable. Only with a holistic approach founded in OPEN technologies will Personalized Learning become a reality.

With TAO, you only pay for what you need: Open Assessment Technologies eliminates software license fees and makes the source code freely available. That means you can use TAO out-of-the-box or customize it to your own needs.

During this demo we will focus on the integration of TAO into popular LMSs by use of LTI (Learning Tools Interoperability). Furthermore, we'll demonstrate the creation of Technology Enhanced Items (TEIs) by means of Portable Custom Interaction (PCI). We'll demonstrate PCI's created for various clients, including advanced interactions for math, speech and simulations.

With TAO and Open Standards, the possibilities for innovation are truly limitless!

PRESENTER:

Mark Molenaar, Open Assessment Technologies

LEADING the CONVERSATION



Mapping Occupations and Achievements with Cognitive Computing

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → →

TOPIC: Trending or Disruptive Technologies

The way professionals receive recognition for competencies and experiences is going through a digital transformation, the results of which are two-fold: 1) the ways someone can receive professional recognition is becoming more diverse, and 2) the amount of data available to provide context and validation is increasing. Documenting credentials in these formats enables new capabilities and opportunities, from aligning credentials to career paths, additional learning content or real-time labor market data. To make use of these new opportunities, Acclaim has developed an algorithm that can automate the mapping of learning outcomes and achievements into occupations.

As credentialing programs improve how they document recognition, new opportunities to use big data technologies will emerge. Our demonstration provides one such example and gives participants the foundation to come up with additional ideas on their own.

PRESENTER:

Jarin Schmidt Pearson VUE



PediatricSim: Demo and Research Results of a 3D Medical Skills Assessment Simulation

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → → → →

TOPIC: Trending or Disruptive Technologies

PediatricSim is a 3D, first-person game created to assess performances on seven critical pediatric emergency scenarios. The game allows players to assume the role of a pediatric emergency room physician and direct patient management by selecting assessment and treatment options. The goal of the game is to stabilize each patient by providing the appropriate treatments. Each patient is driven by an underlying physiology model which enables him or her to respond appropriately to treatments. This causes simulated real-world pressure through monitoring each patient's status. Performance is measured by comparing in-game performance to an ideal performance -- but not a specific script.

The validity of the game as an assessment tool was researched: it demonstrates high discriminant ability; game scores correlate positively with written test results; and users rate experience with the system highly.

The presenter will demonstrate the assessment game and share the study and survey results.

PRESENTER:

Jenn McNamara BreakAway Games



#atpconf



The British Council is a highly trusted partner, providing access to the world's most reputable qualifications for more than 75 years. Underpinned by principles of integrity, security and fairness, the British Council is one of the leading players in the delivery of high-stakes computer-based examinations in over 60 countries worldwide.

Visit our booth for a consultation about how the British Council can help you to manage the transition from pen-and-paper to computer-based testing.

Computer-based testing consultancy and delivery services:

- **Understanding the impact:**
Taking your content from pen and paper to CBT
- **Roll-out strategy:**
Where, when and how quickly?
- **Venue strategy:**
Getting the right venue for your exams
- **Choosing the right CBT platform:**
What solution is right for you?
- **Choosing the right delivery model:**
What works best for you and your candidates?

www.britishcouncil.org/education/exams

YOUR EXAMS, DELIVERED WITH INTEGRITY AND SECURITY WORLDWIDE

The British Council delivers computer-based testing (CBT) in 200+ locations in over 60 countries, expanding to over 100 countries by June 2018. Our extensive experience and global network mean we are in a unique position to advise existing and potential clients on how to successfully transition from pen-and-paper to computer-based testing.

Our commitments to you:

- A secure CB test delivery network for high-stakes, session-based and 'scheduled on-demand' exams in over 100 countries
- Delivery through the British Council's own CBT suites, supplemented by rigorously vetted partner venues
- Flexibility in delivery, adapted to your platform choice, capacity requirement and chosen delivery model
- A professional delivery team of 25,000+ invigilators worldwide
- Assurance in delivery with our robust quality and compliance assessment framework
- The ability to offer an 'end to end' solution, including a British Council backed CBT platform

Come and see us in the main exhibition hall to find out more about how we can help you deliver your assessments, certifications and qualifications around the world

MONDAY AFTERNOON:

Product Demonstrations

MONDAY
FEBRUARY 19TH
12:15 PM – 1:30 PM



Portfolio Assessment - Design, Implement, Launch

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → → →

TOPIC: Trending or Disruptive Technologies

As organizations consider alternatives to traditional assessments, portfolio reviews have gained in popularity. Evaluating practitioner work product in the context of a standard, by industry experts, can yield unique insights in practitioner competence, and moves the assessment beyond a “show what you know” to a “show what you have done” model.

Yet, without structure, a portfolio review can introduce inconsistency in grading. Without the right technology, they can be cumbersome to manage and challenging to scale.

In this session, we will walk you through principles of portfolio assessment design, and how technology can be used to standardize, automate, and operationalize portfolio assessment for certification.

PRESENTERS:

[Alison Neal](#) Heuristic Solutions

[Christopher Butcher](#) Heuristic Solutions



Recruiting Through Performance-Based Assessments

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Trending or Disruptive Technologies

How can a software platform offer performance-based testing for recruitment purposes?

Traditionally, the recruitment process has been based on testing the candidate's knowledge and expertise by selecting a response. However, candidates should also be evaluated based on performance.

For this purpose, Performance Testing Solution – PTS for short – integrates performance-based questions into its platform, making it a unique recruitment tool for Human Resources goals and saving time in training. This PTS feature allows companies to measure the competencies of their prospective employees in a real work environment.

How does it work? This product demonstration will show a performance-based question type to test candidates in a simulated environment, step by step. All of the question types available in PTS allow companies to design their own customized recruitment process. At the end, PTS generates custom reports evaluating the progress and achievements of the test taker.

PRESENTERS:

[Sam Brocal](#) Media Interactiva

[Kevin Brice](#) Media Interactiva



Security and Privacy in Test Delivery

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Trending or Disruptive Technologies

Testing security is highly dependent on successfully identifying test takers. Spurred by the growing need for convenience, identity management is no longer something that can just be administered in a physical test center. PSI's next-generation identity management system allows test sponsors to validate a candidate's identity using both online and mobile device modalities. Once a test taker's identity is validated, a test taker can be enrolled into a proven biometric engine which can continuously provide verification through both the learning and testing process. PSI will demonstrate how testing organizations can easily integrate the platform into certification management, association management, and learning systems, as well as throughout the testing experience.

PRESENTERS:

[Abby Esten](#) PSI Services

[Ruben Garcia](#) PSI Services



Site Readiness

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → → → → →

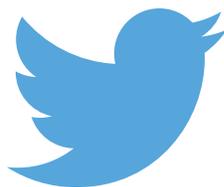
TOPIC: Test Administration and Delivery Models

As the online testing market continues to increase in size and item types continue to become larger and more complex, delivery systems are placing more demand on test centers and networks, which are becoming increasingly challenged as a result. Today there are basic tools that will verify that machines are running the required browsers and operating systems, but that is only part of the equation. A site must also be able to support the network traffic that is generated by numerous test takers simultaneously uploading and downloading items consisting of anything from text and images to video and audio files.

This session will feature a suite of site-readiness tools that can be used to ensure beforehand that an upcoming testing event can be successfully completed instead of trying to troubleshoot issues during the testing event with numerous test takers anxious to complete a test.

PRESENTER:

[Chris Glacken](#) Internet Testing Systems (ITS)



#atpconf

MONDAY AFTERNOON:

Product Demonstrations

**MONDAY
FEBRUARY 19TH**
12:15 PM – 1:30 PM



The Learn Feedback Program - Using a Valid Feedback Instrument to Improve Delivering and Receiving Feedback in the Workplace

ROOM: Ballroom Foyer
PRACTICE AREA DIVISION(S): → →
TOPIC: Measurement and Psychometrics

Over the past year and half, AERE has developed and validated an instrument that measures how individuals deliver and receive feedback called the Straehle Feedback Inventory. Further, AERE has developed a technology platform to support the assessment and a proprietary educational platform of AERE's Learn Feedback program.

Individuals attending the product demonstration will have an opportunity to interact with the Learn Feedback program by assessing their own feedback. After completing the feedback assessment, the demo will immediately provide the individual with a score report on how they delivered and received feedback. Immediately afterwards, and as part of the product demonstration, participants can watch a short eLearning module on delivering and receiving feedback more effectively.

PRESENTERS:
Manny Straehle Assessment, Education and Research Experts
Trushant Mehta Assessment, Education, and Research Experts, LLC



This Doesn't Feel Like a Test at All! A Positive Assessment Platform for Math

ROOM: Ballroom Foyer
PRACTICE AREA DIVISION(S): →
TOPIC: Program Design

In this product demonstration, we will present a new assessment platform for math and share experiences of teachers and students when they started using the platform. The platform is designed to help teachers use assessment results in their everyday practice. The program combines principles of formative assessment with standardized tests. But, as opposed to other standardized assessment programs, this new platform is designed to stress individual growth instead of comparable results.

During the pilot stage of the platform, it became apparent that both teachers and students perceive the platform as a useful teaching tool and not as a necessary evil that is used for accountability purposes. Students felt that they were engaging in a fun activity and enjoyed themselves being able to show off their skills. Teachers reported that the platform gave them information about students learning that they could use in their everyday practice.

PRESENTERS:
Saskia Wools Cito
Marleen van Benthem Cito



Working Together: Diagnostic and Interim Assessment Data to Impact Student Learning Outcomes

ROOM: Ballroom Foyer
PRACTICE AREA DIVISION(S): →
TOPIC: Value of Testing

Understand how powerful the intersection between diagnostic assessments and interim assessments can be when the assessments are combined and implemented through a systemic means to support teachers and students to make classroom-based instructional decisions that impact student learning outcomes is an important component to student achievement. This session will walk through how a strong formative and interim assessment platform that works together to provide reliable reporting is the key to better understanding student achievement.

PRESENTERS:
Allison Maudlin CenterPoint Education Solutions
Glenn Aument CenterPoint Education Solutions
Trevor James CenterPoint Education Solutions

ATP 2018 WORD SEARCH

R T L M D C C X R E E R B T B
Y F A N K B Z N E Q V I V E C
N C N Y W I T I B J I D C C C
O O O F O H N M B G S Z M H P
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T M S Y L C M G O R N Y L O N
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C N I B W C V E W U N A T M K
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ASSESSMENT
PROFESSIONAL
CONVERSATION
TESTING
COMMUNICATING
TECHNOLOGY
INNOVATION
KNOWLEDGE
CONFERENCE

1:30 PM - 2:30 PM

LEADING the CONVERSATION



A Framework for Systematically Integrating Policymakers into the Standard Setting Process

ROOM: Cibolo 2

PRACTICE AREA DIVISION(S): → → → →

TOPIC: Legislation, Policy, and Accessibility

While most modern standard setting methods rely on the judgments of subject matter experts, standard setting is ultimately a policy decision. Although policymakers often have the final say on a test's cut score, they sometimes lack the background and training to make a fully informed, psychometrically sound decision. This session will educate attendees about a systematic, multi-tiered, standard setting framework. This framework involves the training of and solicitation of input from three specific groups: the eventual policymakers (e.g., a Board of Directors), an examination oversight committee, and the standard setting

panel. Attendees will leave this session with an understanding of how this framework empowers the eventual policymakers to integrate a broader range of considerations into their decision-making process while still honoring the experience, expertise, and judgment of subject matter experts.

PRESENTERS:

Brett Foley Alpine Testing Solutions
Ryan Misner National Council of Architectural Registration Boards (NCARB)
Jill Bryant National Board of Examiners in Optometry (NBEO)



Hands-On Automated Scoring

ROOM: Cibolo 3

PRACTICE AREA DIVISION(S): → →

TOPIC: Measurement and Psychometrics

SESSION TYPE: Breakout Session

The purpose of this interactive workshop is to provide attendees with an overview of the methods used in automated scoring, and then with hands-on experience training and deploying a model

using essays or constructed responses. We will first introduce key concepts in how automated scoring systems work, with an emphasis on the calibration-to-deploy pipeline from sampling, response normalization, feature extraction, modeling configuration and implementation, evaluation and deployment and how the performance of systems are evaluated. We will then provide attendees with access to a platform that will allow them to walk through the pipeline described above and to review results of their model, and to see how their model will score new responses. Our hope is that attendees will leave the session with a solid knowledge of the basics of how these systems work so that they can be better informed when deciding when and how to use automated scoring.

PRESENTERS:

Susan Lottridge American Institute for Research
Mike Powell Learning Logistics

Assessment Technology Platform



Test Delivery Solutions Aligned To Your Business:

- ✓ Custom Workflows
- ✓ Item Banking
- ✓ Assessment Portal Solutions
- ✓ Private Labeled
- ✓ Responsive Design
- ✓ Individual & Organization Insights



MONDAY AFTERNOON: Breakout Sessions

MONDAY
FEBRUARY 19TH
1:30 PM – 2:30 PM



Remote Control: Updating the ACT WorkKeys National Career Readiness Certificate Program using Geographically-Dispersed SMEs

ROOM: Cibolo 4

PRACTICE AREA DIVISION(S): → → → →

TOPIC: Trending or Disruptive Technologies

In 2017, a test company launched an updated version of the WorkKeys National Career Readiness Certificate (NCRC). A major challenge was obtaining input from a diverse group of Subject Matter Experts (SMEs) throughout the test specification development and standard setting process. Ultimately, thirty-five webcasts were conducted over two separate two-month periods.

One of the presenters facilitated all of the webcasts and the other presenter provided technical advice and participated as an SME. The presenters will share sample test specification materials and ask attendees to share ideas on how to engage geographically dispersed SMEs. Presenters will also walk attendees through the process of conducting a face-to-face standard setting meeting using the Mapmark with Whole Booklet Feedback method. The presenters will discuss the challenges from a facilitator and participant's point of view throughout.

PRESENTERS:

Cindy Hill ACT
Scott Oppler Society for Human Resources
Development



Structured Item Development for Enhancing Credentialing Programs

ROOM: Goldenrod

PRACTICE AREA DIVISION(S): → → → →

TOPIC: Program Design

As test creation costs increase, methods for potentially lowering testing costs are achieving high interest in the assessment industry. One such method that is getting increasing traction is Automatic Item Generation (AIG). AIG is a process utilizing cognitive modeling and computer technology to generate multiple-choice items, which have traditionally been costly to create.

Learn how a non-AIG task modeling development framework can produce items to completely measure the construct of interest, including higher-order cognitive constructs. We will discuss a framework for test development, using this process. With this approach, items can be developed in a structured

way to assure that the entire construct is being assessed, including the multiple knowledge attributes involved in the cognitive processing of a complex situation. Creating structured items by combining cognitive factors with contextual factors provides a repeatable methodology for filling sparse areas of the item pool.

PRESENTERS:

Philip Dickison National Council of State Boards of
Nursing
Anthony Zara Pearson VUE

LEADING the CONVERSATION



Create a Digital Presence to Market Your Certification

ROOM: Grand Oaks A-C

PRACTICE AREA DIVISION(S): → → → →

TOPIC: Business Strategy and Operations

The success of your certification is at risk if you aren't engaging the right candidates and key stakeholders at the right times. After all, even a perfectly designed certification can't effectively support industry standards if the critical members of the community don't know the certification exists. In this session, presenters will introduce the concept of certification organizations as trendsetters, fast followers, and agents of continuous improvement and how this designation should guide social media marketing efforts. Social media and general marketing techniques will be explained through the discussion of case studies involving the real-world experience of certifying organizations. Participants will have the opportunity to apply these techniques in the session.

PRESENTERS:

Amy Jauman National Institute for Social Media
Lance Welter Paradigm Testing, LLC

LEADING the CONVERSATION



Standard Setting in an Evolving Assessment Environment

ROOM: Grand Oaks D-F

PRACTICE AREA DIVISION(S): → → →

TOPIC: Measurement and Psychometrics

Across all sections of the measurement community, the assessments being delivered to candidates are changing at an incredibly rapid rate. Assessment programs are introducing technology enhanced

items (TEIs), performance tasks, and new scoring models. Assessments are also being taken by an ever-expanding group of examinees, includes students with disabilities. This new assessment environment presents an opportunity to assess knowledge and skills that had not previously been measured. Along with the opportunities, these new assessments also introduce a series of measurement challenges. The process for determining cut scores is one of the many challenging aspects for any assessment program that must also evolve to reflect the changing nature of the assessments. This session will bring together three nationally recognized experts who will discuss how standard setting methods can be updated and revised to more properly serve the new generation of assessments.

PRESENTERS:

Andrew Wiley ACS Ventures, LLC
Elizabeth Summers edCount, LLC
Stephen Sireci University of Massachusetts Amherst



Cross Industry Panel: Communicating the Value of Testing

ROOM: Indian Paintbrush/Larkspur

The testing industry impacts nearly every aspect of our lives, from healthcare, structural engineering, and air quality, to education, finances, and insurance, just to name a few. Despite this impact, testing has received significant negative attention from media and various legislative officials. As a result, test publishers and credential issuers are facing growing needs to better explain the value of quality testing and the rigor which it entails. Join with experts from across various assessment industry associations to discuss the value of testing to our communities and how we can better communicate and positively demonstrate that value.

MODERATOR:

Rory McCorkle PSI Services

PRESENTERS:

Chad Buckendahl ACS Ventures (ICE)
Jarret Dyer College of DuPage (NCTA)
Nikki Eatchel Scantron (ATP)
Wayne Camara (ITTC)
Walter Way College Board (AERA/NCME)
Cicek Svensson Comms Multilingual (SIOP)

Innovative Solutions



NEXT GENERATION

Our newest technology allows you to blend formative and summative testing, along with item banking, and the ability to create local content. We're also planning to offer offline testing.



ITEM BANKING

You can manage workflow, create and edit items, build and publish test forms, control remote subject matter experts, generate detailed reports, and monitor test and item performance.



TEST DELIVERY

Our sophisticated test driver controls the delivery process with a wide variety of options. Choose from sequential, random, adaptive, or a combination of these for delivery. Control timing at the item, section or form level. Extensive item and form level metrics are recorded for reporting purposes.



ACCESSIBILITY

Accessibility is designed into our system as a core function, not an add-on. All standard item types are now ADA compliant without additional processing. Advanced item types such as hot spot and drag/drop can now be answered using the keyboard.



LOCALIZATION

We currently deliver tests in 18 different languages. Now we're adding the ability to translate the item banking and test administration software for use in those languages.



SCORING & REPORTING

Custom score reports can be included with your test forms. We'll implement your design or create one that meets your needs.



SITE READINESS

Our robust site readiness tools include system checks and a network diagnostic application. When used in advance of testing they provide assurance that testing locations are prepared.



CUSTOMIZATION

With ITS you can have the solution that fits your requirements. Using your logo and colors, we'll create web portals and user interfaces that reflect your brand.



INTEGRATION

Data Exchanges, Eligibilities, Result data files, e-commerce, APIs; We can integrate with your IT systems based on your needs.

MONDAY AFTERNOON: Breakout Sessions

MONDAY
FEBRUARY 19TH

1:30 PM – 2:30 PM



A Chink in the Armor: Update on US Copyright Secure Test Registrations

ROOM: Iris/Lily

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Security and Privacy

Testing programs have long relied on the U.S. Copyright Office's "secure test" registration process as an essential part of any test security program. This special copyright registration process has existed since 1978, and allows the copyright holder to register its high-stakes tests confidentially, without the need to deposit a publicly available copy of the registered materials. In the summer of 2017, the Copyright Office issued an interim rule making

several significant modifications to the secure test rules, which triggered a number of concerns among members of the testing industry. Among other things, the new procedures called into question whether certain forms of technology-based tests could still be registered, whether the Copyright Office would continue to accept the registration of item banks, and whether certain test delivery methods (such as on-demand testing and remote proctoring) preclude the use of the secure test registration process.

In response to the outcry from many members of the testing industry, the Copyright Office issued a supplemental interim rule in November 2017. Although the supplemental rule did not address all of the industry's concerns, it created a new "group registration" process that the Copyright Office contends will allow testing programs to register large volumes of test questions in a single application. The Copyright Office currently is accepting public comments on its interim rule and supplemental interim rule. Separately, the Copyright Office has stated its intention to revisit the existing regulatory definition of a "secure test." It intends to issue a Notice of Proposed Rulemaking later this year after reviewing submitted comments.

As a result of these new developments, an important aspect of your program's intellectual property protection is currently in flux. During this session, attorneys Alan Thiemann (General Counsel of ATP) and Jennifer Semko (Baker McKenzie) will provide an overview of the Copyright Office's interim and supplemental rules, efforts by members of the testing industry to obtain changes to these new rules, and the status of communications with the Copyright Office. There will be a Q&A opportunity so the speakers can obtain input and feedback from attendees so as to better inform their future communications with the Copyright Office about the concerns of the testing industry.

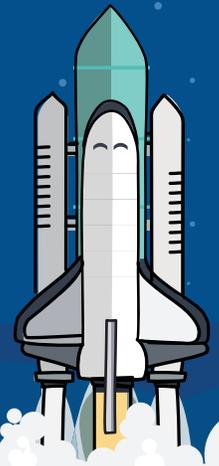
PRESENTERS:

Jennifer Semko Baker & McKenzie

Alan Thiemann Law Office of Alan J. Thiemann



Build better assessment products. Faster.



Create interactive assessments fast to identify crucial learning gaps.



Leverage our highly scalable and accessible platform anytime, anywhere.



Analyze achievement with embeddable reports and analytics.



MONDAY AFTERNOON: Breakout Sessions

MONDAY
FEBRUARY 19TH

1:30 PM – 2:30 PM



Test Security: Practical Information, Strategies, and Lessons Learned

ROOM: Verbena/Periwinkle

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Security and Privacy

An effective test security plan provides 360° coverage to identify and protect against potential risks and threats to exam programs, and ultimately, to the validity arguments that form the foundation of an exam program. Rooted in Standards and aligned with an organization mission, this coverage consists of a cohesive set of policies and procedures that address issues prior to, during, and immediately following a test's administration, as well as address on-going issues and needs. This session will focus on what actions can be taken prior to a test's administration to mitigate problems. Specific attention will be given to secure designs for item, test, and delivery options.

Appropriate for all levels of audiences and sizes of programs, this interactive session will provide

practical information, strategies, and lessons learned that are effective in protecting intellectual property and program reputation. Attendee participation will drive discussions of possible solutions.

PRESENTERS:

Joy Matthews-Lopez Professional Testing
Nathan Thompson Assessment Systems Corporation



Testing Irregularities Found! Now What? "Standing up" a Global Test Security Operation

ROOM: Bluebonnet/Dogwood

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Security and Privacy

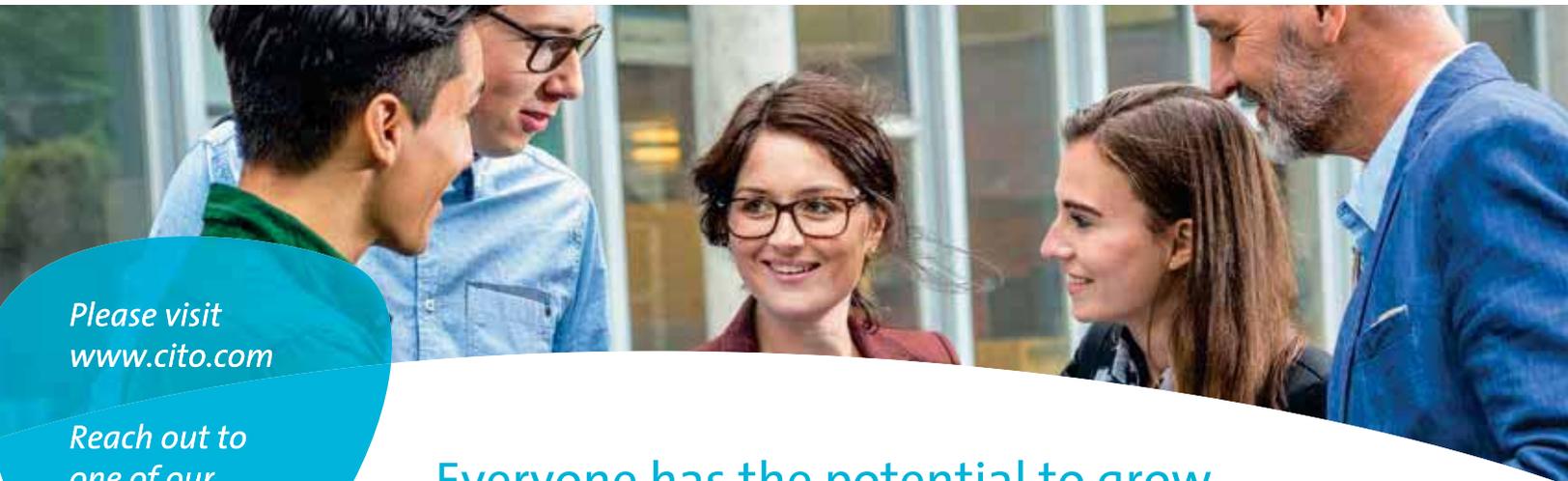
Whether you are new to the concept of test security or in the throes of dealing with threats to your item banks, questions relating to the steps necessary to stand up or assemble a test security operation are top of mind for testing professionals across all types of organizations around the globe.

A global certification program will share real world examples of how to stand up a test security operation. The session provides an opportunity for attendees to participate in a journey with an organization that went from being brand new to the topic of test security to standing up a global operation with approved annual funding and executive leadership support.

While the session content may be most relatable for the Workforce Skills Credentialing and the Certification and Licensure divisions, the general concepts related to testing security planning could benefit those participants developing their knowledge of "Testing Fundamentals".

PRESENTERS:

Jamie Mulkey Caveon
John Kessler Accenture



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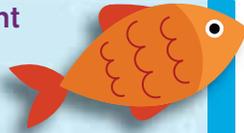
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MONDAY AFTERNOON: Breakout Sessions

MONDAY
FEBRUARY 19TH
1:30 PM – 2:30 PM



Next Generation Assessment - The State of Innovations in Selection Science



ROOM: Magnolia

PRACTICE AREA DIVISION(S): →

TOPIC: Trending or Disruptive Technologies

The goal of this session is to promote an interactive discussion on the current state of selection science with new assessment methodologies. Experts will share their perspectives on the current state of new assessment methods and selection science research. The dialogue will be facilitated by a question and answer format allowing the presenters to engage with the audience on how shifts in technological capabilities and candidate-centric market demands are shaping the science and practice of selection. Topics will include gamification, video and machine learning, and open ended item prompts.

PRESENTERS:

Joshua Liff HireVUE
Nathan Mondragon HireVue

LEADING the CONVERSATION



A Q&A Session with Experts to Overcome Test Development Challenges: A Continuation of Our 2017 Conversation

ROOM: Sunday House

PRACTICE AREA DIVISION(S): → →

TOPIC: Business Strategy and Operations

Throughout the lifecycle of exam development, regardless if the exam will be used to support a credential, license, or employment or workforce decision, we are faced with challenges that require innovative solutions. Some challenges are always present, such as sampling and subject matter expert (SME) recruitment issues, decision making that must balance psychometric needs with business realities, and technical considerations related to item types, delivery, proctoring, etc. In this session, the facilitator will ask the panel of experts questions related to the various challenges that are encountered at each phase of exam development, leaving sufficient time for audience questions and discussion.

PRESENTERS:

Manny Straehle Assessment, Education and Research Experts
Liberty Munson Microsoft



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MONDAY AFTERNOON: Breakout Sponsor Sessions

MONDAY
FEBRUARY 19TH
1:30 PM – 2:30 PM



SPONSOR SESSION:



Communicating Change: Managing Expectations and Delivering a Clear Message to Your Audience

ROOM: Peony

Change, whether voluntary or involuntary, is a natural part of business. Since people can be naturally resistant to change, how we communicate this “change” to the target audience, be it candidates, management, partners, stakeholders, or vendors, is critical for acceptance and for a smooth transition. For our sponsor session this year, PSI will give an overview of our organization, but then focus on how we have partnered with two clients to explore examples of change with these certifying bodies and how PSI confronted these changes and communicated for the desired outcome.

PRESENTERS:

Abby Esten PSI Services
Dan Chase PSI Services
Diane Tyler American Academy of Nurse
Practitioners Certification Board
Andrew Karle CNET

SPONSOR SESSION:



Fast-Track Your Content Strategy

ROOM: Sunflower

It's time to take your exam program to the next level, but the status quo isn't enough to achieve your goals. Perhaps you've identified that it's time to expand your candidate pool and reach new members. Maybe you're considering adopting new test designs that assess higher-order skills. Or, are you looking to execute on new opportunities leveraging the content you already have? What's the best way to keep your program fresh while protecting what's most valued by your stakeholders?

In this session, you'll hear from our panel of subject matter experts (SME) who will present specific techniques to help you plan and implement a successful program refresh. We'll explore how to create new test items and testing strategies, validate innovative item types, and touch on psychometric and usability item evaluation tools. We'll also present an approach for managing item writing that can be replicated – giving you the tools to run your own item writing workshop. Lastly, we'll highlight best practices for your subject matter expert approach and explore the best way to evaluate how new delivery models, like online proctoring, might fit within your content development and program strategy.

With proven methodologies and creative problem solving, Pearson VUE has the expertise and proven history of collaborating with organizations around the world to help them effectively explore new opportunities to advance and expand their unique program requirements – big or small.

PRESENTER:

Erik Meyer Pearson VUE
Ruth Ramstad Pearson VUE
Julie Gleason Pearson VUE



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showcasing the
value of testing?*



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MONDAY AFTERNOON:

Dessert & Breakout Sessions

MONDAY
FEBRUARY 19TH
2:30 PM – 4:15 PM



2:30 PM - 3:15 PM

Dessert with Exhibitors

ROOM: Grand Oaks Ballroom

ATP Membership Meet and Greet Dessert with Conference Keynotes

ROOM: Nelson Wolff Exhibit Ballroom Foyer

Are you an ATP Member? Don't miss out on your chance to meet and mingle with Simon T. Bailey and Deborah Quazzo during our ATP Membership Meet and Greet Dessert.

3:15 PM - 4:15 PM



Conducting Job Analysis with a Highly Heterogeneous Workforce

ROOM: Cibolo 2

PRACTICE AREA DIVISION(S): →

TOPIC: Measurement and Psychometrics

Creating a certification program based on a heterogeneous worker population presents an ongoing challenge for the standardization of exam content that aims to be universally applicable to the profession. To accommodate this diverse workforce, various approaches related to the latest job analysis, such as Task Force recruitment, survey design, data analysis, and test blueprint construction were implemented. During this session, details of these approaches and the end results of the case study will be presented.

PRESENTERS:

Xiaohui (Dawn) Zhao Pharmacy Technician Certification Board

Tina Chang Pharmacy Technician Certification Board

Taylor Sullivan Human Resources Research Organization (HumRRO)

Improving the Fairness of Concordances Between Test Scores

ROOM: Cibolo 3

Some words evoke positive feelings — innovation, for example. New ideas, new products, and new methods are alluring. They offer much promise over current approaches, existing products or established procedures. Most innovations, however, fail for a variety of reasons, not least of which is the innovator's firm belief that their new idea, product or process will be among the few that succeed. Concordance is another word that evokes positive affect. Concordance suggests accord, agreement, even unity. There is a good business reason for producing a concordance between scores on two different tests. Clients want them. There are good reasons to avoid producing them, as well. While a concordance may be boon for poor quality tests, there is a definite downside for high quality exams that may lose market share by allowing a product of inferior and cheaper quality to be linked to it. In addition, users of concordances mistakenly believe that scores from different sources can be made comparable. The term comparable suggests fair and equitable. Most concordances suffer the same fate as most innovations. They fail to deliver on what they promise. Drawing from my experience conducting several consequential concordances over the past 20 years, I offer suggestions for crafting concordances to enhance fairness and value to those who choose to rely on them

PRESENTER:

Neil Dorans

Educational Testing Service



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Outcome Based vs. Competency Based Assessments: The Agony and the Ecstasy

ROOM: Cibolo 4

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Measurement and Psychometrics

These terms "outcome based" and "competency based" are frequently heard, but are they commonly understood by testing professionals? Are they different from "performance based?" This workshop reviews the meaning of these terms, and the way they are practically applied to the assessment process. The strengths and weaknesses of each are examined. We see how to write items of these types, and look at their psychometric implications. A case study will be reviewed showing an innovative use of these concepts – with a very unexpected result.

PRESENTERS:

Kirby Glad Excelsoft

David Lauret Certification Management Services



Innovative Item Design: A New Way - The Ramstad Model

ROOM: Bluebonnet/Dogwood

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Test Administration and Delivery Models

As more and more testing programs want to explore new and innovative ways of testing, it has become useful to develop a simple, non-technical way to describe the primary designable aspects of the items and tests. This session presents a simple framework we have used to facilitate requirements workshops and design sessions as well as being a useful complement to story-boarding methods of requirements development. We'll discuss how the use of this method can help testing programs bring new item types, even new testing types into being faster by providing a simple way of organizing requirements and design decisions.

PRESENTERS:

Sharon Machado ACCA

Ruth Ramstad Pearson VUE

MONDAY AFTERNOON: Breakout Sessions

MONDAY
FEBRUARY 19TH
3:15 PM – 4:15 PM



The Architecture and Lasting Impression of Program Design

ROOM: Goldenrod

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Program Design

This session will explore the importance of a sound program design by describing how the design impacts the test development cycle. The objectives are:

- Understand the steps needed to develop the architecture surrounding a sound program design that supports a program's goals and provides value to its stakeholders.
- Gain awareness of how program design directly impacts other test development stages.
- Improve understanding on how to measure the success of the program design throughout the test development cycle.

There will be 6 presenters from 5 testing organizations and 4 verticals: IT credentialing, professional credentialing & licensure, education, and employment selection. The presenters include psychometricians and program directors. The psychometricians will provide background information about program design as it relates to the different testing verticals. The program directors will share their experience with how to effectively and successfully implement a program design.

PRESENTERS:

Amanda Wolkowitz Alpine Testing Solutions
Lisa O'Leary Alpine Testing Solutions
Jessi Mielke Esri
Amy Brooks Facebook
Keith Wright The Enrollment Management Association
Ceylan Cizmeli United Nations



Enriching the Candidate Experience: How A Learning Ecosystem Benefits Candidates, Their Employers, And Your Certification Program

ROOM: Grand Oaks A-C

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Business Strategy and Operations

In the past, few credentialing organizations played a role in the candidate learning experience, but as many face scrutiny over the value of testing, learning

programs can be utilized as innovative tools to provide clear value to candidates, employers, and the organization.

In this session, presenters from a large, global professional organization and a personalized learning company will explore the effects of learning on testing program stakeholders through a case study on the professional organization's approach to building a learning ecosystem and analyses on the impact of the launched project.

This session will demonstrate why, regardless of testing program stage, focus, or geographical reach credentialing organizations should consider their ability to impact the candidate learning experience. Session attendees will leave understanding key benefits, challenges, and options to consider when launching a learning program.

PRESENTERS:

Ashish Rangneka BenchPrep
Barbara Pettitt CFA Institute



How to Talk to Test Takers - A Primer

ROOM: Grand Oaks D-F

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Measurement and Psychometrics

Testing organizations can and should gather feedback from an under-utilized segment of experts – current and prospective test takers. To that end, a framework of test taker/testing organization communication interactions is proposed; highlighting the goals of each, information gathered, and how the results inform ongoing development, primarily focused on test validity. The session will provide examples of these events and lessons learned along the way. This session is of interest to any test developer or psychometrician seeking different methods of obtaining construct validity evidence and iterative item development.

PRESENTERS:

Matthew Schultz Association of International Certified Professional Accountants
Joshua Stopek Association of International Certified Professional Accountants
Jacqueline Leighton University of Alberta



Workforce Skills Credentialing – an "Outside In" Perspective

ROOM: Indian Paintbrush/Larkspur

The testing industry places significant value on valid, reliable, assessment-based workforce credentials. Employers and learners, however, are the ultimate decision-makers when it comes to determining the value of workforce credentials. After all, if employers don't trust them or learners don't seek them, credentials may eventually be irrelevant. So, how do employers view the state of the workforce credentialing market today? Join us as a panel of employers and other experts share their perspectives concerning the current future state of the credentialing market. Together, we'll explore how employers view the usefulness of workforce skills credentials, issues and gaps in the market, and what the testing industry can do to help better meet employer and learner needs. You won't want to miss this "outside in" look at workforce skills credentials and learn from the "ultimate decision-makers" how to improve your program.

PRESENTERS:

Leslie Springer Maverik, Inc.
Sarah DeMark Western Governors University
David Zammiello Project QUEST, Inc.
Michael Prebil Center on Education and Skills at New America



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MONDAY AFTERNOON: Breakout Sessions

MONDAY
FEBRUARY 19TH

3:15 PM – 4:15 PM



Psychological Testing in the Service of Disability Determination

ROOM: Iris/Lily

PRACTICE AREA DIVISION(S): →

This presentation describes the results of a recent report/book published by the National Academy of Medicine as funding by the Social Security Administration (SSA), which controls two disability programs: Social Security Disability Insurance (SSDI), which is oriented for disabled individuals, and their dependent family members, who have contributed to the Social Security funds, and Supplemental Security Income (SSI), which is in part a means-tested program for disabled adults and children. Given that both program are aimed, at least in part, for individuals with disabilities, it is imperative that assessments of disability, in this case, mostly cognitive disabilities are required so that malingering is avoided. Assessment are needed to determine both if claimants have a legitimate disability and meet specific medical criteria to qualify for benefits. SSA also establishes the presence of a medically-determined impairment in individuals with mental disorders other than intellectual disability through the use of standard diagnostic criteria, which include symptoms and signs. These impairments are established largely on reports of signs and symptoms of impairment and functional limitation. The report called for the greater use of psychological testing and assessment, including both neuropsychological and personality testing, both of which will be described in this session.

PRESENTER:

Kurt Geisinger Buros Center for Testing

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MONDAY AFTERNOON: Breakout Sessions

MONDAY
FEBRUARY 19TH
3:15 PM – 4:15 PM

LEADING the CONVERSATION



Technology Enhanced Assessment - Opportunities to Innovate and Improve the Value of Testing

ROOM: Verbena/Periwinkle

PRACTICE AREA DIVISION(S): → → → →

TOPIC: Trending or Disruptive Technologies

Technology plays an ever-increasing role in the design, delivery and use of assessments, and new emerging technologies are on the horizon. A panel of testing experts will provide insight into current and emerging technologies in the testing industry as well as technologies used in other fields but not yet adopted by our industry. The panel will explore a series of key questions, such as:

- How is assessment changing today as a result of technology?
- To what extent has the current use of technology improved the quality of assessment?
- What are the emerging technologies that will change the future of assessment?
- Will they be disruptive or just an evolution?

The panel will consider these issues and judge their likely impact over the next few years and assess the threat to organizations and practitioners who do not adopt them. They will also discuss opportunities to improve the value of assessment through these technology advances.

PRESENTERS:

John Weiner PSI Services
Liberty Munson Microsoft
Robert McHenry Independent

LEADING the CONVERSATION



Disruptions in Practice Testing

ROOM: Magnolia

PRACTICE AREA DIVISION(S): →

TOPIC: Trending or Disruptive Technologies

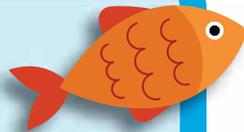
Practice testing has increasingly become a concern for credentialing bodies. While not all groups offer them, many credentialing bodies have begun to do so, seeking to supplement current lines of business. Those entering this area have encountered recent technological evolutions from competitors in the areas that have made this business more difficult to enter and see to experience success. This session will explore technologies and trends that are disrupting the market, including:

- Adaptive tests and adaptive feedback / learning plans
- Crowd-sourcing technologies
- Evolution in performance metrics
- Continued mobile disruption

This session will ask attendees to share their experience in how practice tests can leverage these trends, without sacrificing relevance and while maintaining quality. Further, the session will explore how such preparation can use these technologies to provide optimal and accurate feedback to candidates, while balancing candidate motivation.

PRESENTERS:

Rory McCorkle PSI Services
Josh Hester Kaplan IT



Practical Experiences in Implementing Various Test Delivery Models

ROOM: Sunday House

PRACTICE AREA DIVISION(S): → → →

TOPIC: Test Administration and Delivery Models

Selecting and implementing a test delivery model is an important decision that requires much consideration and careful planning for any large-scale testing program. Various factors come into play in the decision-making process including, but not limited to: (a) frequency of test offerings, (b) flexibility in test scheduling, (c) test security, (d) size of item bank, (e) content exposure control, (f) pilot testing plan, (g) psychometric models, (h) test form assembly, (i) global or domestic test delivery, (j) choice of a vendor for test delivery, etc. In this "Peas in a Pod" session, we will share our organization's experiences in using various computerized test delivery models and invite participants to share their insights and experiences.

PRESENTERS:

Fang Tian Medical Council of Canada
Maxim Morin Medical Council of Canada
Andre de Champlain Medical Council of Canada
Andrea Gotzmann Medical Council of Canada

MONDAY AFTERNOON: Breakout Sponsor Sessions

MONDAY
FEBRUARY 19TH
3:15 PM – 4:15 PM



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SPONSOR SESSION:



Powered by AIG: The Experience of Using Item Mass Production in a High Stakes Testing Program

ROOM: Peony

There is much interest in, but relatively few examples of using Automatic Item Generation (AIG) in an operational high stakes testing program. This session will focus on the experience of one Canadian health care regulator that adopted AIG as an integral part of their item development program. Participants will first get an overview of the technology, followed by a more detailed look at the process changes that were required for adoption, including a review of item bank design, author training, and the selection of specific questions of the item bank. Several operational templates will then be presented, from both clinical and non-clinical competencies. Last, the presenters will discuss the impact of using AIG on their program, both the good and not-so-good. Importantly, lessons will be brought to light that AIG adopters and non-adopters alike can incorporate to improve their testing programs.

PRESENTERS:

Greg Sadesky Yardstick Assessment Systems
Janel Swain Canadian Organization of Paramedic
Regulators (COPR)

SPONSOR SESSION:



The Evolution of Educational Testing from Summative Tests to Learning and Assessment Systems

ROOM: Wisteria

Nowadays, the ways we live, learn, work, and interact with each other are mediated or augmented by technology. Testing and learning practices have changed rapidly with the availability of educational technology. For example, educational games and intelligent tutoring systems (ITS) have become widely used by students in recent years. These games and ITS provide engaging learning environments and assessment opportunities that adapt to the learner's needs. In addition, sophisticated machine learning algorithms and advances in artificial intelligence have allowed testing professionals to construct assessments with greater degrees of automation, near real-time or even on-the-fly. There is a clear need for the integration of quality measurement of the educational progress into the process of learning.

Despite these needs, much of the focus of traditional psychometric and assessment sciences is still on large-scale, summative assessment. However, the era of bubble sheets may be coming to a close as an increasing number of parents have opted out of traditional summative tests. More and more colleges are also adopting test-flexible policies, where alternative options are available to applicants in lieu of standardized test scores.

In this new world of learning and assessment, what is the role of traditional assessment providers? In this presentation the speakers will discuss what is missing from the current state of affairs and the assessment industry's love-hate relationship with educational technologies. They will also describe ways that ACT is working to bridge these gaps.

PRESENTERS:

Marten Roorda ACT and ACTNext
Alina A. von Davier ACTNext

MONDAY AFTERNOON:

Break, Opening Keynote & Health SIG Reception

MONDAY
FEBRUARY 19TH

4:15 PM – 6:30 PM



4:15 PM - 4:30 PM

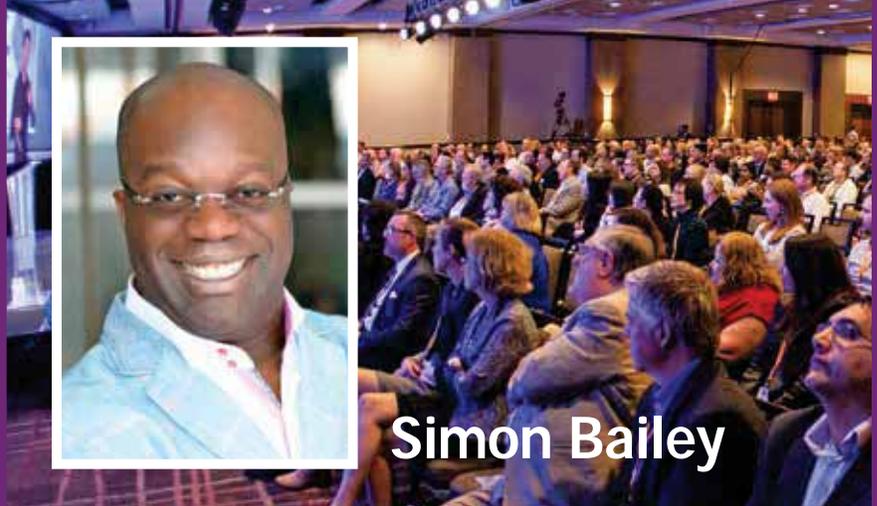
Break with Exhibitors

ROOM: Grand Oaks Ballroom

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and through the conference mobile app.



Simon Bailey

4:30 PM - 5:30 PM

Opening Keynote: Shift Your Brilliance

ROOM: Cibolo Canyon Ballroom

Business change is happening at the speed of light. McKinsey & Company forecasts by 2025, automation technology innovations will transform many industries. Testing industry professionals will need to activate their existing skill sets in a new capacity to participate in the future marketplace. The professional skills of yesterday will not carry the day in the new and rapidly evolving testing landscape. Innovation will win over tradition. And innovation is driven by forward-looking thinking that comes from the top. To stay competitive, testing professionals must reposition themselves and their organizations--and this will take a mindset reset.

Simon will address the critical strategies that allow testing industry professionals to stay relevant in an economy that is questioning the value and validity of traditional methods. He will share core principles for acquiring a forward-looking mindset while teaching participants to cultivate the insight needed to define and drive the future of their industry. Finally, Simon will challenge you to commit to be fearless and disruptive before being disrupted.

PRESENTER: Simon Bailey Speaker, Innovator, Educator, Writer

5:30 PM - 6:30 PM

Health Sector SIG Reception

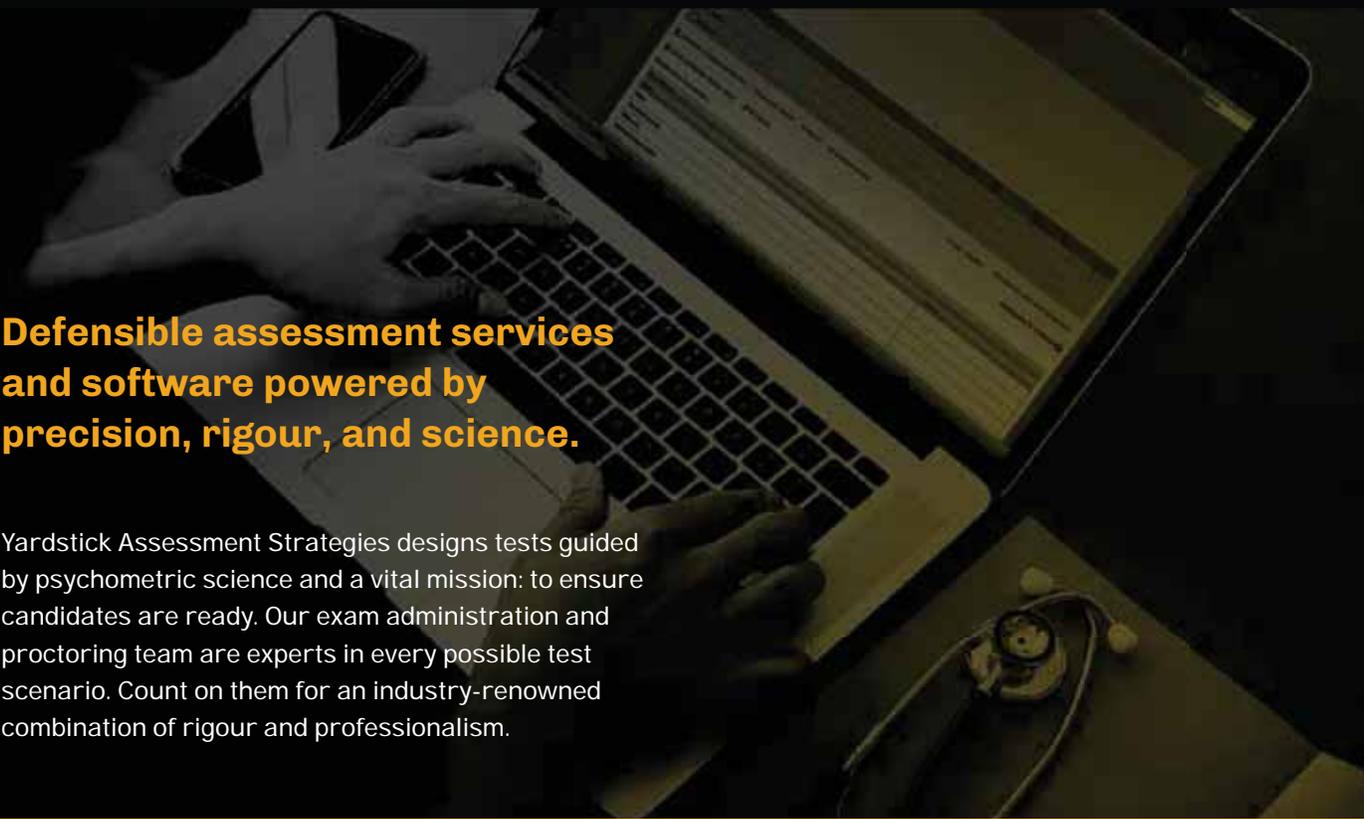
ROOM: Freesia

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MONDAY AFTERNOON:

Reception & ePoster Sessions

MONDAY
FEBRUARY 19TH

5:30 PM – 7:00 PM



5:30 PM - 7:00 PM

Reception with Exhibitors and ePoster Sessions

ROOM: Grand Oaks Ballroom

The ePoster sessions are your chance for one-on-one interaction with a variety of presenters while you enjoy a cocktail. Each showcase is a chance for presenters to highlight a particular study, product, technology, or approach in an individual manner, sometimes using interactive media.



A Comparison of Assessment Drop Out Rates by Administration Method

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): →

TOPIC: Test Administration and Delivery Models

An increasing number of HR managers are interested in the ability to provide candidates the choice to test on a mobile device. Research has consistently shown that scores on non-cognitive based tests, such as personality, are similar across mobile vs. non-mobile devices. Research has also shown that despite the desire to offer mobile-based tests, candidates themselves tend to show greater satisfaction with computer-based tests. A study that focused on whether applicant dropout rates differed when a desktop vs. a mobile device was used was conducted using a sample of 65,387 applicants to 4 different roles within a large wireless communications provider. Participants in the study were given the option to use a computer, tablet, or mobile phone. Given a choice, the majority of applicants chose to take their assessment on a desktop as opposed to using a mobile device, by more than 2 to 1. Findings like this and others will be discussed, including the differences in preference for mobile testing based on role being applied for.

PRESENTERS:

Sara Gutierrez Gartner
Kathy Tuzinski Gartner



Crowdsourcing Social Desirability Estimates for Behavioral Statements

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): →

TOPIC: Measurement and Psychometrics

Forced-choice personality measures are great for resisting faking attempts by job candidates, provided the statements to be compared are balanced on social desirability. This study used crowdsourcing to gather ratings on social desirability on nearly 3,000 personality and behavioral statements from over 2,000 participants. Given that expectations that behavior at work may differ by organizational level, we explored whether social desirability values would also differ. Thus we created 3 different rating forms: entry, professional, and managerial-level. There were some interesting findings. First, given the right incentives, crowdsourced ratings were a reliable source for these data. Second, in alignment with our predictions, social desirability varied by organizational level. Finally, we learned that the bulk of our statements were at the more socially desirable end of the spectrum, leading us to write additional negative items to round out the left end of the distribution.

PRESENTER:

Kathleen Tuzinski Gartner



Do the Math: Leveraging Open Source and Open Standards for Math Assessment

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → → →

TOPIC: Trending or Disruptive Technologies

The concept of the Next Generation Digital Learning Environment (NGDLE) lends itself to practical implementation in a best-of-breed open learning ecosystem that incorporates components from multiple vendors. When these components are able to work together seamlessly, assessment, learning and data are all integrated to deliver a holistic view of each student and their learning gains.

Assessments are integrated into the learning path and are closely connected to the student's everyday activities. Innovative technologies provides students with new types of assessment items to engage and extend the student learning experience.

In this session, we will introduce you to TAO and Geogebra: two leading open source platforms, one focused on assessment, the other on dynamic math for learning and teaching. Using Open Standards, the two can be combined into one powerful open solution for assessing math, allowing advanced student tools and item types to improve student engagement.

PRESENTERS:

Stella Gibbs Gibbs Advisors LLC
Marc Oswald Open Assessment Technologies, Corp.



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MONDAY AFTERNOON: ePoster Sessions

MONDAY
FEBRUARY 19TH

5:30 PM – 7:00 PM



Enabling the Next Generation Digital Learning Environment (NGDLE): Assessment, Guidance, and Learning Enabled by Open Standards

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → →

TOPIC: Test Administration and Delivery Models

Personalization in education continues to grow in importance requiring new and innovative ways to enable it. The 2015 EDUCAUSE Learning Initiative (ELI) research paper introduced the concept of the Next Generation Digital Learning Environment (NGDLE). It proposes an OPEN learning ecosystem, highly interoperable and multi-vendor by nature, providing a holistic view of each student and their learning progress.

In this presentation we will provide an overview of NDGLE, its attributes, and its value proposition. We will discuss the Open Standards that enable it (QTI, LTI, Caliper, CASE) and the role each plays in the ecosystem. We'll provide a real world example of a cross vendor collaboration to enable NDGLE and share lessons learned.

Realizing the vision of NGDLE requires institutions and vendors to collaborate in new and inventive ways; this presentation presents an overview that participants can utilize for shaping their own learning ecosystem. The future of education is OPEN.

PRESENTERS:

Mark Molenaar Open Assessment Technologies
Jason Carlson ACT

LEADING the CONVERSATION



Ensuring the Equitable and Lawful Assessment of English Learners

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): →

TOPIC: Legislation, Policy, and Accessibility

Decades after the civil rights laws and the introduction of the Bilingual Education Act into the Elementary and Secondary Education Act of 1965, of which NCLB and ESSA are the most recent reauthorizations, educators are required to hold English learners (ELs) to the same academic standards as all other students. Not only do ELs

have fundamental rights to education and language support services under the civil rights laws, but ELs are the concern and responsibility of all educators. All stakeholders are obligated to understand the basic requirements of these laws so that ELs can participate in a high quality educational experience. States must ensure the use of standards and assessments to identify, instruct, and evaluate ELs to yield valid and reliable information about each student's English language proficiency and academic achievement. In this session, participants will learn about the fundamental principles to be considered when designing equitable and lawful assessments for ELs.

PRESENTERS:

Elizabeth Greninger, edCount, LLC
Ellen Forte, edCount, LLC



Item Authoring & Banking



Test Assembly



Test Delivery



Grading & Feedback



Psychometric Analysis



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MONDAY AFTERNOON: ePoster Sessions

MONDAY
FEBRUARY 19TH
5:30 PM – 7:00 PM



High-Stakes Medical Licensure: Improving Score Reports and Evaluating Outcomes with Stakeholders

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): →

TOPIC: Data Analytics and Management

In response to numerous candidate queries regarding scores and score reports for our high stakes licensing examinations, a team of staff members revisited the information provided to candidates on their statement of results (SOR) and supplemental feedback reports (SFRs). One consideration was to discourage using scores in a rank-ordered way given that the examinations are designed to measure most accurately at the pass/fail cut score. A second consideration was to provide information that is easier to read and is understandable to a diverse group of candidates (e.g., international and North American test takers).

We will outline the reasons for the changes, provide examples of 'before and after' SORs and SFRs, plans on evaluating the score reports across different stakeholder groups, and describe our experiences in implementing these changes from an organizational perspective.

PRESENTERS:

Andrea Gotzmann Medical Council of Canada
Liane Patsula Medical Council of Canada
Andre de Champlain Medical Council of Canada
Ramsey Cardwell University of North Carolina
Greensboro

LEADING the CONVERSATION



Implementation of a Volunteer Management System

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → →

TOPIC: Business Strategy and Operations

One of the challenges faced by many testing organizations is recruiting and managing a network of subject matter experts to participate in the item and test development processes. Processes such as item writing, item review, standard setting, and job analysis all require subject matter experts from outside an organization to participate in the panels and discussions. These panels should be comprised of experts who represent all the stakeholders within the industry. This presentation reviews the key elements of creating and working with a volunteer management system that facilitates creating representative panels. It includes a case study of the implementation at a national certification organization.

PRESENTER:

Greg Applegate National Registry of EMTs



Interaction of Device Hardware and Software Usability- Implications for Score Comparability

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): →

TOPIC: Test Administration and Delivery Models

This presentation discusses the importance of device features and form factor for supporting score comparability as well as the interaction of device features with software usability. A think-aloud study was conducted with students across four different device conditions—desktop, laptop, Chromebook, and tablet. The goal of the study was to understand how the form factor of the devices used (i.e., the size of the screen, use of mouse and/or touchscreen, etc.) interacted with the user interface of the test delivery software. Students in this study read and responded to test questions in each of the four subject areas—English, Reading, Math, and Science. Multimodal data were captured and synchronized to support analyses. Overall students were able to interact with the test content reasonably well across all devices, however, the approaches they took to accomplish the tasks varied somewhat from device to device.

PRESENTER:

Laurie Davis ACT

LEADING the CONVERSATION



Involving Non-Test Experts in Test Construction

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → → →

TOPIC: Program Design

In this presentation we discuss how teachers (and students) can be involved in test construction for high-stakes tests. By involving teachers in the testing process we aim to raise support for the tests, improve their knowledge on assessment and try to encourage professional interpretations of test results including relevant formative application of results.

We will discuss a number of different approaches to involve teachers in defining a test specification, writing items and assembling of test forms. We provide examples from a high-stakes examination program and from a pilot study with an alternative approach. Different design options are discussed and we look into the impact of these options on test security, item quality and cost.

PRESENTER:

Anton Beguin Cito



Job Analysis: What, Why, Who, and When

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): →

TOPIC: Measurement and Psychometrics

During this session, the what, why, who, and when of a job analysis study will be presented, using concrete examples from a recent multilevel job analysis, which simultaneously studied four certification programs. Content validation strategies were implemented to establish links between the tasks performed by job incumbents and the content being assessed on the four respective certification examinations. To that end, certified job incumbents were utilized as subject matter experts (SMEs) to assist in identifying the essential tasks performed in the four job roles being studied. Attendees will gain insight into how to assess a certification program's need for a job analysis study, initiate dialogue amongst colleagues and stakeholders regarding key job analysis components, and generate and direct specific job analysis questions to the appropriate personnel.

PRESENTERS:

Pamela Ing Stemmer PSI Services
Jeremy Abbey American Culinary Federation



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Leveraging Open Standards and Open Source for Open Innovation in Digital Assessment

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Trending or Disruptive Technologies

As testing programs transition to digital formats, paying for custom software development to support complex interactions and technology enhanced items can become expensive. Join the conversation on how open standards and open source software (OSS) can be leveraged to reduce development costs while promoting open innovation. Examples are provided of open assessment technology standards and open source assessment technology projects that may be useful for your testing program. Best practices in working with open source projects and implementing open standards will be discussed including thoughts on strategies to transition from proprietary formats and protocols to modular systems and open standards. Also discussed are ideas for how vendors including technologists can leverage OSS and open standards to grow their business by offering modularized services to a broader community of users in the testing industry.

PRESENTER:

G. Anthony Benners NYCDOE



Selecting Populations for Contrasting Groups Standard Setting: Novices, Just-Barely Qualified Candidates, and Subject Matter Experts

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → → →

TOPIC: Measurement and Psychometrics

Compared to other standard setting methods such as Angoff's method, contrasting groups have received little attention in both academic literature and in practice. The application of the contrasting groups method has largely been limited to traditional educational settings where students are exposed to the same learning experience. Students are categorized as masters or non-masters, and an analysis of test score data determines the recommended passing score.

The objective of this paper is to describe the application of a modified contrasting groups standard setting in competency-based higher education courses. In this context, students choose which learning resources with which to engage, and

as a result, their learning experience is expected to vary to a greater extent compared to traditional classrooms. The paper compares standard setting outcomes under two different operationalizations of the master group—just-barely qualified practitioners and subject matter experts.

PRESENTERS:

Ryan Glaze Western Governors University
Jason Meyers Western Governors University
Jenna Copella Pearson

LEADING the CONVERSATION



Setting Performance Standards on Competency-Based Assessments

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → →

TOPIC: Measurement and Psychometrics

Western Governors University pioneered a unique competency-based education (CBE) approach to higher education where students advance in their degree programs by demonstrating essential competence in their chosen field. Students demonstrate competency in a course via either objective CBTs or writing assignments. Standard setting (SS) on CBE tests poses significant challenges. This paper describes challenges WGU faces during SS and describes the innovations it adopted to establish cut scores.

Challenges described in the paper include:

- Lack of empirical data
- Selecting appropriate SS participants
- Defining the minimal achievement required
- Extreme cut scores

In addition to describing challenges such as those listed above, the innovative SS method currently employed by WGU will be presented in full detail. A Contrasting Groups method in conjunction with a receiver operating characteristic curve analysis currently define the threshold for competence in each WGU CBT assessment.

PRESENTERS:

Jason Meyers Western Governors University
Ryan Glaze Western Governors University
Jenna Copella Pearson



The Best is Yet to Come: Defining the Next Generation of an Admission Test

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → →

TOPIC: Measurement and Psychometrics

The world is constantly changing and test developers need to ensure that standardized exams continue to maintain relevance and meet the needs of their stakeholders. The session will describe the efforts of one test sponsor to design the next generation of an admission exam. Stakeholders were engaged to identify and rank order knowledge, skills, and personal characteristics that contribute to student success. The information gathered is evidence that validates many of the features of the current admission exam, while also suggesting possible improvements in the next generation. Stakeholders identified many cognitive and non-cognitive skills as important, some of which present notable high stakes measurement challenges. Based on the presenters' experiences during this ongoing project, the session will provide attendees with methodological and practical considerations in revising an existing assessment program based on stakeholder feedback.

PRESENTERS:

Rebecca Loades Graduate Management Admission Council



#atpconf

MONDAY AFTERNOON: ePoster Sessions

MONDAY
FEBRUARY 19TH
5:30 PM – 7:00 PM



The Feasibility of Setting Multiple Cut-Scores with Yes/No Angoff Method for a College Level Exam

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): →

TOPIC: Measurement and Psychometrics

Earlier studies indicate that the Yes/No Angoff method has substantial promise compared to other methods. However, findings regarding the validity and reliability of the cut scores obtained using the Yes/No method are mixed. This study compares the Yes/No method and percent Angoff method in the context of a college-level criminal justice exam with three cut scores. Results showed that although the majority of the judges considered the Yes/No method to be easier, the variability in judges' cut-scores was larger, and between-round discussions did not always reduce the variability in the Yes/No method. In addition, the resulting cut-scores from the Yes/No method were consistently higher than the percent Angoff method at all levels. This finding, along with our analysis of judges' item ratings using both methods, suggests that the cognitive process for assigning ratings in the Yes/No method is more complicated than we assume. Implications and limitations of the study are discussed.

PRESENTER:

Jitendra Pradhan Excelsior College

LEADING the CONVERSATION



The Value of Career Readiness Testing to College Students in China

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → →

TOPIC: Value of Testing

Career readiness education and assessment is new and emerging in China. In this session, we present a joint research study conducted by a U.S. Research team and Chinese Research team during 2016-2017. Data on both English language WorkKeys and adapted Chinese WorkKeys tests were collected from undergraduate students in China. The preliminary study results revealed students interests in career readiness assessment, and showed career readiness test was relevant and valuable. This joint research study offered insight and evidence in workplace related skills assessment among Chinese college students. The presentation aims to explore comparative perspectives of career readiness assessment based upon cultural and social economic context in the U.S. and in China, and to gain understanding of the values of the career readiness assessment in different cultural context.

PRESENTERS:

Changhua Rich ACT

Chunhua Qin Institute of Examination Research Peking University China

Xiaoran Xu ACT



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Training for Better Transfer in an Online Competency-Based Education Program: An Overview of the Cognitive Factors Supporting Integrated Learning and Student Success

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): →

TOPIC: Trending or Disruptive Technologies

Cognitive science supports learning and outcomes that build from, and intricately link to, the environment, the situations, and circumstances in which students will eventually find themselves. Learning in an environment that optimizes and aligns explicit and implicit curricula to assessment outcomes is therefore critical to achieving the desired effects of any training program. These principles have demonstrated that learners must be active throughout the learning process, transforming information into action by decoding it and constructing their own meaning from it, and then exposed to authentic assessments that measure learning transfer. This interchange, between encoding, understanding, and application, can be facilitated and enhanced by technology systems that allow learners to asynchronously move beyond teacher initiated forms of instruction to an active, participatory role for students, as architects and co-participants in a self-regulated learning process.

PRESENTER:

Sean Gyll Western Governors University



Using Automated Procedures to Generate Test Items for Nursing Examinations

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): →

TOPIC: Trending or Disruptive Technologies

Changes to the design and development of our assessments are resulting in the unprecedented demand for a large and continuous supply of content-specific test items. One way to address this growing demand is with automatic item generation. Automatic item generation is the process of using item models to create test items with the aid of computer technology.

The purpose of our ePoster presentation is to describe and illustrate a template-based method for generating test items used for nursing assessments. We will describe a three-step approach where test development specialists, first, create a cognitive model and then create an item. An item model is like a mold or rendering that highlights the features in an assessment task that must be manipulated to produce new items. Finally, features in the item model are systematically manipulated with computer algorithms to generate new items. Using this method, hundreds of new items can be generated with a single item model.

PRESENTERS:

Kim Brunnert Elsevier
Barbara Schreiner Elsevier
Mark Gierl University of Alberta
Hollis Lai University of Alberta



Who Are You Kidding: Can Cloned Items Really Fool Braindump Users?

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): → →

TOPIC: Security and Privacy

Many testing organizations have been the victim of item and test theft. Items are stolen from testing locations through various nefarious means; they are memorized, screen-captured, and photographed. Even worse, testing organizations know their items have been stolen because they are found in social media chatrooms, forums, and Internet brain dump sites. Many organizations have used various techniques to detect for pre-existing knowledge from test takers. However, the Project Management Institute needed a data-centric approach that would convince their leadership that using these detection strategies was viable.

In this session, PMI will discuss the results of the research study that used multiple item types to determine candidate performance on one of its exams. Data forensic analysis was applied to detect for these performance differences. The methodology and outcomes will be reviewed and recommendations for presenting research results to leadership will be provided.

PRESENTERS:

Sierra Hampton-Simmons Project Management Institute

Dennis Maynes Caveon Test Security

LEADING the CONVERSATION



Why ISO 27001 Matters for Test Publishers and Awarding Bodies

ROOM: Ballroom Foyer

PRACTICE AREA DIVISION(S): →

TOPIC: Security and Privacy

This session explains what the international information security standard ISO 27001 is, why it matters when you purchase assessment services whether your supplier is ISO 27001 certified or not, and why test publishers and awarding bodies might want to consider adopting ISO 27001 themselves.

PRESENTER:

Brian McNamara Questionmark Corporation



A strength of this conference is that it brings assessment professionals together from across all industries. **When you meet someone from a completely different industry, ask questions and see how much you learn from them. Share something from your own experiences so they may also learn from you.**



#atpconf

Tuesday Morning Schedule



#atpconf

Stay organized – Mark the sessions and events you're interested in attending...

8:00 AM – 9:00 AM

- Breakfast Keynote: Deborah Quazzo**
ROOM: Cibolo Canyon Ballroom
- Breakfast with Exhibitors**
ROOM: Grand Oaks Ballroom

8:00 AM – 5:15 PM

- Speaker Lounge Open**
ROOM: Azalea
- Registration Open**
ROOM: Ballroom Foyer

9:00 AM – 9:15 AM

- Break with Exhibitors**
ROOM: Grand Oaks Ballroom

9:15 AM – 10:45 PM

- Innovations Hackathon - Part One**
ROOM: Bluebonnet/Dogwood
- Soup to Nuts - Fundamentals of Content Development**
ROOM: Cibolo 2-4
- Getting from Point A to Point B When the Path is Anything but a Straight Line**
ROOM: Grand Oaks A-C
- Retesting on High-Stakes Examinations: Research, Policy and Practice**
ROOM: Grand Oaks D-F
- Adding Value to Testing: Innovations in Case Studies**
ROOM: Indian Paintbrush/Larkspur
- FEATURED SPEAKER SESSION: Is Remote Proctoring Appropriate for High Stakes Certification and Licensure Tests?**
ROOM: Iris/Lily
- Make the Most of Your Stakeholders: Bringing Business Intelligence and Stakeholder Engagement Together**
ROOM: Sunflower/Wisteria
- Keep It Together: Innovative SME Engagement Strategies**
ROOM: Verbena/Periwinkle

10:45 AM – 11:00 AM

- Networking Coffee Break with Exhibitors**
ROOM: Grand Oaks Ballroom

11:00 AM – 12:30 PM

- Innovations Hackathon - Part Two**
ROOM: Bluebonnet/Dogwood
- unConference Workshop**
ROOM: Cibolo 2-4
- Awkward, Awful Testing Moments**
ROOM: Grand Oaks A-C
- The Future of Accessibility**
ROOM: Grand Oaks D-F
- How to Identify, Develop and Implement Innovative Items with the Six Step Model**
ROOM: Indian Paintbrush/Larkspur
- Can Psychometricians be Replaced with AI?**
ROOM: Iris/Lily
- The Use of Resampling Techniques for Improving Equating Accuracy**
ROOM: Sunflower/Wisteria
- Models are for More than Just Psychometrics: Innovations in Content Development that Every Testing Organization Should be Considering Seriously**
ROOM: Verbena/Periwinkle

TUESDAY MORNING: Registration & Breakfast Keynote

TUESDAY
FEBRUARY 20TH
8:00 AM – 5:15 PM

8:00 AM – 5:15 PM

Speaker Lounge Open

ROOM: Azalea

Are you presenting at the Innovations in Testing Conference? Stop in to practice your presentation, collaborate with co-presenters, or just relax for a while. This room is open to all conference presenters.

8:00 AM – 5:15 PM

Registration Open

ROOM: Ballroom Foyer



8:00 AM - 9:00 AM

Breakfast with Exhibitors

ROOM: Grand Oaks Ballroom

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the Value
of Testing.*

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we do!*



Deborah Quazzo

8:00 AM - 9:00 AM

Breakfast Keynote: The Education of Tomorrow

ROOM: Cibolo Canyon Ballroom

We all know that, in today's world, technology affects every aspect of our lives. It's not only changing the way we do business, but it's raising expectations and creating opportunities for education. Join us as Deborah Quazzo, Managing Partner, GSV Acceleration, discusses the future of technology in education. Deborah recently served as a host of the GES 2017 Global Education Summit in Beijing, China. She'll share some insights from this summit that brought more than 300 global leaders in education together to discuss the education of today...and that of tomorrow.

PRESENTER: Deborah Quazzo Managing Partner, GSV Acceleration



9:00 AM - 9:15 AM

Break with Exhibitors

ROOM: Grand Oaks Ballroom

9:15 AM - 10:45 AM



Is Remote Proctoring Appropriate for High Stakes Certification and Licensure Tests?

ROOM: Iris/Lily

PRACTICE AREA DIVISION(S): ➔

TOPIC: Test Administration and Delivery Modes

Remote proctoring has increased dramatically in its acceptance in recent years, with remote proctoring programs beginning to be accredited under testing standards and broader use in multiple certification sectors. This session will tackle the question of whether remote proctoring is appropriate for certification and licensure examinations with a debate among experts. Two experts on each side of this issue will debate each other to answer the question; debating its impact on candidate convenience, security, marketing, and more in a moderated debate format. In addition to prepared questions, the audience will be invited to add their own to test the panel.

PRESENTERS:

- Rory McCorkle PSI Services
- Liberty Munson Microsoft
- Clyde Seepersad Linux Foundation
- Phil Dickison NCSBN
- Peter Mackey CFA Institute



Innovations Hackathon - Part One

ROOM: Bluebonnet/Dogwood

Prior registration required.

Show the ATP community your skills and acquire new ones in this collegial, team competition. Our judges will outline a market need, and your team will design a new assessment program to best address it. In this workshop, your team will be coached by and receive feedback from industry leaders.

It doesn't matter if you are new to the industry or if you are an expert, this fun, fast-paced, interactive team competition will challenge you to think innovatively about the testing industry and may even lead to insights that you can apply to your own testing program.

You will have an opportunity to:

Collaborate with your colleagues; Learn about and create a high-level business plan for a new assessment program; Learn from industry experts; and, present the plan in a fun environment for critical review.



Soup to Nuts - Fundamentals of Content Development

ROOM: Cibolo 2-4

PRACTICE AREA DIVISION(S): ➔➔➔➔➔

TOPIC: Program Design

It sometimes seems like a long laundry list of tasks that need to be performed, but this session will demystify all the elements that are required to put in place valid and relevant assessment content. From putting in place the pre-cursor elements to putting together your development teams, training your authors and SMEs, to ensuring proper practices during content development. The presenters will ensure that you walk away with the knowledge and the confidence to build accurate and relevant assessments.

PRESENTERS:

- David Elfassy Netlogon
- Don Tanedo Microsoft
- Krista Wall Netlogon
- Karen Henderson Netlogon



LEADING the CONVERSATION Getting from Point A to Point B When the Path is Anything but a Straight Line

ROOM: Grand Oaks A-C

PRACTICE AREA DIVISION(S): ➔➔➔➔➔

TOPIC: Test Security; Business Strategy and Operations

You may have heard the adage "the shortest distance between two points is a straight line" and while we may imagine a world where we navigate this short distance every day, we know that in the testing industry, there are often twists and turns and sometimes even huge potholes in the path from Point A to Point B. In this interactive workshop, your small group will act as a test company that is on a journey to a successful international test administration. Along the way, you will be challenged to deal with a variety of unfortunate events that may impact your success. You will represent a particular area of your company, and will work with other areas of the company to determine your response to each event, while considering the impact to the examinees and others who will use the assessment results. You will practice your persuasion and negotiation skills, and leave this workshop with an appreciation for a variety of perspectives on current challenges in the testing industry.

PRESENTERS:

- Jennifer Geraets ACT, Inc.
- Liz Corchado Torres National Registry of Food Safety Professionals
- Ben Hunter Caveon Test Security
- Barbara Foster ABOG

TUESDAY MORNING: Workshops & Break

TUESDAY
FEBRUARY 20TH
9:00 AM – 11:00 AM

LEADING the CONVERSATION



Retesting on High-Stakes Examinations: Research, Policy and Practice

ROOM: Grand Oaks D-F

PRACTICE AREA DIVISION(S): → → →

TOPIC: Legislation, Policy, and Accessibility

Most testing programs allow examinees multiple attempts to improve scores. Fair retesting policies are critical in admissions and credentialing where low scores can prevent entry into an occupation. But, retesting policies must balance fairness against potential risks. We first review research on multiple-choice and performance tests across different professions, addressing questions such as: How large are score gains for repeaters? Are gains larger for some testing formats? Is the additional item exposure a security risk? How much of the score gain is due to measurement error? Should all attempts be reported? What is the predictive validity of repeat attempts? Then, participants will collaborate in groups to address a real-world policy issue faced by testing organizations. Workshop materials include samples of "briefs," (1-page summaries) of a retesting dilemma. Each group will select and discuss one brief, and will report a policy recommendation back to the larger audience.

PRESENTERS:

Mark Raymond National Board of Medical Examiners
Mark Albanese National Conference of Bar Examiners
Kelly Dore McMaster University College of Medicine
Andrea Sweeney Law School Admission Council

LEADING the CONVERSATION



Adding Value to Testing: Innovations in Case Studies

ROOM: Indian Paintbrush/Larkspur

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Value of Testing

The use of case studies, in examinations, builds on standard multiple choice formats by creating opportunities to assess candidates at a higher cognitive complexity, increasing the value of the exams to stakeholders. Case studies include opportunities for innovation in meeting the needs of assessment objectives. They also create challenges that differ from those of other item formats, related to test development, training, delivery, scoring, and security. What is the right balance

of the benefits and costs of case studies? Come explore these questions from the perspectives of test developers and psychometricians. Examples from two testing organizations will demonstrate lessons learned regarding the size of a case study and its impact on development processes, pilot testing, and memorability. A high-level discussion of psychometric issues will consider challenges related to forms assembly and unidimensional testing.

PRESENTERS:

Michelle Cohn National Council of Architectural Registration Boards
Amanda Wolkowitz Alpine Testing Solutions, Inc
Brett Foley Alpine Testing Solutions, Inc.
Jill Bryant National Board of Examiners in Optometry

LEADING the CONVERSATION



Make the Most of Your Stakeholders: Bringing Business Intelligence and Stakeholder Engagement Together

ROOM: Sunflower/Wisteria

PRACTICE AREA DIVISION(S): → →

TOPIC: Business Strategy and Operations

Third party accreditors require evidence that tests content represents the targeted profession. Developing this evidence starts with professional stakeholders participating in the process. It follows, that stakeholders' knowledge and the perspectives define test content. Including the "right" stakeholders in the study may satisfy standards requirements, but without careful management of the process, simply including these professionals may not ensure an organization's business needs are met, and the test may not align well to the profession. The purpose of this presentation is to discuss stakeholder engagement to ensure the right people give the right input at the right time so the product is successful in the market place. Presenters will describe recruitment and data collection efforts involved in creating test products from three, organizations serving the allied health, nursing, and fitness professions. Lessons learned will be shared.

PRESENTERS:

Christine Mills Ascend Learning
Patricia Muenzen ACT
Carla Caro ACT
Erin McGill NASM
Nick Winston NHA



Keep It Together: Innovative SME Engagement Strategies

ROOM: Verbena/Periwinkle

PRACTICE AREA DIVISION(S): → → →

TOPIC: Business Strategy and Operations

Subject Matter Experts (SME) are essential to test publishing because no matter the test, they have one job – produce the content. What can we, as the publishers, do to help them complete their work on time and with high quality? How can we move from a purely administrative model to something more motivational?

This session will walk participants through one case from SME recruitment through key validation and how engagement opportunities vary along the way. Then, participants will engage in an activity to design SME engagement plans for a model production process in different industries. At the conclusion of the session, the groups will come together to discuss what they've come up with and compare – what is the same across all industries and what needs to be different.

By engaging SMEs throughout their assignment period in substantive ways, you'll spend less time in the days leading up to a deadline or during peer review.

PRESENTERS:

Emily Yunker Physician Assistant Education Association
Sheila Mauldin NCCPA
Kim Cavanagh PAEA
Ruth Dalager Buuck Pearson VUE



10:45 AM - 11:00 AM

Break with Exhibitors

ROOM: Grand Oaks Ballroom

11:00 AM - 12:30 PM



Can Psychometricians be Replaced with AI?

ROOM: Iris/Lily

PRACTICE AREA DIVISION(S): → → → →

TOPIC: Trending or Disruptive Technologies

In 2013, researchers from Oxford University estimated 47% of US employment is at risk for computerization over the next two decades. How much in psychometrics and test development can be replaced with Artificial Intelligence and automation? In this debate, one team will present an argument for more automation, while the other will defend the need for human interaction and expertise.

Automated item generation has been a point of research for several years, as has automated form assembly. Item review, on the other hand, is a newer possibility. On the psychometrics side, the creation of reports is easily automated. This has been done for years with classical and item response theory analysis, but can we also apply it to creation of reports for other topics?

The use of automation would have several benefits. Obviously, it will reduce costs. But, it will increase quality, decrease time to market for assessments, and reduce the workload on psychometricians, freeing them for more innovative work.

PRESENTERS:

Nathan Thompson Assessment Systems Corporation
Joy Matthews-Lopez Professional Testing, Inc
Wallace Judd Authentic Testing
David Saben Assessment Systems Corporation



Innovations Hackathon - Part Two

ROOM: Bluebonnet/Dogwood

Prior Registration required.

This is a continuation of the Innovations Hackathon Part 1. Participants must have attended part 1 to participate in part 2.

LEADING the CONVERSATION



unConference Workshop

ROOM: Cibolo 2-4

PRACTICE AREA DIVISION(S): → → → →

Have you ever wanted to create your own session at ATP? Have you ever come to a session at ATP and just wanted to put your own topic forward to gather this great community's wisdom? Come to the unConference Workshop to have an opportunity to learn from other attendees on a topic of interest to you. That's right --- you create the agenda at this session. At an unConference Workshop, no topics have been predetermined, no speakers decided upon, and no audience demographics have been set - whoever shows up is the right group for the session!

This innovative session format empowers session attendees to generate the topics for the session. Upon arrival at the session, attendees who are interested in suggesting topics will write them on a board. After the facilitator sets the ground rules for the session, those suggesting topics will be asked to explain their topic and the goal for their mini-session. Multiple topics will be discussed within the workshop space, allowing attendees to select topics in their area of interest. During the mini-sessions, there are only two rules for participants:

- No one can give a presentation – this session is about conversations.
- If a discussion does not give you what you are looking for, you should get up and find a different one.

Many conferences have used this format to create innovative discussions without the typical filters of other sessions, empowering attendees to raise questions and share expertise on timely, relevant topics. After all the mini-sessions are done, we will gather the full group again to report back on the takeaways from each discussion, so you can gain from the key learnings of each mini-session. We hope you come and join this new session format for ATP Innovations!

MODERATOR:

Rory McCorkle PSI Services

LEADING the CONVERSATION



Awkward, Awful Testing Moments

ROOM: Grand Oaks A-C

PRACTICE AREA DIVISION(S): → → → →

TOPIC: Test Administration and Delivery Models

Eventually, every testing program will have one – an uncomfortable situation that can negatively impact examinees and the program's reputation. Often, there isn't an easy response to these situations but instead, a range of responses that range from awkward to downright awful. How should your program respond to an examinee with extreme body odor or protesting her right to carry a fire arm into the exam room? How will you address an examinee caught stuffing the test booklet down the front of his pants? Seasoned test professionals can tell you that awkward testing situations such as these are not that uncommon. How a program plans for and responds to them can mean the difference between an uncomfortable situation and an extremely expensive legal judgment.

In this engaging workshop, examinees will discuss the types of uncomfortable situations that can arise during testing. We will share best and worse case response choices, and tools to prepare for awkward, awful testing moments!

PRESENTERS:

Rachel Schoenig Cornerstone Strategies, LLC
Ray Nicosia Educational Testing Service
Faisal Alam Law School Admission Council
Camille Thompson The College Board

LEADING the CONVERSATION



Communicating the Value of Testing

LEADING the CONVERSATION



The Future of Accessibility

ROOM: Grand Oaks D-F

PRACTICE AREA DIVISION(S): → →

TOPIC: Legislation, Policy, and Accessibility

The ADA was passed in 1990, but the bill that became the law was introduced in Congress in the mid-80s. Concepts of what constitutes a disability and when and how accommodations must be provided that existed then seem rudimentary today. The only major update to the ADA passed in 2008 – in the testing world, eons ago. What, then, should we make of the ADA today? Increasingly, test providers are left to determine what it means in situations that were far from the minds of those that created the statute. This session will review these issues and how the Department of Justice and federal courts have addressed them. It will also describe how enforcement of accessibility statutes has changed. While the DOJ was once the main driver of civil litigation, it has taken a back seat to state regulatory bodies and private plaintiffs. We will explore that phenomenon and how to prepare for it to continue.

PRESENTERS:

Chris Cognato Ballard Spahr LLP
Brian Pedrow Ballard Spahr LLP
Dwan Bovell American Board of Internal Medicine



How to Identify, Develop and Implement Innovative Items with the Six Step Model

ROOM: Indian Paintbrush/Larkspur

PRACTICE AREA DIVISION(S): → →

TOPIC: Measurement and Psychometrics

As innovative items have become increasingly more common in item banking software, an increasing number of organizations have elected to incorporate them into their exams. Success with innovative items varies due to a number of factors however, the organizations with the most success have followed a proven and disciplined process.

This workshop will provide attendees with a proven process for identifying, developing, and implementing innovative item types. It is intended for those who have a baseline understanding of innovative items, but are looking for guidance on how to effectively incorporate them into their exams. Workshop participants will be invited to share their experiences with what has (and has not) worked in developing and implementing innovative items.

Workshop participants will leave the session with strategies for implementing innovative item types in their own examination programs.

PRESENTERS:

Adrienne Cadle Professional Testing
Cynthia Parshall Touchstone Consulting



The Use of Resampling Techniques for Improving Equating Accuracy

ROOM: Sunflower/Wisteria

PRACTICE AREA DIVISION(S): → →

TOPIC: Measurement and Psychometrics

To overcome the non-ideal conditions of using small, non-representative samples in equating, the current study will propose a resampling technique to improve the equating accuracy for the Nonequivalent Groups with Anchor Test (NEAT) design. Assuming a known estimate of the population distribution, bootstrap samples will be drawn from the original equating samples using the estimated population parameters for various levels of sample sizes and discrepant ability levels. IRT equating procedures will be conducted for each bootstrap sample. Then the aggregated bootstrap equating solutions will be evaluated against the original equating solutions. In addition to demonstrating the use of resampling techniques in equating, the findings will provide practical implications on ensuring the accuracy of equating conducted with small samples.

PRESENTERS:

Xin Liu, Ascend Learning
Anthony Gage Ascend Learning
Casey Codd Ascend Learning
Christine Mills Ascend Learning
Mayuko Simon Questar Assessment



Models are for More than Just Psychometrics: Innovations in Content Development that Every Testing Organization Should be Considering Seriously

ROOM: Verbena/Periwinkle

PRACTICE AREA DIVISION(S): → → →

TOPIC: Trending or Disruptive Technologies

The landscape of high-stakes certification/licensure (C/L) assessment is changing. For many testing organizations, gone are the days of a single administration requiring small numbers of items attached to a bank scale. As such, many of today's assessments place greater demands on test developers and push traditional models of content development out of their comfort zones. One recent innovation, Automated Item Generation (AIG), is a proven method of developing content rapidly and effectively.

This presentation will focus on the current efforts of two C/L organizations regarding the process of incorporating AIG into their test development processes. This session will guide attendees through the steps from initial implementation of AIG to operational use of the items that are produced from the models. Attendees will have the opportunity to participate in interactive sessions using materials that will produce AIG models using standardized processes.

PRESENTERS:

Andrew Dallas NCCPA
Matthew Burke ABIM

Tuesday Afternoon Schedule #atpconf

Stay organized – Mark the sessions and events you’re interested in attending...

12:30 PM – 1:30 PM

- Lunch with Exhibitors**
ROOM: Grand Oaks Ballroom

12:30 PM – 1:15 PM

- Certification/Licensure Division Luncheon: All Are Welcome!**
ROOM: Grand Oaks A-C
- Education Division Luncheon: All Are Welcome!**
ROOM: Grand Oaks D-F

1:30 PM – 2:30 PM

- Using Principled-Design to Support Coherence in State and Local Assessment Systems**
ROOM: Bluebonnet/Dogwood
- Accommodations: Ask the Experts**
ROOM: Cibolo 2
- Developing and Validating Effective Training and Compliance Programs for Test Administrators and Proctors**
ROOM: Cibolo 3
- Evaluating Large-Scale Assessment Systems: State of the Art Research Strategies**
ROOM: Grand Oaks D-F
- Personality Assessment: Contemporary Issues and Opportunities to Add Value in Testing**
ROOM: Freesia
- Innovative Solutions to Improve the Quality of Your Items**
ROOM: Goldenrod
- Simplified Development and Scoring for Testing Real-World Skills**
ROOM: Grand Oaks A-C
- FEATURED SPEAKER SESSION: Workforce Skills Credentialing - A Global Review**
ROOM: Indian Paintbrush/Larkspur
- FEATURED SPEAKER SESSION: Improving Language Learning and Assessment with Data**
ROOM: Iris/Lily
- FISHBOWL – Using Expert Raters to Estimate Difficulty of Multiple Choice Items on a Pre-Licensure Exam**
ROOM: Magnolia

- PEAS IN A POD – Baking In Test Security From the Start: A Strategic Recipe for Increasing Exam Protection**
ROOM: Sunday House

- Nix ‘em with Psychometrics: Some Methods to Detect and Deter Cheating**
ROOM: Verbena/Periwinkle

- SPONSOR SESSION (Caveon Test Security): Protecting Exams Across the Galaxy**
ROOM: Sunflower

- SPONSOR SESSION (ATA): Learning Oriented Assessment in Action**
ROOM: Wisteria

2:30 PM – 4:15 PM

- Dessert with Exhibitors**
ROOM: Grand Oaks Ballroom

3:00 PM – 4:00 PM

- Innovation Lab**
ROOM: Cibolo Canyon Ballroom

4:15 PM – 5:15 PM

- FEATURED SPEAKER SESSION: EU Privacy Protection - Perspectives from Privacy Practitioners**
ROOM: Indian Paintbrush/Larkspur
- Staying Agile in an Agile World: Microsoft, IBM and SAP Provide their Lessons Learned**
ROOM: Freesia
- Translating Beyond Accommodation: A Case Study on the Adaption of Test Content for New Groups and New Instruments**
ROOM: Cibolo 2
- Successful Self-Disruption: How to Redesign Your Credential**
ROOM: Goldenrod
- Ditching the Paper: Developing a Custom App for Your Exam and Other Considerations for Going Digital**
ROOM: Grand Oaks A-C
- Using Timing Information to Create Better Tests**
ROOM: Grand Oaks D-F

- FEATURED SPEAKER SESSION: The Future of IO Testing is Bright, but Different**
ROOM: Bluebonnet/Dogwood

- FEATURED SPEAKER SESSION: Don’t Pull the Fire Alarm! Preventing Accommodations Escalations from Becoming Crises**
ROOM: Iris/Lily

- FISHBOWL – Things that Go Bump in the Night - Prioritizing Test Security Threats and Risks that Affect YOUR Test Score Validity**
ROOM: Magnolia

- PEAS IN A POD – Lessons Learned from Developing Remote Proctored Performance-Based Exams**
ROOM: Sunday House

- VelocityMatters: How Rapid Item Development Can Help Get Your Program to Market Faster and Keep It Updated More Easily**
ROOM: Verbena/Periwinkle

- Fireside Chat with the 2018 Award Winners**
ROOM: Cibolo 3

- SPONSOR SESSION (Examity): Innovations in Online Proctoring - Is Your Program Ready?**
ROOM: Peony

- SPONSOR SESSION (Prometric): Global Accessibility - The Future is Now**
ROOM: Sunflower

5:15 PM – 6:00 PM

- Sponsor Debrief**
ROOM: Grand Oaks Terrace

5:30 PM – 6:30 PM

- ATP Member Appreciation Event**
ROOM: Nelson Wolff Exhibit Ballroom C

6:00 PM – 7:00 PM

- Industrial/Organizational Division Reception**
ROOM: Alyssum

TUESDAY AFTERNOON: Breakout Sessions

**TUESDAY
FEBRUARY 20TH**
1:30 PM – 2:30 PM



Evaluating Large-Scale Assessment Systems: State of the Art Research Strategies

ROOM: Grand Oaks D-F
PRACTICE AREA DIVISION(S): → →
TOPIC: Value of Testing

The deployment of assessments across varied technologies and administrative conditions create challenges in gathering empirical evidence to examine the use and optimization of assessment systems. However, these challenges provide opportunities for assessment professionals to devise research strategies and analytics to best demonstrate assessment value. The use of multiple state-of-the-art research designs and data analytics

allow for a comprehensive understanding of how an assessment program is performing with respect to key metrics. Four presentations will review strategies and research designs that have helped show clients the impact of assessment programs:

- Program Lifecycle Evaluation Strategy
- Test-taker Empowerment on Licensure Exam Passing Rates
- Talent-metrics Meets Psychometrics
- Communicating the ROI of Incremental Validity

PRESENTERS:

Kelly Dages General Dynamics Information Technology
Kimberly Nei Hogan Assessment Systems
John Jones General Dynamic Information Technology
Gary Behrens General Dynamics Information Technology

LEADING the CONVERSATION



Personality Assessment: Contemporary Issues and Opportunities to Add Value in Testing

ROOM: Freesia
PRACTICE AREA DIVISION(S): → → →
TOPIC: Measurement and Psychometrics

Assessments of so-called “soft skills” have received increased attention as organizations and decision-makers realize the importance of teamwork, leadership, resilience and other behavioral characteristics. As a result, such assessments are increasingly used in contexts that call for results to be reported in terms that “laypersons” can understand and use in a wide range of settings. One example of this is the derivation and reporting of competencies rather than traits or constructs. Another example is the evolution of behaviorally oriented measures such as Emotional Intelligence (EI) instruments and situational judgment tests (SJTs). In this session, a diverse panel of assessment experts will explore alternative and complementary approaches to soft skill assessment and opportunities for innovation and enhancing the value of testing.

PRESENTERS:

John Weiner PSI Services
Alan Mead Talent Algorithms Inc.
Steven Stein MHS, Inc.

ATP 2018 WORD SCRAMBLE

- tasxe _ e _ _ s
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1. texas 2. leading 3. testing 4. testing 5. creative 6. potential 7. technology 8. demonstration 9. reception 10. conversation

TUESDAY AFTERNOON: Breakout Sessions

TUESDAY
FEBRUARY 20TH
1:30 PM – 2:30 PM



Innovative Solutions to Improve the Quality of Your Items

ROOM: Goldenrod

PRACTICE AREA DIVISION(S): → →

TOPIC: Measurement and Psychometrics

Item writing is more art than science. Although item writing guidelines are well established, they provide little insight into how to effectively train item writers to apply those guidelines during item writing or offer little in terms of improving items that do not meet those guidelines. During this workshop, the presenters will highlight innovations in item writing training and emphasize how that training applies to enhancing the overall quality of items that may be sub-optimal. Concrete examples will be provided on how to effectively train item writers to correct the most common item writing mistakes.

PRESENTERS:

Manny Straehle Assessment, Education and Research Experts

Andre de Champlain Medical Council of Canada

Vikas Wadhvani Cisco

Ada Woo ACTNext

LEADING the CONVERSATION



Simplified Development and Scoring for Testing Real-World Skills

ROOM: Grand Oaks A-C

PRACTICE AREA DIVISION(S): →

TOPIC: Measurement and Psychometrics

Many test sponsors would like to assess candidates' abilities to solve the types of problems that they experience on the job, but have been reluctant to implement performance-based items due to the complexities and cost of test development and scoring. Other test sponsors would like to be able to assess advanced skills including management and professional judgement. This session will look at how three organizations have met these objectives by creating innovative items that address real-world problems and advanced skills using existing testing technologies and simplified development and scoring processes. The presentation will show how three major test sponsors use combinations of controlled, constructed-response and expanded, selected-response algorithms to create complex, job-related problems that are still easily machine scored. They will also discuss the successes and challenges encountered to implement these items and the reaction of their candidates to the new items.

PRESENTERS:

Clarence Chaffee The Caviart Group

Ellen Julian Intelleos



Improving Language Learning and Assessment with Data

ROOM: Iris/Lily

PRACTICE AREA DIVISION(S): →

Student learning data can and should be analyzed to develop and deploy new instructional technologies, such as personalized practice schedules, adaptive placement tests, and data-driven language assessments. These provide great opportunities for combining modern machine learning with computational linguistics and psychometrics to improve learning, testing, and student engagement. In this session, you will learn how Duolingo — a language education platform with more than 200 million students worldwide — accomplishes this through research, AB testing, and vast amounts of data.

PRESENTER:

Burr Settles Duolingo



Nix 'em with Psychometrics Some Methods to Detect and Deter Cheating

ROOM: Verbena/Periwinkle

PRACTICE AREA DIVISION(S): → → →

TOPIC: Security and Privacy

Cheaters are pests that can damage the integrity of a testing program. Cheaters fester in the shadows, like termites and ants in the wall. Without proper planning and tools they go about their business undetected until their presence becomes significant enough to threaten test-score validity. This session covers operational practices used by four testing organizations to manage test-security concerns. Two methods for detecting possible test-security breaches will be covered: a multiple-measures approach that uses item-score and response-time patterns to flag suspicious examinees and a predictive approach that uses examinee background information to predict pass rates. Both methods are easy to implement and understand among stakeholders. Two proactive approaches for deterring test security threats will be covered: using a pool-rotation procedure for LOFT-based exams and trading test information for security by using simpler IRT models that better promote item-bank growth.

PRESENTERS:

Jennifer Davis National Association of Boards of Pharmacy

Edison Choe Graduate Management Admission Council

Ray Yan Financial Industry Regulatory Authority

Lorin Mueller Federation of State Boards of Physical Therapy



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TUESDAY AFTERNOON: Breakout Sessions

**TUESDAY
FEBRUARY 20TH**
1:30 PM – 2:30 PM



Workforce Skills Credentialing - A Global Review

ROOM: Indian Paintbrush/Larkspur

Obtaining and demonstrating workforce skills is a critical path to employment across the globe. Regionally, however, different factors are driving the need for workforce skills credentials, and are impacting the credentialing market. Join our diverse panel to discuss the roles of migration, schools, and economic growth in shaping and maturing workforce skills credentials. Panelists will discuss how these different factors are impacting assessment-based workforce skills credentialing in their region, and how ATP's newly published Credentialing Security Framework and Survey Report can help shape future growth. If you're involved in the workforce skills credentialing space, you need to attend this session.

MODERATOR:
Roy Swift Workcred

PRESENTERS:
Alex Tong ATA
Mohammad Shadid ConnecME
Patrick Craven City and Guilds
Michael Prebil Center on Education and Skills at New America



Using Expert Raters to Estimate Difficulty of Multiple Choice Items on a Pre-Licensure Exam

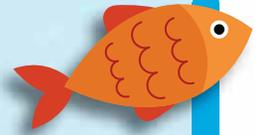
ROOM: Magnolia
PRACTICE AREA DIVISION(S): → →
TOPIC: Measurement and Psychometrics

The purpose of this presentation is to demonstrate a methodology for gathering item difficulty statistics through the use of expert raters and to share lessons learned. The findings contribute to use of innovative practices of item data collection and test design. The expert ratings and known item difficulties are used to inform the development of new test forms.

Three nurse experts with a diverse range of classroom and practice expertise were selected as participants. Each expert was asked to rate the difficulty of 51 items. During each of the two rounds, expert raters were asked to sort the items independently and then use group discussion to reach consensus on any divergent items. Items without consensus were removed from each round.

Items with consensus were either released to be added to live exams or sent for additional evaluation or rewrite. For those items sent to live exams, operational item statistics were collected after several hundred uses for further data analysis.

PRESENTERS:
Winona Vesey Elsevier
Kim Brunnert Elsevier



Baking In Test Security From the Start: A Strategic Recipe for Increasing Exam Protection

ROOM: Sunday House
PRACTICE AREA DIVISION(S): → → → → →
TOPIC: Security and Privacy

Creating secure and fair exams is much like baking the perfect cake: you need to use quality ingredients and follow the steps in the right order or you will have less than reliable results. This session will describe proactive, innovative, and easy-to-implement test security strategies and practices that can help protect testing programs and allow them to create quality assessments that yield trustworthy test results. Using an innovative IT certification program as a case study, this session will discuss ways to limit item exposure, increase score validity, and measure test security effectiveness. Examples and demonstrations will showcase techniques such as digital watermarking, code-based item pool expansion, and secure exam design and item writing strategies. The recipe for protective test security does not start when you deliver an exam; protective test security is a strategic plan that should be baked into the testing process from the start.

PRESENTERS:
Saundra Foderick Caveon, LLC
Kpayah Tamba Okta

TUESDAY AFTERNOON: Breakout Sponsor Sessions

TUESDAY
FEBRUARY 20TH
1:30 PM – 2:30 PM



SPONSOR SESSION:



**Caveon
Test
Security**

Protecting Exams Across the Galaxy

ROOM: Sunflower

Even on earth, where millions of high-stakes tests are given, testing programs face a range of security threats to the validity of exam results. Mainly due to new technologies, the threats are constantly growing and changing, making it hard to stay one step ahead of serious incidents. Test program administrators are also often unsure where to allocate limited resources in protecting their programs. This session will combine best practices with exciting innovations to present a step-by-step, near fool-proof process, to protect exam result validity. This begins with a security threat risk assessment, which includes identifying and ranking those threats which pose the greatest risk to a program. Insights into the various threats, and how to determine which have the most potential impact to myriad testing programs, will be shared. Presenters will then offer various strategies for how to render those threats impotent--a combination of prevention, detection and deterrence tactics.

PRESENTERS:

David Foster Caveon Test Security
Steve Addicott Caveon Test Security
Ben Hunter Caveon Test Security

SPONSOR SESSION:



ATA

Learning Oriented Assessment in Action

ROOM: Wisteria

In the Asia Testing and certification markets, qualification owners and test takers are two distinct camps standing against each other in protecting or maximizing their interests. For high stakes tests like licensure and university entrance exams in Asia market, high tech and extreme acts are being deployed in combating the counterpart. Test takers and training schools are using extreme means to help test takers cutting corners to get marks they do not deserve; and test sponsors are building up higher security walls to protect the validity of their scores to effectively serve their score users.

Learning Oriented Assessment (LOA) could be an effective way to allow test owners to step into the learning process and help test takers and training schools to effectively prepare students of different starting points and profile to achieve their best possible scores. This session will illustrate how test sponsors can actively help through offering assessment contents and instruments that integrate with the complete learning and test preparation exercise.

A case study on how ACT actively participate in providing a test preparation journey engaging with the test takers in China at early stage; illustrating how such approach can be productized and offered to candidates and commercial training schools through the use of diagnostic test, formative tracking assessment and summative assessment embedded throughout the whole preparation journey of a student; such that it could be offered to training schools in a customized and yet scalable manner.

PRESENTERS:

David Yi ACT

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TUESDAY AFTERNOON: Dessert, Innovation Lab & Breakout Sessions

TUESDAY
FEBRUARY 20TH
2:30 PM – 4:15 PM



2:30 PM - 4:15 PM

Dessert with Exhibitors

ROOM: Grand Oaks Ballroom

3:00 PM - 4:00 PM

Innovation Lab Presentations

ROOM: Cibolo Canyon Ballroom

Join us for our second Innovation Lab! The innovation lab is an exciting awards competition where we will showcase entrepreneurs and inventors whose technology, products, or services could be "game changers" for the testing industry. Listen to their presentations and the judge's feedback then cast YOUR vote for the new product or service most likely to be successful.

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Like each of your candidates, your program is one-of-a-kind. Your challenges and priorities may differ. And that's OK – because whatever your technology, security and delivery needs; we have the depth of experience and innovative know-how to create the right solution. Your solution.

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Protect and advance your program's unique reputation.

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VUE**

TUESDAY AFTERNOON: Breakout Sessions

TUESDAY
FEBRUARY 20TH
4:15 PM – 5:15 PM

4:15 PM - 5:15 PM

LEADING the CONVERSATION



Translating Beyond Accommodation: A Case Study on the Adaption of Test Content for New Groups and New Instruments

ROOM: Cibolo 2

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Value of Testing

Translation of test instruments is now more than just a matter of accommodation. It's an opportunity to develop content for new markets and applications more quickly and efficiently. The English-language item banks represent a valuable asset that multiplies in translation when repurposed beyond the limits of a single language or testing instrument.

Careful adaptation of existing English content can be used not simply to translate existing tests but to serve as a foundation for the creation of completely new instruments in different languages. We'll present a case study on how an English language-arts assessment was used to develop the same test for Spanish speakers to test their reading knowledge independently of their English-language skills.

We'll discuss some of the problems we wrestled with to pull this off, hopefully with lots of input from our audience/participants. Please note: There will be a TAR (Translate, Adapt or Reject) item quiz at the end of this presentation!

PRESENTERS:

Ken Clark Responsive Translation
Adam Withycombe NWEA



Staying Agile in an Agile World: Microsoft, IBM and SAP Provide their Lessons Learned

ROOM: Freesia

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Business Strategy and Operations

Cloud Technologies are creating massive disruption in the way we think about traditional certification in the IT industry. From exam development to retake and recertification policies and business models, come hear how IBM, Microsoft, and SAP are tackling the questions such as:

- How do you ensure your certification program remains valuable in a rapidly changing environment?

- How do you ensure your candidates have the up to date skills they need to remain relevant?

We don't have all of the answers, but we are happy to share what we have learned and maybe you can help us fill in some of the blanks!

PRESENTERS:

Kristin Gibson IBM
Liberty Munson Microsoft
Selina Winter Microsoft
Sheri Schaaf SAP



VelocityMatters: How Rapid Item Development Can Help Get Your Program to Market Faster and Keep It Updated More Easily

ROOM: Verbena/Periwinkle

TOPIC: Program Design

Whether launching a new credential or certification, or maintaining an existing one, there are times when ensuring speed to market is just as critical as ensuring high quality assessments for your program. But unfortunately, while quality has always been a hallmark of the assessment industry, speed has not. This session will review a Rapid Item Development protocol that has successfully supported new and existing certification programs in a shorter amount of time. The discussion will include specific examples and resulting outcomes of the implementation approach. In addition this session will discuss three program components necessary for this approach and will provide attendees with tools for (1) evaluation of whether a Rapid Item Development process is applicable to their assessment needs, (2) confirmation of software functionality necessary to use within this process, (3) identification of various types of required expertise, and (4) a review of best practices for implementation.

SPEAKERS:

Nikki Eatchel Scantron
Eric Shepherd Questionmark
Sue Steinkamp Scantron

LEADING the CONVERSATION



Successful Self-Disruption: How to Redesign Your Credential

ROOM: Goldenrod

PRACTICE AREA DIVISION(S): → →

TOPIC: Business Strategy and Operations

With track record of producing credentialing programs that are successful with high brand recognition and ample demand, it's easy to assume that following the same path when creating a new credential will lead to similar results. But what if this isn't the case? When you review your business objectives and measure performance, what do you do when the results fail to live up to expectations?

This interactive workshop will center on a case study from the Project Management Institute (PMI) depicting their journey through the redesign of the Program Management Professional (PgMP) credential. The workshop will focus on the following objectives:

- Explain the purpose of, and activities associated with, each stage in value proposition studies
- Identify key factors to consider when evaluating performance of existing products
- Identify pitfalls in the development and implementation of new credentialing programs
- List the critical steps to a successful program redesign program

PRESENTERS:

Sierra Hampton-Simmons PMI
Lenora Knapp Knapp & Associates International, Inc.



#atpconf

TUESDAY AFTERNOON: Breakout Sessions

TUESDAY
FEBRUARY 20TH
4:15 PM – 5:15 PM

LEADING the CONVERSATION



Ditching the Paper: Developing a Custom App for Your Exam and Other Considerations for Going Digital

ROOM: Grand Oaks A-C

PRACTICE AREA DIVISION(S): →

TOPIC: Test Administration and Delivery Models

Explore the paper to digital exam journey of one certification provider—from decision making to implementation to results. Learn the pros and cons of leaving the paper behind to embracing the challenge of developing and administering a digital exam app. With the digital transformation of the exam process, exam providers can take advantage of easier data transfer and tracking, as well as the streamlining of subsequent steps like score reporting and psychometric analysis. The digital transition also decreases manual data touchpoints, removing opportunity for human error and allowing for a more efficient, robust QC process. With increased confidence in the validity of exam content and processes, all stakeholders can be more confident in the validity of reported scores. Session attendees will be invited to evaluate their own program's use of digital tools and processes to find out if digital transformation is right for their exam.

PRESENTERS:

Charis Walikonis Prometric
Catherine Carter American Board for Certification in Orthotics, Prosthetics & Pedorthics
Steve Fletcher American Board for Certification in Orthotics, Prosthetics & Pedorthics



Using Timing Information to Create Better Tests

ROOM: Grand Oaks D-F

PRACTICE AREA DIVISION(S): → → → →

TOPIC: Measurement and Psychometrics

Standardized tests—including those used for selection, credentialing, and achievement—tend to be administered within established time limits. The impact of time limits on testing behavior has concerned test developers for nearly 50 years, but until recently best practice tended to include general guidelines such as, “essentially all examinees should complete 75% of the items” and “at least 80% of examinees should complete all items”. The advent of computerized testing has made timing data widely available; these data have redefined best practice. This session will focus on what test developers need to know to use timing data in the development of

state-of-the-art assessments. Topics include: 1) Use of timing information to improve test construction and scoring; 2) Considerations when making policy decisions about examination time limits; 3) Using timing data to better understand examinee performance; and 4) How test delivery modality interacts with time limits to impact performance.

PRESENTERS:

Brian Clauser NBME
Melissa Margolis NBME
Stephen Sireci University of Massachusetts, Amherst
Wim van der Linden Pacific Metrics



The Future of IO Testing is Bright, but Different

ROOM: Bluebonnet/Dogwood

PRACTICE AREA DIVISION(S): →

Testing has evolved slowly over the past 60 years. The computerization of tests brought changes, but the skills and knowledge required of psychologist were hardly challenged. Now, in the age of digitization, wearable implants, machine learning and rapidly advancing neuroscience, things look different. Many of these disruptions are already visible and not all are being promoted by players in our industry. In this session, the speakers will review a range of new approaches to measurement. They will focus on mobile sensors such as smartphones and fitness trackers which are increasingly used to improve health and wellness. The data unobtrusively collected by sensors already can provide information on daily behaviors and physical, psychological and social contexts. The speakers will discuss reasons these developments can be exciting for test users and practitioners who need not have diminished roles and can transfer their skills to the interpretation of new measurement outputs.

PRESENTERS:

Deniz Ones University of Minnesota
Robert McHenry Independent



Don't Pull the Fire Alarm! Preventing Accommodations Escalations from Becoming Crises

ROOM: Iris/Lily

PRACTICE AREA DIVISION(S): →

TOPIC: Business Strategy and Operations

It's easy to panic when an angry candidate claiming to have a disability-- or their parent or their lawyer-- calls your boss, the CEO, or Legal office demanding an explanation as to why their test accommodation was denied. Call an emergency meeting! Send out an e-mail to everyone in the company! And most definitely, PULL THE FIRE ALARM!

If a testing accommodations situation escalates into a crisis, there is significant legal and business risk if the situation is not handled properly. Organizations need strategies for dealing with accommodations escalations before they become crises. This session will discuss the most common types of testing accommodations situations that can escalate into crises, and provide participants with calm, sensible strategies for avoiding these escalations. The panelists will describe specific examples to demonstrate effective strategies, as well as the pitfalls of not having such strategies in place.

PRESENTERS:

John Hosterman Paradigm Testing
Isabelle Gonthier Yardstick Assessment Strategies
Heather Case International Council for Veterinary Assessment

Fireside Chat with the 2018 Award Winners

ROOM: Cibolo 3

Join us as we chat with the 2018 ATP award winners, Jim Scharf, Professional Contributions to Testing Award winner and Pat Ward, Career Achievement Award winner. They will discuss their contributions to the testing industry, how they got to where they are, and what tools you could use to help you or your organization grow in the testing industry.

MODERATOR:

Rory McCorkle PSI Services

SPEAKERS:

Pat Ward Internet Testing Systems (ITS)
Jim Sharf Metrics Reporting, Inc. and Risk Advisors, Inc.

TUESDAY AFTERNOON: Breakout Sessions

**TUESDAY
FEBRUARY 20TH
4:15 PM – 5:15 PM**



EU Privacy Protection: Perspectives from Privacy Practitioners

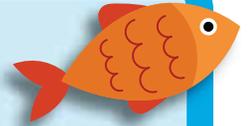
ROOM: Indian Paintbrush/Larkspur
SESSION TYPE: Breakout Session

Test taker privacy rights impact just about every organization in the testing industry regardless of where it is located. With the coming EU General Data Privacy Regulation requirements and European political changes (e.g., Brexit), a concentrated effort is needed to address the various privacy protection implications. Attendees will gain a better understanding of impending privacy requirements, implementation guidance, and lessons learned so far -- from the perspective of practitioners in the EU and US. Specifically, this session will feature privacy practitioners (test sponsors, publishers and delivery vendors) providing their perspectives on:

- (1) the changing political and privacy landscape;
- (2) upcoming compliance mandates;
- (3) recently published guidance;
- (4) implementation strategies; and
- (5) potential pitfalls to avoid.

PRESENTERS:

Joel Eisma Data Solutions International
Donna McPartland Arent Fox
Victoria Sellar Cambridge English Language Assessment
Gary Behrens General Dynamics IT



Things that Go Bump in the Night - Prioritizing Test Security Threats and Risks that Affect YOUR Test Score Validity

ROOM: Magnolia
PRACTICE AREA DIVISION(S): → → →
TOPIC: Security and Privacy

For centuries, subsets of test takers have sought to "game the system" through test fraud-- they inflate their own scores through cheating, or help others cheat by stealing test items.

Program managers are challenged to assess and prioritize which threats pose the gravest risk to test score validity, their investments in test development, and their programs' reputations.

A simple-yet-effective analysis tool will be shared, as each participant will conduct an exercise to determine:

- The program's overall exposure to 12 test security threats
- Risks posed by each threat
- Which threats should be protected against most aggressively
- Effective tactics to Prevent, Deter, and Detect & Respond to those threats

A lively Fishbowl discussion is assured, as participants explore their most vexing challenges. Participants will leave the session with a deeper understanding of test security threats and risks, and practical, actionable methods to protect against them!

PRESENTERS:

Steve Addicott Caveon Test Security
Walt Drane Mississippi Dept of Education



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TUESDAY AFTERNOON: Breakout Sessions

TUESDAY
FEBRUARY 20TH

4:15 PM – 5:15 PM

LEADING the CONVERSATION >>



Lessons Learned from Developing Remote Proctored Performance-Based Exams

ROOM: Sunday House

PRACTICE AREA DIVISION(S): →

TOPIC: Trending or Disruptive Technologies

This session will explore the advantages and disadvantages of developing performance-based exams delivered via remote proctoring. We will discuss the decision making process for selecting performance-based versus multiple choice exams. We will also outline the rationale for using remote proctoring for these exams versus traditional brick and mortar testing centers. The presenters represent different phases of the performance-based remote proctoring journey-- those that are still considering implementing, those that have recently implemented and may use a different delivery mode, and those that are mature in their process and are continuing to refine their program. Presenters represent different size programs with different numbers and types of exams but all have a global reach. Having the different perspectives will start a dialogue with other organizations considering remotely proctored performance based exams.

PRESENTERS:

Beth Kalinowski PSI Services

Nathanael Letchford National Instruments

BREAKAWAY
games



Games for Assessment
BOOTH #612

*Heard the buzz about using games for assessment
and credentialing activities?*

Come visit us to experience these award winning assessment games and discuss your challenges.

Feb 19: 9:45 – 10:45am

Breakout Session: How Assessment Goals Shape the Design of an Assessment Game

Feb 19: 12:15pm – 1:30pm

Product Demonstration: PediatricSim Demo & Research Results of a 3D Medical Skills Assessment Simulation

Feb 21: 2:00-4:00pm

Post Conference Workshop: The Role of Games in Competency and Certification Settings

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TUESDAY AFTERNOON: Breakout Sponsor Sessions

TUESDAY
FEBRUARY 20TH
4:15 PM – 5:15 PM



Something to
think about...

*How can you
meet more people
at this conference
than you have at
any other past
conference?
Take a look at
the schedule at a
glance, and
set a goal for
each function.*



#atpconf

SPONSOR SESSION:



Innovations in Online Proctoring - Is Your Program Ready?

ROOM: Peony

Candidate populations have continued to become more diverse and global over the last five years and as a result there has been a continued push for more convenient assessment solutions while maintaining the integrity of the testing protocols and the credentials that candidates are vying for. One of the solutions that many organizations are looking at to meet the need for convenience as well as an appropriate level of test security based the stakes of the credential is online proctoring. Over the last 10 years the online proctoring industry has evolved to become more secure, convenient for candidates and test sponsors and become infinitely scalable. First, attendees will learn about the new innovations that Eximity is bringing to market in creating a secure testing environment. Second, this session will share potential use cases for online proctoring and how this methodology can benefit a variety of different types of assessments. Finally, attendees will learn how to ask themselves "Is Their Program Ready" because Eximity is.

PRESENTER:
Steve Winicki Eximity

SPONSOR SESSION:



Global Accessibility - The Future is Now

ROOM: Sunflower

In today's diverse world, it is vital to develop exam content that is accessible and fair to all, crossing boundaries of language and culture; developing content globally to deliver tests locally. In this session we will review methods that can be employed to develop content that allows as wide a candidate population to take an exam as possible.

This session will look at:

- Observations around the challenges of translating content into different languages
- Candidate performance on different language versions of the same exam
- Writing items in a way that lend themselves to translation
- Control measures to ensure translations replicate meaning across languages
- The use of assistive media - audio and visual

The goal is to explore ways to develop content so as to allow candidates to ensure we are testing their knowledge, not their linguistic ability. Through different techniques, we can find better ways to draw out the knowledge skills and abilities that a candidate has in a way that gives equal fairness to all candidates.

PRESENTER:
Ken Ridgley Prometric

TUESDAY AFTERNOON: Debrief & Receptions

TUESDAY
FEBRUARY 20TH

5:15 PM – 7:00 PM



5:15 PM - 6:00 PM

Sponsor Debrief

ROOM: Grand Oaks Terrace

All sponsoring organizations are invited to join ATP for cocktails as we debrief this year's conference and look ahead for 2019!

5:30 PM - 6:30 PM

ATP Member Appreciation Reception

ROOM: Nelson Wolff Exhibit Ballroom C

As an appreciation for your membership, we would like you to join us for a special member's only reception. Network with other members, ATP leadership, and The Second City while enjoying drinks and hors d'oeuvres.

6:00 PM - 7:00 PM

ATP Practice Area Division Reception: Industrial/Organizational *All are Welcome!*

ROOM: Alyssum

Join the Industrial/ Organizational Division for this casual networking reception as you meet the I/O division leadership, learn more about the current initiatives and find out how to get involved.

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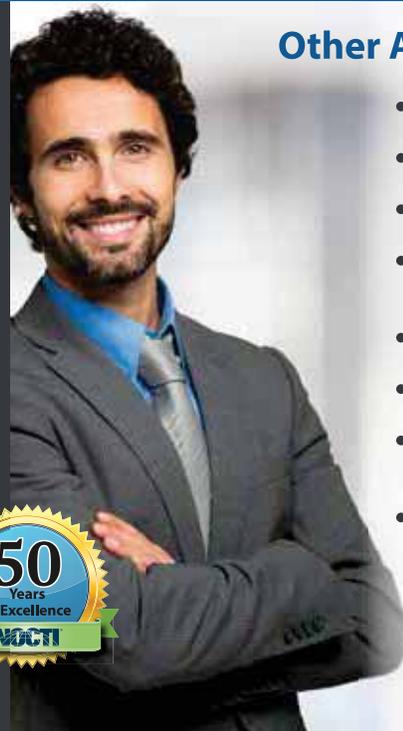
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thoughts, notes, etc.

(the last day is here, keep the brain pumping!)

A series of horizontal lines for writing, overlaid with a faint background pattern of geometric shapes and arrows.

Wednesday Schedule



#atpconf

Stay organized – Mark the sessions and events you're interested in attending...

7:30 AM – 8:30 AM

- Networking with the Innovation Lab Participants**
Join them to Discuss their Product or Service over Breakfast
ROOM: Ballroom Foyer
- Hackathon Top Three Teams Presentations & Breakfast**
ROOM: Grand Oaks A-C
- Workforce Skills Credentialing Division Breakfast Meeting: All are Welcome!**
ROOM: Grand Oaks D-F
- Clinical Division Breakfast: All are Welcome!**
ROOM: Sunday House

- Using Innovative Tools to Reflect Current Practice and Add Value to a Medical Certification Program**
ROOM: Goldenrod
- Protecting Your Program from the Inside**
ROOM: Grand Oaks A-C
- The Diverse World of Credentials: Improving Transparency to Understand This Confusing World**
ROOM: Indian Paintbrush/Larkspur
- FEATURED SPEAKER SESSION: 21st Century Neuropsychological Assessment: Digital Testing for Early Detection of Neurocognitive Disorders According to DSM-5**
ROOM: Iris/Lily

- Logistical and Psychometric Considerations for Developing Online Practical Skills Assessments**
ROOM: Indian Paintbrush/Larkspur
- From MCQ to Something New: Autoscoring of Open-Ended Items**
ROOM: Iris/Lily
- PEAS IN A POD – The Value of Credible Employability Skills Credentials: Implications for Employers and Individuals in a Changing Global Workplace**
ROOM: Sunday House
- Strategic Planning: A Practitioner's Guide to Using Job Analysis to Support a Variety of Activities**
ROOM: Verbena/Periwinkle

7:30 AM – 8:45 AM

- Continental Breakfast**
ROOM: Ballroom Foyer

- PEAS IN A POD – Love Your Enemies**
ROOM: Sunday House
- Designing Secure Continuous Assessment Strategies for Testing Programs**
ROOM: Verbena/Periwinkle

11:15 AM – 12:30 PM

- Closing Keynote: The Second City**
ROOM: Cibolo Canyon Ballroom

7:30 AM – 10:00 AM

- Speaker Lounge Open**
ROOM: Azalea

9:45 AM – 10:00 AM

- Coffee Break**
ROOM: Ballroom Foyer

12:30 PM – 1:30 PM

- Volunteer Appreciation Lunch**
ROOM: Grand Oaks A-C

7:30 AM – 12:30 PM

- Registration Open**
ROOM: Ballroom Foyer

10:00 AM – 11:00 AM

- The United Nations' Contribution Towards a Standard for SJT Item Writing**
ROOM: Bluebonnet/Dogwood

2:00 PM – 4:00 PM

- Post Conference Workshop: Igniting the Spark**
ROOM: Bluebonnet/Dogwood

8:45 AM – 9:45 AM

- The Rise of Technology and Fall of Validity?**
ROOM: Bluebonnet/Dogwood
- Testing Skills of the Canadian CPA - Psychometricians, Plug your Ears**
ROOM: Cibolo 2-4
- Validating Certifications with Data Science: Facts or Fiction?**
ROOM: Grand Oaks D-F

- Refereeing Your Item References**
ROOM: Cibolo 2-4
- Develop Desirable, Feasible, and Viable Products by Leveraging Design Science**
ROOM: Grand Oaks A-C
- The Future of the Multiple Choice Question**
ROOM: Grand Oaks D-F

2:00 PM – 4:30 PM

- Post Conference Workshop: Developing Games for Competency and Certification Settings**
ROOM: Verbena/Periwinkle

WEDNESDAY MORNING: Registration, Hackathon, Breakfast & Breakouts

WEDNESDAY
FEBRUARY 21ST
7:30 AM – 12:30 PM

7:30 AM – 10:00 AM

Speaker Lounge Open

ROOM: Azalea

Are you presenting at the Innovations in Testing Conference? Stop in to practice your presentation, collaborate with co-presenters, or just relax for a while. This room is open to all conference presenters.

7:30 AM – 12:30 PM

Registration Open

ROOM: Ballroom Foyer

7:30 AM - 8:45 AM

Continental Breakfast

ROOM: Ballroom Foyer

7:30 AM - 8:30 AM

Networking with the Innovation Lab Participants

ROOM: Ballroom Foyer

Don't miss the opportunity to talk with our 2018 Innovation Lab Participants to learn more about their innovative products!

➔ ATP Practice Area Division Breakfast: Workforce Skills Credentialing Division *All are Welcome!*

ROOM: Grand Oaks D-F

Join the ATP Workforce Skills Credentialing Division for an update and discussion related to the current goals and activities of the division.

➔ ATP Practice Area Division Breakfast: Clinical *All are Welcome!*

ROOM: Sunday House

Join the Clinical Division to learn more about current goals, future initiatives and activities of the division.



7:30 AM - 8:30 AM

Hackathon Top Three Teams Presentations

ROOM: Grand Oaks A-C

Join us for breakfast and hear the TOP THREE teams present their high-level business plan for a new assessment program. The teams will gather and each be given 10 minutes to "pitch" their assessment program.

8:45 AM - 9:45 AM



Testing Skills of the Canadian CPA - Psychometricians, Plug your Ears

ROOM: Cibolo 2-4

PRACTICE AREA DIVISION(S): ➔

TOPIC: Test Administration and Delivery Models

The Chartered Professional Accountants (CPA) of Canada use constructed-response (CR) for the three-day Common Final Exam (CFE) which students must pass to obtain certification. Part of the exam is designed specifically to test student's professional skills, such as critical analysis, decision-making, professional judgment and communication. Human-raters grade using a holistic competency-based pass/fail model.

This methodology challenges the thinking of reliability versus validity. CPA stakeholders believe this holistic assessment is highly valid while measurement experts may have doubts about reliability as it does not use the traditional reliability measures. We will share how 15+ page responses are assessed using a simple but efficient methodology and also share the processes used to ensure adequate reliability. We will demonstrate the customized application used to mark and record the assessments and marking notes, as well as reports used to monitor tendencies and accuracy.

PRESENTERS:

Ian Chan CPA Canada
Trent Clarke Certification Enterprise

LEADING the CONVERSATION ➔



The Diverse World of Credentials: Improving Transparency to Understand This Confusing World

ROOM: Indian Paintbrush/Larkspur

PRACTICE AREA DIVISION(S): ➔ ➔ ➔

TOPIC: Business Strategy and Operations

SESSION TYPE: Breakout Session

Over the past decade, "credentials" have been associated with different interpretations including degree, industry certification, certificate, license, apprenticeship, and digital badges. Regardless of the term used, the increasing number of credentials makes comparison difficult.

In 2013, the Credential Transparency Initiative (CTI) was created. The Credential Engine is led by five advisory groups representing sectors of education and industry. The committees are focused on improving credential transparency through the Credential Registry, Credential Transparency Description Language (CTDL), and the Workit™ app.

Join this session to learn about the Credential Engine and understand the structure and mission of the advisory groups. One credentialing agency will share their experience as a pilot member of the initiative, and attendees will also learn of feedback opportunities for this ever-evolving initiative particularly through ATP's Workforce Skills Credentialing Division.

PRESENTERS:

John Foster NOCTI
Roy Swift Workcred

LEADING the CONVERSATION



The Rise of Technology and Fall of Validity?

ROOM: Bluebonnet/Dogwood

PRACTICE AREA DIVISION(S): → → → →

TOPIC: Trending or Disruptive Technologies

Data scraping, voice analysis, facial recognition, and other 'new' methods of assessing a person's characteristics are quite innovative. However, not all the new flashy technology is valid, reliable, nor does it often correlate with real world results. This session focuses on how traditional test publishers can learn a thing or two from the start-ups and new entrants, while maintaining our focus on key assessment metrics.

PRESENTERS:

Ryan Ross Hogan Assessment Systems
John Weiner PSI Services
Josh Liff HireView
Blaine Gaddis Hogan Assessment Systems

LEADING the CONVERSATION



Using Innovative Tools to Reflect Current Practice and Add Value to a Medical Certification Program

ROOM: Goldenrod

PRACTICE AREA DIVISION(S): → → →

TOPIC: Measurement and Psychometrics

Exam programs must evolve, to appropriately reflect changes in the profession and add value to the exam. A physician certification program recently undertook two innovative initiatives to address recent changes in medical practice. The first involved the addition of a medical calculator tool, an exam-based version of a resource physicians use for point of care decisions in practice. The second initiative involved an enhanced media player, designed to provide features available in medical tools, including frame by frame viewing, playback at ½ or ¼ speed, and contrast of adjustments. Both initiatives were created with physicians to ensure that the final products met their needs. This presentation will review each innovation, its development process, and its importance in providing fidelity to practice and increasing the value of the exam. A demonstration of each tool will be included, and important challenges to the rollout of each innovation to new exam programs will be discussed.

PRESENTERS:

Bryn Herrschaft-Eckman American Board of Internal Medicine
Cynthia Parshall Touchstone Consulting

LEADING the CONVERSATION



Protecting Your Program from the Inside

ROOM: Grand Oaks A-C

PRACTICE AREA DIVISION(S): → → → →

TOPIC: Security and Privacy

Cheaters, pirates, nefarious test prep - testing programs must protect their assets from a host of external bad actors. To do so, we train test staff, monitor the internet, and conduct forensics. But what if the most damaging risk to our programs isn't on the outside, but lurking inside our own walls? Insiders pose a significant risk at each phase of the testing lifecycle. Yet unlike cheating and piracy, insider threats are rarely discussed at conferences or even internally. The reality is we all want to trust our coworkers, and we face both personal and corporate reluctance to address this concern. History, however, tells us that blind trust in coworkers can lead to catastrophic results.

It's time to talk about the elephant in the room. This session will address effective insider threat mitigation tools and the soft skills needed to sensitively implement them without alienating coworkers. Join us for a frank and informative session on protecting your program from insider threats.

PRESENTERS:

Rachel Schoenig Cornerstone Strategies, LLC
Ray Nicosia Educational Testing Service
John Fremer Caveon Consulting Services
Cody Shultz Guidepost Solutions



21st Century Neuropsychological Assessment: Digital Testing for Early Detection of Neurocognitive Disorders According to DSM-5

ROOM: Iris/Lily

Neuropsychological assessment plays an important role in diagnosing dementia and other neurocognitive disorders (NCD). Until recently, digital tests have only been used rarely for assessing NCD mainly due to usability issues often encountered by elderly test persons. However, recent technical and psychometric advances introduce new opportunities for digital testing. Therefore, a new digital test set was developed for the neuropsychological assessment of NCD.

Test set CFD (Cognitive Functions Dementia) covers cognitive functions listed in DSM-5, can be administered within about one hour and was adequately normed (age 50 to 95). A novel mode of test administration by using touchscreen and test supervisor-supported instructions increases acceptance among elderly people. Common practice of repeated assessments to measure cognitive decline over time made it necessary to consider retest effects. Therefore, test set CFD comes in two parallel versions which both were normed in a predefined order. Automatic scoring based on structural equation modeling provides measures on several aggregation levels (general CFD index, dimension, and sub-dimension specific measures) and regression-based norms considering effects of age, sex, and education. Additionally, reliable change indices enable to statistically evaluate cognitive decline from initial to follow-up assessment. Norming and validation studies provide evidence that test set CFD has adequate to excellent psychometric qualities and is a modern tool for the early detection of NCD.

PRESENTER:

Marco Vetter Schuhfried GmbH



Designing Secure Continuous Assessment Strategies for Testing Programs

ROOM: Verbena/Periwinkle

PRACTICE AREA DIVISION(S): → → →

TOPIC: Security and Privacy

Examinees are asking for more convenient and flexible assessments that offer a learning component to them. As the pace of technology and knowledge rapidly change within a domain, it is important for certificants to stay current. The ability to assess for job currency and relevancy is affecting medical specialty certification boards' Maintenance of Certification (MOC) programs in a big way. As many of these boards make the shift to providing continuous assessment programs, they are considering how they will secure these assessments and authenticate their examinees.

This session will present case studies from three medical specialty boards on their approaches to ongoing MOC programs for their board candidates. The presenters will discuss the market demand for more timely and relevant education, describe the challenges and considerations for test security of continuous assessment, and provide the measures and the results of the methodologies implemented.

PRESENTERS:

Jamie Mulkey Caveon
Linda Althouse American Board of Pediatrics
Jeremy Dugosh American Board of Internal Medicine
Kirk Diepenbrock American Board of Obstetrics and Gynecology

WEDNESDAY MORNING:

Breakout Sessions

**WEDNESDAY
FEBRUARY 21ST**

8:45 AM – 9:45 AM



Validating Certifications with Data Science: Facts or Fiction?

ROOM: Grand Oaks D-F

All exams must document evidence of the validity of score interpretations. Certification programs must additionally illustrate value to program owners/sponsors who know the program costs and must confirm an appropriate return on investment.

A growing IT certification program elected to concurrently demonstrate validity and "value" via an external measure using internal organizational data for Technical Support personnel regarding Time to Resolve (TTR) for support cases.

The focus of this session relates to the use of this "big data" to evaluate the certification program as well as the relationship between an external measure such as the length of the time to resolve a support case with certification status (certified/non-certified as well as number of certifications achieved).

This work is directly transferrable to any certification program looking to illustrate the return on the investment in a high quality and rigorous program.

PRESENTERS:

Jill van den Huevel Alpine Testing Solutions
Ken Salchow F5 Networks

LEADING the CONVERSATION



Love your Enemies

ROOM: Sunday House

PRACTICE AREA DIVISION(S): → →

TOPIC: Trending or Disruptive Technologies

Candidates seeing an overabundance of similar items may complain, raise alarm via social media and perhaps erode confidence in the exam. This could become a real headache for certification organizations. When a test does not adequately sample across a construct, the validity of inferences made from that test are questionable. Large item banks also present logistical problems to the item development process that are difficult to solve. This presentation will include current research on the evaluation of item pools when large numbers of enemy relationships are present. Natural language processing (NLP) provides automated methods that complement human efforts for flagging item pairs that should be considered enemies (either for content overlap, cueing, or similar subject matter). Practical details on the use of NLP for enemy item detection for multiple programs over the past decade will be provided.

PRESENTERS:

Kirk Becker Pearson VUE
Timothy Muckle National Board of Certification and Recertification of Nurse Anesthetists (NBCRNA)
Joshua Goodman National Commission on Certification of Physician Assistants

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9:45 AM - 10:00 AM

Coffee Break

ROOM: Ballroom Foyer

10:00 AM - 11:00 AM



The Future of the Multiple Choice Question

ROOM: Grand Oaks D-F

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Trending or Disruptive Technologies

Despite its dominant use, the traditional multiple choice question is viewed by opponents, and many proponents, as the incandescent light bulb of the testing world, a relatively inefficient technology that has persisted almost unchanged for over 100 years. While some argue that it is time to replace it with other item types, in this session we will explore exciting potential improvements to the multiple choice question format that could have LED-like impact for the testing community. The session will provide an opportunity for the attendees to learn of possible new enhancements and uses for the multiple choice question in the future, and to experience some of these possibilities first hand.

PRESENTERS:

David Foster Caveon Test Security
Christopher Foster Harvard Business School



From MCQ to Something New: Autoscoring of Open-Ended Items

ROOM: Iris/Lily

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Value of Testing

Asking candidates to formulate a response rather than merely choosing from a list of possible responses can more accurately assess critical thinking skills.

Any good assessment solution should incorporate a wide variety of item types and modes of response so that the candidate's proficiency is accurately tested. Open-ended questions, where there are multiple correct answers, allow testers to more effectively test the knowledge base of their candidates.

The ability to autograde open-ended responses is increasing dramatically. In this session, we explore the potential of automated scoring for both Math and Language Arts constructed-response items with multiple variations of the correct answer. Traditionally these item types are manually graded and where the response given differs to the expected response, educators evaluate whether the candidate understood the topic of assessment. The challenge is building these nuances into a scoring engine and teaching the machine to score like a human.

PRESENTERS:

Gavin Cooney Learnosity
Susan Lottridge American Institute for Research

LEADING the CONVERSATION



Logistical and Psychometric Considerations for Developing Online Practical Skills Assessments

ROOM: Indian Paintbrush/Larkspur

PRACTICE AREA DIVISION(S) → →

TOPIC: Measurement and Psychometrics

Static multiple choice examinations are staples in testing industry. However, they are limited with regard to how well they can measure certain skills. Thus, organizations may seek to develop practical skills assessments to better measure how well candidates can apply their knowledge. In this presentation, we describe several considerations when developing practical skills assessments, and provide practical solutions and recommendations drawn from research and applied experience.

This presentation will first focus on the foundational psychometric considerations with developing and implementing online skills assessments. We will then focus on the logistical issues that should be considered with implementing online skills assessments, describing our practical experience with planning, developing, administering, and evaluating an online skills assessment. Finally, we will engage attendees in the decisions they may face when implementing and evaluating practical skills assessments.

PRESENTERS:

Mark Stevens, SAS
Sean Gasperson, Castle Worldwide, Inc.

LEADING the CONVERSATION



The United Nations' Contribution Towards a Standard for SJT Item Writing

ROOM: Bluebonnet/Dogwood

PRACTICE AREA DIVISION(S): →

TOPIC: Measurement and Psychometrics

Four years ago, the United Nations began to use the SJT format in their selection procedures. Given the unique nature of the professional context of the United Nations, all SJT items are tailor made and analyzed with an aim to improving future items.

First, we will discuss the results of the item analyses of the first SJTs that were developed and the conclusions that were drawn upon these results. Based on these findings, the item development process was altered in order to enhance the reliability, validity, and fairness towards different subgroups.

Second, we will treat the impact of the measures we took on the next set of items that were developed. Based on these analyses, we could identify to what extent the adaptations to the item writing process had the desirable outcome.

Third, we will sum up our lessons learned and list some general guidelines on how to create high quality SJT items.

PRESENTERS:

Anton Botha United Nations
Michael Tack BDO



Refereeing Your Item References

ROOM: Cibolo 2-4

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Legislation, Policy, and Accessibility

The role of item referencing in assuring a valid and defensible examination has not received due attention. Item referencing guidelines can be difficult to develop and vary between organizations and even item types within an organization. In this workshop we will focus on developing referencing guidelines and will address the following questions:

- Is an item reference always necessary?
- When does a reference become too old? When is it too new?
- How do you use and control online references that may change overtime?
- How often do you update item references?
- What are the pros and cons of publishing references as part of examination preparation materials?

While there is no absolute right or wrong answer to any of these questions, this will be an opportunity to get an idea about the industry standard and how other organizations approach this topic. Through small group activities, participants will develop referencing guidelines based on what they think will work best for their product.

PRESENTERS:

Evelyn Ronkowski NBOME
Kristin O'Brien ABPN

LEADING the CONVERSATION



Develop Desirable, Feasible, and Viable Products by Leveraging Design Science

ROOM: Grand Oaks A-C

PRACTICE AREA DIVISION(S): → → → → →

TOPIC: Program Design

In the testing industry, product design and development can experience a number of challenges (e.g., high development costs, dated technology, lack of coordination among stakeholders, insufficient validity data) while trying to address market problems and move at the speed of business. In this presentation, we present three tenets of design, desirability, feasibility, viability, and how they can be combined with the innovations of design science to guide the design and development of the next generation of testing products. We will first describe some of the challenges that are facing assessment designers. Next, we will offer a description of the tenets of design and of design science. We will then illustrate the concepts by presenting a case study based on a recently-released assessment which incorporated design science in its design and development process. We will conclude the session by discussing pain points in design and how iteration and feedback can be used to address them.

PRESENTERS:

Alex Casillas ACT
Kristen Huff Curriculum Associates



Strategic Planning: A Practitioner's Guide to Using Job Analysis to Support a Variety of Activities

ROOM: Verbena/Periwinkle

PRACTICE AREA DIVISION(S): →

TOPIC: Value of Testing

A well designed strategic planning process prior to, during, and after conducting a job analysis is essential to achieving maximum benefits without substantial cost. In addition to developing test blueprint, job analysis data may also be used to investigate group differences (e.g., practice settings, work experience), exam prerequisites, impacts of non cognitive characteristics (e.g., professionalism, conscientiousness), and re-certification requirement and cycle. We will discuss the types of questions we asked ourselves to most effectively design our process, and the associated considerations and decisions made. This discussion will be accompanied by the presentation of a case study to enhance the audience's understanding about this topic. The merit of involving a task force will also be discussed.

PRESENTERS:

Xiaohui (Dawn) Zhao Pharmacy Technician Certification Board
Tina Chang Pharmacy Technician Certification Board
Taylor Sullivan Human Resources Research Organization (HumRRO)

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WEDNESDAY MORNING: Breakout Sessions

WEDNESDAY
FEBRUARY 21ST
10:00 AM – 11:00 AM

LEADING the CONVERSATION >>



The Value of Credible Employability Skills Credentials: Implications for Employers and Individuals in a Changing Global Workplace

ROOM: Sunday House

PRACTICE AREA DIVISION(S): → → →

TOPIC: Value of Testing

The skills gap is a persistent problem domestically and internationally. An associated dynamic is skill obsolescence. The World Economic Forum (2015) indicated between 40-50% of today's jobs will be obsolete within a decade. This dynamic has powerful implications for both individuals and employers. Anders Ericsson and others have indicated that successful skill development is dependent upon the base on which the skills are stacked. The greater the foundation (suggesting the criticality of foundational skills) the more readily new skills are learned.

We present a foundational employability skills credential system, ACT WorkKeys, and our experience in communicating the value of a skills credential (earned via assessment) to employers, individuals, and workforce development communities in the U.S. We will then introduce a use case in India, discussing the relevance of similar issues in an international context.

PRESENTERS:

Helen Palmer ACT

Bill Raudulovich BellCurve Labs



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WEDNESDAY AFTERNOON: Closing Keynote, Lunch & Post Conference Workshops

WEDNESDAY
FEBRUARY 21ST
11:15 AM – 4:30 PM



11:15 AM - 12:30 PM

Closing Keynote: Creativity is King

ROOM: Cibolo Canyon Ballroom

Whether you're Leading the Conversation within our testing industry, looking to spark creativity among your team, hoping to use out-of-the-box methods to solve challenges within your role, or find ways to better manage change, improvisation skills are essential. In this interactive keynote session, you will be introduced to the foundational philosophies improvisors use to be more nimble and establish environments that foster creativity. This session is like no other you've ever attended, presented by The Second City, the world's premier improv comedy club, comedy theater and school of improvisation.

PRESENTERS: The Second City

12:30 PM - 1:30 PM

Volunteer Appreciation Lunch

ROOM: Grand Oaks A-C

Thank you for your contribution as a volunteer for the 2018 Innovations in Testing Conference! To show our appreciation, we are inviting all volunteers to a Volunteer Luncheon on Wednesday, February 21st from 12:30 – 1:30 PM, immediately following the closing keynote. If you have not RSVP'd for this luncheon, please stop by the onsite registration desk.

2:00 PM - 4:00 PM

Post Conference Workshop: Igniting the Spark

ROOM: Bluebonnet/Dogwood

Now it's time to roll up your sleeves as you learn, practice and connect the skills necessary to use improv in your daily activities. All of us in this ever changing assessment industry are in need of learning new ways of thinking, acting, communicating and being – and creativity is at the heart of these changes. Open your minds and learn from the best of the best as we see how improv can change the way you work. The Second City will make this very engaging, entertaining and interactive workshop a learning experience that you will ignite the spark you've been looking for.

PRESENTERS: The Second City

2:00 PM - 4:30 PM

Post Conference Workshop: Developing Games for Competency and Certification Settings

ROOM: Verbena/Periwinkle

Millennials are being raised on touch screens and future generations will increasingly demand assessments that match their learning styles and life experiences. Game Based Assessments are context-rich, allowing much more authentic experiences than a standardized test that takes an individual out of a performance situation. Video games and digital simulations have proven especially effective in providing formative assessments through continuous feedback loops specific to individual learner progression.

During this hands-on workshop, participants will learn what types of assessment situations games work best in, and see a sampling of Game Based Assessments first hand. Workshop participants will be invited to play and explore actual examples of Game Based Assessments and learn the steps necessary to design their own. Working together in small groups, participants will have the opportunity to create a Games Based Assessment Concept Statement.

The future of testing includes Game Based Assessments, and this workshop will jumpstart your ability to embrace that future. If you're interested in gamification and all the possibilities it offers to the assessment industry, you can't afford to miss this workshop.

PRESENTERS:

Randy Brown Virtual Heroes
Robert Corrigan Prometric
Robert Hone American University Game Lab
G. Tanner Jackson Educational Testing Service
Jennifer McNamara Breakaway Games
Victorian Van Voorhis Second Avenue Learning

Pre-registration is required. Please visit the onsite registration desk to add a workshop to your registration. Don't delay, spots are limited!



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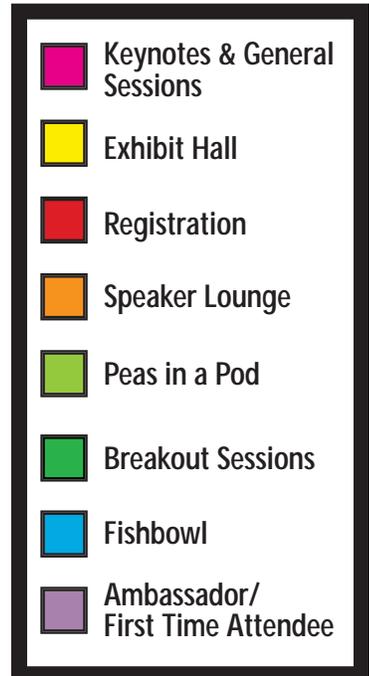
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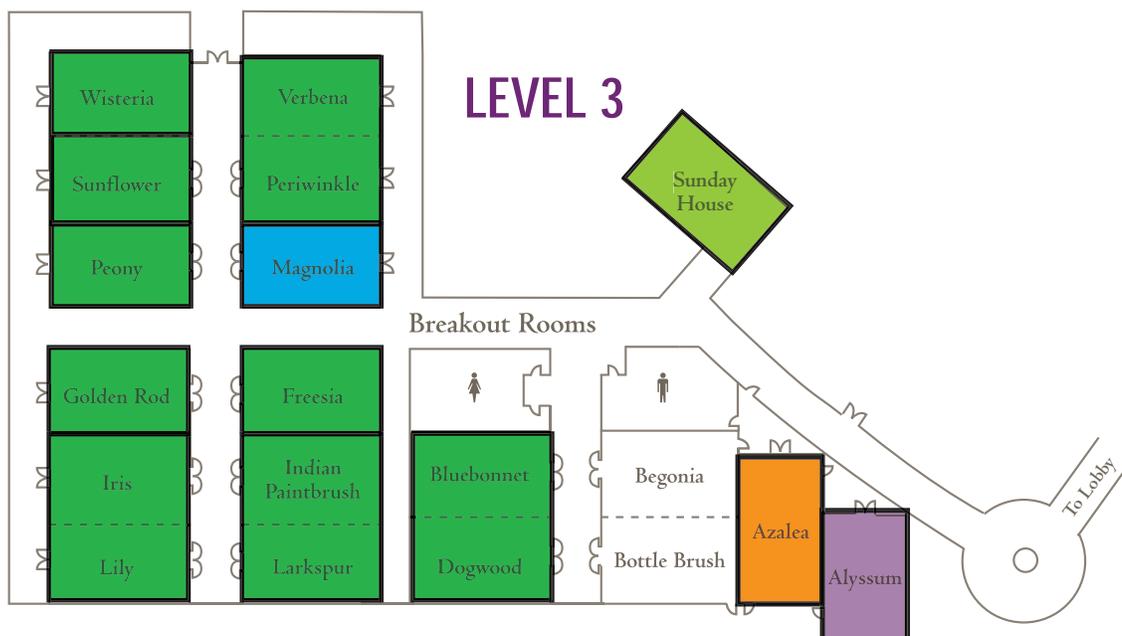
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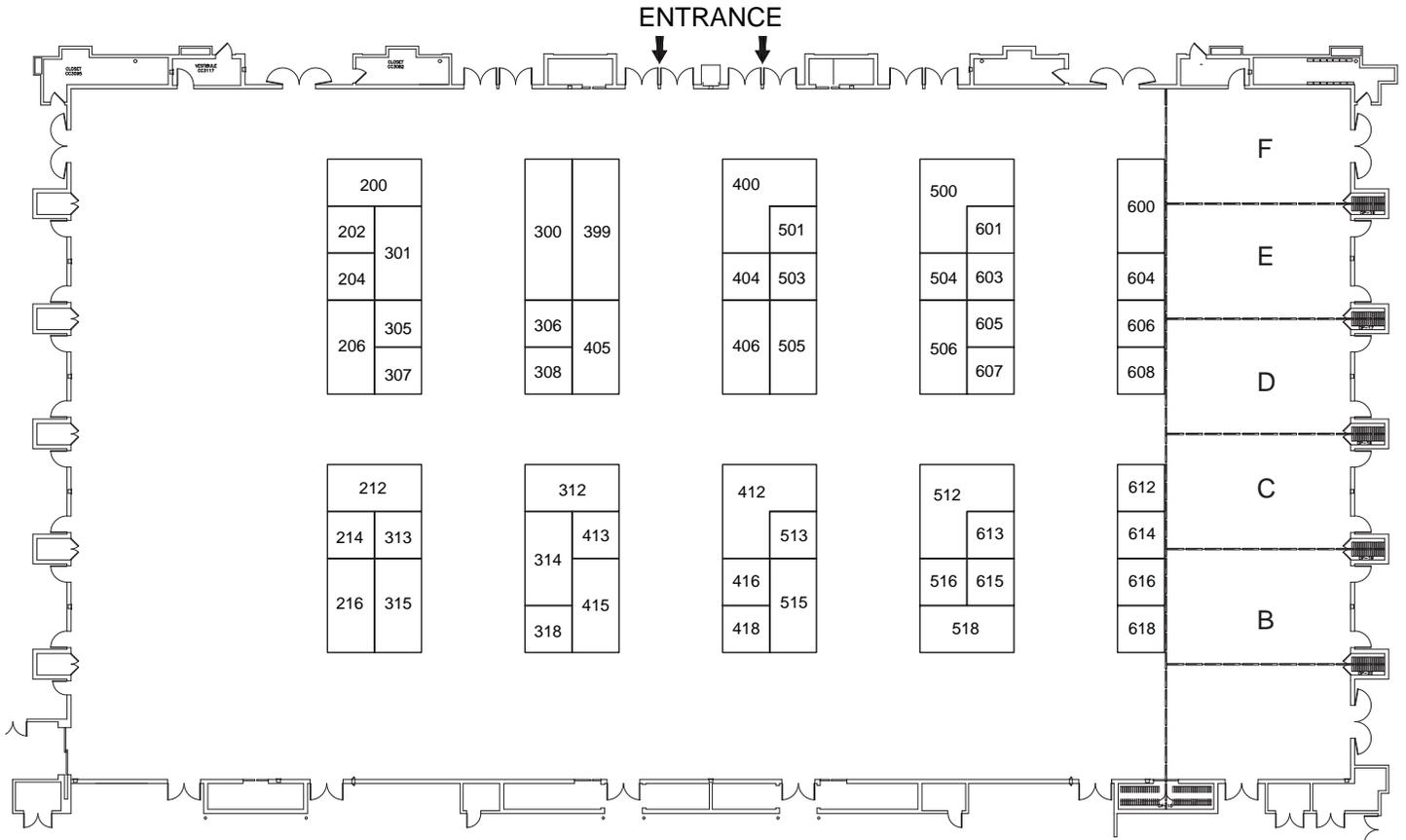


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