INSIGHT
HAPPENS HERE

ATP 2016
Innovations in Testing
Orlando, Florida

Hilton Orlando Bonnet Creek | Orlando, FL

March 20-23

#atpconf

Complete
Solutions

iTS

testsys.com

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.

SITE READINESS

A key element of successful online testing is ensuring the testing location is ready. Our robust site readiness tools include system checks and a network diagnostic application. When used in advance of testing they provide assurance that the location is prepared.

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.

HUMAN SCORING

A complete system for scoring essays and other submissions. Establish rubrics, define score scales, train and monitor raters, aggregate human scores with selected response scores. We also offer integration with machine scoring essay services.

SCORING & REPORTING

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

Schedule at a Glance / Table of Contents

Sunday – March 20

8:00 AM – 12:00 PM	**Golf Tournament** Waldorf Astoria Golf Course
10:00 AM – 7:30 PM	**Speaker Lounge Open** De Soto Room
2:00 PM – 7:30 PM	**Registration** Bonnet Creek Foyer
5:00 PM – 6:00 PM	**First-Time Attendee Reception and Remarks** Bonnet Creek Ballroom XI
6:00 PM – 7:30 PM	**Innovations in Testing Opening Reception** Signature Island

Monday – March 21

7:30 AM – 7:00 PM	**Registration** Bonnet Creek Foyer
7:30 AM – 8:30 AM	**Breakfast with Exhibitors** Bonnet Creek Ballroom
7:15 AM – 8:15 AM	**European Regional Division Breakfast Meeting All are Welcome!** Bonnet Creek Ballroom XI
7:30 AM – 8:15 AM	**Session Coordinator Breakfast Meeting** Bonnet Creek Ballroom X
7:30 AM – 5:00 PM	**Peas in a Pod Room Open – All are Welcome!** Bonnet Creek Ballroom XII
7:30 AM – 7:00 PM	**Speaker Lounge Open** De Soto Room
7:30 AM – 7:00 PM	**Exhibit Hall Open** Bonnet Creek Ballroom
8:30 AM – 10:00 AM	**Conference Opening and Keynote: Human-Centered Innovation presented by Dave Viotti, Founder and CEO, SMALLIFY** Floridian Ballroom
10:00 AM – 10:30 AM	**Coffee Break with Exhibitors** Bonnet Creek Ballroom
10:30 AM – 11:30 AM	**Breakout Sessions**
11:30 AM – 11:45 AM	**Break with Exhibitors** Bonnet Creek Ballroom
11:45 AM – 12:45 PM	**Breakout Sessions**
12:45 PM – 2:00 PM	**Lunch with Exhibitors** Bonnet Creek Ballroom
12:45 PM – 1:45 PM	**Education Practice Area Division Luncheon – All are Welcome!** Floridian Ballroom B
12:45 PM – 1:45 PM	**International Luncheon – All are Welcome!** Floridian Ballroom D-L
2:00 PM – 3:00 PM	**Breakout Sessions**
3:00 PM – 4:00 PM	**Dessert with Exhibitors** Bonnet Creek Ballroom
4:00 PM – 5:00 PM	**Breakout Sessions**
5:00 PM – 7:00 PM	**Reception with Exhibitors and ePoster Sessions** Bonnet Creek Ballroom and Foyer

Tuesday – March 22

7:30 AM – 5:15 PM	**Registration** Bonnet Creek Foyer
7:30 AM – 5:15 PM	**Exhibit Hall Open** Bonnet Creek Ballroom
7:30 AM – 5:15 PM	**Peas in a Pod Room Open - All are Welcome!** Bonnet Creek Ballroom XII
7:30 AM – 5:15 PM	**Speaker Lounge Open** De Soto Room
7:30 AM – 8:30 AM	**Breakfast with Exhibitors** Bonnet Creek Ballroom
7:15 AM – 8:15 AM	**Workforce Skills Credentialing Practice Area Breakfast – All are Welcome!** Dixie Room
7:15 AM – 8:15 AM	**Clinical Division Practice Area Breakfast – All are Welcome!** Bonnet Creek Ballroom XII

Tuesday – March 22 (cont'd)

8:30 AM – 10:00 AM	**Workshops**
10:00 AM – 10:30 AM	**Coffee Break in Exhibit Hall** Bonnet Creek Ballroom
10:30 AM – 12:00 PM	**Workshops**
12:00 PM – 1:15 PM	**Lunch with Exhibitors** Bonnet Creek Ballroom
12:00 PM – 1:00 PM	**Asian Regional Division Luncheon – All are Welcome!** Brevard Room
12:00 PM – 1:00 PM	**Certification/Licensure Practice Area Luncheon – All are Welcome!** Floridian Ballroom Salon A
12:00 PM – 1:15 PM	**Product Demos** Bonnet Creek Foyer
1:15 PM – 2:15 PM	**Breakout Sessions**
2:15 PM – 4:15 PM	**Dessert with Exhibitors** Bonnet Creek Ballroom
2:30 PM – 3:15 PM	**Ignite Presentations** Floridian Ballroom Salons D-L
3:15 PM – 4:00 PM	**Ignite Table Discussions** Floridian Ballroom Salons D-L
3:30 PM – 4:00 PM	**Hackathon Presentations** Bonnet Creek Ballroom XI
4:15 PM – 5:15 PM	**Breakout Sessions**
5:30 PM – 6:30 PM	**Sponsor Thank You and Debrief Reception** Floridian Ballroom Salon A
6:00 PM – 7:00 PM	**Industrial/Organizational Practice Area Division Reception – All are Welcome!** Bradford Room
6:00 PM – 7:00 PM	**Health Sector Networking Reception** Madison Room

Wednesday – March 23

7:30 AM – 12:30 PM	**Registration** Bonnet Creek Foyer
7:30 AM – 8:30 AM	**Continental Breakfast** Ballroom Foyers
7:30 AM – 8:30 AM	**Security Committee Breakfast – All are Welcome!** Bonnet Creek Ballroom IX
7:30 AM – 11:00 AM	**Peas in a Pod Room Open – All are Welcome!** Bonnet Creek Ballroom XII
7:30 AM – 11:00 AM	**Speakers Lounge Open** De Soto Room
8:45 AM – 9:45 AM	**Breakout Sessions**
9:45 AM – 10:00 AM	**Coffee Break** Foyers
10:00 AM – 11:00 AM	**Breakout Sessions**
11:15 AM – 12:30 PM	**Closing General Session: Reclaiming the Conversation: Influencing How the World Talks and Thinks about Testing** Floridian Ballroom

Welcome

Dear Colleague,

On behalf of the Association of Test Publishers (ATP) Board of Directors, Division/Committee and Regional Leaders, and the Conference Planning Committee, we welcome you to ATP's 17th annual Innovations in Testing Conference!

As a global industry leader, ATP's voice as the intelligent voice for testing continues to spread. ATP once again welcomes delegates from around the world to a conference that has gained a reputation for excellence, outreach, and innovation.

The Innovations in Testing Conference, through its network of volunteers, sponsors, and supporters, is impacting the assessment industry in ways we could not have envisioned a decade and a half ago when this conference was first conceived. From the keynote to content sessions, and from workshops to working groups, it has been the energy and dedication of our attendees and presenters to share knowledge and experience with one another that makes this annual event a true learning opportunity.

The Conference Planning Committee has been committed to identifying and providing new features for you to enjoy and take advantage of at this conference. This year, you can experience 11 Workshops, 87 Breakout Sessions, 7 Ignite Sessions, 16 Product Demonstrations, 18 ePoster Sessions, and 8 Fishbowl Sessions. We are excited to once again host the Innovations Hackathon (Shark Tank) contest where 6 teams compete to develop a brand new assessment program that addresses an emerging market need.

In our quest to always bring new ideas and enhanced experiences, this year we are launching an Ambassador program that matches new conference attendees with mentors to insure that their first experience at the Innovations in Testing Conference is as rich and insightful as possible. Another new feature is our "Peas in a Pod" discussion groups which will bring together professionals working in similar sectors of the assessment industry to dialogue and share common challenges and experiences.

Of course, no conference is complete without our many networking opportunities, starting with the First Time Attendees Reception and the Welcome Reception on Sunday evening. As you enjoy all that the conference has to offer, please take time to peruse the exhibit hall, enjoy refreshments, and meet your friends, colleagues, partners and sponsors.

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

Be sure to mark your conference calendar for our Opening Keynote on Monday at 8:30 A.M., featuring Dave Viotti Founder and CEO of SMALLIFY, and for our Closing Session on Wednesday at 11:15 A.M., where we will have an interactive discussion on how we, as an industry, can influence how the world talks and thinks about testing.

Finally, I would like to take this time to give a shout out to our sponsors and loyal members whose continued financial support and dedication has served to make the Innovations Conference a world class event!
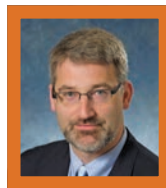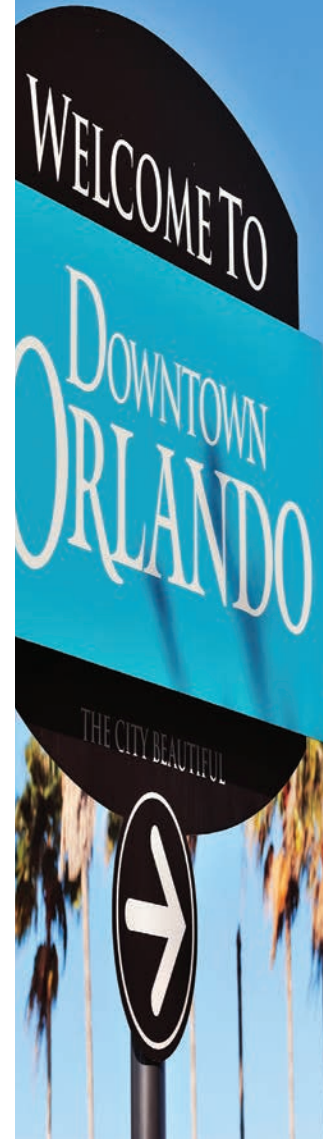
Welcome to Orlando!

Best regards,

Andre Allen
General Dynamics Information Technology
Board Chair, 2016

Eric D'Astolfo
Pearson VUE
Conference Chair, 2016

We're Mobile!

Download the Conference Guidebook App

Use your smart phone or your tablet to access the program, maps and exhibitor information throughout the conference.

1. **Simply scan the QR code here:**

2. **Search for "Guidebook" in your App store, or go to www.guidebook.com/getit to download the Guidebook app.**

3. **Once downloaded, search "Innovations in Testing 2016."**
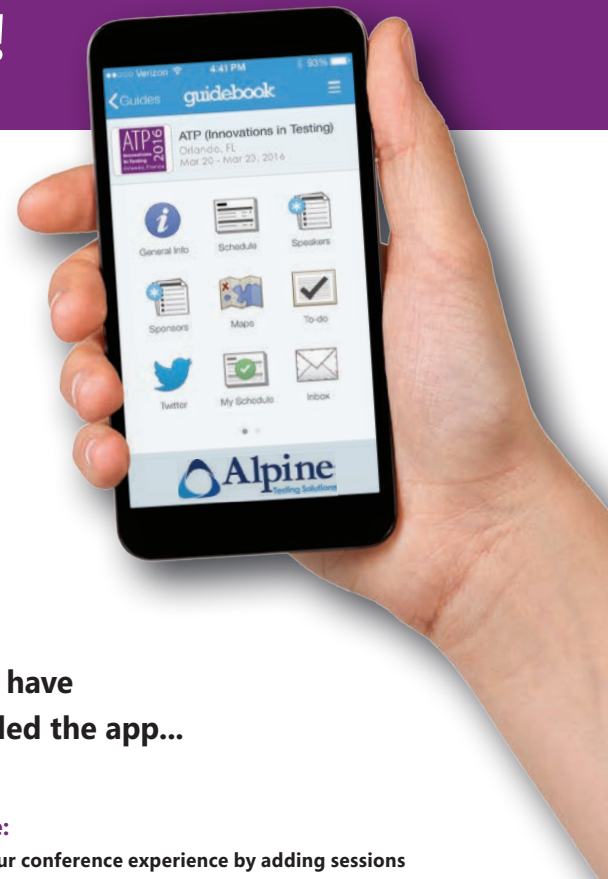
Once you have downloaded the app...

My Schedule:
Personalize your conference experience by adding sessions and events to the 'My Schedule' feature.

Sponsors:
Browse or search the exhibitor list for general information, booth numbers, and link to an exhibitor's website to learn more.

Maps:
Interactive hotel map helps you find that intriguing discussion or fun networking event quicker and easier.

To-Do:
Create your own To-Do List to ensure you accomplish your personal and professional goals at Innovations.

Speaker Index

Got Test Security?

The ATP Security Committee provides a forum to encourage assessment organizations to collaborate in addressing test security concerns.

ATPSC

ATP
Security Committee

We strive to:
- **Identify methods to improve test security;**
- **Establish and disseminate security best practices; and**
- **Protect the integrity of assessments and assessment programs.**

Here are security related sessions that you don't want to miss!

Monday, March 21

10:30 AM - 11:30 AM
- Executing a Security Strategy for Global Testing

11:45 AM - 12:45 PM
- Dumping the Dopes Who Use Braindump Sites: How IBM Turned the Tables Using Data Forensics
- Google Glass, Bluetooth and Spy Glasses.....Oh My!!!!!
- Remote Scoring vs. Remote Proctoring: An Alternative Approach to Dispersed Testing for High Stakes Assessment

2:00 PM - 3:00 PM
- Test Security SMACKDOWN!

4:00 PM - 5:00 PM
- Herding Cats - How to Keep Track of Your Test Security Incidents and Report Your Results
- Shutting the Barn Door after the Horse has Bolted
- Test Security and Big Data

5:00 PM -7:00 PM
- Pulse of Security in Testing: ATP Survey of Security Practices

Tuesday, March 22

8:30 AM - 10:00 AM
- Real-World High-Stakes Test Security Investigations

10:30 AM - 12:00 PM
- International Testing – The Things a Test Security Professional Needs to Know
- The Media is Knock, Knock, Knocking at Your Door...Now What???

12:00 PM - 1:15 PM
- Advances in Real-Time Proctoring and Test Delivery for Summative Assessments
- RPNow: Anytime-Anywhere Remote Proctoring for Secure and Convenient Online Exam Delivery
- Secure, Flexible Delivery Using Live Online Proctoring

1:15 PM - 2:15 PM
- CBT Event Testing: Testing Candidates Where They Work, Study or Congregate

4:15 PM - 5:15 PM
- A Case Study – Considering Security from Program Inception
- Balancing Act: Maintaining Rigorous Security While Providing a Positive Candidate Experience
- FEATURED SPEAKER SESSION: Highlighting Proctoring Best Practices

Wednesday, March 23

7:15 AM – 8:15 AM
- Security Committee Breakfast Meeting – All are Welcome!

8:45 AM - 9:45 AM
- Assessing Your Risk: Why Security is Not One Size Fits All

10:00 AM - 11:00 AM
- Authentications vs Identification: E-Learning Identities

Association of Test Publishers (ATP)

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 American 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 at ATP?
Visit us in the Foyer.
We would love to talk with you!**

Special Thanks to the 2016 Conference Committee

Executive Committee

Board Chair
Andre Allen

Board Past Chair
Doug Becker

Conference Chair
Eric D'Astolfo

Conference Vice Chair
Ashok Sarathy

Association of Test Publishers, CEO
William G. Harris

Association of Test Publishers, COO
Lauren Scheib

Program Chair
Rachel Schoenig

Program Vice Chair
Rory McCorkle

Marketing Chair
Emily Kurze

Certification/Licensure Chair
Beth Kalinowski

Clinical Chair
Mark Ledbetter

Education Chair
Jesse Markow

Industrial/Organizational Chair
Cicek Svensson

Workforce Skills Credentialing Chair
Dan Rinn

European Chair
Cicek Svensson

Asia Chair
Alex Tong

Security Chair
Chuck Friedman

Marketing Committee

Chair
Emily Kurze

Members
Ragan Cohn
Alina Cooper
Kelly Goeke
Vita Greco
Liberty Munson

Program Committee

Program Chair
Rachel Schoenig

Program Vice Chair
Rory McCorkle

Conference Chair
Eric D'Astolfo

Conference Vice Chair
Ashok Sarathy

Certification/Licensure Vice Chair
Ada Woo

Clinical Chair
Mark Ledbetter

Education Vice Chair
Alina von Davier

Industrial/Organizational Vice Chair
Blaine Gaddis

Workforce Skills Credentialing Vice Chair
Rob Pedigo

Security Vice Chair
O'Neal Hampton

European Vice Chair
Hakan Fritz

Reviewers

Linda Anguish
HR Certification Institute

Terry Barham
SAS Institute

Ilona Bartman
Medical Council of Canada

Lance Blackstone
Questionmark

David Bloom
Pacific Metrics Corporation

Brian Bontempo
Mountain Measurement, Inc.

Julie Boyce
Pearson VUE

Zachary Britt
Physician Assistant Education Association

Mary Browne
NBOME

Liz Burns
NetApp

Adrienne Cadle
Professional Testing

Ken Clark
Responsive Translation

Michael Clifton
ACT, Inc

Susan Cooley
Alpine Testing Solutions

Nyka Marie Corbin
Graduate Management Admission Council

Andrew Dallas
NCCPA

Susan Davis-Becker
Alpine Testing Solutions

Katsuya Debari
Odyssey Communications Inc.

Reno Deschaine
The IIA

Stephanie Dille
Pearson VUE

Nikki Eatchel
Scantron

Henrietta Eve
AICPA

Matt Ferris
NBCRNA

Robert Furter
The American Board of Pediatrics

Blaine Gaddis
Hogan Assessment Systems

Michaela Geddes
Yardstick

Jennifer Geraets
ACT, Inc.

Dawn Gibas
American Society of Agronomy/Soil Science Society of America

Kristin Gibson
IBM

Kelly Goeke
Pearson VUE

Jerry Gorham
Ascend Learning

Vita Greco
Professional Testing Corporation (PTC)

Brian Greenlee
American Council of Exercise

Cabell Greenwood
Internet Testing Systems

Vicki Gremelsbacker
Professional Testing Corporation (PTC)

Sierra Hampton-Simmons
PMI

Katherine Heppner
Pearson VUE

Jim Holm
Performance Assessment Network

Beth Holst
Holst & Associates LLC

Julie Huber
Teradata

Greg Hurtz
PSI Services LLC

Rachael Jin Bee Tan
American Board of Pediatrics

Erika Johnson
Caveon

Bryan Kainrath
CompTIA

Beth Kalinowski
PSI Services LLC

Jeff Kenney
Financial Planning Standards Board

Reid Klion
PAN

Brenda Knowles
Pearson VUE

Hollis Lai
University of Alberta

Mary Lehnard
Alpine Testing Solutions

E.W. Looney
BrightLink

William Lorie
Questar

Susan Lottridge
Pacific Metrics Corporation

Dennis Mahoney
The Wharton School

Jesse Markow
WIDA at the University of Wisconsin-Madison

Joy Matthews-Lopez
National Association of Board of Pharmacy (NABP)

Sheila Mauldin
NCCPA

Jeff McGregor
Strasz Assessment Systems

Hillary Michaels
HumRRO

Jessi Mielke
Esri

Canda Mueller
Questar Assessment, Inc.

Lorin Mueller
FSBPT

Stephen Murphy
Houghton Mifflin Harcourt

Shea Murtagh
ProctorU

Kimberly Nei
Hogan Assessment Systems

Joseph Orban
Questar Assessment, Inc

Jake Parizek
CTB/ McGraw-Hill Education

Gregory Pastrich
BACB

Michael Peabody
American Board of Family Medicine

Michelle Porter
International Code Council

Aimee Rhodes
CFA Institute

Amy Riker
ETS

Ed Romanowski
PSI Services LLC

Lawrence Rudner
Independent Consultant

Scott Russell
Alpine Testing Solutions

Greg Sadesky
Yardstick

Rebecca Saley
WGU

Lindsay Sanders
NWEA

Stacy Saul
Association for Financial Professionals

Jason Schwartz
Pearson VUE

Sonya Sedivy
University of Wisconsin

Garrett Sherry
Prometric

Bruce Shotts
National Board of Chiropractic Examiners

Hao Song
National Board of Osteopathic Medical Examiners

Gary Spivack
Strasz Assessment Systems

Sue Steinkamp
Scantron

Joshua Stopek
AICPA

Bhavya Suvarna
Accenture

Cicek Svensson
Comms Multilingual

Evelyn Tessitore
Personal Touch Assessment

James Thomas
ProctorU

Nathan Thompson
Assessment Systems

Camille Thompson
ACT

Alex Tong
ATA Inc.

Melissa Turner
NBOME

Sally Valenzuela
McGraw-Hill CTB

Jill van den Heuvel
Alpine Testing Solutions

Timothy Vansickle
Questar Assessment

Kris Vezina
Google

Karyn Waller
Formerly of ISACA and AICPA

Patrick Watts
CFA Institute

Marc Weinstein
Dilworth Paxson LLP

Bob Whorton
NCEES

Brodie Wise
Internet Testing Systems

Ronald Wohl
Wohl Communication Services Inc.

Cynthia Woodley
Professional Testing Inc

Christine Yoshida
Enlitefy, Inc.

Anthony Zara
Pearson VUE

ACT®

psi — AMP — a psi business

brightlink — IMPROVING PROOF

BreakAway games

bt — BREAKTHROUGH TECHNOLOGIES

CAE — ASSESSMENT INTERNATIONAL

Castle — Intelligent solutions for quality testing

caveon™ — Test Security

CiTO — now you know

CMS — Certification Management Services — The Item Experts

comira

Commsmultilingual

EXCELSOFT

Heuristic SOLUTIONS

GENERAL DYNAMICS — Information Technology

LearningBuilder™

Learnosity

LOOKINGGLASS

LSAC®

NPC® — Integrated Print & Digital Solutions

oat

PAN — Performance · Assessment · Network

Paradigm TESTING

ProctorU

ProExam — Unlock Potential Through Insights.

PEOPLECERT

Questionmark

Software SECURE

strasz ASSESSMENT SYSTEMS

TRIFORK LEARNING SOLUTIONS

VANTAGE

ZOOMORPHIX SYSTEMS

2016 Conference Silver Sponsors

Applied AxioMetrics

GRANDMASTERS

Houghton Mifflin Harcourt

Mountain Measurement, Inc

netlogon CONTENT DEVELOPMENT

NOCTI

PACIFIC METRICS CORPORATION

Take part in the "Pods"!

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.

But No Presentations Permitted in the Pod!

The "Pods" are located in Bonnet Creek Ballroom XII

MONDAY
10:30 AM – 11:30 AM
Pod 1: Industrial/Organizational Professionals
Pod 2: Making the Most out of the Conference for First Time Attendees

11:45 AM – 12:45 PM
Pod 1: Education Professionals
Pod 2: Millennials in Testing

2:00 PM – 3:00 PM
Pod 1: Workforce Skills Credentialing Professionals
Pod 2: Security Challenges

4:00 PM – 5:00 PM
Pod 1: IT/Technology Professionals in Testing
Pod 2: Combating Negative Industry Perceptions

TUESDAY
1:15 PM – 2:15 PM
Pod 1: Psychometricians
Pod 2: Badging/Micro-Credentials/Nanodegrees

4:15 PM – 5:15 PM
Pod 1: Testing Industry Rookies
Pod 2: MOOCs

WEDNESDAY
8:45 AM – 9:45 AM
Pod 1: Marketing Professionals
Pod 2: Legislation and Policy Issues

10:00 AM – 11: 00 AM
Pod 1: Program Directors / Program Managers
Pod 2: The Future of Certification

Innovations in Testing 2016 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 take full advantage of your time here.

First Time at Innovations in Testing?

New this Year! Our ATP Ambassador Program
Conference veterans are ready to help new attendees have the best possible conference experience. They can answer questions, steer you to appropriate conference sessions based on your interests/experience, and introduce you to others. Are you interested in having an Ambassador? See the on-site registration desk for more information!

Also, you won't want to miss the First Time Attendee Reception on Sunday from 5:00-6:00 P.M. in Bonnet Creek Ballroom XI, immediately before the Opening Reception. You will hear a brief overview of ATP and the conference and meet other first time attendees as well as conference veterans.

Abundance of Networking Opportunities

Take advantage of Innovations in Testing conference to make lasting connections and learn from your colleagues. Interacting with other assessment professionals is often cited as the number one reason people attend this conference. We have ample ways for you to get connected:

- Receptions where you can mingle with other assessment professionals eager to make connections.
- The exhibit hall is open on Monday and Tuesday. The hall is filled with assessment-related companies and experts in testing ready to talk with you.
- Breakfast and lunch are great times to introduce yourself to people you don't know and connect with them.
- Go online! We are promoting social networking more than ever as a way to learn from each other and stay connected throughout the year. During and after the conference, check out our discussion group on LinkedIn, Twitter, and YouTube Using the hashtag #atpconf. See the ad in this program book for specific links.

GLOBAL SESSION

NEW THIS YEAR! We have highlighted the sessions that either include presenters from outside the United States or address topics of global interest. Look for the Global Sessions which are highlighted in a box similar to this one.

FEATURED SPEAKER SESSION

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

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 (formerly Innovation Showcases), Ignite Sessions, and Product Demonstrations.

- **What is the difference between Workshops and Breakouts?** Workshops are longer and designed to provide a deeper or broader perspective on the subject matter. They are also more interactive than breakout sessions. Breakouts are content rich, shorter, and tend to have a more narrow focus.
- **Who leads the 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.

Several Other Session Types

Ignite Sessions encapsulate the Ignite motto "enlighten us, but make it quick." Each talk is exactly five minutes long. Ignite presenters share their personal and professional passions, using 20 slides that auto-advance every 15 seconds. These sessions are on Tuesday from 2:30 PM – 3:15 PM in the main General Session Room (Floridian Ballroom). If you are interested in digging deeper into one of the topics, join us for Roundtable Discussions, moderated by the Ignite presenters, immediately following the Ignite Sessions. See page 100-103 for details.

Fishbowl Discussions are moderated, open discussions on various topics that will allow you to learn in a format best for you – whether you like to contribute to the conversation or listen to the dialogue and learn from the viewpoints of 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 Tuesday from 12:00 – 1:15 PM in the Bonnet Creek Foyer, and vote on the most innovative and industry changing demo.

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. See page 61 for details.

Peas in a Pod

NEW THIS YEAR!

Bonnet Creek Ballroom XII

Join the Discussion . . .
But No Presentations Permitted in the Pod!

Take part in the first annual "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. See the on-site registration desk for details.

Conference Topics

We continue to offer world-class content that you have come to expect at the Innovations in Testing Conference. The 2016 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.

- Program Design
- Legislation, Policy and Accessibility
- Measurement and Psychometrics
- Security and Privacy
- Data Management
- Business Strategy and Operations
- Test Administration and Delivery Models

ATP Practice Area Divisions

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

C/L **Certification/Licensure**

E **Education**

I/O **Industrial/Organizational**

C **Clinical**

W **Workforce Skills Credentialing**

Session Recordings

The Opening Keynote, Closing General Session, Ignite Sessions, and many of the Featured Speaker Sessions will be recorded and offered shortly after the conference. ATP members who attend this conference will have 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.

✓ FUNDAMENTALS OF TESTING

Fundamentals of Testing Sessions denoted within a Fundamentals of Testing box are appropriate to attendees who are new to the testing industry.

PLEASE FILL OUT SURVEYS!

This conference is as good as it is because we listen to you! Make sure your voice is heard. You will be asked to fill out a survey for each session that you attend and for the overall conference. Our speakers and conference committee members are volunteers and greatly appreciate the feedback to improve future sessions and conferences...not to mention the nice pat on the back when they have a great presentation!

Get to Know Our Sponsors – Industry Experts

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 get to know them by visiting the exhibit hall.

Looking for Ways to Get Involved?

We are always looking for volunteers to serve on division or conference committees. To find out more during the conference, please stop by the registration desk, speak with any of the committee members, or visit ATP's booth. After the conference, go to the ATP website for more information about how you can help shape future Innovations in Testing conferences or other volunteer opportunities.

For More Information about ATP and the Innovations in Testing Conference:

- Visit the ATP booth in the Foyer
- ATP Website: www.testpublishers.org
- Innovations in Testing Website: www.innovationsintesting.org

These sites provide you with several ways to get connected with other professionals in the testing industry, learn more about ATP and the conference, and keep up to date on what's happening in our industry.

8:00 AM - 12:00 PM
2016 ATP Innovations in Testing Annual Golf Tournament
SPONSORED BY GENERAL DYNAMICS INFORMATION TECHNOLOGY
Location: Waldorf Astoria Golf Club

Golfers should arrive by 7:15 AM for a lite breakfast, coffee and instructions. Meet at the driving range at the Waldorf Astoria Golf Club.

The 2016 conference will once again kick off with the ATP Annual Golf Tournament sponsored by General Dynamics Information Technology. The tournament will take place on the Waldorf Astoria Golf Club course (connected to the Hilton Orlando Bonnet Creek). Designed for golfers of all skill levels, this shotgun tournament is a perfect way to start the conference with networking and some friendly competition.

Registration was required prior to the conference.

10:00 AM – 7:30 PM
Speaker Lounge Open
Room: De Soto

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

5:00 PM - 6:00 PM
First Time Attendee Reception and Remarks
Room: Bonnet Creek Ballroom XI

FIRST TIME HERE?

If you're new to the Innovations conference, this is a great chance to learn what to expect and how to navigate our many offerings. Our conference Ambassadors will be available to answer questions. Make the most of your time here by joining us for this informative session and networking opportunity.

6:00 PM - 7:30 PM
Innovations in Testing Opening Reception
Room: Signature Island

Please join your colleagues in the testing industry and celebrate the opening of ATP's 17th Annual Conference. Don't miss this opportunity to meet up with old friends and make some new ones!

Yardstick has helped 14 million learners achieve competence. We are testing & training experts.

PSYCHOMETRICS   HIGH STAKES EXAM SOFTWARE   OVER 200 TEST CENTRES

ELEARNING DEVELOPMENT   OVER 8 MILLION EXAMS ADMINISTERED

Our Psychometricians

Greg Sadesky, Ph.D
President & COO Testing

Michaela Geddes, Ph.D
Senior Psychometrician

Chris Beauchamp, Ph.D
Senior Psychometrician

Kelly Piasentin, Ph.D
Psychometrician

Natasha Parfyonova, Ph.D
Psychometrician

Yardstick
Testing and Training Experts

getyardstick.com

ATP 2016
Innovations
in Testing
Orlando, Florida

7:15 AM - 8:15 AM
Session Coordinator Breakfast
Room: Bonnet Creek Ballroom X

Did you sign up to be a Session Coordinator? Join us for breakfast and learn your responsibilities. Thank you for your contribution!

7:15 AM - 8:15 AM
European Division Breakfast Meeting – All are Welcome!
Room: Bonnet Creek Ballroom XI

Join the European Division for ATP as we discuss the current plans and initiatives in place for 2016 and beyond. Bring your thoughts and ideas as new ideas are encouraged.

7:30 AM - 8:30 AM
Breakfast with Exhibitors
Room: Bonnet Creek Ballroom I - IX

7:30 AM - 5:00 PM
Peas in a Pod Room Open All are Welcome!
Room: Bonnet Creek Ballroom XII

Join the Discussion...But No Presentations Permitted in the Pod!

Take part in the first annual "Pods" conversations! These are informal, face-to-face conversations with fellow conference goers who share common interests. These are not presentations or lectures. There is no projector; there are no slides. This is all about direct exchange and exploration of ideas. See the on-site registration desk for details.

7:30 AM - 7:00 PM
Speaker Lounge
Room: De Soto

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

7:30 AM - 7:00 PM
Exhibit Hall
Room: Bonnet Creek Ballroom I - IX

8:30 AM - 10:00 AM

OPENING KEYNOTE
Human-Centered Innovation

David Viotti
FOUNDER AND CEO, SMALLIFY
Room: Floridian Ballroom

Fear less, open up, say yes, make stuff, and bet small in this one-hour, high-energy introduction to human-centered design and rapid innovation brought to you by Dave Viotti, Founder and CEO of SMALLIFY, a Silicon Valley innovation firm. Sparked by the emergence of design thinking and lean start-up practices, rapid, experimental innovation is a proven method that has come into increasing and practical use in the entrepreneurship setting as well as the intrapreneurship culture of organizations across sectors and industries. Dave will discuss how this proven method can help testing organizations experiment with change in the high stakes testing industry. Learn how to adopt a growth mindset, make big problems smaller, use small bets to move ideas into action, and tap into key innovation skills, tools and mindsets to accelerate your impact and help move our testing industry forward!

REMARKS BY:

Andre Allen
ATP Board Chair

William G. Harris
Chief Executive Officer, ATP

Eric D'Astolfo
Innovations in Testing Conference Chair

2016 ATP Career Achievement Award and
2016 Professional Contributions and Service to Testing Award

Don't miss this opportunity to join us in recognizing and celebrating two leaders within the testing industry for the 2016 ATP Career Achievement Award and the 2016 ATP Professional Contributions and Service to Testing Award

---

8:30 AM - 10:00 AM

2016 Career Achievement Award

PRESENTED TO:

Timothy Vansickle, Ph.D.
CHIEF ACADEMIC OFFICER
Questar Assessment, Inc.

Dr. Timothy Vansickle has worked in the educational assessment industry for nearly 30 years. As Chief Academic Officer at Questar Assessment, Inc., he is involved in the innovative design of new assessments, item types, technologies, and reporting. With his experience as a psychometrician, researcher, teacher, director of state assessment, and peer reviewer, all of Dr. Vansickle's work has been aimed at improving teaching and learning by providing more useful information to students, teachers, parents, and administrators. One of his corporate and personal objectives is to build assessment systems and components that produce useful data to help students become ready for a productive life and lifelong learning.

Prior to Questar, Dr. Vansickle worked for the United States Department of Education as the Group Leader of Standards and Assessment, providing leadership on the peer review process and technical assistance. He also worked as the Director of State Assessments for Minnesota, where he led the effort to design new tests that made use of the latest computer technologies and of WorkKeys to help measure workplace skills. Dr. Vansickle currently serves on the editorial board for Measurement and Evaluation in Counseling and Development (MECD). He also routinely serves as a proposal reviewer for the annual meetings of the American Educational Research Association (AERA), the National Council on Measurement in Education (NCME), the Association of Test Publishers (ATP), and the Council of Chief State School Officers (CCSSO) National Conference on Student Assessment.

8:30 AM - 10:00 AM

2016 Professional Contributions and Service to Testing Award

PRESENTED TO:

Marten Roorda
CHIEF EXECUTIVE OFFICER
ACT

Marten Roorda is the Chief Executive Officer of ACT since October 1st, 2015. ACT, headquartered in Iowa City, USA, is the world market leader in measuring college and career readiness. Before joining ACT, Marten has been the CEO of Cito for thirteen years, an international testing organization leading in educational measurement, adaptive testing and learning, and learning analytics. Marten shared his first future vision of testing during a keynote speech for the Association of Test Publishers in 2004. In 2006 he co-founded Kryterion the first company in the world to offer remote proctoring, and the current market leader. He also co-founded OAT Technologies in Luxemburg, the company responsible for the open source TAO platform. Marten Roorda has been a member of the Board of Directors of the Association of Test Publishers for ten years. In 2010 he served as Chair of the ATP, and from 2012 through 2015 he has been the Treasurer. Prior to working at Cito, Marten had several positions in the publishing industry, at VNU and Reed Elsevier among others. Marten holds a master's degree in language and literature at Utrecht University. He is married and has seven children.

10:00 AM - 10:15 AM
Coffee Break with Exhibitors
Room: Bonnet Creek Ballroom I - IX

Peas in a Pod

10:30 AM – 11:30 AM

Bonnet Creek Ballroom XII

Pod 1: Industrial/Organizational Professionals

Pod 2: Making the Most out of the Conference for First Time Attendees

---

FEATURED SPEAKER SESSION

Collaborative Assessments

Room: Orange
Session Type: Fishbowl

This session will feature a discussion of the development, design, and delivery of assessments for collaborative problem-solving (CPS) skills. Assessments for CPS tasks have become increasingly important. The session will primarily focus on three topics: what makes a good design for a collaborative assessment, what defines a good platform for a collaborative assessment, and how these can be applied to language testing. "Collaborative discussions" as part of language assessments addresses one of the needs highlighted in college and career readiness standards. The goal of this session will be to engage attendees in a discussion of the advantages and challenges surrounding collaborative assessments.

PRESENTERS:

Alina von Davier Educational Testing Service
Cindy Hmelo-Silver Indiana University
Mikyung Wolf Educational Testing Service

FEATURED SPEAKER SESSION

Which Test is Best? Exploring New Ways to Assess Continuing Competence

Room: Flagler/Gilchrist
Session Type: Breakout Session

Going to a secure testing center and spending long hours answering tough questions is a universally dreaded event, even if it happens only once every few years. A more challenging and more important issue to address than individual convenience and comfort, though, is whether these examinations are the most effective tools for evaluating continuing competency. This is just one question that the American Board of Pediatrics discussed in 2015 at its Future of Testing Conference. This gathering brought together pediatricians, medical education experts, testing experts, and representatives from other key certification organizations to explore innovative ways that can be used to measure knowledge and competency.

Increasingly, physicians have raised concerns about the maintenance of certification examinations. Some consider leaving their practice and patients to go to a testing center to be burdensome, particularly if they practice in a rural setting. Others question the relevance of the closed-book examination format when doctors today use technology and tools to inform the practice of medicine. Doctors today can quickly access the medical knowledge necessary to make clinical decisions rather than relying on memory. These advancements have prompted many physicians to advocate for an examination that is both more relevant to their practice and that provides a learning opportunity.

This session will present the general outcomes of this conference. Particular focus will be placed on a new model of continuous assessment that the American Board of Anesthesiology presented. Adopting this model would ultimately eliminate the need for a separate examination, resulting in a philosophical shift in the link between high-stakes testing and the demonstration of continuing competency. This model also represents the next generation of assessment and continuous professional development by combining technology with real-time feedback in an environment that allows for ongoing assessment and learning through smartphones and tablets. This testing experience becomes both more convenient and relevant to real-life situations, while still allowing summative decision- making. Both medical boards will discuss their experiences with their pilot studies as variations of the model are implemented.

PRESENTERS:

Linda Althouse American Board of Pediatrics
Ann Harman American Board of Anesthesiology

FEATURED SPEAKER SESSION

The Transition from Computer to Mobile and Tablet-Based Testing: Misinterpretations, Implications and Pitfalls

Room: Citrus/Collier/Columbia
Session Type: Breakout Session

The increasing use of smartphones and tablets seems to urge test providers to make their tests accessible via these devices. The question does not seem to be whether test providers are going to use these mobile devices for testing. There seems to exist, however, some controversy about the purposes and the conditions of the meaningful use of these devices. In this session, presenters will address some questions on testing via mobile devices.

Is there a difference in data quality gathered by computers and mobile devices, and if so, what are the consequences? If this is true, can selection decisions be based on data gathered via mobile devices? Should they be complemented? Should they not be used for selection and rather for other purposes such as realistic job previews?

What criteria should be the basis for the decision of whether to include mobile devices in the selection process? A first criterion might be the constructs to be measured. Computers might be more appropriate for some constructs, mobile devices for others. A second criterion might be practicability. When confronted with a significant number of candidates who have a tablet or a smartphone but no computer, it might be a good idea to provide the test on a mobile device. A third criterion might be the stage of the selection process. Maybe mobile devices should be used solely in the beginning of the process.

Do mobile devices enable the measurement of different psychological constructs and skills from regular computers? What is the difference between mobile devices and computers in relation to the constructs being measured? For instance, is the fact that it is easier to confront the candidates with more text relevant for the measurement of constructs, or is this only a minor difference?

Is the impact of the shift towards mobile devices as fundamental as the shift from paper-and-pencil testing to computer testing? The shift toward computers has confronted the testing industry with important challenges. The tests had to be adapted to be used on computers, for example. Similarly, test providers can ask themselves how their tools need to be adapted to mobile devices. Test taking on the computer has also brought about new, interesting possibilities. Adaptive testing and the use of videos, for instance, were not possible when using paper-and-pencil tests. What opportunities does the shift towards mobile devices offer?

PRESENTERS:
Michael Tack BDO Belgium
David Barrett cut-e Group
Rostislav Benak Assessment Systems International
Robert McHenry OPP

Behavioral Skills Essential to Work Success

Room: Palm Beach
Practice Area Division: C/L I/O W
Topic: Program Design
Session Type: Breakout Session

The supply of skilled workers in many fields has not kept up with organizational demand. This "skills gap" problem does not merely reflect the level of technical skills that these workers lack; workers also require a wide range of intrapersonal and interpersonal skills (e.g., initiative, work ethic, teamwork, customer service, and leadership). Collectively, these "21st century skills" are critically important across a wide range of jobs and careers, and they should therefore be better incorporated into both training and educational contexts.

This session will review and discuss the context and nature of 21st century skills, with a focus on the range of behavioral outcomes that result from these skills. Then, to describe and organize the behavioral skills that are important determinants for both education and work success, the presenters will showcase a personality-based skills framework and empirical evidence supporting it. The framework is illustrated via performance-level descriptors (PLDs), which articulate the types of behaviors that individuals need to be able and willing to enact to be successful.

PLDs were developed via the collection of behavioral skill examples gathered from SMEs whose responses were guided by the framework. These skill examples were then reviewed by content experts and used to create behavioral summary statements that serve as the actual PLDs. As a body of work, the framework and PLDs provide a foundation for building assessments and interventions that can target specific deficits in behavioral skills and can be used in a variety of applications (e.g., formative assessment and feedback, performance appraisal, training and development, and badging). This session will also feature a discussion of the implications of using the framework by experts who have conducted research on predictors of performance across a range of training and work settings.

PRESENTERS:
Alex Casillas ACT
Jeremy Burrus Professional Examination Service

GLOBAL SESSION

Executing a Security Strategy for Global Testing

Room: Bonnet Creek Ballroom X
Practice Area Division: C/L
Topic: Security and Privacy
Session Type: Breakout Session

Whether a program offers high- or low-volume global certification programs, this session will allow attendees to engage in a discussion as multiple associations share their experiences, tips for global success, and case studies related to securing exams and candidate information in a global setting. Four organizations will share action steps to be smart about security by discussing: (1) the business case for security, (2) security roles and responsibilities, (3) preventative communication plans and communication protocol when an incident is identified, (4) metrics to monitor exam content and candidates, (5) legal considerations to protect programs, (5) partnering with and relying on testing vendors, and (6) transparency regarding expectations about risk tolerance and global presence.

PRESENTERS:

Aimee Rhodes CFA Institute
Lisa Hirtzinger The Institute of Internal Auditors
Karyn Waller Former ISACA, AICPA
Reno Deschaine The Institute of Internal Auditors

A Testing Estuary: Blending Multiple-Choice with Performance-based Testing and Newest Online Proctoring Technology

Room: Floridian Ballroom C
Practice Area Division: C/L E
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

Many organizations are adopting a testing blend of multiple-choice, performance-based, and online proctoring to scale their program volumes and expand international market reach. In this session, two organizations will present on their journey to diversify the type and administration of their exams. This session will focus on the process of implementing a blended testing model, challenges faced, best practices learned, and data from over a year's worth of delivery for a mid-to-high volume certification program. The presenters will engage in a robust Q&A following the presentation.

PRESENTERS:

Brad Johnson Cloudera
Ruben Garcia Innovative Exams, a PSI company

Download the Conference Guidebook App
(see page 5 for details)

INSIGHT
HAPPENS HERE

✓ FUNDAMENTALS OF TESTING

Navigating the Politics of Privacy in Testing

Room: Nassau
Practice Area Division: C/L   E   I/O   C   W
Topic: Legislation, Policy, and Accessibility
Session Type: Breakout Session

As test sponsors continue to collect and retain personal information and critical data about examinees, the question of what they can do with that information and data has become increasingly important in the digital era. Stakeholders in some professional, workplace, and education communities are now starting to push back against the collection and use of certain categories of examinee information and data. Real and perceived privacy concerns have also become hot-button political issues as interest groups latch on to privacy issues to advance their own political agendas. Elected officials seem to be paying attention to privacy concerns, as evidenced by emerging federal and state legislation purportedly designed to curtail the unnecessary collection of personal information and limit the use of certain categories of personal data.

As it currently stands, examinee privacy issues are governed by a patchwork of state and federal privacy laws that leave enormous gaps that test sponsors must cover with their own policies and agreements. Reminiscent of the state of other industries just before the imposition of strict government regulations, it is clear that if test sponsors do not get ahead of privacy issues with progressive, thoughtful policies, state and federal governments stand ready to fill in the gaps. If new privacy legislation becomes inevitable, test sponsors must also properly position themselves to ensure that their voices are heard in the legislative process in state capitals and in Washington.

This session will identify the key privacy issues in testing, provide examples of case studies that illustrate the problems faced by test sponsors, present the political and legal challenges that test sponsors face, and propose a four-track strategy that test sponsors and even the testing industry as a whole should consider adopting to begin to address these issues. The four-track privacy strategy includes business solutions, communications solutions, legal solutions, and political solutions. By introducing the four-track privacy strategy, the presenters hope to start a discussion within and among testing organizations to pursue a more holistic, proactive, and innovative approach to privacy issues that could serve as a starting point for formulating privacy standards and best practices for the entire testing industry.

PRESENTERS:
Marc Weinstein Caveon
Rachel Schoenig ACT
Robert Andrews Dilworth Paxson LLP

tao® **FOR EDUCATION**

Formative.
Summative.
Innovative.

One **Open Source** Platform
for All **Your Assessment** Needs

Author Items
Schedule Delivery
Comply with QTI and LTI
Generate Reports
Package Tests
Manage Users

Brought to you by **o•a•t** home of tao | **taotesting.com**

✓ FUNDAMENTALS OF TESTING

How to Make Your Program Shine: Communicating the Value and Impact of Certification

Room: Bonnet Creek Ballroom XI
Practice Area Division: C/L
Topic: Business Strategy and Operations
Session Type: Breakout Session

After defining a program's goals and target audience, corralling a team of SMEs, building legally defensible exams, developing supporting learning content, and setting up a test delivery channel, how can anyone ensure that all of this hard work, time, and resource investment will pay off? In this session, attendees will hear from presenters with experience from organizations such as LinkedIn, Microsoft, and Cisco Systems, which provide certification programs reaching millions of test takers around the world. This session will provide attendees with information on how to use communication and social media tools to launch a program with a bang and continuously grow a program's reach. Attendees will discover approaches for harnessing data to demonstrate the value and impact of their programs.

PRESENTERS:
Christine Yoshida Enlitefy, Inc.
Dave Meissner Kryterion

✓ FUNDAMENTALS OF TESTING

Technology-Enhanced Items: When to Use, How to Develop, How to Evaluate

Room: Taylor
Practice Area Division: C/L E
Topic: Measurement and Psychometrics
Session Type: Breakout Session

The expanded use of computer-based testing has provided test developers with the capability of developing items that go beyond traditional multiple-choice or constructed-response items. These technology-enhanced items (TEIs) employ a specialized interaction space in which examinees respond to a test question by maneuvering objects on a screen. These specialized interactions allow the examinee to click on hot spots; drag and drop objects into target spaces; select items from drop down menus; plot coordinates, lines, and curves; type or draw equations; and engage in any other activity that an item author can envision. While opening the door for many new and potentially more valid ways to assess examine knowledge and skills, the sheer variety of TEIs and their inherent complexity have raised many questions in the field about when to use them, how to evaluate their usability, and what factors may influence scoring quality.

In this session, presenters will discuss each of these issues in turn. The first presenter will discuss how the presenter's program made decisions around which types of TEIs to add to an existing testing program. The presenter will provide recommendations regarding how to make appropriate decisions to improve the validity and reliability of the test scores. The second presenter will discuss the design and results of a usability study of TEIs and will outline a process for creating demonstration items so that examinees had experience with the items prior to live testing. The session will also focus on the feedback from different types of examinees (e.g., older adults and young adults). The third presenter will review common item types and discuss elements of TEI construction that can affect scoring quality, and outline methods for evaluating TEI responses to identify potential issues in design or examinee experience.

PRESENTERS:
Carl Setzer GED Testing Service
Josh Goodman National Commission on Certification of Physician Assistants (NCCPA)
Susan Lottridge Pacific Metrics Corporation

An ATP Cross-Divisional Brainstorm: Are Neuroassessments the Next Disruptive Innovation in the Testing Industry?

Room: Jackson
Practice Area Division: C/L E I/O C W
Topic: Measurement and Psychometrics
Session Type: Breakout Session

The modern-day multiple-choice examination, first popularized by the US Army under the direction of Dr. Robert Yerkes has been used as the assessment of choice across each of the five ATP divisions. It is a very common assessment used to determine an individual's competency, skills, knowledge, and abilities. Multiple-choice exams have been used for a number of purposes including clinical assessments, K–12 and higher education decisions, employment decisions, workforce decisions, and competency testing. While multiple-choice testing has been used very often, other assessments exist, such as those classified as alternative item types, innovative item types, projective tests, performance assessments, and portfolio assessments. While these assessments are usually used across all five ATP divisions, the Clinical Division seems to have particularly explored the potential of neuroassessments (cognitive and brain imaging).

With advances in technology, particularly in brain imaging (e.g., fMRIs), there is scant evidence to show that certain competencies may be related to certain brain structures and functions. In competency testing, there is some literature that partially indicates that individuals employed as taxi cab drivers have different brain structures and functions than individuals in other professions. Other uses of brain imaging technology may determine whether a candidate has cheated. In this session, the presenters will introduce and discuss the future role of neuroassessments and whether they will replace current assessments across the five ATP divisions. They will draw upon their own experiences and knowledge when discussing this possible innovative disrupter. Attendees will have an opportunity to ask questions and provide their own opinion.

PRESENTERS:

Gary Behrens Human Capital Sciences at General Dynamics IT

Manfred Straehle Assessment, Education, and Research Experts

Mark Ledbetter Houghton Mifflin Harcourt

Tim Vansickle Questar Assessment, Inc

Automated Scoring: An Introduction for Certification and Licensure Testing Professionals

Room: Floridian Ballroom Salon B
Practice Area Division: C/L
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

For testing programs that utilize constructed-response items, the use of automated scoring can provide several advantages such as reduced scoring costs and faster scoring feedback. Many potential users of automated scoring may be apprehensive to use this technology, however, because scoring engines are often seen as "black boxes." Also, potential users of automated scoring may not believe that such technology can be used in high-stakes testing environments.

The purpose of this session is to (1) reveal some of the mechanisms and processes involved with training and using an automated scoring engine for short answer and essay responses and (2) provide examples of automated scoring use in high-stakes testing from the domains of licensure and certification. The target audience includes those test professionals that may be interested in automated scoring, but have little to no knowledge of how these engines work. It also includes those that may have some knowledge of automated scoring, but may not know ways of utilizing the technology in their high-stakes programs. The first part of the session will be an introduction to automated scoring. Topics include the structure of an engine, how an engine is trained using rule-based decisions, how an engine is trained using artificial intelligence methodology, how response data moves through a scoring engine, and how the effectiveness of the engine is evaluated.

In the second and third parts of the session, researchers from two certification and licensure organizations will illustrate applications of automated scoring used at their respective organizations. Applications from the first organization will include ways in which automated scoring is currently used in operational testing, such as the scoring of authentic, numeric, and tabular responses, typically not considered easy to score using automated approaches. Applications will also include the uses of automated scoring currently in development, primarily focused on scoring the content of longer written responses. The second organization will describe the simulations and automated scoring procedures used as part of their examinations, the automated scoring research currently done to score free text entry items, and lessons learned from their automated scoring projects. Presenters will focus on the practical validity issues that arise from their assessments using automated scoring.

PRESENTERS:

Brian Clauser National Board of Medical Examiners

Josh Stopek American Institute of CPAs

Matthew Schultz American Institute of CPAs

Melissa Margolis National Board of Medical Examiners

Su Baldwin National Board of Medical Examiners

Scott Wood Pacific Metrics Corporation

GLOBAL SESSION

The Shanghai Experiment: Item Writing in the SMEs' Native Language

Room: Union
Practice Area Division: C/L
Topic: Measurement and Psychometrics
Session Type: Breakout Session

What is the biggest challenge when working with SMEs from all over the globe for item development? Language can be a large obstacle that can result in lower-quality items. Taking a spinoff of the traditional global item development workshop model, PMI partnered with Prometric to facilitate a bilingual workshop in Shanghai, China. During the two-day workshop, SMEs reviewed items in English and then wrote new items in their native tongue. PMI then took the next step and released these items into production.

In this session, attendees will learn what steps PMI and Prometric took to conduct this innovative workshop and the impacts that the new approach had on business operations and item development. Questions to be addressed include: (1) Why was this initiative piloted? (2) How did this change the SME recruitment model? (3) What type of additional work was needed to prepare for the workshop? (4) What steps were taken during the workshop to ensure quality items were produced? (5) And how might this initiative be used in the future? Attendees will have the opportunity to understand the lessons learned from both sides of the spectrum and the ways in which this model could work for their global credentialing programs.

PRESENTERS:

Margaret Lyons PMI
Tina Chang Prometric

#atpconf

Legal Risk Points in Talent Assessment: Overview and Update

Room: Hamilton/Indian River
Practice Area Division: I/O
Topic: Legislation, Policy, and Accessibility
Session Type: Breakout Session

Testing plays a crucial role in human capital management, providing an objective and efficient means of gauging the capabilities and characteristics of job candidates in order to meet key objectives, such as productivity, quality, and excellent customer service. The scientific community understands that tests exhibiting good measurement properties (e.g., validity, reliability, fairness, and utility) will lead to positive results for the organizations that use them. Organizations that use tests and assessment procedures for talent acquisition face a variety of issues and decision points that require careful consideration to ensure that the tests are defensible in the event of a legal challenge under laws regarding fair employment (e.g., the Civil Rights Act of 1991, Title VII, and the Civil Rights Act of 1964) and accessibility (ADA).

Testing professionals who work with organizations in their selection practices are thus challenged to keep up to date on a wide range of legal constraints that direct the administration and use of selection procedures for employment. Moreover, this suggests a need for the testing community to communicate to organizations the value of scientifically developed and validated assessment tools. In this session, an attorney and a psychometric executive, each with extensive expertise in testing law and workplace assessment methodologies, will review key considerations and challenges pertaining to test development, validation, scoring, and use in the talent assessment life cycle. The session will explore legal requirements, case law, and professional guidelines and standards that affect test use, focusing on several key areas that pose legal risks.

PRESENTERS:

John Weiner PSI Services LLC
Keith Pyburn Fisher & Phillips LLP

PLATINUM SPONSOR SESSION

sponsored by
American National Standards Institute

How to Achieve and Maintain ANSI Accreditation under ISO/IEC 17024

Room: Escambia
Session Type: Sponsor Session

This session focuses on best advice from experts in getting your organization accredited. You will learn about common mistakes to avoid when you apply for accreditation and tips on creating a smart application. Through discussions, the session will provide examples of trends in non-conformities and summary of mitigating strategies. The goal of the session is to provide everyone with information to take forward and implement winning strategies for accreditation and help certification bodies develop an organizational culture that supports continual quality improvement. Time will be available at the end of the session for participant questions and additional discussion.

PRESENTERS:

Vijay Krishna American National Standards Institute
Steven Peluso American National Standards Institute
Mickie Rops American National Standards Institute
Lynn Webb American National Standards Institute

PLATINUM SPONSOR SESSION

sponsored by
ATA, Inc.

Selecting the Right Talents from Millions of Graduates Every Year

Room: Manatee
Session Type: Sponsor Session

Every year, China has 7 to 8 million university graduates joining the workforce while there are thousands of companies aiming to hire fresh graduates for their business needs. The unique attributes of the China graduate recruitment market (including its magnitude and time constraints) pose enormous challenges to HR departments in their efforts to capture the best graduates from a list of favorite universities. As many as a quarter of a million applicants apply to a large corporation aiming for less than 1,000 graduate vacancies every year. It is impossible for conventional hiring selection procedures. At the same time, there are companies that could not reach these candidates.

Over the last 7 years, ATA has created assessment contents and delivery solutions that recruiters can pick & mix together to help identify the potential, personalities and skills of talent from an almost homogeneous group to fill up their companies vacancies that fit the culture and work skills required. In 2015, ATA launched a cloud-based self-service assessment solution for a small & medium sized hiring company to create and service their unique hiring assessment needs. This system allows any assessment to be organized by the hiring entity that supports HR for candidate devices. These HR managers can create their own contents or use off the shelf ones, proctored or not, all at their fingertips.

PRESENTERS:

Alex Tong ATA Inc.

#atpconf

PLATINUM SPONSOR SESSION

sponsored by
ETS

Opt Out: An Analysis of Issues
Room: Lake
Session Type: Sponsor Session

Media reports have recently given significant attention to the "opt-out" movement, an organized effort to refuse to take standardized tests, including the newly created Common Core State Assessments. Whereas the narrative often told in press accounts is one of a viral grass-roots effort led by parents concerned about large amounts of lost instructional time and about children made extremely anxious by the high-stakes associated with state-mandated tests, the reality is considerably more complicated. This presentation examines the opt-out movement in an attempt to better understand the dynamics behind it. A careful examination is critical because sensible solutions to its concerns are unlikely to emerge without a more complete appreciation of the root causes. Several topics are examined, including the movement's extent; the demographics of those participating in it; how much time students devote to taking tests; what other factors might be motivating the movement; and the level of public support for testing in general.

PRESENTER:

Randy E. Bennett, ETS

11:30 AM - 11:45 AM
Coffee Break with Exhibitors
Room: Bonnet Creek Ballroom I - IX

Peas in a Pod

11:45 AM – 12:45 PM

Bonnet Creek Ballroom XII

Pod 1: Education Professionals
Pod 2: Millennials in Testing

BREAKOUT SESSIONS
11:45 AM - 12:45 PM

FEATURED SPEAKER SESSION

Evidence-Based Assessment
Room: Flagler/Gilchrist
Session Type: Breakout Session

The trend in psychological and educational assessment has increasingly been to follow other areas of professional practice, with a reasonable demand for evidence that supports practice. Evidence-based medicine and evidence-based psychological interventions have moved the respective fields forward by requiring accountability in practice. Physicians and psychotherapists are increasingly expected to document the efficacy of their treatments based on research and evidence.

Education has moved in this direction as well, with an increased emphasis on educational standards and core curricula. Psychological and educational assessment has incrementally progressed along this path as well, with emphases on "direct assessment," "assessment to intervention linkages," "authentic assessment," and eschewing construct-based assessments in favor of a direct, developmental, or behavioral approaches. This session will examine this trend in psychoeducational assessment and implications for future assessment paradigms.

PRESENTERS:
Bruce Bracken The College of William and Mary

FEATURED SPEAKER SESSION

Walking the Fine Line between Sufficient and Excessive Testing
Room: Citrus/Collier/Columbia
Practice Area Division: C/L E I/O C W
Topic: Business Strategy and Operations
Session Type: Breakout Session

The popular media has recently criticized the testing industry for testing that has been viewed as excessive. Although issues surrounding frequency and the fine line between sufficient and excessive testing may vary across practice areas, test publishers face many common challenges in sufficiently testing populations of interest. This session will have three goals. First, presenters will use real-world examples to discuss sufficient versus excessive testing in their areas. Second, they will compare and contrast these issues across practice areas. Finally, they will demonstrate how different practice areas can work with and learn from one another to mutually benefit all parties.

PRESENTERS:
Blaine Gaddis Hogan Assessment Systems
Dan Rinn NTT Training
Jesse Markow University of Wisconsin-Madison
Kimberly Nei Hogan Assessment Systems
Mark Ledbetter Houghton Mifflin Harcourt Assessment Studio
Rory McCorkle PSI Services LLC

#atpconf

DON'T MISS THE CLOSING GENERAL SESSION

Reclaiming the Conversation: Influencing How the World Talks and Thinks About Testing

Wednesday
11:15 AM – 12:30 PM

Join industry leaders in a TED talk-like format as we tackle a topic that will set the course for our industry for years to come. Be sure to be a part of this vital conversation!

See page 123 for more details.

💬 FEATURED SPEAKER SESSION

Support Personalized Learning by Accelerating the Transition to e-Assessment via a Highly Interoperable Assessment Ecosystem

Room: Floridian Ballroom Salon C
Practice Area Division: E
Topic: Business Strategy and Operations
Session Type: Breakout Session

Over the last several years, there has been aggressive movement in the US and around the world toward digital assessment that is being spurred by state and national programs to better measure student learning. Building an online assessment system that meets the high-stakes, summative testing requirements across multiple states or regions is a massive undertaking. Critical to the success of such an undertaking are open technology standards enabling interoperability of systems and platforms to support the wide variety of student accessibility needs and preferences in each state. IMS Global Learning Consortium, a non-profit organization, has been leading a worldwide collaboration to create and drive adoption of the IMS APIP and QTI standards to accelerate the transition to e-Assessment.

IMS Global has seen great progress in the market over the last three years because of industry adoption of these standards, as demonstrated by PARCC delivering millions of online tests to students across 11 states in its first year of online testing. With the accelerated adoption of e-Assessment around the world, it is critical that the assessment industry advance the usability and end-to-end interoperability of e-Assessment solutions by driving adoption of IMS open standards to improve content portability, make outcomes data interoperable, enable deeper integration with assistive technologies, and remove barriers to accelerate industry adoption of assessment standards.

In this session, attendees will learn what IMS members are doing now to shape the future of assessment interoperability with the convergence of the QTI and APIP specifications into aQTI v3. The goal of aQTI v3 is to establish a highly interoperable end-to-end assessment architecture to enable growth of e-Assessment content, applications, and innovation. These standards are continually evolving and presenters will encourage attendees' input during this session to help shape the future of e-Assessment.

PRESENTERS:

Mark McKell IMS Global Learning Consortium
Marc Oswald Open Assessment Technologies
Chloe Torres PARCC, Inc.
Gary Driscoll Educational Testing Service

Use of Learning Maps in Assessment Development

Room: Nassau
Practice Area Division: E
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Historically, test specifications have been based on a static collection of academic content standards, usually crossed in a matrix with a cognitive level (such as Bloom's taxonomy). More recently, there has been a growing acknowledgment that the structure of learning is more complex than a simple list of standards. Cameto, Bechard, and Almond described various types of cognitive learning models, which include fine-grained learning maps. Cognitive learning models are distinguished from a scope and sequence, pacing guide, or a curricular progression based on end-of-year standards in that they are developed based on research syntheses and conceptual analyses.

Learning models articulate a central theory of learning by visually and verbally representing hypothesized pathways to increased understanding of the learning targets, articulating successively more sophisticated ways of thinking. Unlike standards, learning models reflect the systematic consideration of interactions among the learner, the content, and the context for learning (e.g., situational context, sociocultural context, and the nature of the support or scaffolding). They also take into account the dynamic, cumulative outcomes of these interactions. Learning maps facilitate identification of critical assessment targets and support the use of evidence-centered design. Consequently, they help build validity (evidence in support of inferences made from test scores) into tests. Since learning maps are based on a variety of learning pathways, they are particularly powerful for use in the formative assessment process.

In this session, learning maps and visualization approaches used in three different projects will be presented, and the use of learning maps in assessment development and administration will be discussed. One particularly interesting aspect of the session is the different disciplinary roots of the three projects. Angela Broaddus's background is in mathematics curriculum with secondary experience in psychometrics, and she will present on work taking place at the University of Kansas. Garron Gianopulos's background is in psychometrics with experience in curriculum, and he will report on the results of projects taking place at North Carolina State University. Zoran Popovic is a computer scientist who has been focusing on instruction and will present on work at the University of Washington. All three presenters have experience in the practical application of learning maps.

PRESENTERS:

Angela Broaddus Achievement and Assessment Institute, University of Kansas

Garron Gianopulos North Carolina State University

Neal Kingston University of Kansas

Zoran Popovic University of Washington

ACT—
Leading the way in research and test development

ACT®

Designing Usable Item Types and Software Using Lean Principles

Room: Union
Practice Area Division: C/L
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

The AICPA has long used field-testing events at universities as a means to measure the usability and psychometric characteristics of both new item types and new exam software. In the past, the user experience (UX) was designed by internal staff and assessed in these larger field-test events. Feedback from subjects was collected in a series of survey questions. This feedback, combined with the results of feedback gathered at one-on-one usability studies with approximately ten subjects, would determine the final appearance and functionality of new item types and exam software.

In preparation for the implementation of its new web-based exam driver and the design of new item types resulting from its recent practice analysis, the AICPA has adopted the use of "lean" principles. These principles ensure that the UX is refined throughout the design process by continuous interaction with the candidate community rather than as an afterthought. By utilizing Internet-based usability tools and small focus groups at local firms and universities, the AICPA has been able to improve the quality of the UX prior to field-testing and assure that construct-irrelevant variance is minimized.

This session will be of interest to item writers, software developers, and programs looking to improve item design. It will demonstrate how the use of lean principles in the development of new software and item types can help to improve and streamline the software design process from idea to operationalization, resulting in higher-quality assessment instruments and a better candidate experience. It will also show how the process works across organizations, in the AICPA's case with its technology partners at Strasz Assessment Systems, who provide essential design and implementation services.

PRESENTERS:

Carie Chester American Institute of CPAs
Gary Del Duca Strasz Assessment System
Henrietta Eve AICPA
Josh Stopek AICPA
Pete Brittingham AICPA
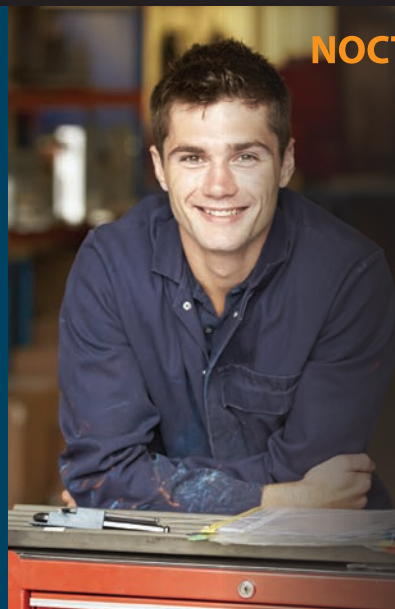
GLOBAL SESSION

Remote Scoring vs Remote Proctoring: An Alternative Approach to Dispersed Testing for High Stakes Assessment

Room: Bonnet Creek Ballroom XI
Practice Area Division: C/L E W
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

An ongoing challenge for test publishers of high-stakes examinations, such as certification or licensure examinations in healthcare, is to ensure that their testing systems are fit for purpose, cost effective, and secure. The application of communications and information technology, notably web-based applications, has seen significant advances in test administration. Increasingly, new models of test delivery are being developed that move away from the traditional static, controlled test environment and large event testing to more dispersed and distributed test delivery models.

ATP conferences in recent years have included presentations on remote proctoring as a means of bringing the test to the test taker rather than the test taker being brought into the controlled test environment. Although remote proctoring is a useful tool and has a place in test delivery, increasing concerns about test integrity and the ability of test takers to manipulate the testing environment to their advantage have resulted in a lack of confidence in remote proctoring for high-stakes examinations.

The Australian Medical Council, which conducts licensure examinations for International Medical Graduates in Australia, is combining three technologies to develop a different approach to dispersed testing. Utilizing the high-tech test center together with multiple video -recording and computer tablet technologies, the clinical examination is being taken to the examiner for remote scoring as distinct from taking the test to the test taker, which occurs in remote proctoring.

This is achieved by testing candidates in a controlled test environment that records their test performance. The video of the examination is made available to the examiner through a secure portal for scoring. This can be done at a different location from the examination and at a time convenient for the examiner. Multiple examiners can also be used to obtain a consensus score in high-stakes or disputed examinations. This session will showcase how this combination of technologies can result in more efficient use of examiner time and input, without degrading the integrity of the assessment process.

PRESENTERS:
Carl Matheson Australian Medical Council
Ian Frank Australian Medical Council
E.W. Looney Brightlink

Do Failing Candidates Rely on Subscore Information? Evaluating a Widely-Held Assumption

Room: Floridian Ballroom B
Practice Area Division: C/L E
Topic: Measurement and Psychometrics
Session Type: Breakout Session

In recent years, there has been much discussion in the testing industry surrounding the topic of subscore reporting (i.e., domain-level score reporting). On one hand, candidates want detailed feedback regarding their exam performance, and professional testing standards encourage subscore reporting if it is psychometrically defensible. On the other hand, there is concern among testing professionals that these subscores will be misinterpreted by candidates, and that candidates' study efforts could be thwarted by unreliable subscore information. Discussion is ongoing in the testing community regarding the conditions under which subscore reporting is appropriate and how to best convey subscore information to candidates.

However, relatively little research attention has been devoted to investigating whether failing candidates actually use their subscore information and if so, how. Some recent research by two of the presenters of this session provides grounds to question the widely held assumption that failing candidates rely on their subscore information when preparing to retake a test. In that study, the researchers investigated factors affecting subscore interpretation and use among candidates for a fitness certification. In that sample, a large proportion of failing candidates indicated that they would not rely heavily on their subscore results when deciding where to focus their future study efforts.

In this session, presenters will report on the findings of their present study, in which they sought to further investigate this research question with a different candidate population. The presenters conducted an online survey of failing candidates to inquire about the extent to which they used or intended to use their subscore information when preparing to retake the exam that they had failed. In addition, they asked candidates to provide reasons for their reliance or lack of reliance on subscore information when preparing to retake their exam. Finally, they examined other factors (e.g., proximity of the candidate's score to the passing score and demographic variables) that might affect a candidate's decision about whether to use subscore performance to guide future study efforts. By providing insight into how candidates actually use score report information, this study may help guide score reporting best practices. This session will feature an interactive discussion about the implications of the study's findings for subscore reporting best practices.

PRESENTERS:
Andrew Dwyer Castle Worldwide, Inc.
Sarah Carroll Castle Worldwide, Inc.
Timothy Muckle National Board of Certification and Recertification for Nurse Anesthetists (NBCRNA)

Dumping the Dopes who use Braindump Sites: How IBM Turned the Tables Using Data Forensics

Room: Jackson
Practice Area Division: C/L E I/O
Topic: Security and Privacy
Session Type: Breakout Session

It is frustrating to publish a certification exam only to find that the test questions and answer key have shown up two months later on an Internet braindump site. There are a number of different strategies useful in catching braindump cheaters. However, how can the source of the cheating be caught and the individuals using these unauthorized sites be penalized? This session will investigate how IBM turned the tables on Internet braindump site users with the use of incorrect answer keys to invalidate test scores and remove program participants.

This session will cover the following topics: (1) how the use of miskeyed braindump answer keys identifies test cheaters, (2) how to use the exam data to catch the test "thief," (3) a methodology for a test program score invalidation process including suggested process automation tools and legal considerations, and (4) score invalidation principles for use in attendees' own testing programs. Attendees will be given a checklist of factors to consider for putting a similar process in place for their own testing programs.

PRESENTERS:
Jamie Mulkey Caveon
Kristin Gibson IBM

Adapting to Change: Implementing and Maintaining an Adaptive Testing Program

Room: Hamilton/Indian River
Practice Area Division: C/L E I/O W
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

In the last few decades, there have been a variety of innovations in testing that have dramatically altered the way exams are developed, administered, and scored. As such, testing programs today have an abundance of options available to them when considering building or changing a test development and delivery model. This session will provide the perspective of two different testing programs that are considering adopting or are in the process of maintaining adaptive testing platforms. Adaptive test platforms, such as computerized adaptive testing (CAT) and computerized adaptive multi-stage testing (ca-MST), offer the promise of greater precision and efficiency in measurement. This precision and efficiency comes at a cost, and there are many steps in the process of building and maintaining a successful adaptive testing program. These steps include, but are not limited to, choosing a design, building an adaptive engine, and developing and maintaining an item bank.

This session will focus on the efforts of two organizations at different stages in the process of investigating and using adaptive testing. Specific attention will be paid to the efforts that must be put forth to establish and maintain an adaptive testing program. The National Commission on Certification of Physician Assistants (NCCPA) is investigating the implementation of a ca-MST for its initial certification examination. This portion of the session will focus on two simulation studies to establish the feasibility of developing an initial approach to ca-MST.

The National Council of State Boards of Nursing (NCSBN) is one of the first high-stakes licensure examinations to utilize computerized adaptive testing (CAT) methodology. The NCLEX-RN and NCLEX-PN are fully adaptive, content-constrained CAT. This portion of the session will focus on issues of maintaining an adaptive testing platform. This session will delve into aspects of program design, measurement and psychometrics, and test administration and delivery models. The discussion will focus on the practical aspects of performing this work as well as addressing the challenges, problems, and benefits of adaptive testing. Attendees will come away from the session with a realistic sense of what it takes to build and maintain an adaptive testing program.

PRESENTERS:
Ada Woo NCSBN
Andrew Dallas National Commission on Certification of Physician Assistants
Matthew Burke National Commission on Certification of Physician Assistants
Philip Dickison NCSBN
Xiaolin Wang University of Indiana
Josh Goodman NCCPA

Google Glass, Bluetooth and Spy Glasses.....oh my!!!!!

Room: Bonnet Creek Ballroom X
Practice Area Division: C/L E I/O W
Topic: Security and Privacy
Session Type: Breakout Session

As wearable technology continues to evolve, these devices are becoming more and more affordable as a tool for fraudsters. Not only are these tools more affordable, they are becoming less detectable by traditional means. To effectively mitigate the risks that these devices introduce, testing organizations need to develop a holistic test security strategy. In this session, presenters will highlight a few examples of wearable technology that are available today and the possibilities of tomorrow's technology. FSMTB and Pearson VUE will share their collaborative approach to identifying the fraudsters, coordinating with local law enforcement to catch the fraudsters in the act, and proactively protecting their intellectual property. This session will categorize FSMTB's and Pearson VUE's strategies into the standard "prevent, detect, and respond" security framework.

PRESENTERS:

Bryan Friess Pearson VUE

Julie Miles Pearson VUE

Debra Persinger Federation of State Massage Therapy Boards (FSMTB)

Download the Conference Guidebook App
(see page 5 for details)

✓ FUNDAMENTALS OF TESTING

The Drag and Place Item Type and Its Many Uses

Room: Palm Beach
Practice Area Division: C/L E I/O
Topic: Measurement and Psychometrics
Session Type: Breakout Session

In 2011, as part of a joint venture between psychometricians and landscape architects, a new item type was created. The Drag and Place item type was developed to meet the unique needs of landscape architects. Specifically, the landscape architects wanted the ability to drag graphical tokens onto a base image, and they wanted the ability to place a single token in more than one drop zone, as well as the ability to place a single token in one of two drop zones. They were not interested in having tokens "snap" to a single drop zone, and they did not want to be limited by the one-to-one correlation between tokens and drop zones. The Drag and Place item type was created to meet all of these needs.

Five years later, the Drag and Place item type has also been adopted by cardiac sonographers and commercial airline pilots. During this session, the presenters will demonstrate how this item type has been utilized both similarly and differently by these three industries and how this item type might be appropriate for attendees' own examination programs. Attendees will see sample items from each of these three industries, hear descriptions on some of the challenges in developing these items, and learn about some of the psychometric properties of these items.

PRESENTERS:

Adrienne Cadle Professional Testing

Brad Roberts Cardiovascular Credentialing International

James Penrod American Association of Veterinary State Boards

Workforce Skills Credentialing – Developing the Right Credential

Room: Taylor
Practice Area Division: W
Topic: Legislation, Policy, and Accessibility
Session Type: Breakout Session

Workforce Development has become a hot topic legislatively, economically, educationally, and socially. With so many new initiatives, determining the best type of credential to ensure a skilled workforce can be a challenge. This session will focus on the strengths, weaknesses, and value propositions of the various types of workforce credentials. Based on data provided by the Workcred (an affiliate of ANSI) Credentialing Body Advisory Council, the effectiveness of certification programs, certificate programs, diploma programs, and other types of workforce credentials will be explored. Availability of workforce development funding (such as the $2.25 million Lumina Foundation grant to build a national credential registry to increase the transparency and value of industry credentials and degrees) will be discussed.

This session will also highlight workforce development programs such as the US Department of Energy's Building Better Workforce Guidelines for the endorsement of certification and certificate programs. Several examples of government, public, and private initiatives in workforce development and credentialing will be addressed. Attendees will be encouraged to share their own successes in the development of credentials used in the workforce.

Attendees interested in recognition of their certificate or certification programs for workforce development will learn: (1) What types of credentials are government agencies looking to endorse? (2) What are the various models of workforce credentials that government, industry, and workers are seeking? (3) What does collaborative research show that workers seek when selecting specific workforce credentials? (4) What challenges do workforce-credentialing bodies need to address before their credentials can be accepted and adopted by the workforce? (5) What types of funding sources are available for bodies developing workforce credentials? (6) And what are examples of successful workforce development credentials?

PRESENTERS:

Cynthia Woodley Professional Testing
Roy Swift Workcred (an affiliate of ANSI)

GLOBAL SESSION

Blast from the Past or Meeting the Future?

Room: Orange
Practice Area Division: C/L E I/O C W
Topic: Test Administration and Delivery Models
Session Type: Fishbowl

Event-based testing (EBT) used to be the norm, but its popularity declined with the advent of high-security testing center networks and, more recently, 24/7 online testing. Today's test takers are starting to demand testing on their own terms, when and where they want to test. EBT, testing in temporary locations for set periods of time, offers an alternative to online testing and is being utilized with increasing frequency to "bring the tests to the test takers."

This fishbowl session will feature thought leaders who perform or manage event-based testing and testing platforms. The presenters will share lessons learned and discuss a variety of topics which will vary with audience needs, but will include: (1) deciding to use EBT, (2) pros and cons of different models (e.g., kiosk-based, intranet or private network, web-based, mobile devices provided by the test sponsor or candidates, and pen and paper), (3) logistic and managerial challenges (e.g., domestic and international, onsite registration, backup plans, technology management, space requirements, and conference integration), and (4) test security.

PRESENTERS:

Derek Trott Prometric
Elizabeth Langston American Registry for Diagnostic Medical Sonography
Melba Joiner Professional Testing
Stan Pickens Strasz Assessment Systems

PLATINUM SPONSOR SESSION

sponsored by
B Virtual

Let's Talk Authentication – Raising the Bar
Room: Escambia
Session Type: Sponsor Session

Student ID verification is a leading concern in distance education since in many cases the student is not required to have a physical presence at the institution. This has led to high levels of fraud and a burgeoning industry in "services for hire". In order to grow and defend services, testing providers want to expand use of virtual testing. This can only occur if student ID verification becomes an important part of the offering otherwise its' absence could limit growth opportunities.

BioProof-ID is a new business solution developed to accomplish identity proofing, verification and authentication. BioProof-ID offers the latest in combining authentication agents from B Virtual who confirm identity from viewing government issued ID and witness the user verify their identity using BioSig-ID gesture biometrics from Biometric Signature ID. This solution meets the about to-be-released ANSI standards for Identity proofing, verification and authentication.

Find out why the software component of BioProof ID is award winning and has been provided a grant by the White House.
Case Study:

The session will review some of the following in a case study format:

• Key difference between biometrics and use cases
• Results of identity authentication using BioSig-ID in over 100,000 students
• The use of HALT technology (history, activity, location, and time metrics) to identify academic fraud in distance education using predictive analytics (includes case study of 58 students)
• Application and use of BioProof-ID to establish and manage identity proofing
• Dialogue about using BioProof-ID within the testing centers and remotely

PRESENTERS:
Jeff Maynard B Virtual
Rick Beaudry B Virtual

PLATINUM SPONSOR SESSION

sponsored by
The College Board

Issues in Redesigning Existing Assessment Programs
Room: Manatee
Practice Area Division:
Session Type: Sponsor Session

Many assessment programs at one time or another will confront the issue of whether, how, and when to redesign their tests. Redesign efforts may be prompted by many factors, some internal and some external; such factors may include the need to update and incorporate changes in the content specifications, a desire to provide more detailed test results through subscores or other means, or incorporating new technology in the assessment process. Irrespective of the rationale, engaging in an assessment redesign is a formidable undertaking. This session will focus on the College Board's recent redesign of the SAT and related assessments. Representatives from the College Board will discuss various aspects of the redesign process including:

Why redesign an assessment program

Establishing the content framework

Political and stakeholder considerations

Psychometric and technical challenges

Reporting impacts

The format of the session will consist of a series of brief presentations on the topics above followed by questions from the audience. Audience members will be encouraged to participate and share how they addressed some of these issues in their own testing programs.

PRESENTERS:
Stacy Caldwell The College Board
Sherral Miller The College Board
Kevin Sweeney The College Board
Haifa Matos-Elefonte The College Board

Alpine is the place.

Visit our booth (#11) to learn about Alpine's real world solutions for today's testing industry and plan your show to make sure you don't miss any of our speaking engagements.

Plus, register for a chance to win a Flash Forge Creator Pro 3D printer (and see one in action!).

Together, we can make a difference in the real world.

Peas in a Pod

2:00 PM – 3:00 PM

Bonnet Creek Ballroom XII

Pod 1: Workforce Skills Credentialing Professionals

Pod 2: Security Challenges

12:45 PM - 1:45 PM
Education Division Luncheon - All are Welcome!
Room: Floridian Ballroom A

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

12:45 – 1:45 PM
ATP INTERNATIONAL LUNCHEON – All are Welcome!
Room: Floridian Ballroom D – L

12:45 PM - 2:00 PM
Lunch with Exhibitors
Room: Bonnet Creek Ballroom I - IX

Association of Test Publishers' Global Citizen Recognition Award

Meet ATP's Global Citizen: Professor Houcan Zhan

Whether you are Multi-Region ATP member – or just interested in how ATP works in other regions, come join us for lunch, learn about ATP's Global regions and meet this year's ATP Global Citizen: Professor Houcan Zhan, professor of psychology at Beijing Normal University.

Join us for this special occasion as we: "Light the lamp" of knowledge with India-ATP: Learn about Europe-ATP's destination – Lisbon! ; and Celebrate the recognition of Professor Houcan Zhan from Asia-ATP.

About Professor Houcan Zhan: Born in 1927, Professor Zhang is a preeminent, lifelong advocate for psychological testing and assessment and is credited in China with spearheading the revival of psychology as an important discipline, and of cognitive assessment as a vital component of both psychology and education programs alike. In the 1980s, following the Reform and Opening up Policy of the Chinese government, Chinese psychology started a new stage of rapid development. There was an urgent need to improve teaching by changing some viewpoints and implementing new ideas. And although professors had the freedom to choose the books they needed, most were not proficient in English. Professor Zhang emerged at this time as a champion of psychology and cognitive assessment. Often traveling tirelessly from city to city she gave workshops and education sessions to students and teachers, and published important texts in Chinese including Psychological and Educational Statistics (1982) and Psychology for College Students (2001).

With her energy, her intellect and her enthusiasm, she breathed life back into programs of study that taught and advocated for quality assessment and she is celebrated today as the Chinese "Mother of Assessment."

FEATURED SPEAKER SESSION

Talent Analytics in the Reputation Economy

Room: Citrus/Collier/Columbia

Session Type: Breakout Session

Over two decades have passed since McKinsey first introduced the notion of a war for talent, which highlighted the importance of talent identification and retention as key determinants of organizational effectiveness. Despite much research and data to support the premise, the war for talent has unfortunately become the war on talent: 2/3 of the global workforce is disengaged, 70% of employees are looking for better jobs, and self-employment and entrepreneurship rates are increasing steadily, mostly because people are fed up with incompetent management. This session will examine the clear opportunities for the assessment industry that this context creates, as demand for accurate potential metrics continues to soar.

PRESENTERS:

Tomas Chamorro-Premuzic Hogan Assessment Systems

FEATURED SPEAKER SESSION

Evolution and Revolution in Individual Clinical Intelligence Testing

Room: Flagler/Gilchrist

Session Type: Breakout Session

The field of clinical intelligence testing has been impacted by major developments in intelligence research and theory (CHC theory), related research and theory in cognitive psychology (information processing and complexity sciences) and the brain sciences (neural efficiency and brain networks), and psychometric methods (e.g., planned incomplete data collection and bootstrap resampling methods). This session will provide an overview and examples of these developments and how they are affecting clinical intelligence test development, data gathering and analysis, and test interpretation.

PRESENTERS:

Kevin McGrew Institute for Applied Psychometrics

*We believe in **transforming** the **assessment** industry with **QTI technology** that **inspires** and **realizes** the full learning **potential** of **users**...*

...to drive a new era of personal development, growth, and productivity.

Erwin van Schaffelaar
erwin.vanschaffelaar@triforklearning.com | +31 6 554 944 04
http://triforklearning.com

TRIFORK.
LEARNING SOLUTIONS

Badges of Honor and Profit

Room: Bonnet Creek Ballroom XI
Practice Area Division: C/L I/O W
Topic: Business Strategy and Operations
Session Type: Breakout Session

Earning a new badge can be a boost for the candidate, but when done right, it provides additional exposure for the testing program and is an easy, reliable way for third parties to verify candidate accomplishments. Unfortunately, many test sponsors aren't maximizing the benefits of badging, instead placing their focus solely on technology and failing to incorporate effective marketing into the launch and ongoing maintenance of badging within their testing programs.

In this session, Dan Klein, a founder of Spoke Marketing, and Shane Freeman, Alpine Testing Solution's Sales and Marketing Manager, discuss how the landscape of badging is changing. Specifically, they will address best practices and how both individuals and associations strive to set themselves apart. They will also demonstrate how sound marketing strategy provides exponential benefits to any program. The session will feature forward-thinking companies that are not simply creating badges; they are creating integrated campaigns for all stakeholders and combining badging with marketing automation to provide an incentive for candidates to continue to learn and grow.

PRESENTERS:
Blair Harris Alpine Testing Solution
Shane Freeman Alpine Testing Solutions
Dan Klein Spoke! Marketing

VANTAGE
Your Cognitive Computing Company
www.vantage.com ● 267.756.1159

adaptera
Adaptive Learning and Testing
via **Adaptera**

IntelliMetric
Writing is our thing,
IntelliMetric is the top A.I. engine

iseek.ai
Know Better™
Preditive Analytics and Big Data
supported through the
A.I. of **iseek**

Test Security SMACKDOWN!

Room: Bonnet Creek Ballroom X
Practice Area Division: C/L E I/O C W
Topic: Security and Privacy
Session Type: Breakout Session

Attendees at this session are in for a Test Security Smackdown! In this session, attendees will test their knowledge and gain insights into test security best practices as they play a game of who knows more. Competing in teams, test security scenarios will be presented. The team with the most examples wins the round. This Smackdown is for anyone looking to take a security program to the next level! This session will go beyond basic test security concepts and will feature discussion on the application of practical test security implementation in real world environments. As part of this session, attendees will receive practical test security planning templates that can be easily implemented in their own testing organizations. Who will leave victorious, and who will leave defeated? Who will be crowned as Test Security Smackdown champions?

PRESENTERS:

Christy Frederes Ascend Learning
Jamie Mulkey Caveon
Tara Miller Ascend Learning

Let the CAT out of the Bag: Making Adaptive Testing More Accessible and Feasible

Room: Taylor
Practice Area Division: C/L E I/O C W
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

Computerized adaptive testing (CAT) is a well-known assessment paradigm that provides many advantages, including highly efficient tests, enhanced scoring precision, increased examinee engagement, greater test security, and improved fairness. The Smarter Balanced Assessment Consortium has made CAT a focus of its assessments, increasing its relevance in K–12 assessment. It also continues to be employed by a number of large credentialing, educational, and employment testing organizations. Unfortunately, it remains underutilized, in large part because its psychometric complexity stands as a hurdle that many organizations cannot surpass. This session will make CAT more relevant and accessible by describing how more organizations can leverage its benefits.

First, attendees will learn the basics of CAT, requirements for implementation, and how to determine if it is appropriate for their organizations. Next, a formal model for CAT development will be presented, which serves as both a recipe and a validity framework. The development of a defensible CAT can be structured into five steps to manage both the test development and psychometric process. Third, all the necessary software will be described, so attendees will know which tools should be obtained and what purposes they serve. The software generally falls into four categories: IRT calibration, CAT simulation, item banking, and CAT delivery. Finally, the session will explore a few examples of this software, including free and open source software that is widely available. If time permits, software demonstrations will be provided.

PRESENTERS:

Nathan Thompson Assessment Systems
David Weiss University of Minnesota

INSIGHT
HAPPENS HERE

GLOBAL SESSION

The Next Generation of On-Line Selection Systems

Room: Union
Practice Area Division: E I/O
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

Job applicant selection programs have firmly embraced the use of computer-based systems to facilitate candidate assessment. Often, these systems present facsimiles of traditional paper-based assessments such as fill-in-the-blank or multiple-choice items. Since computer-based testing systems are expensive to set up and maintain, it is important to maximize their potential.

This session will explore a number of the most promising opportunities that may to help define the next generation of job-applicant assessment systems. With increasing numbers of individuals applying for entry-level positions, organizations must find more effective ways to screen applicants. Unsupervised internet tests (UITs) have been used to effectively screen applicants at early stages of the selection process. This session will review how to implement UITs along with their advantages and disadvantages. UITs often use traditional items, putting test content at risk. The next generation of tests will move away from text-based items, avoiding the limitations of current personnel selection testing methodologies.

Capitalizing on new graphics display capabilities allows for the development of more powerful and versatile testing systems. The presenters of this session are currently developing a spatial ability test that requires candidates to remember and mentally rotate objects in a 3D environment. Performance on this test is well correlated with scores on traditional tests of cognitive ability that are already well correlated with job performance. In addition, data on applicant response time and rate of task mastery are now being explored to determine if they can predict job performance as well.

Working memory capacity (WMC) is highly related to fluid intelligence and is hypothesized to be a useful predictor of training and job performance for modern occupations with rapidly evolving job demands. Computerized WMC tests offer enticing advantages over traditional measures, such as rapid and inexpensive item generation, mitigation of cheating, reduced adverse impact, reduced time constraints and ceiling effects, and increased measurement efficiency and precision. WMC predictive validation studies are underway for various cognitively demanding occupations. Finally, this session will explore options for delivery of a large pool of traditional cognitive ability test items using computerized adaptive testing (CAT) and linear on-the-fly testing (LOFT).

PRESENTERS:
Colin Kemp Department of National Defence, Canada
Elliot Loh Director General Military Personnel Research and Analysis, DND Canada

Workforce Credentialing and Employment - A Personalized Approach

Room: Nassau
Practice Area Division: C/L E I/O C W
Topic: Program Design
Session Type: Breakout Session

"Workforce credentialing" needs to be meaningful and personalized for the individual looking for a job as well as the employer doing the hiring. In light of this, is there anything in the global manufacturing arena that shows an employer that an individual workforce employee or a new employee candidate has the demonstrated job skills needed for a role in the company? Then, after establishing that the job candidate has the appropriate credentials that an employer wants, how can the employer measure or prove the potential of an individual through a workforce credential?

Using the manufacturing segment as a "sandbox," this session will provide real examples of "bad" and "good" workforce credentials that individuals may carry throughout a career, regardless of where they are employed. How can individuals be employed and fit to the right job, and how can individuals identify a possible career path? This is the trend and the need for individuals looking for work and advancement within the global marketplace. In this session, presenters will provide the Workforce Skills Credentialing market study data that outlines the state of today's manufacturing workforce and some of the credentials available to individuals. Presenters will also briefly review the 2015 WIOA (Workforce Innovation and Opportunity Act) as it relates to the subject of this session.

The presenters will provide some good, bad, and ugly workforce credentials that exist today and will provide some group time to role-play between the workforce job candidate and the employer to test whether an individual has the right credentials for a job. By the end of this session, attendees will be able to identify whether a workforce credential is valuable and why. This session represents the first formal report from the Workforce Skills Credentialing "Market" subcommittee on current and future market trends within the global workforce skills credentialing space.

PRESENTERS:
Daniel Rinn NTT Training
Robert Pedigo Castle Worldwide, Inc.

Have Content, Will Travel

Room: Jackson
Practice Area Division: C/L E I/O C W
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

The world of education, IT, and standards is changing. A more agile approach towards development is being implemented. Continuous deployment and delivery are becoming mainstream, and the adoption rate of new versions of standards is skyrocketing. Instead of holding it back, standards have become a means for pushing the industry forward and reducing costs for end-user customers. This session will feature a joint presentation by OAT (home of TAO), Cito (home of Questify), and Trifork. The presenters will discuss recent developments and demonstrate the true power of interoperability.

QTI, the standard by IMS Global for exchanging item and test content, started development in May 1999. It has evolved slowly towards version 2.1 in 2012, but is now quickly picking up pace. The recent the formation of the EBA (IMS's Executive Board on Assessment), the PCI (Portable Custom Interaction), and profiles such as APIP and DEP have helped to push innovation and overcome barriers limiting interoperability. In the forthcoming version of QTI (aQTI 3.0), IMS is leveraging HTML5 functionality to great effect in bringing the modern capabilities of browsers together with well-established interpretation and visual consensus to the assessment industry. This is a shift from the approach in which computers are used to fit traditional paper tests using ad-hoc languages to an approach taking advantage of computers and opening new forms of assessment possibilities. This initiative, already started with PCI, opens the specifications to wider possibilities leveraging HTML/JS/CSS.

PRESENTERS:
Marc Oswald OAT
Mark Molenaar Cito
Tim van Baarsen Trifork

#atpconf

Universal Design, Accessibility and Fairness: Implications for Test and Item Development

Room: Palm Beach
Practice Area Division: C/L E
Topic: Measurement and Psychometrics
Session Type: Breakout Session

The Americans with Disabilities Act (ADA) places obligations on providers, including testing organizations, to provide accommodations. The 2008 amended ADA expressly expands the types of needs that qualify for accommodation and the obligations on providers to address those needs. While accommodations can be provided through after-the-fact adaptations, a testing organization may elect to undertake a universal design approach to test development. In this approach, the exam is designed in advance so that it will be accessible to the widest range of individuals possible, without the need for post-hoc accommodations.

When an exam program elects to make the exam more accessible, there may be additional item and test development steps needed. For example, item writers may be asked to provide descriptions of all images used in items. These descriptions can be included in the QTI coding for the exam, and when a candidate with low vision uses screen reader software to take the exam, the descriptions can be read aloud. Other accessibility functions may be built into the test delivery software. For example, the candidate may have access to functions that allow individual examinees to change the font size or the foreground and background colors during an exam. When innovative item types are included on an exam, there may be specific challenges to accessibility. Captions will be needed for video clips, and complex item interfaces will need to be designed carefully to be usable when viewed through a screen magnifier.

This session will discuss accessibility in the context of test and item development. Specifically, the session will focus on: (1) some of the commonly requested test accommodations, and whether these accommodations will address innovative item types; (2) some forms of assistive technology that are likely to be most useful to candidates and that may be requested in the near future; (3) approaches to item interface design aimed at increasing the accessibility of the items to meet a broader range of candidate needs; (4) examples of QTI coding that can make an item interface more accessible for candidates that use screen reader software; and (5) implications for item and test development procedures as an exam program develops a more accessible test, including innovative item types.

PRESENTERS:
Belinda Brunner Pearson VUE
Cynthia Parshall CBT Measurement
Dwan Bovell American Board of Internal Medicine

BV — B | VIRTUAL

ONLINE PROCTORING REDEFINED

VISIT US AT BOOTH #42

Introducing BioProof ID
If you are serious about Online Student Authentication join our ATP Conference
Speaking Session to learn more.

"LET'S TALK AUTHENTICATION – RAISING THE BAR"
Monday, March 21, 2016.

Want to Know What They Think of your Certification? Just Ask!

Room: Hamilton/Indian River
Practice Area Division: C/L
Topic: Business Strategy and Operations
Session Type: Breakout Session

The most valuable asset a testing program can have is a strong credential. Understanding the public's perception of the value of a certification in relation to peer organizations will help inform important decisions for a program. Pearson VUE partnered with 19 IT organizations to perform an industry-wide survey of candidates on the value of IT certification. The survey was built to ascertain study habits, test preparation, motivations for testing, benefits of certification, and future intentions for further training and certification.

The process was inexpensive to execute and resulted in valuable information that can be used to make program enhancements or market to candidates more effectively. Attendees will be able to discover what was learned and how participating companies can use this data to make strategic programmatic decisions and identify trends. This session will cover methods to conduct similar research and the importance of constructing strong questions that yield useful responses. Further, attendees will discover best practices when using the data gleaned from research within marketing communications.

PRESENTERS:

Kelly Goeke Pearson VUE
Bryan Kainrath Examplify

✔ FUNDAMENTALS OF TESTING

Finding the Gap: How to Diagnose and Address Hard to Write Blueprint Areas

Room: Orange
Practice Area Division: C/L E
Topic: Measurement and Psychometrics
Session Type: Fishbowl

Writing test items can be challenging in and of itself, but often times there are certain blueprint areas that are more difficult to write to than others. Although this difficulty may be apparent in an anecdotal sense, how can it be determined if this is in fact true, and how can it then be addressed? This fishbowl session will address the challenges that exam programs may face when one area of a blueprint is more difficult to write to than others.

Three experts in assessment and exam program management, along with a moderator and attendees, will explore what types of tools or metrics can be used to determine if this is a challenge in a particular program. The presenters will also investigate innovative methods for addressing this problem. Short introductory remarks will be followed by a lively and engaged discussion. This session will focus on measurement and psychometrics. Discussion during this session will be structured as a lively moderated debate on how to (or not to) write items for blueprint areas that are hard to fill. Attendees can participate in the discussion by sharing their experiences with their testing programs and will leave the session with strategies for handling issues with important content blueprint nodes for which it is difficult to write items.

PRESENTERS:

Zach Britt Physician Assistant Education Association
Donovan Lessard Physician Assistant Education Association
Matthew Burke National Commission on Certification of Physician Assistants

#atpconf

GLOBAL SESSION

✓ FUNDAMENTALS OF TESTING

The ROI of Exam Development

Room: Floridian Ballroom B
Practice Area Division: C/L
Topic: Measurement and Psychometrics
Session Type: Breakout Session

How often do organizations view exam development as a critical asset base poised for growth? This session will explore how global programs manage exam development processes via an efficient business model focused on both the bottom line and credible certifications. The presenters will share: (1) how they have implemented effective strategies such as metrics to manage item writing programs, (2) different approaches to developing an item pool (as well as when to use which approach), (3) the benefits of and incentives for virtual item writing programs, (4) how to leverage business chapters, (5) the ROI of form rotation, (6) a template to calculate cost per item, and (7) legal considerations to protect an asset base.

PRESENTERS:
Lisa Hirtzinger The Institute of Internal Auditors
Karyn Waller Former ISACA, AICPA

PLATINUM SPONSOR SESSION

sponsored by
Internet Testing Systems

What's New in Online Assessment Services

Room: Manatee
Session Type: Sponsor Session

Do you know that ITS delivers over eight million online exams per year? To do this we are continually enhancing our online assessment services. Please join us as Pat Ward provides an update on our technical advances in numerous areas, including Accessibility, Site Readiness, Item Banking, Software Localization and Test Delivery.

PRESENTERS:
Pat Ward Internet Testing Systems

PLATINUM SPONSOR SESSION

sponsored by
Pearson VUE

Test Security: Keeping Ahead of Evolving Security Threats

Room: Escambia
Session Type: Sponsor Session

How high does "security" rank on your list of test delivery considerations? As test administration continues to evolve, it is crucial that test security not be taken for granted. It also must evolve and at a much greater velocity than what has been necessary in the last few decades.

Test owners have more test administration options than ever when deciding how and where to deliver their exams. When faced with deciding between traditional test center delivery, client-managed test centers, Internet-based testing, online proctoring, observational testing, mobile delivery or a combined approach, how do you determine the best solution for your program? For many, the question of test security and protecting your test assets is a big part of the question and very often part of the solution.

Pearson VUE can help. This session will explore Pearson VUE's updated Secure Testing FrameworkTM and how it can be applied to any program. We will discuss the various test security threats and how testing programs are keeping pace with their evolution. We will also discuss some of the security breakthroughs Pearson VUE is exploring in the world of test security.

Leave this session with a more complete understanding of what is next for test security and which options are best for your program.

PRESENTERS:
Joe Brutsche Pearson VUE
Peter Pascale Pearson VUE

PLATINUM SPONSOR SESSION

sponsored by
Professional Testing Inc.

Management Systems What? Internal Audit Who? Document Control System Why? Help!

Room: Lake
Session Type: Sponsor Session

ISO/IEC 17024 requires certification bodies to "establish, document, implement and maintain a management system that is capable of supporting and demonstrating the consistent achievement of the requirements of . . . [ISO/IEC 17024]." The management system must include document control systems, management review, internal audits, and corrective and preventative actions. So what does all of this really mean and how does a certification body implement this? How does a management system contribute to improving process quality in assessment services and products? What is a document control system and how do you select one for your organization? If you need to implement a management system or help your client understand what it is, this session is for you. Learn from a Management System expert what a management system is and how to implement one.

PRESENTERS:

Cynthia Woodley Professional Testing Inc.

Randy Dougherty ANSI-ASQ National Accreditation Board (ANAB) and the International Accreditation Forum (IAF)

Adrienne Cadle Professional Testing Inc.

Christine Niero Professional Testing Inc.

---

tao®

FOR BUSINESS

Screening. Advancement. Certification.

One **Open Source** Platform for All **Your Employee Assessment** Needs

Author Items

Schedule Delivery

Comply with QTI and LTI

Generate Reports

Package Tests

Manage Users

Brought to you by **o·a·t** home of tao | **taotesting.com**

3:00 PM - 4:00 PM
Dessert with Exhibitors
Room: Bonnet Creek Ballroom I – IX

Peas in a Pod

4:00 PM – 5:00 PM

Bonnet Creek Ballroom XII

Pod 1: IT/Technology Professionals in Testing
Pod 2: Combating Negative Industry Perceptions

BREAKOUT SESSIONS
4:00 PM - 5:00 PM

FEATURED SPEAKER SESSION

Text Mining for Assessment of Writing and Social Positioning

Room: Flagler/Gilchrist
Practice Area Division: E
Session Type: Breakout Session

Computational models of discourse reveal evidence of cognitive and social processes and competencies that are valuable both for assessment and for triggering real-time support for learning. In this session, the presenter will offer a brief overview of the field of text mining as it is represented in application areas such as assessment of writing and of social positioning in collaborative discourse. Then the presenter will zoom in on the topic of analysis of role-taking behavior in collaborative groups. In these groups, computational models of social interaction in textual form reveal layer upon layer of insight about student orientation towards one another and their joint endeavors.

In this session, attendees will observe successful and unsuccessful teams and notice unexpected behavior profiles that either do not align with assigned roles or do not align with expectations of effective role taking. In this session, the presenter will introduce a novel role-based behavior-modeling approach that enables identification of behavior profiles that are associated with specific success measures. This enables dynamic support for students to reflect on their team's performance and guidance to opportunities for improved engagement.

PRESENTER:

Carolyn Penstein Rose Carnegie Mellon University

#atpconf

FEATURED SPEAKER SESSION

Bad News and Good News About Global Workforce Skills Credentialing... News and a Report
Room: Citrus/Collier/Columbia
Practice Area Division: C/L E I/O C W
Topic: Program Design
Session Type: Breakout Session

In this session, presenters will travel the planet, from the USA to India, providing some real life success stories of how developing and assessing people for the correct demonstrated workforce skill credentials is paying off in changed lives and changed businesses. Attendees will see firsthand through real-life examples how a set of newly verified job skills can affect and change lives. Presenters will discuss applied best practices with global examples. They will cover both hard and soft skills credentials in the cases discussed, and attendees will leave with new ideas and insights.

PRESENTERS:
Dan Rinn NTT Training
Madan Padaki Head Held High

Herding Cats - How to Keep Track of Your Test Security Incidents and Report your Results
Room: Orange
Practice Area Division: C/L E I/O C W
Topic: Program Design
Session Type: Fishbowl

How often are test-security incidents regularly investigated and addressed as part of test security programs? With all of the information and emails that are gathered, how can anyone keep it all straight? More importantly, how can these incident outcomes be reported to upper management in words they understand and care about, while also letting them know what is happening day to day?

Having a test-security incident-management system in place is crucial for reacting, documenting, and resolving test security incidents. Otherwise, it can be like herding cats. A test-security incident-management system is an efficient and consistent way of managing incidents across a test security program. This session will feature three different perspectives on how to manage this process. The session will provide techniques for practical application of security incident tracking, responding, and reporting and will provide a forum for discussion of this important topic.

PRESENTERS:
Michael Clifton ACT
Tara Miller Ascend Learning

FUNDAMENTALS OF TESTING

Accommodations on High Stakes Tests: Legal and Practical Considerations
Room: Jackson
Practice Area Division: C/L
Topic: Legislation, Policy, and Accessibility
Session Type: Breakout Session

In the past few years, the legal landscape as well as the accommodations landscape have changed for students with disabilities who will be taking licensure, certification, or professional entrance exams. Following the passage of the ADA Amendments Act of 2008, testing organizations have seen a significant rise in the volume of requests for test accommodations. This session will focus particularly on test-accommodation applicants who, as a group, would be considered "high-functioning" individuals. These "high functioning" individuals often have cognitive and academic abilities far above average compared to most people in the general population.

This session will provide an overview of the legal definition of who is considered "disabled" under the amended ADA, an overview of best practices for reviewing test accommodation requests, and practical tips for communicating with very high-functioning individuals who may have always had accommodations, but who are not "disabled" as defined by the ADA. The presenters will illustrate a perspective that emphasizes a moderate, reasonable approach to accommodations that ensures that candidates with disabilities have full access to a test, while also ensuring that individuals who are not disabled do not receive unfair advantage.

PRESENTERS:
John Hosterman GED Testing Service
Patricia Latham Latham & Latham

FUNDAMENTALS OF TESTING

Test Security and Big Data
Room: Hamilton/Indian River
Practice Area Division: C/L E I/O C W
Topic: Security and Privacy
Session Type: Breakout Session

Big data is a big deal. Today's test security professionals are making use of data like never before by fine-tuning algorithms to enable a deeper understanding of potential anomalies. But big data is big—really big. How can anyone sift through the noise to deploy limited test security resources where they are needed most? In this session, experienced practitioners will discuss the benefits, challenges, and practical uses of big data. Attendees will learn key considerations for implementing big data tools and helpful suggestions for improving their own test security frameworks.

PRESENTERS:
Deb Harris ACT
Patrick Watts CFA Institute
James Wollack University of Wisconsin-Madison

Expertise and Technology

Cito, Institute for Educational Measurement, has been testing and evaluating skills soundly and fairly since 1968.
Our combination of expertise and technology offers the best solution for your assessment challenges.

Our core characteristics:
- A proven track record* for test development, construction and logistics
- Scientifically based due to extensive knowledge of psychometrics, research and testing
- In-house developed state of the art computer based assessment and monitoring tools
- Partner of both governmental and non-governmental organisations
- Solutions are team efforts; together we set up a programme that enables you to strengthen the personal assets within your organisation
- Trend-setting, objective, trustworthy

* e.g. OECD, World Bank, European Community, Ministry of Education, Awarding Bodies and Examination Institutes.

www.cito.com

now you know

GLOBAL SESSION

The Great Experiment: Microsoft and GMAC Explore Innovative Global Business Strategies Using Online Proctoring Solutions

Room: Bonnet Creek Ballroom XI
Practice Area Division: C/L E I/O C W
Topic: Business Strategy and Operations
Session Type: Breakout Session

Does online proctoring have a role in every certification program? Should it? And if so, in what way? In this session, two industry leaders servicing very distinct verticals will share their experiences with online proctoring so that attendees can gain a greater understanding of how a global online proctoring model can integrate into their own programs. Microsoft aligns with its corporate strategy of providing greater reach and choice for its partners and candidates in the Microsoft Certified Professional program. GMAC diversifies its product offering and strategic partnerships to extend its portfolio beyond the core GMAT exam. Each of these organizations is applying this emerging delivery model in unique ways by answering similar questions around balancing key considerations regarding business strategy, candidate journey and relationship, and the value of the credential. Attendees will leave this session with a framework to develop an experiment of their own.

PRESENTERS:

Andrew Martelli Graduate Management Admission Council
Jennifer Morrison Microsoft
Selina Winter Microsoft

✓ FUNDAMENTALS OF TESTING

Virtual Item-Writer Training: The Role of Assessment

Room: Union
Practice Area Division: C/L E W
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Virtual item writing, once an innovation, has become a mainstay of many organizations' item-writing efforts, and virtual training has been developed to support this. This virtual training has taken a number of forms, ranging from online manuals to recorded and live webinars or fully staged curricula delivered online. The primary goal of this training is production of quality exam questions. Secondary goals are important considerations too, such as development of skilled item writers or the creation of a pool of individuals who can be called on for exam review. The jury is still out on the best design for this item writing training and the best method to assess results.

Trainee cohorts are varied, including volunteers donating free time, certificants seeking recertification credits, and paid item writers. Training must convey the right balance between best practice item construction and the essential coverage of content domains and levels of Bloom's taxonomy. Just how effective is this virtual training in accomplishing goals? Is one training approach more successful or better accepted than others? What tools can be used to introduce standardization to this process? What role can a Learning Management System (LMS) play in supporting this training?

As with any training, it is key to evaluate and measure effectiveness and use assessment to reinforce training concepts. This session will focus on specific assessment methodologies that can be developed to accompany virtual item writing training such as formative and summative quizzes, structured mentoring feedback, and item rating. Presenters will provide examples of quizzes and their uses, training for mentors, and guidelines for item rating. They will discuss how these training protocols and assessment tools are most effectively designed and how item writers respond to them.

PRESENTERS:

Candice Pernell NBOME
Matt Ferris National Board of Certification and Recertification for Nurse Anesthetists (NBCRNA)

Mobile Testing: Love It or Hate It, It's Time to Learn How to Manage It

Room: Bonnet Creek Ballroom X
Practice Area Division: I/O
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

SIOP has identified mobile device usage in selection as the number one workplace trend in 2015. The SIOP has identified mobile device usage in selection as the number one workplace trend in 2015. The Pew Research Center reports that over half of the American population has a smartphone, and this number spans widely across demographics including race, sex, and household income. The increasing accessibility of mobile devices has triggered a spike in the use of these devices for preemployment testing. Now, researchers and practitioners are working to understand the effects of the mobile assessment trend on high-stakes testing.

This breakout session will focus on what is known about the effects of mobile testing currently and will provide recommendations for navigating the world of mobile testing going forward. Although very new, there is a small body of literature emerging on preemployment mobile testing. This session will offer a highlight of the findings in the literature, such as the negative effects of time constraints on scores, the types of test that are likely to be affected by device type (such as tests with detailed images), and discuss some of the test qualities (such as font size and scrolling) which may affect test performance. This session will then briefly tie together mobile assessment and another emerging topic in testing: the importance of the candidate experience.

This session will incorporate the expertise of practitioners working in the field to review research and case studies on the demand for mobile testing compared to actual reactions from candidates about their experience using mobile devices for employment testing. The session will then feature a discussion on recommendations for managing preemployment mobile assessment in practice. This discussion will provide recommendations regarding types of tests that may or may not be appropriate for mobile testing, disclaimers to participants, and using mobile optimized platforms for test delivery. The goals of this session will be to provide testing professionals with highlights from the literature about the effect that mobile device usage may have on various types of preemployment testing, to facilitate discussion on the importance of mobile testing from a candidate experience perspective, and to provide suggestions for managing preemployment mobile assessment in practice.

PRESENTERS:
Erin Wood PAN - Performance Assessment Network
Jennifer Lowe Hogan Assessment Systems
Neil Morelli The Cole Group
Ted Kinney Select International

GLOBAL SESSION

Bob's Your Uncle et voilà: If Only Globalizing your Assessments were that Simple! Globalization Case Studies from the World of Assessment.

Room: Floridian Ballroom B
Practice Area Division: C/L   I/O   C
Topic: Business Strategy and Operations
Session Type: Breakout Session

With the increasing interest in cross-cultural research, there is a widespread need for standard and validated practices for translating psychological instruments. Although guidelines and standards have been developed, there is a lack of documentation of the processes and procedures used when test publishing companies and translation companies work together to develop translated versions of psychological assessments. This breakout session will present two case studies illustrating how test publishers can partner with translation companies with the goal of developing more valid and reliable translated or adapted instruments.

The first case study will focus on a multi-language translation of the Mini-Mental State Examination (MMSE-2), a gold-standard cognitive screening assessment that was recently revised. One of the major goals of the revision was to change some of the original MMSE items to better standardize its administration, particularly for translation into foreign languages for other cultures, while at the same time maintaining its equivalency to the original MMSE. This case study will provide information on the processes and procedures that were used during item development to ensure ease of translation and adaptation into multiple languages. This case study will also review lessons learned from the perspectives of both the test publisher and the translation company when conducting multi-language translations and typesetting of the same assessment.

The second case study will include the translation of the 5th Edition of the Self-Directed Search (SDS), an interest inventory used to determine an individual's career interests. Spanish speakers are the fastest growing linguistic group in the US, and because the SDS is an assessment that can be used or administered by professional counselors as well as the general public, it is important to provide this instrument in both English and Spanish. This case study will also review the process of translating the assessment into one language (Spanish for US residents) and will provide examples of best practices for establishing the reliability and validity of an instrument once it is translated. In addition, the case study will also review the importance of conducting additional usability testing once the translation is completed.

PRESENTERS:
Melissa Messer PAR, Inc.
Sue Orchard Comms Multilingual Ltd

✓ FUNDAMENTALS OF TESTING

The Moving Target: Maintaining Exam Validity in Rapidly Changing Disciplines

Room: Taylor
Practice Area Division: C/L E C
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Professional fields are constantly evolving environments in which necessary practical knowledge and skills change from year to year. This is especially true for the healthcare field. As a result, assessments of test-taker knowledge need to reflect the on-the-ground field in which test takers will work and the accompanying sets of knowledge and skills of that field. This begs the question: How can it be determined whether changes to exam blueprints are needed? How can assessment blueprints be successfully maintained and updated to ensure alignment between examinations and the current state of the discipline? If there are changes to clinical practice guidelines, does that necessitate blueprint revision? How are changes in professional coding or naming conventions incorporated into the examination (e.g., ICD9 to 10 and DSM IV to V)?

The goal of this session will be to provide practical, useful strategies to address the challenge of assessment validity in the context of a changing field. In this breakout session, four presenters will discuss their experiences, challenges, and strategies for maintaining the blueprint validity of their exam programs. This will include a discussion on ways to harness subject matter expert input as well as use discipline-specific core competency data and practice analysis data to check the relevance of blueprints. This will also include a discussion on innovative tools and strategies to address this relevance check and ensure alignment between exam blueprints and the demands of the discipline.

This session will explore the intersection of measurement, psychometrics, and program design. Discussion during this session will focus on methods for updating exam blueprint changes and practical strategies for aligning current job/skill competencies to a blueprint. Attendees will leave the session with an understanding of how a competency study or practice analysis study will allow organizations to monitor their blueprint for content validity. This can benefit any test developer that needs to follow the evolution of critical skills/jobs (e.g. certification/licensure testing and educational testing).

PRESENTERS:
Donovan Lessard Physician Assistant Education Association
Andrew Dallas National Commission on Certification of Physician Assistants
Matthew Burke National Commission on Certification of Physician Assistants
Zach Britt Physician Assistant Education Association

GLOBAL SESSION

Lessons Learned from Global Job Task Analysis: Taking a Certification Program to the Global Market

Room: Floridian Ballroom C
Practice Area Division: C/L W
Topic: Program Design
Session Type: Breakout Session

When seeking to expand a testing or certification program into new countries or regions, how can the program ensure that the content of its exam is valid and relevant? While it may be tempting to assume that content validated in the US will work fine anywhere else, it makes sense to at least check the assumption. One approach might be to perform a series of job task analyses (JTA) in each of the selected regions with subject matter experts (SMEs) specific to that region. However, this approach could be prohibitive in terms of both time and money. An alternative approach could be utilizing a text-mining technique to look into the different skills (and relative weights of skills) in various countries.

TestOut was concerned about the validity of applying domestic JTA results to a growing number of international markets, so it conducted a text analysis of over 300 job listings across 12 different countries: the US, Brazil, Mexico, Peru, Chile, the Philippines, India, South Africa, Canada, Australia, New Zealand, and the United Kingdom. From this analysis, some preliminary evidence suggests that portions of job roles may indeed vary significantly in different markets. This raises concerns about the validity of an exam if the content coverage is different or weighted differently than would be optimal for the particular country or region in question.

These findings may have some implications for how test professionals approach international certification. While it may not be necessary or economically feasible to tailor exams to every small difference, test professionals may want to find ways to account for large differences and make their exams more relevant internationally. In this session, the presenters will discuss their concerns related to taking an IT certification program global. They will present their methodology and findings and then discuss advantages and disadvantages of their text-based analysis. The session will conclude with a discussion about what to do when differences are found between different regions.

PRESENTERS:
Dan Allen TestOut
David Coughanour TestOut
Isaku Tateishi TestOut
Randy Hugie Salesforce.com

✓ FUNDAMENTALS OF TESTING

Shutting the Barn Door after the Horse has Bolted

Room: Nassau
Practice Area Division: C/L E I/O C W
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Current security solutions often focus on detecting and responding to security breaches. While important, this is only part of a successful security plan. This session will explore the proactive power of exam and item design in preventing, deterring, and detecting exam fraud. Presenters will discuss design topics such as the use of secure item types, security-enhanced item stems, item rotation, Trojan horses, and strategies for limiting item exposure. A well-designed exam can help keep happy horses home, safe, and secure.

PRESENTERS:

Jen Cunningham University of Phoenix

Kelli Foster Caveon

ATP Announces Special Interest Groups (SIGs) available to ATP members:

Public Sector SIG
Health Sector SIG

Visit the ATP booth in the Foyer for details on how you can get involved!

How to Prepare to Take a Constructed-Response Examination: A Tool that Provides Candidates Valuable Insight as to how the Examination is Scored.

Room: Palm Beach
Practice Area Division: C/L
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

Preparing for any examination requires time, commitment, and discipline. But preparing for an examination that includes constructed-response questions poses additional challenges, since it also requires a good understanding of the structure of the examination and how the examination is scored. To address these challenges in the context of preparing candidates to take the CFP Examination, FPSC and Yardstick have worked together to develop the CFP Examination Practice Exam tool.

The CFP Examination is a computer-based examination composed of both multiple-choice questions and constructed-response questions, which require candidates to provide a typed answer in a defined-response template. The CFP Examination Practice Exam is administered using the Yardstick Measure platform and has the same structure as the live CFP Examination, being aligned to the blueprint parameters and presented in two parts. The unique feature of the CFP Examination Practice Exam is how it is both administered and scored. Candidates first complete the practice exam and are then required, using the Yardstick RedPen scoring system, to self-score the constructed-response component of the examination. The scoring system is the same one used by scorers to assess the live examination and provides detail about the scoring key and score allocations to help candidates understand how the scores are awarded and identify what is expected from their answers.

Once the self-scoring is completed, candidates get access to a detailed diagnostic report. This report provides valuable feedback on how candidates performed on the practice exam and identifies areas of improvement to help them better prepare to take the CFP Examination. The goal of this Breakout Session is to present the value of using tools that provide candidates with an in-depth understanding of how constructed-response exam questions are scored and how scores are allocated. It will outline how the Practice Exam helps candidates to better prepare for the live examination, thereby maximizing the time allotted during the examination and reducing stress about what is expected on the examination. In addition, candidates receive valuable feedback on areas in which they might want to prepare further before taking the examination.

PRESENTERS:

Greg Sadesky Yardstick

Isabelle Gonthier Financial Planning Standards Council

Susan Priest Financial Planning Standards Council

PLATINUM SPONSOR SESSION

sponsored by
Kryterion, Inc.

Secure, Rapid Growth

Room: Escambia
Session Type: Sponsor Session

Certification programs are not easy to build and manage while growing the number of candidates. Kryterion, a pioneer in SaaS technology for test management and delivery, will share how clients are leveraging this technology to get to market faster, on budget, and invest the spoils back into their programs.

We will demonstrate how a single platform can be administered across a wide array of delivery modes tailored to the security requirements of each exam. We will also shed some insight into how to achieve your growth goals by utilizing a self-managed software solution that empowers test owners to make changes instantaneously.

PRESENTERS:

David Meissner Kryterion, Inc.
William Dorman Kryterion, Inc.

PLATINUM SPONSOR SESSION

sponsored by
Prometric

A Case Study Approach of "Buy vs. Build" to Drive Technology-Enabled Business Growth

Room: Manatee
Session Type: Sponsor Session

The dilemma facing many testing and assessment organizations is whether to build a solution from scratch or buy an off-the-shelf application to meet its unique needs. While it may seem simple, determining the right approach is not always clear and is a complex process. In this presentation, you will hear first-hand from leaders in the field on what questions to ask, steps to take and what you need to know about both approaches before making any critical project decisions. Understanding specific business processes and taking into account strategic goals, external partners and required systems support—will be part of the discussion. The session will also cover common business factors—such as project and business validation—before choosing the right solution approach.

Learning Objectives:

• Understanding the key questions to ask

• Identifying the necessary steps to take in order to make the right decision for your solutions approach

PRESENTERS:

Paul Forrester Prometric
Keith Myers BTL Learning & Assessment

#atpconf

ADVANCING LEARNING
with insight you can count on

Every day, you work to transform the lives of learners. At ETS, we provide meaningful insight and research-based tools that you can depend on. These innovative solutions are developed with the highest quality standards to meet your changing needs, so that together we can advance education. You enable your students to achieve their goals — we help you achieve yours.

Learn more at **www.ets.org/k12**

ETS

Measuring the Power of Learning.™

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.

GLOBAL SESSION

Validity Research: International Application of the WorkKeys System for Global Workforce Skills Credentialing

e #2

Room: Bonnet Creek Foyer
Practice Area Division: E I/O W
Topic: Measurement and Psychometrics
Session Type: ePoster

Since the 1990s, the ACT WorkKeys system has provided workforce skills credentialing for individuals, employers, and communities. The National Career Readiness Certificate (NCRC) is currently used by over 8,000 companies nationwide for employment, training, and workforce development. The WorkKeys system has been validated for content validity with over 20,000 job analysis studies linking skills measured by the assessments to skills needed for jobs. Construct validity is studied and documented in the technical manuals of the WorkKeys. Criterion-related validity evidence has been collected from employers to establish the link between the predictor tests and the job performance criterion. In the past decades, the demand for workforce skills credentialing tests has increased internationally. The WorkKeys tests are used in Asia and Latin America.

In this session, presenters will discuss the process of research validation of the WorkKeys system for international uses. Three case studies will be presented to illustrate the validation process that includes evaluating the potential utility of the WorkKeys tests in the new country context, conducting studies to ensure technically sound test use, and documenting reliability and validity. Following the test industry standards (2014) and the International Test Commission Guidelines (2013), the presenters began validity research by establishing a localization framework to clearly understand different levels of modification needs for the existing WorkKeys tests. For each language version, they conducted content review, translation and adaptation, data collection, item and test performance analysis, and job profiling against the WorkKeys Occupational databank.

Validation is an on-going process; the score use, interpretation, performance of test items and forms, and security need to be continuously monitored through data collection and research studies. As more test forms are translated and adapted in a given language, evidence for the reliability, validity, and comparability of the international versions of the WorkKeys tests will be researched. Attendees will learn the basic elements of the workforce skills credentialing validation process, innovation in adaptation to international user needs, and the continuing process of validation research.

PRESENTERS:

Changhua Rich ACT

FEATURED SPEAKER SESSION

Pulse of Security in Testing: ATP Survey of Security Practices

e #1

Room: Bonnet Creek Foyer
Practice Area Division: C/L E I/O C W
Topic: Security and Privacy
Session Type: ePoster

Security is a critical consideration for any credentialing organization. This session will present the results of the 2015 survey of security practices, conducted by the ATP Security Committee. These results include responses from credentialing organizations and vendors and show the practices being used by credentialing organizations to address security prevention, detection, enforcement, mitigation, and litigation. The presenters will also discuss how vendors and credentialing bodies see the division of security responsibilities, as well as perceptions related to the effectiveness of various security activities. Finally, the presenters will make recommendations for how certification examination sponsors can address these gaps.

PRESENTERS:

Rory McCorkle PSI Services LLC
Chuck Friedman Professional Examination Services
Benjamin Hunter Pharmacy Technician Certification Board (PTCB)

GLOBAL SESSION

Results from the Big Five Inventory-44 Soft Skills Measure with Youth in 2 Emerging Market Countries
e #3

Room: Bonnet Creek Foyer
Practice Area Division: W
Topic: Measurement and Psychometrics
Session Type: ePoster

This session will share the results of a research project funded under USAID that was focused on youth and workforce development in developing countries. The research adapted the Big Five Inventory 44 tool for use in Rwanda and the Philippines using state-of-the-art methodologies of anchoring vignettes and situational judgment test items to address the limitations of self-report soft skills assessments. The Big Five Inventory 44 is a self-assessment tool that has been used primarily in the US and OECD countries with less evidence in developing countries.

PRESENTERS:

Karen Sherman Akilah Institute for Women
Rebecca Pagel Education Development Center
Rich Roberts Professional Examination Service

#atpconf

Improving the User Experience: Testing the Usability of a Widescreen Interface and a Decision Support Tool in Medical Certification Exams
e #4

Room: Bonnet Creek Foyer
Practice Area Division: C/L   E
Topic: Measurement and Psychometrics
Session Type: ePoster

User experience involves the full-range of a person's interactions with and attitudes toward a product or User experience involves the full-range of a person's interactions with and attitudes toward a product or service. This includes basic usability elements such as the ease of understanding and using the system but also includes the larger framework of value and utility to the user. In the case of users of a computer-based test, the experience of an examinee during a test can impact his or her attitude toward the sponsoring organization for years to come. More importantly, to ensure the validity of the measurement of a candidate's true ability, the user experience should not introduce any elements that interfere with the construct validity of the assessment.

The American Board of Internal Medicine (ABIM) recently undertook initiatives aimed at improving different aspects of the user experience of candidates taking its medical certification exams. In one initiative, a series of user interface designs were developed and revised in order to make use of the larger screen real estate available on new 24-inch widescreen monitors at the test centers. In the second initiative, a medical decision support tool was iteratively developed in conjunction with physician item writers to improve its fidelity to practice of the exam. In this instance, the goal was to incorporate a decision support tool on the exam that physicians often use in practice without needing access to external resources during the assessment. Both of these initiatives were co-created with physicians to ensure that the user experience encompassed in the final designs met their needs.

As part of this co-creation agenda, a usability study with ABIM diplomates was planned and conducted to learn more about the effectiveness of these two aspects in improving the exam users' experience. The usability study also sought to find ways to refine and improve the design and functionality of the widescreen interface and decision support tool. This session will review the basic elements of software usability, as well as some of the fundamental concepts related to the user experience. These will be addressed within the context of the design processes used in both initiatives. The design of the usability study to test both initiatives will be reviewed to depict the application of the concepts of user experience to support an assessment program. Video clips from the usability sessions will illustrate some of the key findings of the study.

PRESENTERS:

Bryn Herrschaft American Board of Internal Medicine
Cynthia Parshall CBT Measurement

A DIF Analysis Using Task Analysis Data to Differentiate Similar Job Roles

e #5

Room: Bonnet Creek Foyer
Practice Area Division: C/L E C
Topic: Measurement and Psychometrics
Session Type: ePoster

Data from a recent job task analysis was used to assess the differences in job roles performed by two certifications: Medical Technologists (MT) and Medical Laboratory Technicians (MLT). The laboratory profession asserts that these are two distinct job roles despite their seemingly similar job functions. As psychometricians, the presenters of this session have struggled to define these two credentials in a way that is meaningfully different, to justify the development and upkeep of two different programs. In an attempt to discern the difference between the MT and MLT certifications, differential item functioning (DIF) analysis techniques were employed to investigate the differences between the two laboratory practitioner job tasks. The results of this investigation will be presented in this session.

PRESENTERS:

Nicole Risk American Medical Technologists

How to Get Detailed Diagnostic Reports: Testing Diagnostic Hypotheses

e #6

Room: Bonnet Creek Foyer
Practice Area Division: E
Topic: Measurement and Psychometrics
Session Type: ePoster

How can detailed diagnostic reports be produced that give insight to the performance of test takers? Even though the results of assessments could be used more effectively, often only the overall results of test takers are used. Subscores and error analyses are seen as too unreliable to report to the individual test taker. An approach combining adaptation and diagnostic hypothesis testing provides a powerful alternative leading to reports that are more informative.

This session will present an approach that forms hypotheses about misconceptions of test takers based on their errors on a monitoring test. Consecutively these hypotheses are tested based on small "testlets" that are administered adaptively and which it can be evaluated if students make errors in line with these hypothesized misconceptions. For the evaluation of the hypotheses, an innovative psychometric approach was used. The above approach will be illustrated based on the results of a pilot study with 800 test takers. The effectiveness of the procedure will be discussed and examples of reports will be presented. Different types of misconceptions that can be identified will also be provided. Ways in which this approach to assessment can be linked to remedial learning material and remedial assessment will also be explored.

The goal of this session is to provide practical insight in hypothesis-based adaptive diagnostic testing. To that end, the presenters will also explain procedures for forming and evaluating hypotheses, methods for selecting diagnostic testlets, and the adaptive and psychometric aspects of the presented approach. Test professionals and those responsible for program design may get some new ideas on how to enhance their assessments with adaptive diagnostic modules, and all attendees will see a practical example of combining formal and diagnostic assessment and the resulting information and reports.

PRESENTERS:

Anton Beguin Cito
Floor Scheltens Cito
Jorine Vermeulen Cito / University of Twente

INSIGHT
HAPPENS HERE

Effects of Retesting on MC Items

e **#7**

Room: Bonnet Creek Foyer
Practice Area Division: E
Topic: Measurement and Psychometrics
Session Type: ePoster

Most assessment programs have some policy in place regarding retesting of failing examinees. Investigation of repeater performance is essential to ensure fairness. Our study aims to examine score gains for second time repeaters (alternate forms) and third time repeaters (same form). In addition, our study looks at score gains on common items compared to score gains on unique items. Common items are used as anchor blocks for equating and to control costs of developing items in creating multiple forms. Common items also provides stability of pass rates between forms. However, repeaters have the advantage of seeing common items, or do they?

Some testing organizations randomize delivery order in order to improve test security. Randomizing delivery makes it hard for examinees to remember question sequences and share answer pattern sequences e.g. the last 7 correct responses are 1314223, etc. Thus randomization should mitigate the effect of seeing the same form or seeing the common items a second time on a parallel form. Our study examines score gains across repeaters in fixed delivery mode versus randomized delivery mode.

The goals of this study are summarized as:

1 To examine score gains for second time repeaters (alternate form) and third time repeaters (same form) for three college level nursing examinations

2 For examinees repeating with alternate forms to compare score gains on common items and unique items

3 Impact of randomized delivery order on score gains (score gains for repeaters on fixed delivery order compared to score gains on random delivery order)

4 For incorrect responses percentage of incorrect responses are the same incorrect choice

Three college level multiple- choice examinations in the nursing field were analyzed. The examinations consisted of 88 to 120 multiple- choice questions, with two forms and a range of wait times from 3 to 6 months between attempts.

PRESENTERS:
Jiten Pradhan Excelsior College

Establishing Performance Standards on Continuing Education Through Computer Simulation

e **#8**

Room: Bonnet Creek Foyer
Practice Area Division: E
Topic: Measurement and Psychometrics
Session Type: ePoster

In many industries, licensed professionals are required to take continuing education to keep their knowledge and skills current. To ensure that participants are engaging with the content appropriately, many programs establish performance standards. This is often done by embedding test questions throughout the content and using an item-based standard-setting methodology such as the modified Angoff method to determine a passing score for each unit of test questions. Such methods may require a significant amount of human resources, especially for programs with frequent continuing education content updates.

In order to efficiently and effectively establish performance standards, the presenters of this study have designed a new method focused on the goal of identifying participants who are engaging with the content rather than those who are speeding through the content just to satisfy the regulatory requirements. Specifically, a computer program was designed to randomly respond to each test question, simulating the behavior of individuals who did not actively engage with the content at all. The test score distribution of these simulated individuals is then used to determine a passing score that would limit the likelihood of passing by randomly responding. If any participant randomly clicked through the test questions without reading the content, he or she would have a very low probability of reaching the passing score and therefore would be required to go through the continuing education again. The presenters compared the passing scores derived from the simulation with those derived from Angoff ratings on 12 actual continuing education units. Although the simulation-derived passing scores are slightly lower than Angoff rating-derived passing scores, the resulting impact on the participants is mostly the same, and the simulation-based method has significant cost savings.

PRESENTERS:
Ray Yan FINRA

Adaptive Assessment Future Best Practice: From Foundation to Scripting and Advanced Item Types

e #9

Room: Bonnet Creek Foyer
Practice Area Division: C/L E I/O C W
Topic: Measurement and Psychometrics
Session Type: ePoster

Adaptive assessment is at the precipice of large-scale integration. The speed of technology delivering assessments, demand for faster reporting of scores, availability of open-source code, and number of educational assessment consortia providing adaptive tests are increasing. As a result, the potential for growth in adaptive assessments is at a level not witnessed before. But there is a catch. While adaptive assessment might be an ideal delivery mechanism to reach the end goal of providing high-quality, individualized assessments, questions remain regarding how to best meet blueprint targets, how to effectively integrate technology-enhanced items, and how to use simulations to provide diagnostic information of the algorithm. Each of these questions require thorough research to answer.

This session will highlight an application of adaptive assessment using a scripted blueprint with mixed item types and will illustrate simulation research created to evaluate a variety of elements of the adaptive assessment. To deliver a high-quality adaptive assessment, it is essential that assessment experts develop, formalize, and implement a research plan that achieves this goal. Advances in technology, which include expansion of the availability of item functionality and growth in the delivery of assessments in an online environment, continue to push research to collect data and run simulations on the adaptive algorithm.

The adaptive assessment emphasized in this session includes a variety of item types such as traditional selected response, evidence-based selected response, and technology-enhanced items (e.g., classify, drag and drop, match, solve, label, plot, and graph). These item types are all designed to permit test takers to demonstrate their knowledge and skills in the assessed content areas. In addition, a content scripting feature underpins the adaptive assessment algorithm to ensure that content is properly sequenced for all test takers and that they are assessed on the same target blueprint. Finally, the session will provide attendees with a diverse set of graphical displays that can be used as tools to evaluate the effectiveness of the algorithm in meeting its intended goals and with an exploration of improvements based on reported statistical information.

PRESENTERS:
Doug Becker Houghton Mifflin Harcourt

Innovations in Standard Setting for Adaptive Assessments - The Interval Validation Method

e #10

Room: Bonnet Creek Foyer
Practice Area Division: C/L E I/O C W
Topic: Measurement and Psychometrics
Session Type: ePoster

Without question, when the design of the assessment is to classify test takers into levels of performance (e.g., pass/fail), the method chosen to determine cut scores is critical. Given the transformation of the testing industry with regard to online assessments, it is warranted that such technological advancements should be integrated into standard setting. Drawing from and expanding on the diverse assortment of standard setting methods available, an innovative approach to establishing cut scores has been developed by the presenters of this session. Key features in the design permit the use of technology, thereby reducing the need for large committees and bringing viable, robust, and legally defensible virtual standard settings to the forefront.

This method, known as the Interval Validation standard setting method, was developed to set cut scores on an adaptive assessment with large pools of items. This session will emphasize the key foundations of standard setting and how this new method meets these foundations. The session will conclude with highlights from a practical application.

Existing judgment-based techniques require either reviewing a specific set of items (e.g., Angoff) or reviewing collections of evidence (e.g., body of work). In adaptive assessment, these approaches are not as feasible because of the large pool of items and the individualized testing experience. A new method that meets the technical demands of adaptive assessments but adheres to the rigor expressed in the Standards was desired. For any assessment that requires a large pool of calibrated items (e.g., adaptive, pre-calibrated tests), using this data along with external assessment evidence provided the foundation to focus the presenters' judgments on specific intervals of items. Intervals can be developed by using existing data from related assessments, prior cut scores, or—lacking any a priori information intervals—can be established by simply using calibrated items.

The Interval Validation method breaks item pools into intervals and guides experts to locate, verify, and endorse the interval that best aligns to the performance descriptors. The design is flexible enough for assessments with prior and/or external data or when minimal data is available. This method reduces the cognitive load on panelists by focusing on broader sets of items and transitions in terms of difficulty and content rather than on specific items for rendering judgments. The benefits of this method along with practical recommendations will be shared with attendees.

PRESENTERS:
Stephen Murphy Houghton Mifflin Harcourt

Open Badges: How IBM Launched an Open Badge Initiative

e #11

Room: Bonnet Creek Foyer
Practice Area Division: C/L | E | I/O | W
Topic: Business Strategy and Operations
Session Type: ePoster

What happens when credentials and recognition merge with social media, like LinkedIn, Facebook, and Twitter? That question will be answered in this session. The presenters will explore Open Badges, which is quickly emerging as an industry standard to recognize achievements and nurture talent. Using IBM's Open Badge program as a case study, attendees will learn how to launch their own badging pilot. This session will address such issues as how to design a badge program that appeals to a target audience, which types of badges a program should issue, and who should be involved in the program. Using real program data, Pearson VUE and IBM will share measurements of success and lessons learned to help attendees design a program that will quickly generate results.

PRESENTERS:
Jim Daniels IBM, Global Skills Initiative
Kristin Gibson IBM
Peter Janzow Pearson VUE

Best Practices for Simulation Authoring

e #12

Room: Bonnet Creek Foyer
Practice Area Division: C/L | E
Topic: Test Administration and Delivery Models
Session Type: ePoster

Simulations are the ultimate performance-based testing tool because they provide real-time assessment and hands-on experience that translate into real-world applications. This session will analyze complex items addressing simulation authoring purposes and advantages as well as best practices to create simulations and replicas using HTML5 and Java Script. The target audience of this session is program managers, administrators, instructors, teachers, trainers, and human resource managers who need to understand best practices for simulation authoring to help them achieve their training, hiring, assessing, and certifying goals.

This will be a dynamic session with examples based on the PTS simulation authoring tool developed by Media Interactiva. The presenters will demonstrate best practices such as ease of use, extensive user interaction, device mobility, and multiple browser support. After the product demonstration, attendees will better understand the importance of using simulations and become aware of the best practices for simulation authoring tools.

PRESENTER:
Sam Brocal Media Interactiva/PTS

GLOBAL SESSION

The Impact of Using Automated Scoring of Written Responses for a Multilingual High-Stakes Medical Licensing Examination

e #13

Room: Bonnet Creek Foyer
Practice Area Division: C/L
Topic: Measurement and Psychometrics
Session Type: ePoster

The growing reliance on written response tasks in high-stakes assessments raises many psychometric and practical challenges, mostly because written response items rely strongly on human scoring. Automated essay scoring (AES) offers a promising alternative for replacing the hand scoring of written response items, but its use must be implemented in a manner that promotes psychometric best standards regarding both reliability and validity. An AES system is a computer program that relies on natural language processing to build scoring models based on previously (human scored) responses. Once built, the scoring model can be used to assign scores to a new set of responses.

Several studies have revealed the usefulness of AES for scoring constructed-response items. In many instances, the AES scoring models yield levels of agreement between machine scoring and human scoring that are at least as high as the level of agreement between humans. This session will present the application of AES for scoring clinical decision-making questions, which are a component of a high-stakes medical licensure examination administered to both English- and French-speaking examinees. This examination is also composed of a selected-response component. Findings from a previous research study demonstrated the feasibility of scoring eight clinical decision-making questions using an AES system. The agreement rates between the machine and human scoring were high, exceeding 90% across both language groups.

The ongoing study examines the use of AES for scoring the entire set of clinical decision-making questions administered in one operational exam session. A total of 79 written response items were administered, though only a subset of these were presented to each of the 4,147 candidates. These responses were scored by human raters as well as by AES. This session will explore more in-depth the appropriateness of AES scoring in terms of the different content areas targeted by our medical licensing exam. Additionally, the presenters will evaluate the impact of AES with regard to overall decision accuracy and consistency rates, as scores on the clinical decision-making questions constitute only one part of this medical licensing examination.

PRESENTERS:
André-Philippe Boulais Medical Council of Canada
Maxim Morin Medical Council of Canada

DIVISIONS KEY: CERTIFICATION/LICENSURE C/L | EDUCATION E | INDUSTRIAL/ORGANIZATIONAL I/O | CLINICAL C | WORKFORCE SKILLS CREDENTIALING W

67

An Automated Quality Control System to Routinely Monitor Continuous Mode Tests

e #14

Room: Bonnet Creek Foyer
Practice Area Division: C/L E I/O W
Topic: Data Management
Session Type: ePoster

Quality control (QC) in the field of educational measurement is vital because: (1) the testing process is lengthy and consists of multiple stages, at any of which an error may occur; (2) statistical assumptions used in equating and scoring are only partially met; and (3) there are junctures at which judgment calls are needed. Two types of QC procedures are used when scoring tests. The first is QC for tests that are administered to large groups of examinees on a limited number of administration dates using a small set of test forms (large-scale assessments). Established QC procedures already exist for this kind of test. The second type is QC on tests, usually computerized, which are administered to small groups of examinees on many administration dates using a wide array of test forms (continuous mode tests). For these tests, small sample size and the need for rapid reporting of scores make it impossible to apply traditional QC procedures.

This necessitates using statistical QC methods that are more appropriate for continuous mode tests (CMT). Some of these, such as statistical control charts, have been adopted from the manufacturing industry. This session will present an automated QC system that has been developed expressly for CMT. The goal of this automated system is to ensure that test delivery and scoring are stable and non-biased, all in the short time available between test administration and reporting of scores. The system continuously monitors test delivery and scores; data is extracted on a weekly basis; statistical reports summarize the results and flag irregular events; and Shewhart control charts are displayed. Data is reviewed by a trained expert prior to the scores being reported.

As the system accumulates data, the next step in system development will be to further fine-tune quality standards to enable the system to distinguish between common- and special-cause variations in the monitored parameters. The system will then generate a periodic short report that flags results, which require further assessment, while minimizing the number of false alarms. Plans are underway to expand and improve the QC system so it can be used to monitor additional CMT tests, linear as well as adaptive.

PRESENTERS:

Avi Allalouf National Institute for Testing and Evaluation
Michal Baumer National Institute for Testing and Evaluation
Tony Gutentag National Institute for Testing and Evaluation

Web-Based Formative Assessment: An Innovative Way to Assess and Improve Patient-Physician Communication

e #15

Room: Bonnet Creek Foyer
Practice Area Division: C/L E
Topic: Test Administration and Delivery Models
Session Type: ePoster

With medical certification viewed as a process of lifelong learning, osteopathic physicians must complete a practice performance and improvement module as a requirement for specialty Board certification. Being able to develop a convenient, effective, and practice-relevant way to deliver performance improvement for physicians has been a challenge. In response, the National Board of Osteopathic Medical Examiners has developed the Osteopathic Practice Performance Assessment and Improvement Module (OPAIM), a web-based interactive course that uses formative assessment and incorporates educational activities linked to performance gaps, video clips of on-camera experts, self-reflection exercises, and pre- and post-performance tests.

In the Medication Safety Communications OPAIM, physicians are offered the opportunity to improve their ability to communicate effectively at a patient's level of understanding and to learn techniques for more effective communication designed to improve medication adherence. As pre- and post-performance data, patients are asked to complete a survey and rate the physician's communication on several categories, including how and when to take prescribed medication, the purposes and side effects of the medication, possible interaction with other medications and the consequences for not taking the medication. Preliminary data analysis indicates improvement in all categories, particularly in communicating medication side effects and possible medication interaction.

Despite the preliminary nature of the evaluation, the data offers valuable information regarding the use of formative web-based learning in medical education, providing evidence that this format provides an effective, practice-based method for improving physicians' communications to patients, an essential component for patient safety. The take-home message is that this novel, web-based formative assessment offers valuable opportunities for improving physicians' communication with their patients and for practice performance improvement in general. This session will include the rationale and methodology for developing this novel assessment, preliminary data analyses, lessons learned, and next steps.

PRESENTERS:

Dot Horber NBOME

✓ FUNDAMENTALS OF TESTING

Using Assessments in the Education Channel

e #16

Room: Bonnet Creek Foyer
Practice Area Division: E I/O W
Topic: Test Administration and Delivery Models
Session Type: ePoster

Numerous articles have alluded to the fact that fresh-out-of-school students are finding it increasingly difficult to prepare themselves for selection processes encountered when entering the workforce. Use of seemingly fuzzy personality assessments, intimidating structured interviews, and daunting skills-based assessments are all reasons why anyone new to the workplace may struggle with navigating through the selection process. This poses a great opportunity for educational institutions to prepare otherwise naïve job applicants for mastering the job application process. This opportunity has certainly gained the attention of training companies, which have begun to design training specifically meant to prepare students for the job market. However, in order to determine what training is necessary, there appears to be a missing link. Companies in the preemployment assessment space should therefore consider re-purposing their tools to address the needs of educational institutions.

Using assessment tools to help universities or high schools identify potential skill gaps in their students would allow these institutions to specifically identify what areas of training their students require and better prepare them for obtaining a job. The purpose of this ePoster session will be to present new directions in using personality, competency-based, and skill-based assessments to help educational institutions aid their students in identifying which careers are the best fit for each and to prepare students to enter into these careers. This ePoster session will detail a holistic approach to informing students and educational institutions about career fit and requirements established by employers regarding key strengths and development needs. Implications for this line of work and case studies will also be addressed.

PRESENTERS:

Lilly Lin PAN - Performance Assessment Network

✓ FUNDAMENTALS OF TESTING

Demystifying Measurement Equivalence: A Comparison of Equating and Examination Form Assembly Methods

e #17

Room: Bonnet Creek Foyer
Practice Area Division: C/L
Topic: Measurement and Psychometrics
Session Type: ePoster

The goal of measurement equivalence is one critical aspect of ensuring the fairness of a test for all test takers. For some, the concept of equivalence is considered a mysterious black box. For others, "equating" may conjure up the idea of a very specific procedure or method. The purpose of this session is to demystify measurement equivalence and clear up some commonly held misconceptions about equating methods.

The presenters will present multiple methods used to ensure measurement equivalence across alternate forms of an examination as well as maintaining equivalence of an examination over time. The presenters will discuss Item Response Theory (IRT)–based and Classical Test Theory (CTT)–based statistical methods of equating, including common-person, common-item, and distribution-based methods. The presenters will also discuss examination form assembly methods, including item anchor sets, field testing (pre-testing), automated methods of form generation, and the distinction between "pre-equating" and "post-equating."

The last section of this session will focus on equivalency requirements as they pertain to testing industry standards. Attendees will be exposed to the AERA/APA/NCME Standards, ANSI 17024, and NCCA Standards that pertain to equivalency. The presenters will discuss how testing programs can meet these standards and the information that should be included in technical reports to document the methods and outcomes of equivalency activities.

PRESENTERS:

Amin Saiar PSI Services LLC
Brian Bontempo Mountain Measurement, Inc.

GLOBAL SESSION

✓ FUNDAMENTALS OF TESTING

Item Sensitivity Review: Design Guidelines and Application

e #18

Room: Bonnet Creek Foyer
Practice Area Division: C/L E I/O
Topic: Measurement and Psychometrics
Session Type: ePoster

An item sensitivity review is one method of reducing test bias and enhancing exam fairness for different groups of test takers. The purpose of this type of review is to remove any test content that may prevent a group of test takers from demonstrating their "true" standing on the construct of interest. Test content that may be flagged during an item sensitivity review includes language that may not be familiar to a particular subgroup of test takers (e.g., non-standard technical terms), situations that some test takers have not been exposed to (e.g., situations specific to an industry in which only the minority of test takers work), or offensive content (e.g., sexist terms).

There is little guidance in the literature on what an item sensitivity review must include and how it should be conducted. Yet item sensitivity reviews are common in the testing industry as the Standards for Educational and Psychological Testing (2014) mandate that test developers strive to minimize the potential of test scores to be influenced by construct-irrelevant characteristics of test questions. This ePoster session will identify aspects of question content and format that may be distracting to specific groups of test takers and, therefore, interfere with the measurement of the construct. It will also discuss important considerations for the design of item sensitivity reviews, including the selection and training of reviewers, criteria for review, and documentation requirements.

Finally, the session will illustrate the application of item-sensitivity review principles using a case study of a review of the certification exams of a Canadian provincial engineering technology regulator. These item sensitivity reviews were conducted using committees of subject matter experts that included at least one professional for whom English was a second language. The subject matter experts were equipped with a checklist designed to capture major categories of insensitive content identified in the ETS (2009) Guidelines for Fairness Review of Assessments. During the review, the subject matter experts flagged questions with potentially insensitive content and later discussed them at the webinar with their peers. As a result of the review, the problematic questions were revised. This ePoster session will also discuss the most common categories of insensitive content identified in the questions.

PRESENTERS:

Jennifer Bertrand The Association of Science and Engineering Technology Professionals of Alberta

Natasha Parfyonova Yardstick

Destination Lisbon! Pack Your Bags for E-ATP's 2016 Conference!

e #19

Room: Bonnet Creek Foyer
Practice Area Division: C/L E I/O C W
Session Type: ePoster

Europe ATP (E-ATP) is the Division of the non-profit, global Association of Test Publishers that unites European test publishers and related organisations for the purposes of networking, sharing innovative ideas, and creating both educational and marketing opportunities related to testing and assessment.

This year's conference will be held 28-30 September, 2016 at the Penha Longa Resort, Lisbon, Portugal. E-ATP will provide a unique opportunity for industry professionals, including educators, employers, researchers, test sponsors, clinicians and business leaders to come together in a central place of learning, demonstrating and networking.

The 8th annual E-ATP conference, **Gaining Advantage through Assessment**, will provide guidelines to help Test Owners improve their Testing Programmes. **The conference theme for 2016 is Assessing and Developing Lifelong Learners - Leadership. Engagement. Motivation.**

E-ATP is much more than a conference... it's a year-round community! Come visit our session and learn how you can become involved!

EUROPE ATP 2016 Lisbon, Portugal

SAVE THE DATE!
E-ATP 2016 Annual Conference
28-30 September 2016
Lisbon, Portugal

Call for Papers Now Open!

www.eatpconference.org

Learnosity

The framework behind the world's best assessment solutions

Your content

Your Product

Your branding

Aa Bb

{ ▌▐▌▌ Learnosity under the hood}

Powerful Authoring

Interactive Assessment

Advanced Analytics

7:15 AM - 8:15 AM
Clinical Division Breakfast – All are Welcome!
Room: Bonnet Creek Ballroom XII

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

7:15 AM - 8:15 AM
Workforce Skills Credentialing Division Breakfast – All are Welcome!
Room: Dixie

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

7:30 AM - 8:30 AM
Breakfast with Exhibitors
Room: Bonnet Creek Ballroom I - IX

7:30 AM - 5:15 PM
Exhibit Hall
Room: Bonnet Creek Ballroom I - IX

7:30 AM - 5:15 PM
Peas in a Pod Room All are Welcome!
Room: Bonnet Creek Ballroom XII

Join the Discussion...But No Presentations Permitted in the Pod!

Take part in the first annual "Pods" conversations! These are informal, face-to-face conversations with fellow conference goers who share common interests. These are not presentations or lectures. There is no projector; there are no slides. This is all about direct exchange and exploration of ideas. See the on-site registration desk for details.

7:30 AM - 5:15 PM
Speaker Lounge
Room: De Soto

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

FEATURED SPEAKER SESSION

Hackathon Part I
Room: Bonnet Creek Ballroom X
Session Type: Workshop

Prior registration required

Show the ATP community your real skills and acquire some new ones by developing a brand new assessment program that addresses an emerging market need. In this workshop, you will be coached by a testing expert and receive feedback from three top-notch industry leaders.

Teams will challenge each other in a collegial learning environment with participant skills ranging from newcomer to expert. You will have an opportunity to:

- collaborate with your colleagues;
- create a high level business plan for a new assessment program;
- learn from industry experts;
- present the plan in a fun environment; and
- receive feedback from industry leaders.

FEATURED SPEAKER SESSION

The Innovation Challenge
Room: Citrus/Collier/Columbia
Practice Area Division: C/L E I/O C W
Topic: Business Strategy and Operations
Session Type: Workshop

The Challenge is back and more challenging than ever! Four individuals, two challenges, and the opportunity to discover better ways to innovate and change how testing is approached. Through hands-on, engaging activities, this session will explore team communication skills, hidden assumptions, team structures, and the power of iteration. Attendees will gain tools and ideas that they can immediately explore with their own teams. This session will be fun and more than a little bit competitive. Whether or not you were present for the Challenge last year or are new to the Challenge, you won't want to miss some of the best 90 minutes of laughter, competition, and learning at the conference. Attendees can either form their own group of four or the presenters will create teams as you arrive.

PRESENTERS:
Cathryn Albrecht American Dental Assocation
Ashok Sarathy GMAC
Jennifer Geraets ACT
Rachel Schoenig ACT

Standard Setting Essentials and an Evidence-Based Approach for Determining if its Time for a Reset
Room: Floridian Ballroom B
Practice Area Division: C/L
Topic: Measurement and Psychometrics
Session Type: Workshop

Establishing a defensible and credible standard is an essential and critical element of assessments requiring pass/fail decisions. Meeting this goal, however, can present challenges for a testing organization, as they must address issues such as: (1) establishing a clearly defined assessment objective, (2) selecting a standard-setting methodology, (3) identifying standard setters, (4) monitoring the assessment, and (5) identifying when a standard should be reset. How these issues are addressed ultimately affects the validity of decisions based on individual examinee pass/fail outcomes.

This session will address key considerations related to standard setting and standard maintenance. First, factors that make for a defensible and credible standard will be reviewed. This includes considerations such as the objective of the assessment, the stakes of the assessment (low vs. high), and who sets the standard. Further, until a testing organization determines that a new standard should be set, it must ensure that a stable and consistent standard is applied to all exam forms over time.

Next, an evidence-based approach to help decide if a new standard should be set will be presented. There is little guidance in the literature on when a standard should be reset, yet many organizations default to a cycle of every three or five years. At the same time, if a standard is correctly aligned to the requirements of a credential, it may be appropriate to maintain the existing standard for much longer. The approach for deciding if a new standard should be set was developed and used operationally by one of the organizations participating in this session. In this methodology, data related to the discipline, exam, examinees, and policy are collected. Key stakeholder subject matter experts are then asked to decide if there have been sufficient changes to these since the standard was last set to warrant a new standard.

At this point in the session, there will be small group discussion of factors that contribute to a defensible standard as well as factors that they might consider in determining if a new standard is needed. Lastly, three presenters will discuss their organizations' standard-setting methodologies and will provide helpful advice based on their experience. The standard-setting methodologies that will be discussed include Angoff (and its variations including asynchronous), Hofstee, Objective Standard Setting, and Task Model-Based.

PRESENTERS:
Bradley Brossman American Board of Internal Medicine
Louis Grosso American Board of Internal Medicine
Michael Peabody American Board of Family Medicine
Robert Furter American Board of Pediatrics
Sarah Schnabel American Board of Ophthalmology
Thomas O'Neill American Board of Family Medicine

Real-World High-Stakes Test Security Investigations

Room: Floridian Ballroom C
Practice Area Division: C/L E
Topic: Security and Privacy
Session Type: Workshop

All sponsors of high-stakes examinations fear waking up to read reports in the media about instances of exam fraud that affect their programs. But, a quick search on the Internet for the words "test cheating" yields dozens of instances in the past year in which test sponsors have uncovered cases of severe exam fraud perpetrated by both examinees and proctors. Despite their best efforts to deter exam fraud, all organizations that administer high-stakes examinations remain susceptible to the threat, including those in the areas of admissions, licensure, certification, and statewide educational assessment. Now, more than ever, testing organizations must be extremely vigilant to deter, detect, and respond to exam fraud.

In response to the increasing threat of exam fraud, many testing organizations have implemented methods to detect it, such as data forensics analysis. However, data forensics analysis often does not provide sufficient evidence to identify the perpetrators of exam fraud or explain the nature

and scope of the misconduct at issue. In addition, data forensics analysis can only be used to analyze exams that have already taken place. What should a testing organization do when it receives credible information that exam fraud is going to occur in a future test administration? Testing organizations must have the capability to conduct thorough, fair, and effective test security investigations in all circumstances that enable the organization to collect reliable evidence upon which they can confidently take appropriate action against perpetrators of exam fraud.

In this workshop, following a brief presentation to introduce the key concepts outlined above, the panel will lead attendees through three small-group activities relevant to the learning objectives. The small-group activities will include scenarios taken from actual cases of significant exam fraud in certification testing, admissions testing, and statewide educational assessment. For each of the scenarios presented, attendees will be required to develop an investigation plan and determine what actions, if any, should be taken against the perpetrators of exam fraud. Finally, attendees will learn from the presenters what happened in each of the three actual cases and discuss why the test sponsors made the decisions that they made.

PRESENTERS:

A. Benjamin Mannes American Board of Internal Medicine
Marc Weinstein Caveon
Walt Drane Mississippi Department of Education
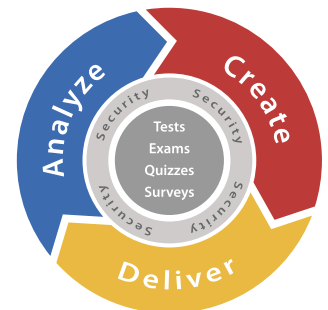
✓ FUNDAMENTALS OF TESTING

Competency Modeling and Job Analysis for Certification and Licensure Tests

Room: Bonnet Creek Ballroom XI
Practice Area Division: C/L W
Topic: Measurement and Psychometrics
Session Type: Workshop

Competency modeling as a method of job analysis has gained prominence as a way for businesses to guide activities related to personnel selection, training, and other human resource functions. That influence has recently stretched into the not-for-profit sector, with competency frameworks being promoted by professional associations and credentialing agencies in fields such as accounting, engineering, nursing, psychology, and veterinary medicine. While competency models are useful for professions as a whole, such frameworks can be challenging for designing credentialing tests. They often result in very general skill statements (e.g., recognize own limitations) that lack the specificity required for writing test items. While forward-thinking competencies that emphasize superior performance may help professional associations advance their missions, they may lack relevance for the purpose of licensure, which is to protect the public by ensuring minimal competence.

The purpose of this session is to provide strategies for capitalizing on the strengths of competency modeling while retaining some of the tried-and-true methods of legally defensible job analysis. Competency models can be effective; they just require test developers and subject matter experts to work a little harder to define measurable skills. This session will feature a discussion of the pros and cons of competency modeling and will present a framework for applying competency modeling to credentialing programs by describing an actual job analysis based on competency modeling. This session will also examine how to translate the results of a competency framework into test blueprints and item writing assignments. Attendees will engage in hands-on activities that will require them to formulate measurable KSAs from a set of competencies and match test items to competency domains.

PRESENTERS:

Caroline Beaumont National Board of Medical Examiners
Melissa Billings National Board of Medical Examiners
Mark Raymond National Board of Medical Examiners
Heather Case National Board of Veterinary Medical Examiners

✓ FUNDAMENTALS OF TESTING

How to Identify, Develop and Implement Innovative Items

Room: Hamilton/Indian River
Practice Area Division: C/L E
Topic: Test Administration and Delivery Models
Session Type: Workshop

In the last few years, interest in using innovative item types has flourished, and many smaller exam programs that were formerly invested solely in multiple-choice items are now considering a fundamental change in their assessment. This growth in interest has been fueled by the availability of innovative item types as part of existing CBT software and by their successful use in larger exam programs. However, there is no guarantee that an alternative item type will be successful every time it is used. When exam programs add innovative items without sufficient preparation, the quality of the new items can be inadequate and may even contribute to a decrease in the quality of the exam. Therefore, a thoughtful, well-planned approach for beginning to use innovative item types is the best way to reduce the risks associated with new item types, and to increase the likelihood that the potential benefits they offer will be realized.

This session will provide attendees with a plan for designing and developing innovative item types. The session's content will be aimed at measurement professionals who are new to the use of these types of items. The innovative item types to be covered during the workshop will include video, multiple response, hot spot, and drag-and-drop. The information will be accompanied by small-group activities structured around the development of these four innovative item types. While these item types have been successfully used in a range of content areas, it is also true that every item type has certain strengths and weaknesses. These will be addressed along with guidelines for selecting optimal item types for measuring specific content areas and cognitive levels. In addition, these four item types will be used to discuss a range of test development considerations that can arise with innovative item types.

Attendees will engage in the development of innovative items and will have the opportunity to discuss their experiences openly through facilitated group discussion. By the end of the session, attendees will have a strong understanding of all four innovative item types presented during the workshop. They will also have a more complete understanding of the development process for innovative item types, as well as ideas for how to select and implement innovative item types in their own examination programs.

PRESENTERS:

Adrienne Cadle Professional Testing
Cynthia Parshall CBT Measurement

Check out the publications available through ATP!

Visit the ATP booth in the Foyer for more details.

10:00 AM - 10:30 AM
Break in Exhibit Hall
Room: Bonnet Creek Ballroom I - IX

WORKSHOPS
10:30 AM - 12:00 PM

FEATURED SPEAKER SESSION

Hackathon Part II
Room: Bonnet Creek Ballroom X
Session Type: Workshop

Prior registration required

This is a continuation of the Innovation Hackathon Part I. Participants must have attended Part I in order to participate in Part II.

✓ FUNDAMENTALS OF TESTING

Essential Policies and Practices for Test Score Validation
Room: Hamilton/Indian River
Practice Area Division: C/L E I/O C W
Topic: Measurement and Psychometrics
Session Type: Workshop

Test score validation continues to be a prominent topic discussed within the measurement community. While debate continues on the appropriate methods for building an overall validation framework, practitioners struggle daily to define and collect appropriate validity evidence for their programs as they attempt to determine how much information they need to provide. At the same time, test users demand evidence for the efficacy of the testing program and expect documentation for the validity of the test scores. To address these demands, testing programs need to consider validity throughout the lifecycle of their programs. This session will review the essentials of test score validation and provide examples of how test score validation should be considered throughout the process.

Using the 2014 Standards for Educational and Psychological Testing as a guide, the presenters of this session will facilitate a conversation on the methods and policies that others use when providing validity evidence. The session will address the following: (1) validity theory and how to build a validity framework, (2) the rights and responsibilities of various testing professionals, (3) effective methods for compiling the data and information necessary to support a validation argument, and (4) best practices for communicating validity data to current or new test users.

The presenters for this session come from three different organizations, representing varied roles in the measurement community. The first presenter is a university professor with over 20 years of experience in test development who has served on numerous technical advisory committees for state departments of education and has consulted with leading industry users of certification examinations. The second presenter has worked for over 25 years in medical certification and has performed activities centered on assessment design, standard setting, and equating throughout his career. He has also represented his organization and presented validity evidence on certification examinations to a variety of audiences. The last presenter has worked for over 15 years in the educational measurement community, including work on a national higher education admissions examination administered to over 2 million students annually.

PRESENTERS:
Andrew Wiley Alpine Testing Solutions
Louis Grosso American Board of Internal Medicine
Stephen Sireci University of Massachusetts - Amherst

Accommodating Test Takers: Hot Developments, Case Studies, and Practical Tips

Room: Bonnet Creek Ballroom XI
Practice Area Division: E
Topic: Legislation, Policy, and Accessibility
Session Type: Workshop

Innovation comes in many forms. In the past year, the Department of Justice (DOJ) and federal and state courts have found innovative, and at times unexpected, ways to interpret the Americans with Disabilities Act (ADA) and related laws. These innovative interpretations include the DOJ's involvement in cases between private parties, involving test administrators as defendants, in order to convince federal courts of a new and broad interpretation of test administrators' ADA responsibilities. These interpretations also include a controversial best-practices report in which several experts attempt to give detailed instructions on how to create an ADA-compliant process for requesting and reviewing test accommodations.

It has been seven years since the ADA was amended to provide broader protections than courts and the DOJ originally recognized. However, in just the past 18 months, the courts and regulatory community have begun to signal how drastically these changes to the ADA will affect testing entities. This session will discuss these signals and challenge participants to review and discuss case studies concerning administrators' responsibility to make accommodations for individuals with disabilities.

In 2008, amendments to the ADA greatly expanded the scope of the term "disability" to include more conditions than previously recognized. The DOJ announced additional regulations in 2010, some of which specifically address test administrators. These regulations are more restrictive in the nature and extent of documentation that may be required of applicants in order to substantiate the existence of disabilities and the appropriateness of requested accommodations. They also impose a higher standard—one that will often require test administrators to provide test takers' preferred form of accommodation—than the ADA previously imposed on employers.

Now, the DOJ and courts' decisions have begun to illustrate how these changes are likely to be applied, often with surprising results. In a fun and interactive format, this session will provide attendees with the opportunity to learn about new legal developments and to consider how they may affect specific cases. This session will equip attendees with the knowledge necessary to achieve and maintain compliance with the ADA and other laws.

PRESENTERS:

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

GLOBAL SESSION

✓ FUNDAMENTALS OF TESTING

International Testing – The Things a Test Security Professional Needs to Know

Room: Citrus/Collier/Columbia
Practice Area Division: C/L E I/O C W
Topic: Security and Privacy
Session Type: Workshop

Testing globally means losing the home-court advantage. The rules of the game are different, and those interested in global testing should know that before stepping onto the court. This session will provide an overview of key test security considerations for programs that test globally, including due diligence, privacy considerations, language differences, and score invalidations. Attendees will actively participate in scenarios and problem solving and will leave this session with helpful tools to secure their own programs. This session will be an engaging 90 minutes that will equip attendees to deal with some of the toughest challenges of international testing.

PRESENTERS:

Aimee Rhodes CFA Institute
Ardeshir Geranpayeh Cambridge
Ray Nicosia Educational Testing Service

Download the Conference Guidebook App
(see page 5 for details)

Masterclass in Creating Technology Enhanced Items

Room: Floridian Ballroom B
Practice Area Division: E I/O C
Topic: Test Administration and Delivery Models
Session Type: Workshop

The introduction of the Common Core State Standards has brought on an acute demand for new, advanced assessment technologies. In light of the PARCC and Smarter Balanced tests, the requirement for technology-enhanced item types (or TEIs) has risen significantly. TEIs deliver a more authentic assessment by providing practical, realistic modalities for instructional review and appraisal of knowledge. Instead of being limited to the traditional check-the-box type questions, TEIs introduce interactive question types that are more challenging and create a better learning experience for students. For the educator, TEIs allow for broader assessment on a wider array of topics and higher degrees of accuracy from student responses.

Through interaction, demonstration of the thinking that led to the answer, and the reduction of random guessing, assessment providers learn more about the test taker and his or her absorption of the material. While TEIs undoubtedly present huge benefits to both students and teachers alike, the cost of creation can be quite high, particularly when compared with the more traditional assessment question types. Due to the technical nature of TEIs, their creation inevitably involves much higher levels of expertise, making them difficult and costly to develop.

This session will examine how this trend can be changed. How can teachers be empowered to create their own dynamic content, tailored for their specific students' needs? The session will also explore some of the common challenges that are encountered when creating advanced online assessments. In this interactive session, attendees will see just how easy it can be to create complex TEIs from scratch. There is no need to create TEIs on paper or in Word or Excel. Attendees will be able to create, review, and publish directly from one authoring environment. No prior experience is required, but attendees should bring a laptop if they want to get involved!

PRESENTERS:
Gavin Cooney Learnosity
Erika Berlin Big Ideas Learning
Andy Pass APAss Education

✔ FUNDAMENTALS OF TESTING

Understanding the Requirements of the Revised Accreditation Standard ISO/IEC 17024 - What are They Asking for Anyway?

Room: Taylor
Practice Area Division: C/L
Topic: Program Design
Session Type: Workshop

In this session, presenters representing the perspectives of certification bodies, ANSI assessors, and decision makers will highlight the major changes to the revised accreditation standard ISO/IEC 17024 Conformity Assessment General Requirements for the Certification Body for Persons. In 2012, the revised standard was released and has now been implemented by certification bodies, interpreted by ANSI assessors, and evaluated by decision makers.

The presenters will discuss the changes causing the biggest headaches for certification bodies and those requiring innovative solutions by the certification body. Participants will learn the requirements most frequently cited as "non-conformity," those that cause the greatest interpretation debates between assessors, and solutions that certification bodies can implement to meet accreditation requirements. Topics that will be discussed include threat analysis, impartiality, aligning certification requirements with the scheme, and the inputs to and outputs of a management review. Certification bodies working on accreditation will have the opportunity to ask the experts for advice on any aspect of their programs and will be able to discuss pathways towards achieving accreditation.

PRESENTERS:
Adrienne Cadle Professional Testing
Christine Niero Professional Testing
Vijay Krishna ANSI

The Media is Knock, Knock, Knocking at Your Door...Now What???

Room: Floridian Ballroom C
Practice Area Division: C/L E
Topic: Business Strategy and Operations
Session Type: Workshop

One of the most disconcerting thoughts for a high-stakes test administrator is the media appearing on the doorstep, claiming that a test security breach may have occurred. This could happen at any time, anywhere, with no advance warning that there may be a problem with the validity of test results. Unfortunately, this uneasiness is justified. This exact scenario has happened repeatedly all over the country to programs of all sizes.

This session will be divided into four sections. The first will explore how the key to good relations with the media during a crisis is good relations with the media before a crisis. The presenters will discuss ways to proactively engage local media to help build a solid foundation of trust and transparency. This foundation will prove to be invaluable if a difficult situation occurs, since both parties will have a vested interest in preserving the established relationship.

The second section will focus on the fact that nobody likes to plan for a scandal in their test programs, but creating a crisis communication plan in advance is a critical step in preserving your professional reputation, as well as the reputation of your organization. The presenters will discuss elements of a crisis communication plan and roles in the process. They will also describe a prescriptive approach for media relations.

The third section will explore how taking a proactive approach when a breach has occurred is the best way to reduce the chances of a media firestorm. With all of the channels available for news dissemination today, information spreads very rapidly, and you can be the source of your own story by reacting quickly with specific and appropriate information.

In the fourth section, attendees will be provided with a crisis communications plan template and will begin completing it for their organization through an interactive process with the presenters and fellow attendees.

A high-stakes testing organization must have a good base relationship with the media and a plan in place for dealing with challenging situations before they arise. Then, if the organization executes a proactive, rapid response in a manner that is comprehensive, clear, and immediate, it sets the stage not for a public perception nightmare, but for a chance to exhibit sincere interest in the potential issue, dedication to finding the source of the problem, and serious effort toward solving the problem. This session will provide the tools needed to feel prepared when the media comes knocking.

PRESENTERS:
Joe Kamell The American Board of Radiology
Marc Weinstein Dilworth Paxson LLP
Richelle Gruber Caveon
Steve Addicott Caveon

DON'T MISS THE CLOSING GENERAL SESSION

Reclaiming the Conversation: Influencing How the World Talks and Thinks About Testing

Wednesday 11:15 AM – 12:30 PM

Join industry leaders in a TED talk-like format as we tackle a topic that will set the course for our industry for years to come. Be sure to be a part of this vital conversation!

See page 123 for more details.

12:00 PM - 1:15 PM
Lunch with Exhibitors and Product Demonstration Competition (see page 81 for details)
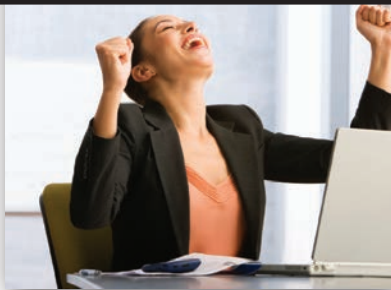Room: Bonnet Creek Ballroom I - IX

12:00 PM - 1:00 PM
Asia Division Luncheon – All are Welcome!
Room: Brevard

12:00 PM - 1:00 PM
Certification/Licensure Division Luncheon All are Welcome!
Room: Floridian Ballroom A

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 Tuesday from 12:00 – 1:15 PM in the Bonnet Creek Foyer, and vote on the most innovative and industry changing demo.

FastTest: A Comprehensive System for Assessment

Room: Bonnet Creek Foyer
Practice Area Division: C/L E I/O C W
Topic: Test Administration and Delivery Models
Session Type: Prod Demo

This session will present the FastTest assessment system. FastTest is a secure, cloud-based SaaS system designed to be a comprehensive platform for assessment organizations. Built on a lineage of computer-based testing software dating back to 1979, it is conveniently divided into functionality modules for enhanced security, allowing clients to select the modules that they need. Key modules include item authoring, workflow management, form assembly, online delivery, essay marking, reporting, and psychometric analysis. Value-added features that separate it from competing systems include technology-enhanced items, item response theory (IRT), linear-on-the-fly testing (LOFT), computerized adaptive testing (CAT), scalable security, and a massive amount of configurability. The goal of the system is to improve assessments through sound psychometrics while also providing a positive return on investment.

PRESENTERS:
Nathan Thompson Assessment Systems
David Saben Assessment Systems

NBCOT Navigator: A Glimpse into a Game and Simulation Continuing Competency Portal

Room: Bonnet Creek Foyer
Practice Area Division: C/L E W
Topic: Test Administration and Delivery Models
Session Type: Prod Demo

For the past 50 years, individuals and organizations have presented at ATP's Innovations in Testing Conferences discussing the potential of games and simulations in testing and assessment and foreshadowing some of the barriers to their practical use. In this product demonstration, presenters will share the NBCOT Navigator, the resulting product from The National Board for Certification in Occupational Therapy's (NBCOT) novel project to employ a virtual continuing competency platform.

The genesis for this innovative virtual product was the result of a practice analysis study with the goal of providing evidence-based direction for individualized programs of continuing professional development. The study identified six key areas for focus: providing client-centered care, working in interprofessional teams, employing evidence-based practice, applying quality improvement, utilizing informatics, and promoting professional responsibility. The virtual platform targets certificants' needs related to maintaining knowledge for current practice as well as supporting career enhancement and growth. With neither an existing platform nor content to meet its needs, NBCOT found BreakAway Ltd. and partnered to take on the task of designing, developing, pilot testing, validating, and delivering the virtual platform and all of its supporting content.

The live product of this partnership will be demonstrated in this session, including the web-based assessment delivery engine, certificant dashboard, self-reflective assessments, multiple-choice mini practice quizzes, animated case simulations, and games that work together to provide assessment supported by educational experiences to enhance the traditional certification renewal program offerings. The program was piloted in 2014 and launched in mid-2015. A brief usage summary will be presented as part of the demonstration.

PRESENTERS:
Jennifer McNamara BreakAway, Ltd.

✓ FUNDAMENTALS OF TESTING

Everybody Can Build Tests – Automatically Generated Assessment Designs

Room: Bonnet Creek Foyer
Practice Area Division: C/L E I/O C W
Topic: Measurement and Psychometrics
Session Type: Prod Demo

Developing valid and reliable tests starts with a sound assessment design. Assessment designs include the number of items required in a test, test length, preferred standard-setting method, and potential item types. Unfortunately, without psychometric expertise, assessment designs are difficult to create. This session will feature a demonstration of a new module of the assessment platform Questify. This module grants users access to assessment expertise by providing them with their own assessment design. This assessment design is automatically generated based on the answers that users give to carefully selected questions. These questions were formulated in collaboration with psychometric experts and relate to the intended use of the test, its target population, and the construct being measured.

The assessment design that is generated includes a "test blueprint," guidelines and objectives for item construction, and a suggestion for the standard-setting method that should be used. The assessment design serves as a basis to start item construction. Item templates can be generated based on the test blueprint provided in the assessment design. These templates can be used in the authoring and item banking modules of Questify, or users can choose to export or print the assessment design and use it in combination with other authoring systems. During this session, presenters will demonstrate the design module of Questify and elaborate on its functionality and psychometric background. Attendees will also be invited to answer the design questions that are incorporated in the module toand receive their own printable assessment design during the session.

PRESENTERS:
Saskia Wools Cito

Advances in Real-Time Proctoring and Test Delivery for Summative Assessments

Room: Bonnet Creek Foyer
Practice Area Division: E
Topic: Test Administration and Delivery Models
Session Type: Prod Demo

Online and remote proctoring technologies have existed for some time and have been deployed for a range of use cases ranging from credentialing and certification exams to classroom academic assessments. In this session, presenters will demonstrate advances in proctoring technologies that deliver real-time insight into a large group of simultaneous test taker activity—a common scenario in summative assessments. Presenters will showcase innovations in networking technologies, interactions between proctors and test takers, and user interfaces. They will then discuss how these advances will improve test security and the overall reliability of test delivery. The session will also feature innovative ways to deploy these new technologies at low cost using commodity equipment in interesting form factors.

PRESENTERS:
Fanmin Guo Graduate Management Admission Council
Min Li eMetric LLC
Neil Gandhi eMetric LLC
Vamsi Mukkamala eMetric LLC

#atpconf

Reflective Practice Exercise for Engaged Continuing Competence

Room: Bonnet Creek Foyer
Practice Area Division: C/L E I/O C W
Topic: Program Design
Session Type: Prod Demo

This demonstration session will show present how LearningBuilder supports the Reflective Practice Model of professional development. Organizations that wish to enhance their ability to assess the competence of practitioners over time increasingly rely on sophisticated professional development rather than a more limited continuing-education process. A well-designed continuing competence program engages credential holders by allowing them to align their individual learning priorities with those of the credentialing program.

The bridge between individual learning priorities and Board learning priorities occurs through a Reflective Practice Exercise. This is a cyclical process in which credential holders define learning priorities, create a plan to complete activities to address priorities, and then execute the plan. This demonstration will show how LearningBuilder allows organizations to define competency models, specify micro-credentials and focus areas, align professional development activities to those models, and assist practitioners in defining priorities, creating plans, and executing them. The Reflective Practice Exercise will be valuable to anyone interested in bolstering a recertification program or improving a workforce development platform.

PRESENTERS:
Ali Neal Heuristic Solutions
Christopher Butcher Heuristic Solutions

Site Readiness Tools

Room: Bonnet Creek Foyer
Practice Area Division: C/L E I/O C W
Topic: Test Administration and Delivery Models
Session Type: Prod Demo

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 that are becoming increasingly challenged. 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 with 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.

PRESENTERS:
Chris Glacken Internet Testing Systems

Metacog - Observing How Students Solve Problems (Not Merely the Final Answers)

Room: Bonnet Creek Foyer
Practice Area Division: C/L E W
Topic: Test Administration and Delivery Models
Session Type: Prod Demo

This session will feature a demonstration of a full-service metacognitive assessment and learning platform to support formative and summative assessments through digital learning objects. The demonstration will explore digital learning objects, such as simulations, casual and serious games, multi-user interactive environments, and performance tasks.

PRESENTERS:
Douglas Stein metacog

Trusted Provider of Market Leading Test Development Solutions

The **Right** Test Development & The **Right** Delivery Solutions

At Prometric, you can count on us for the right test development and delivery solutions – the perfect blend of expertise, advanced technologies and best practices. As the leader in computer-based testing for more than 20 years, we can help you take the lead, too, with our:

+ Unprecedented flexibility, specialized expertise, dedicated experts, proven methodologies

+ Unparalleled testing locations, global offices, delivery options, security, tests delivered

Visit us in Booth #6

Proud Platinum Sponsor

Trusted Provider of Market Leading Test Development and Delivery Solutions
www.prometric.com

PROMETRIC

TRANSOM Your Window Into Test Results

Room: Bonnet Creek Foyer
Practice Area Division: C/L E W
Topic: Measurement and Psychometrics
Session Type: Prod Demo

The purpose of TRANSOM, Mountain Measurement's Test Results Management System, is to maximize the utility of test results. This mission is accomplished by providing an optimized data warehouse, a sophisticated analytic and flagging engine, and a suite of interactive reports that allow examinees, regulators, trainers, and test sponsors to leverage the intelligence found in assessment data. This product demonstration session will provide a tour of the TRANSOM flagging and reporting system. Participants will be given a tour of the objects that can be flagged (e.g., test forms, test items, and test results), the default flagging rules, and the threshold criteria associated with each flagging rule.

The presenter will encourage attendees to think of flagging rules that may not already be in TRANSOM and will illustrate how new rules can be added. Attendees will interact with the reporting system as an examinee, trainer, regulator, and test sponsor. For each user type, the presenter will show the attendees the data visualizations that are embedded into each report and will highlight the aspects of the visualizations that display information generated by the flagging system. TRANSOM's longitudinal performance reports, TRANSOM's newest suite of reports, will also be demonstrated.

During the demo, the presenter will identify and describe the ways in which the data visualization theories of Tufte, Few, Ware, and others were used in the design and development of each report. The presenter will also illustrate the interactive components contained within each report and the ways in which Shneiderman's principles of interactivity were used. TRANSOM is a dedicated test-results management system, making it a unique offering within the testing industry. The value of a dedicated test-results management system will be outlined along with the exploration of business models that can generate revenue for test sponsors using dedicated test-results managementsuch systems.

PRESENTERS:

Brian Bontempo Mountain Measurement, Inc.
Daniel Wilson Mountain Measurement, Inc.

PAN's Ultimate Talent Measurement Platform: A Showcase of the Self-Authoring Tool and the Workflow Tool

Room: Bonnet Creek Foyer
Practice Area Division: E I/O
Topic: Test Administration and Delivery Models
Session Type: Prod Demo

PAN's online technology includes two unique features: a Self-Authoring Tool and a Workflow Tool. The Self-Authoring Tool allows users to web-enable proprietary content, implement custom scoring, and deliver custom reports based on scoring rules. The Workflow Tool provides clients with the controls to set up an automated process that creates a seamless candidate experience from the initial welcome email to the testing phase to the concluding email. Together, the two tools can combine to create a truly tailored experience for both the candidate and the client.

This product demonstration session will provide asession includes a live demonstration of the capability and ease of use of PAN's Self-Authoring and Workflow Tools. PAN's Self-Authoring Tool is both customizable and user friendly, and allows users to automate the testing process. The Self-Authoring Tool serves nearly any client, whether the client is looking to use a traditional test geared toward a specific role or to implement an industry-wide survey. The tool has the capability to incorporate multiple-choice, free test, and rating-scale questions as well as images, audio, and video into items, response options, or stand-alone content.

The Self-Authoring Tool can be used to build static, branched, or computer adaptive tests. Additionally, the system can generate personalized, eye-catching reports that display a client's unique brand and image. PAN's platform is equipped to free up an administrator's time by automateing repeatable assessment processes using the Workflow Tool. Thise tool allows for automated scheduling of proctored tests and for setting up delayedscheduling activities for information that needs to bethat delivered information at a certain times. The Workflow Tool operates by using an intuitive drag-and-drop interface that leverages the rules between steps of the workflow. Together, the two tools can save money and time, while increasing the consistency and fairness of the seamless selectiontesting process. This product demonstration will use a video tutorial to showcase the capability of PAN's Self-Authoring Tool and Workflow Tool.

PRESENTERS:

Kelsey Stephens PAN - Performance Assessment Network

Innovative Opportunities for Diagnostic Assessment: A Demonstration of PARCC's Newest Tools

Room: Bonnet Creek Foyer
Practice Area Division: E
Topic: Test Administration and Delivery Models
Session Type: Prod Demo

PARCC has developed a suite of tools to support diagnostic assessment for college and career-ready standards in English language arts and mathematics in grades 2–8. This product has seven integrated components that work independently to provide teachers with new means of gathering information in English language arts and mathematics to support instructional decision-making. The tools vary widely in design, and each posed challenges and opportunities to connect content and technology seamlessly as the product was being developed. The tools include both content and technology innovations that together help teachers make stronger instructional choices. In this session, presenters will use the work done for the development of this comprehensive product as a case study to help attendees see a variety of means available to connect content and technology to produce innovative solutions designed to align to rigorous college and career-ready standards.

PRESENTERS:

Bonnie Hain PARCC, Inc.

Doug Wilson Breakthrough Technologies, LLC

Q-interactive: Reimagining the Practice of Clinical Assessment

Room: Bonnet Creek Foyer
Practice Area Division: E C
Topic: Test Administration and Delivery Models
Session Type: Prod Demo

The ways in which clinical and school psychologists give individually administered tests have changed little since the original Wechsler Bellevue intelligence scales were created in the 1930s. These paper-based tests are heavy, cumbersome, and require significant manual effort to administer and score. This makes them inefficient, difficult to transport, and distracting to the clinician's observation of the examinee. Q-interactive now allows individually administered tests to be given using two iPads connected via Bluetooth. It is more than a technology innovation: it takes the trusted tests and processes currently in use and improves the efficiency of assessment and examinee engagement through modern, mobile tools.

The purpose of this product demonstration session will be to familiarize attendees with these recent advances, describe the solution's benefits, and highlight the unique measurement methodologies used to support its use. The goal of Q-interactive is to leverage mobile technology to reimagine all aspects of the traditional paper-and-pencil workflow. By automating scoring, consolidating materials, and tracking workflow rules, Q-interactive simplifies the mechanics of testing and emphasizes the clinician's ability to focus on the examinee. This reduces testing time, increases rapport, and improves the qualitative information that can be extracted from a testing session. Dozens of test kits are consolidated into two iPads, increasing mobility. Digital administration is engaging for examinees, improving test validity by ensuring that they are giving their best effort.

A comprehensive research program was developed to ensure that the cognitive constructs measured by Q-interactive are identical to those measured in the paper versions. Three different study designs were developed in order to compare the raw scores generated from the paper and digital administrations of tests. Overall, the results indicate comparable scores, and as a result, tests administered through Q-interactive use the normative data collected on their paper counterparts. There are numerous short-term benefits of Q-interactive, but its true promise lies in what it will enable in the future: digital-only tests that can better leverage technology to engage examinees, detailed scoring based on fine-grained timing data, and decision-making algorithms that help examiners select and interpret tests.

PRESENTER:

Dustin Wahlstrom Pearson

GLOBAL SESSION

Secure, Flexible Delivery Using Live Online Proctoring

Room: Bonnet Creek Foyer
Practice Area Division: C/L E C
Topic: Test Administration and Delivery Models
Session Type: Prod Demo

Many programs want a secure, flexible test-delivery solution that will broaden candidate access, provide expanded choices and convenience, and be seamlessly integrated with other delivery options, such as traditional test-center delivery. Is online proctoring the right solution for these test sponsors? The range of products and service offerings can be confusing and sometimes misleading. Pearson VUE's Online Proctoring service is a premium, scalable solution for administering medium- and high-stakes assessments using live professional online proctors. It can be used as a sole delivery model or easily combined with other types of proctored testing within one consistent, integrated platform.

This demonstration session will detail the end-to-end process of administering online-proctored exams on the Pearson VUE system. Attendees will be able to see candidate scheduling, admission steps, security checks, device lockdown, exam launch, and live proctoring. This session will present how candidates connect with live greeters and proctors in a seamless workflow that ensures high candidate satisfaction and exam integrity. The demonstration will also cover capabilities for exam policy management, global delivery considerations, identity verification, event logging and review, and multilingual delivery.

PRESENTERS:
Christie Weidner Pearson VUE
Rob Toof Pearson VUE

RPNow: Anytime-Anywhere Remote Proctoring for Secure and Convenient Online Exam Delivery

Room: Bonnet Creek Foyer
Practice Area Division: C/L E I/O W
Topic: Test Administration and Delivery Models
Session Type: Prod Demo

The purpose of this demonstration session will be tois to provide attendees with a bullseye view of a technology-enhanced approach to remote proctoring a certification exam using RPNow. Attendees will see every phase of the test-taking process, and each demo element will address specific rubrics, from candidate identification to security measures after testing. Attendees will experience the demonstration from the perspective of two roles: the test taker and the proctor.

In the first phase, attendees will see how the test taker experiences an entire proctored online exam including pre-exam processes, taking the exam, and post-exam processes. The presenters will be narrateing this sequence and detailing all of the processes via a flat-screen monitor. Attendees will learn about the benefits of secure, fully proctored certification testing in remote environments using RPNow. RPNow is a cost-effective and scalable solution that can assure certification organizations with full confidence that test takers are doing their own work without outside help.

PRESENTER:
Douglas Winneg Software Secure, Inc.

Download the Conference Guidebook App
(see page 5 for details)

Get Rid of Paper! Online Tools to Make Committee Meetings Easier

Room: Bonnet Creek Foyer
Practice Area Division: C/L E
Topic: Test Administration and Delivery Models
Session Type: Prod Demo

The fast-changing large-scale assessment market, combined with ever-present budgetary and quality requirements, necessitates an online, semi-automated approach to many traditionally paper-based processes. Assessment vendors, particularly those providing large-scale assessments, need tools not only to assist with item development but also to streamline the end-to-end test development workflow process. These tools need to address the full spectrum of test-development activities, including item writer workshops, content reviews, data reviews, and standard-setting workshops.

Questar has created a portfolio of online tools that works with our Nextera online assessment system to support these activities. Using these tools has reduced the length of committee meetings while improving their overall organization and effectiveness. It has also decreased meeting preparation time and the amount of hardcopy materials needed, which has improved security by eliminating the risk of secure materials being lost or stolen. In this session, Questar will demonstrate its portfolio of item development and committee meeting tools from the views of both a committee participant and a facilitator. The presenters will illustrate the benefits of using online tools for productivity, quality, security, and budget improvements in the increasingly competitive and fast-paced large-scale assessment market.

PRESENTERS:

Tim Vansickle Questar Assessment, Inc.

Eric Rohy Questar Assessment, Inc.

Share and Share Alike Using Online Exam Development Software

Room: Bonnet Creek Foyer
Practice Area Division: C/L E W
Topic: Measurement and Psychometrics
Session Type: Prod Demo

This demonstration session will showcase Pearson VUE's exam development software, ExamDeveloper. The presenters will display the latest enhancements to support innovative item types, custom review workflows, multilingual translation support, and automated test assembly. The discussion will include new capabilities for making the test publishing process more efficient, while giving test sponsors more flexibility and control over the process. Time will also be spent discussing psychometric best practices and the features in the product that help support those efforts.

PRESENTER:

Scott Bublitz Pearson VUE

SARAS Blended Assessments – A quick, hassle free, low cost solution for blended test delivery

Room: Bonnet Creek Foyer

Paper based assessments are still prevalent in K12 and Higher Education, especially where internet connectivity is a challenge or when the necessary infrastructure for delivering secure online tests is unavailable. The existing solutions for blended assessments involve the purchase of additional hardware (OMR scanners) that are not very portable, and come with additional cost and maintenance.

Excelsoft's SARAS Test and Assessment platform enables institutes, universities, and education service providers to conduct tests in an offline mode on paper, and then convert them into digital responses using the ubiquitous hand-held smart phone devices to instantly process and publish the test results. The tests can be easily authored on the SARAS platform and printed out on paper for offline delivery. The OMR test sheets will have unique QR-Code or Bar-Code printed on them for identification. After the completion of the test, the OMR sheets can be easily scanned using a hand held mobile device and emailed/uploaded to a central repository for processing. The SARAS platform uses digital image processing to digitize the markings on the scanned images and publishes the results immediately to the students/instructor/admin. This blended assessment solution provides the flexibility of a decentralized test process with minimal investment in hardware.

PRESENTERS :

Sathish Krishna Excelsoft Technologies

Adarsh Mysore Excelsoft Technologies

Product Demonstrations
TUESDAY, MARCH 22, 2016 • 12:00 PM - 1:15 PM

Connecting Careers and Your Credential with Digital Badging from Acclaim

Room: Bonnet Creek Foyer
Practice Area Division: C/L E C W
Topic: Business Strategy and Operations
Session Type: Prod Demo

The testing industry is transitioning from paper certificates to standardized digital methods of candidate recognition. Badges from Acclaim deliver secure, verifiable, and portable achievements that are changing how organizations issue credentials and how employers recognize a candidate's overall capabilities. In an increasingly digital world where online resumes and job applications are becoming the standard, it is essential that the testing industry embrace digital credentials as a way to recognize and verify competencies.

This session will demonstrate how credentials can come to life online when issued as a badge through Pearson VUE's digital badging platform, Acclaim. It will also highlight how credentials can be directly tied to career opportunities and workforce demand through Acclaim's labor market insights. Attendees will come away with an understanding of how easily badges can can easily be issued, shared, and verified through Acclaim; how digital, standardized recognition connects individuals to learning and professional advancement; and the ways in which digital credentials extend a brand's reach and provide key market insight to drive program development.

PRESENTER:

Jarin Schmidt Pearson VUE

Peas in a Pod

1:15 PM – 2:15 PM

Bonnet Creek Ballroom XII

Pod 1: Psychometricians
Pod 2: Badging/Micro-Credentials/Nanodegrees

BREAKOUT SESSIONS 1:15 PM - 2:15 PM

FEATURED SPEAKER SESSION

The Complete Equation for Workforce Skills Credentialing

Room: Citrus/Collier/Columbia
Session Type: Breakout Session

The global need for workforce skills credentials continues to grow. However, for medium- to high-stakes summative credentials, the integrity of the assessment tool is not the complete equation for valid, reliable results. This session will review efforts by the Security subcommittee of the new Workforce Skills Credentialing Division to develop a common framework that can be used to align the expectations of those involved with workforce credentialing (e.g., test publishers, examinees, and employers) and make transparent the level of security and trustworthiness of a credential within that framework. In short, the Security subcommittee is helping the industry provide the missing test security variable to the workforce skills credentialing equation. Attendees will learn about the potential benefits, challenges, and outcomes associated with this work.

PRESENTERS:
Jamie Mulkey Caveon
Rachel Schoenig ACT
Jennifer Geraets ACT

FEATURED SPEAKER SESSION

The World Out There - HR Management and Tools in Emerging Countries

Room: Flagler/Gilchrist
Session Type: Breakout Session

Testing and HR management has been present in the developed world for decades. Groups of emerging countries around the globe like Central Eastern Europe, Southeast Asia, or West Africa became involved at later stages, but caught up quickly. In countries where a regular phone line was a luxury, mobile phones achieved a much quicker and larger market penetration than in older economies. Is this analogy right for the testing industry as well? Are methods that are valid for the US and the UK fully applicable in developing economies? Up to what point are they are replicable, and what should be customized to local needs? Are the norms and validity standards showing extremely different outcomes?

Are business leaders requiring professionals to speak a different "language"? How educated is the market, and are the expectations different? This session will focus on countries in which paper-and-pencil testing has quickly become obsolete in most cases and in which business standards might differ from what other countries experience on a day-to-day basis. This session will be presented by Assessment Systems International and will focus on emerging markets. The presenters will provide interesting examples to showcase how it is done.

PRESENTER:
Rostislav Benak Assessment Systems International

#atpconf

What's in Your Program Toolbox?
Room: Bonnet Creek Ballroom X
Practice Area Division: C/L I/O
Topic: Program Design
Session Type: Breakout Session

So often, an idea is generated at a conference, but the excitement dies down, and it never makes it to implementation. This session is specially designed to help attendees bring their great ideas to fruition. The presenters will share five flexible templates that attendees can use to make a positive impact in their programs. These five templates are proven tools used by the presenters to efficiently plan and execute major exam development activities.

(1) A Communication Plan helps to devise and organize an effective communication strategy to communicate with all stakeholders. (2) Impact Assessment Templates provide SMEs with a structure in which to evaluate an existing exam content domain and its associated exam questions in the context of upcoming content updates. The tool allows for the relative rating of the impact of the content changes on particular domain areas by multiple SMEs, along with collecting details of the impact and recommendations for changes to the blueprint specifications. This tool can help predetermine the extent of a content update on an existing exam prior to starting an exam development cycle to hone in on the level of effort and necessary steps to deploy for a particular update.

(3) Item Writing Targets provide facilitators with a document to use during workshops to track progress for writing items that align to the blueprint. (4) An SME Database is designed for program managers to access in order to better assist in recruiting quality SMEs and better managing the SMEs' schedules and input. (5) Exam Design Methodology Templates provide a framework for programs to comprehensively link blueprint specifications to item pool information and item-banking documentation. In addition, it collects tracking information regarding exam development activities, outcomes, and deliverables in addition to SME involvement during the lifecycle of exam development, all in one comprehensive document. This template allows for easy internal and external audit of all exam development activities associated with a particular exam.

Each of these five templates will be displayed and the various aspects of the efficiencies introduced by each template will be discussed by the presenters. For each template, the presenters will highlight additional benefits provided with regard to collecting validity evidence to bolster the legal defensibility of an exam program and programmatic decisions.

PRESENTERS:
Jessi Mielke Esri
Lisa O'Leary Alpine Testing Solutions
Susan Cooley Alpine Testing Solutions

GLOBAL SESSION

The Use of Automated Video Selection in the Public Sector
Room: Nassau
Practice Area Division: I/O
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

The European Personnel Selection Office (EPSO) delivers a staff selection service to the highest professional standards on behalf of the EU Institutions. Every year, thousands of candidates, from 28 European Members states, go through the EPSO selection process, which includes an assessment center as the final stage. This session will present the first EPSO pilot project with the use of automated video selection, realized in 2014 and involving 230 applicants (master's students); general competency scores will also be analyzed. The cost effectiveness, validity indicators, and high level of acceptance by both applicants and assessors indicate that the method may correspond to the selection standards and procedures in the public sector. This session will provide attendees intending to use the automated video selection in their selection procedures with empirical evidence of its effectiveness and cost efficiencies when testing in multiple languages across multiple countries.

PRESENTERS:
Hong Sok Kwon United Nations
Gilles Guillard European Personnel Selection Office

GLOBAL SESSION

✓ FUNDAMENTALS OF TESTING

Lessons Learned in Developing and Implementing a Global Certification Program

Room: Bonnet Creek Ballroom XI
Practice Area Division: C/L W
Topic: Program Design
Session Type: Breakout Session

In this session, attendees will have the chance to learn how Lenovo resolved the challenges of creating a global certification program. In partnership with Kryterion, this session will address how any organization that wants to ensure a skilled and credentialed workforce can establish a certification program, from initial requirements gathering and design to full-scale implementation and operation. Attendees will learn methodologies and best practices that cover the full lifecycle of developing a certification program, including establishment of business criteria, industry research, and selection criteria, certification exam development, and global test delivery.

For attendees with existing certification programs, key learning will enable them to assess their existing program's robustness and utilization of advances in technological architecture and delivery modalities. For attendees developing new programs, key learning will enable them to understand the full spectrum of challenges associated with each stage of creating a certification program. The Lenovo program is currently targeted at the seller community, both internal employees and business partners, with plans to expand to additional audiences and job roles as business requirements evolve. The program includes an entry tier for targeted skill-building programs. This tier can be global or geographic in nature and is validated through unproctored testing or graded performance exercises. Proctored certification testing follows with core job-role skills validated at the Professional level and advanced skills validated at the Expert level.

PRESENTERS:
Alex Gray Kryterion, Inc.
Kathy Powers Lenovo

Architecting the Next Generation of Performance Based Testing

Room: Jackson
Practice Area Division: `C/L` `E` `I/O`
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

Most programs are looking for solutions to many of the problems and limitations of current testing technologies. Performance-based testing comes in different flavors, but many of these have long development cycles, significantly higher costs, and limited flexibility. This session will explore Microsoft's journey toward architecting a performance-based testing solution catered toward technology programs. In partnership with Netlogon Content Development and Learn On Demand Systems, the architecture for the next generation of performance-based testing is in place. This session will showcase a solution in which content developers develop both the performance-based testing environment and the testing items in a single task, using a hosted virtual environment.

PRESENTERS:
Colin Lyth Microsoft
Corey Hynes Learn On Demand Systems
David Elfassy Netlogon Technologies Inc.

CLEAR

Accurate

10 Years Experience in Creating Exam and Assessment Content for Technology Companies

netlogon CONTENT DEVELOPMENT

Is Remote Proctoring Really Less Secure than In-Person Proctoring?

Room: Floridian Ballroom C
Practice Area Division: C/L E I/O C W
Topic: Security and Privacy
Session Type: Breakout Session

There is no question that remote proctoring (RP), also called online proctoring or webcam proctoring, has become highly popular for a number of test delivery situations and will continue to grow in use. Most applications are for medium or lower stakes, but there is growing interest in using RP for higher stakes exams such as professional credentialing, including the allowance of RP for formal accreditation of credentialing programs. A number of outside forces are also driving the increase in RP, including the use of microcredentials, the transformation of employment focus to being what you can do rather than what school you attended, the increasing use of nontraditional testing locations, the massive overhead cost of brick-and-mortar test centers, and the security risks endemic to brick-and-mortar test centers or in-person proctoring. Convenience, of course, plays a large part.

Throughout all this, RP is generally looked down on as being lower quality than in-person proctoring. The goal of this session is to systematically evaluate that notion by outlining a number of security risks, validity threats, the purpose of proctors, and the tasks typically assigned, then comparing how RP and in-person proctoring address these issues. Some of the axes of comparison include:

  - Confirming ID of examinee
  - Provision of instructions
  - Confirmation of clean test area with only allowed materials
  - Monitoring of examinee actions during test time
  - Maintaining standardized test environment
  - Protecting test content
  - Monitoring irregular time patterns

For example RP with automated flags on response time patterns would more likely flag irregular time patterns (e.g., examinee memorizing the first 10 items) than in-person proctoring.

We will discuss a number of "dos and don'ts" with regards to RP, if your program chooses to apply it. In addition, we can consider what additional strategies might be used. Much of the proctoring process is about deterrence, and we can augment the message of deterrence with tactics like data forensics, strong agreements, possibility of immediate test shutdown, and more secure delivery methods.

Finally, we invite discussion amongst attendees, as this is an important conversation for the assessment industry. Unless the discussion focuses on a systematic evaluation of this nature, some of the benefits of RP might never be fully realized.

PRESENTERS:

Nathan Thompson Assessment Systems
Terry Ausman Assessment Systems
David Saben Assessment Systems
Don Kassner ProctorU

✓ **FUNDAMENTALS OF TESTING**

Improving Reports for Testing Programs

Room: Orange
Practice Area Division: C/L E I/O C W
Topic: Data Management
Session Type: Fishbowl

This fishbowl session will engage attendees in a discussion on how to improve the reports provided by their testing programs. To begin the session, the presenters will lead the group through a discussion about the current landscape for reporting in the testing industry. The presenters will provide attendees with reports; attendees will then identify the types of reports and critique various aspects of those reports, such as the usability, analytics, interactivity, efficiency, and clarity. The presenters will also ask attendees to identify any issues that have arisen when designing score reports for their own programs.

The presenters will offer a brief introduction to data visualization and lead the attendees through a discussion about its applicability to testing reports. The presenters will then ask the attendees to discuss uses of data visualization that are permeating popular culture. Attendees will be guided in exploring how data visualization is or could be used to improve the reports of their test programs. In the final part of the session, attendees will discuss common weaknesses found in testing reports and identify ways to overcome those weaknesses. Using pre-generated reports, the presenters will ask attendees to identify the problems in the demonstration reports and encourage them to use data visualization to improve the design of the reports.

PRESENTERS:

Brian Bontempo Mountain Measurement, Inc.
Daniel Wilson Mountain Measurement, Inc.

Tablet-Based Administration of the Brief Assessment of Cognition: Adaptation of a Traditional Pen and Paper Assessment

Room: Hamilton/Indian River
Practice Area Division: C
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Computerized tests of cognitive function may offer some advantages over traditional paper-and-pencil tests in some contexts. The successful adaptation of existing neurocognitive assessments to computer- or tablet-based platforms is not without its challenges, however. In order to be most useful, an adapted assessment should maintain or improve upon the psychometric reliability and validity of the original instrument, integrate seamlessly into the cognitive testing environment, and allow for a reduction in scoring and administration errors. In order to be candidates for use in clinical trials, such assessments must also comply with requirements surrounding computer system validation, HIPPA privacy, and 21 CFR PRT 11.

In this session, presenters will describe their recent adaptation of the Brief Assessment of Cognition in Schizophrenia (BACS) to a tablet-based application, called the Brief Assessment of Cognition Application (BAC App). This session will also feature the results from a head-to-head comparison of traditional and tablet-based versions of the assessment in schizophrenia patients and controls. The BACS, a popular paper-and-pencil test used across a variety of patient populations (referred to as the BAC for use outside of schizophrenia), was adapted for delivery using an iPad. The tests included in this battery address cognitive function across multiple domains, including verbal memory and learning, working memory, motor function, processing speed, executive function, and verbal fluency.

The BAC App provides uniform presentation of standardized instructions and test stimuli. The validation study compared the paper-and-pencil BACS with the BAC App administered on the iPad, along with the VRFCAT, and the UCSD Performance-Based Skills Assessment (UPSA-B). Participants consisted of 50 healthy controls and 50 individuals with schizophrenia from various demographic and age groups. Results indicated that subjects performed equally well on both the paper-and-pencil BACS and the BAC App, with the exception of two sub-tests: Symbol Coding and Token Motor. This indicates that the paper-and-pencil BACS norms can be used for the BAC App, with statistical corrections made for the two sub-tests.

PRESENTERS:
Adam Vaughan NeuroCog Trials
Phil Harvey University of Miami Miller School of Medicine

CBT Event Testing: Testing Candidates Where They Work, Study or Congregate

Room: Union
Practice Area Division: C/L E I/O C W
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

Traditional computer-based testing (CBT) using dedicated testing centers provides secure high-stakes testing venues. However, this model can be prohibitively expensive, particularly for lower volume programs. Accessibility and convenience can also be compromised by the competition-for-seats model. Online testing using "remote" proctoring provides desirable test delivery schedules and some cost savings. However, it also introduces technical and logistical complexities and security concerns associated with not having onsite proctors. CBT Event Testing using tablets and other mobile devices is a hybrid model that combines many of the scheduling and seating capacity advantages of paper test delivery with the advantages of CBT.

This session will provide an overview of how CBT Event Testing provides an onsite-proctored high-stakes testing environment that addresses seating capacity, preferred testing dates, and convenient accessibility that is affordable, even to lower volume programs. The session will highlight test delivery methodology used to securely administer exams on mobile devices and the feasibility of permitting candidates to provide their own device (BYOD).

Discussion will also include the use of flexible testing venues. The exploration of flexible testing venues will include unique established networks as well as locations provided or identified by the test sponsor such as schools, workplaces, corporate facilities, or hotels. CBT Event Testing provides another option for test sponsors to meet their wide range of program requirements. Attendees will be able to determine if this solution is a good candidate to meet their primary testing needs or to be used as a supplemental approach to better address capacity challenges in high-seat-demand areas or to improve accessibility for candidates in more remote locations.

PRESENTERS:
Steve Barkley Paradigm Testing
Amy Roedl National Restaurant Association

GLOBAL SESSION

Leveraging Role Delineation Studies to Define a Career Framework

Room: Floridian Ballroom B
Practice Area Division: C/L E I/O W
Topic: Business Strategy and Operations
Session Type: Breakout Session

This session will present a model for leveraging the results of role delineation studies (RDSs) to create a dynamic career framework for a profession, useful to both employers and employees. Whereas RDSs typically yield a static description of tasks performed and/or KSAs needed by a jobholder at a particular point in time, a career framework describes a continuum of practice for a given profession, including those at all levels of education, experience, and expertise. For each competency, performance can be described along continua (e.g., level of supervision, from closely supervised to independent; level of mastery, from novice to expert; and level of responsibility, from partial to overall).

Career frameworks facilitate an understanding of how individuals progress within and across similar job titles, roles, and organizations. Career frameworks also illustrate similarities and differences in the functions performed by entry-level, mid-career, and advanced professionals, as well as distinctions between generalists and specialists. The experiences of the Project Management Institute, a global association for the project management profession, will illustrate how four discrete RDSs (i.e., project manager, program manager, portfolio manager, and business analyst) became the basis for development of one comprehensive career framework for all project management personnel. Qualitative input was solicited from thought leaders, hiring managers, and supervisors to refine the statements in the RDSs. Quantitative ratings by incumbents were used to validate the subtleties of performance levels (e.g., Project Manager I–V).

The career framework serves as an invaluable resource for organizations making hiring, retention, and promotion decisions. It provides guidance to members of the profession seeking to move from level to level within a role or across roles. It can be used to direct the development and selection of training and professional development content for individuals and teams, or even enterprise-wide. The career framework concept can be applied to any profession in which there is room for professional growth and development.

PRESENTERS:

Kristy Moeller Project Management Institute
Patricia Muenzen Professional Examination Service

GLOBAL SESSION

Passing Standards for Multilingual and International Examination Programs

Room: Palm Beach
Practice Area Division: C/L
Topic: Measurement and Psychometrics
Session Type: Breakout Session

The predominant measurement framework for credentialing exams and content-oriented selection tests is criterion-referenced measurement. Methods for establishing criterion-referenced cut scores have been around for several decades, and their application has been shaped by the examination formats that they have supported and the prevalence of subject matter experts. However, practitioners employing the existing protocols and processes may face challenges when applying them to novel situations, such as when working with multilingual and international subject matter experts and test candidates.

In this session, two case studies will be presented that describe challenges faced and solutions implemented when developing examinations for use by multilingual and international candidates. The first case study will feature two Spanish-language examinations developed in 2015 for physicians in Latin America practicing sonography. Remote item writing and examination form review were conducted in Spanish by a contracted Spanish-speaking test developer. This case study addresses how the standard-setting process can be modified for use with subject matter experts from outside of the United States and Canada.

The second case study will explore the processes used to translate state licensure examinations, maintain equivalency of passing standards across multiple languages, and configure test delivery for the population assessed. This case study will also include the presentation of some outcome data comparing multiple licensure programs that differ in their approaches to the translation of examinations. This session will review the approaches and conclude with a discussion with attendees regarding some of the challenges presented.

Specific challenges that will be addressed include: (1) Should the standard setting be test-item centered? (2) Should the process be based on a collective judgment of a panel of subject matter experts? (3) How can SMEs be recruited who are representative of certain practice settings and geographic regions or countries? (4) How can performance data be used from a small candidate volume? (5) How is minimum competency defined across borders? (6) How can consensus be reached on a proposed passing standard? (7) And are different passing standards needed for different geographic regions or countries?

PRESENTERS:

Amin Saiar PSI Services LLC
David Paulson American Registry for Diagnostic Medical Sonography
Ellen Julian American Registry for Diagnostic Medical Sonography

Career Technical Education: Why Won't Curriculum Assessments Adequately Prepare your Students for Industry Certification Exams?

Room: Taylor
Practice Area Division: E
Topic: Program Design
Session Type: Breakout Session

College and career readiness is a significant focus of discussion within the educational assessment industry. Often, however, programs and associated assessments are predominantly focused on the college-ready aspect of the equation. However, career and technical education (CTE) programs are equally focused on providing students with a strong education and viable career opportunities as they complete their high school programs. These types of programs are developed and delivered through educators experienced in curriculum development, educational program design, and teaching methodologies. The results are relevant and valuable programs that provide students the necessary tools to immediately contribute successfully within a variety of fields. But how do these programs ensure that their students are prepared to succeed in industry licensure and certification programs? And how do they show their students, their stakeholders, and the public an appropriate return on investment?

One of the most direct measures of value for CTE programs is the percentage of students that successfully pass their industry certification exams. However, that percent can vary dramatically across the wide variety of career paths that a CTE educational program must cover. A significant contributor to that variability is the approach to formative and summative assessment taken by the majority of CTE educators.

Most programs today utilize their educators to develop the formative and summative assessments associated with their CTE programs. While educators are highly qualified subject-matter experts (SMEs) for the development of education exams, they are not the best primary SMEs for the development of assessments aimed at evaluating the level of preparedness for industry certification and licensure exams. This is largely due to the tendency of educators to base those exams on academic curriculum rather than the required entry-level knowledge, skills, and abilities for successful performance within a given industry certification. This session will review one state's approach to the preparation and support of their CTE students, their departure from a purely curriculum approach to their formative and summative exams, and the positive impact their approach is having on their CTE student population.

PRESENTERS:
Nikki Eatchel Scantron
Phillip Cleveland Alabama Department of Education

PLATINUM SPONSOR SESSION

sponsored by
PSI Services LLC

The Next Generation of Testing: How Remote Proctoring and Performance Testing Can Assess the 21st Century Candidate

Room: Escambia
Session Type: Sponsor Session

As the need to assess skills and competency increases, organizations must examine new ways to assess certification candidates. The complexity of assessing certain skillsets is leading more organizations to look at performance based testing, particularly in technical fields. Combined with remote proctoring methodology, which enables easier delivery of these examinations, organizations can more easily assess these skills in accessible ways than ever before. This session will discuss the latest technology in performance based testing and remote proctoring, while also demonstrating the power of this approach through a client case study.

Objectives

  • Understand and evaluate various remote proctoring methodologies
  • Understand and evaluate the program's need for performance testing
  • Understand the technology required for performance testing
  • Analyze and evaluate the skills and competencies required by the program and the best method to assess these

PRESENTERS:
Rory McCorkle PSI Services LLC
Ruben Garcia PSI Services LLC

PLATINUM SPONSOR SESSION

sponsored by
Alpine Testing Services

Building a High-Performing Test Development-to-Delivery Ecosystem: Maximizing Technology and Integration Benefits

Room: Manatee
Session Type: Sponsor Session

Using real-life examples of NCARB's testing and assessment program, this session provides an insightful and timely discussion on how to pull together a best-in-class team to help take your program to the next level.

The NCARB Architect Registration Examination (ARE) is complex program to manage and deliver. In its unique approach to enhancing the ARE, NCARB chose to focus on assembling the best team to carry the ARE into the future and moving toward an enhanced, more user-friendly candidate and Member Board experience. This was accomplished by providing:

1 Transparency of candidate and exam information available to users, including NCARB as an organization, member boards, candidates, Alpine Testing Solutions and Prometric

2 Efficiency in candidate experience including an enhanced communication and scheduling experience

3 Enhanced technological capabilities, in terms of data sharing and usage, communicating with its member boards and candidates, and developing systems for internal and external users.

The system is designed to facilitate connections among content, test, and candidate information for flexibility and control of information. Alpine Testing Solutions manages both the content management and candidate management services, while Prometric was maintained as the long-term delivery partner. This comprehensive effort includes support for exam committees, creation and maintenance of all multiple-choice and graphic content, management of all candidate records and testing eligibilities, score reporting, and statistical analysis, as well as site management, all while continuing to provide a high quality test environment for candidates with unparalleled access to test centers across the United States.

PRESENTERS:
Joan Paros NCARB
Shane Freeman Alpine Testing Services

PLATINUM SPONSOR SESSION

sponsored by
Examity

Online Test Security: An Enhancement to Your Test-Takers' Experience and a Complement to Testing Centers

Room: Lake
Session Type: Sponsor Session

Historically, high stakes testing has been conducted in physical testing centers. Recent advances in online authentication and proctoring technology and the need to provide more flexibility to test takers to maintain competitiveness, is driving more testing to a secure online environment. This session will examine the business justification being used by organizations that are moving their testing online and the implications of this strategy. We will review both existing and developing technology that is assisting the online proctoring industry to meet the demands of a fast growing new area. During this session we will also share client case studies and describe how the use of online proctoring has changed their programs.

PRESENTERS:
Michael London Examity
Shailu Tipparaju Examity

2:15 PM - 4:15 PM
Dessert with Exhibitors
Room: Bonnet Creek Ballroom I – IX

Ignite Presentations and Discussions

Room: Floridian Ballroom
Salons D-L

Ignite Sessions encapsulate the Ignite motto "enlighten us, but make it quick." Each talk is exactly five minutes long. Ignite presenters share their personal and professional passions, using 20 slides that auto-advance every 15 seconds.

If you are interested in going a bit deeper into one of the topics, join us for Roundtable Discussions moderated by the Ignite presenters immediately following the Ignite Sessions. These discussions will take place in the back of the ballroom.

Risk Analysis – How Safe is Your Certification Program?

Practice Area Division: C/L E I/O C W
Topic: Business Strategy and Operations

In a flash, this Ignite Session will highlight the major areas of risk to certification programs, ranging from poor policies to risky goverance practices. Participants will be able to quickly conduct a risk analysis and identify aspects of their certification program that they need to review and revise.

PRESENTER:
Christine Niero Professional Testing Inc.

Structured Blueprint Review: Setting the Foundation for Test Development

Practice Area Division: C/L E I/O C W
Topic: Measurement and Psychometrics

An essential element of any testing program is assuring the relevance and appropriateness of examination content. The starting point for content is a well-defined blueprint or a set of test specifications, aligned to the requirements for the credential offered. To meet that goal, the presenters of this session developed a structured exam blueprint review. The purpose of this session will be to illustrate how the structured blueprint review informs the many components of test development (e.g., item selection and writing new content) and provides validity evidence for a medical certification exam program.

The presenters gathered information on content relevance by surveying practitioners and asking them to rate blueprint content areas and associated tasks in terms of importance and frequency seen in practice. For example, respondents rated the overall frequency of a particular disease state (content area) and independently rated the importance of tasks related to that disease state (e.g., diagnosis, treatment, risk assessment). The exam committee used the resulting data to adjust the blueprint at a high level and to identify content areas of low relevance that should not be tested. This data was then used to inform the Automated Test Assembly for the next exam. Items in content areas with tasks that had low importance and low frequency ratings (i.e., low relevance) were not selected for the exam, and strong emphasis was placed on selecting items that had both high frequency and high importance ratings (i.e., high relevance). Some items in content seen less frequently but still important to know were also selected.

Critically, the presenters were able to avoid emphasizing exam content that was deemed less relevant to practitioners. They subsequently published the updated blueprint and included associated task relevance data in an effort to increase transparency and to better inform test takers about the exam. Going forward, exam committees will be able to evaluate items against both statistical performance and relevance rating criteria. By using ratings from practitioners, the presenters were able to more closely align the content of the exam with what examinees do in practice. This process sets a foundation for future validation arguments since the basis for validity in credentialing must start with identifying the knowledge and skills that are important for examinees to use in practice.

PRESENTERS:
Andrew Jones American Board of Internal Medicine
Rebecca Baranowski American Board of Internal Medicine

Four Innovative Ways to Lead and Facilitate SME Groups in the Assessment Industry

Practice Area Division: C/L E I/O C W
Topic: Measurement and Psychometrics

When developing assessments, focus groups composed of qualified subject matter experts (SMEs) are used very often to validate the assessment. While focus groups are often necessary, professional development opportunities on leading and facilitating groups are rarely offered or discussed in the assessment industry. Often, the industry hires technically savvy individuals who are expected to lead groups without any formal training on facilitating, leading, and managing any type of group.

In this ignite session, the presenter will provide the audience with a professional development opportunity to learn about four innovative ways to lead and facilitate SME groups. These four ways are based on the presenter's experience and knowledge of leading therapy groups while employed as a social therapist and on the presenter's many years of leading focus groups in the assessment industry. The presenter will discuss many of the focus groups typically used across the lifecycle of developing an assessment such as planning, job analysis, standard setting, and item development and audit meetings.

Finally, the presenter will explain and review the four innovative approaches using examples and case studies from the assessment industry. An outline of the basic four innovative approaches when leading and facilitating focus groups are: (1) manage expectations, (2) manage attention, (3) manage the dynamics of resistance, power, and fears, and (4) manage yourself as a leader/facilitator (e.g., emotions, posture, non-verbals, genuineness, disclosure, and humor).

PRESENTER:
Manfred Straehle Assessment, Education, and Research Experts

Rating Using Paired Comparisons

Practice Area Division: C/L E W

Topic: Measurement and Psychometrics

Rating is an important aspect that is crucial to the quality of assessment. Often, assessments are designed so that the rating is manageable, and this could result in a limitation of what and how constructs are assessed. It is also well known that rater effects could challenge the validity of assessment results due to lenience or stringency on the part of the rater or due to halo effects. An alternative to the rating of assessments is an evaluation based on paired comparisons. In this approach, the only evaluation that a rater makes is to be given a pair of candidates and judge which candidate performed better.

Based on multiple comparisons, the test takers can be ranked and ordered based on their performance. It is also possible to grade performance based on this approach if some of aspects of performance are defined as standard of a typical performance level. Borders between performance levels can be defined based on the standard and the rank order of all individuals being evaluated. The psychometric theory behind this approach dates back to the first half of the 20th century but the application in assessment is relatively new. Quite a substantial amount of research has been done within the field of writing assessment, but the potential of this approach generalizes to a broader field of judgments in both performance assessment and in evaluation of non-cognitive traits.

In this ignite session, presenters will describe the evaluation using paired comparisons. Presenters will then discuss how a study using this approach can be set up both efficiently and effectively. The session will also explore practical considerations that could influence the applicability of this approach with different types of assessment and evaluation. The goal of this session is to provide both theoretical and practical insight in rating based on paired comparisons. Test professionals and those responsible for program design could get ideas for innovative assessments and alternative rating procedures. The general public will get a practical overview of the implications of using evaluation based on paired comparisons.

PRESENTER:
Anton Beguin Cito

Download the Conference Guidebook App
(see page 5 for details)

Disruption in the Credentialing Space: Why Is It Happening and What Should We Do About It?

Practice Area Division: C/L E I/O C W

Topic: Business Strategy and Operations

Disruption has invaded the credentialing space. MOOCs, nano-degrees, microcredentials, and badging—all unheard of a few years ago—have quickly become part of the credentialing vernacular. Most likely, there are more disruptions to come that cannot even be anticipated. This is the new environment in which professional credentialing programs must operate, and it is here to stay. How do those in the credentialing industry adapt and continue to thrive in this environment? In this Ignite session, the presenters will explore three critical questions: (1) Why are is there disruption in the credentialing space, (2) what opportunities and threats does disruption pose for professional credentialing programs, and (3) what should (or can) anyone do about it?

PRESENTER:
Lenora Knapp Knapp & Associates International, Inc.

✓ FUNDAMENTALS OF TESTING

The ABC's of Digital Badges

Practice Area Division: C/L E I/O C W

Topic: Business Strategy and Operations

The use of digital badges to recognize various professional achievements such as certifications, awards, and other continuing education experiences has gained tremendous momentum over the past few years. However, many organizations are still unsure about what this technology is, how it works, and how it can be used to support their goals. This often prompts the question, "I have heard of digital badging, but how can it help my organization?"

This ignite session will explore the basics of the digital badging trend including: (1) how digital badges help organizations avoid the risk associated with issuing paper certificates, (2) how organizations can leverage digital badges to brand and market their programs, and (3) how digital badges provide a huge convenience for professionals. Attendees will leave this session better educated about the trend and armed with the considerations necessary to potentially leverage digital badge technology for their own organizations.

PRESENTER:
Ginger Malin BadgeCert

3:15 PM – 4:00 PM

Ignite Table Discussions

Room: Tables in Back of Floridian Ballroom D – L

Do you want to hear more from the Ignite presenters? Join them for small group discussions in the back of the Floridian Ballroom to discuss their topics in greater detail.

3:30 PM – 4:00 PM

Hackathon Presentations

Room: Bonnet Creek Ballroom XI

Join us to 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.

BREAKOUT SESSIONS 4:15 PM - 5:15 PM

Peas in a Pod

4:15 PM – 5:15 PM

Bonnet Creek Ballroom XII

Pod 1: Testing Industry Rookies
Pod 2: MOOCs

FEATURED SPEAKER SESSION

Theory and Practice of Principled Assessment in Licensure

Room: Flagler/Gilchrist
Session Type: Breakout Session

How can test professionals ensure that the items on their tests do what they need them to do? In recent years, principled assessment frameworks such as Assessment Engineering (AE) have been defining a methodology that tightly links a construct to the items on the test and the scores received from them. In this session, Ric Luecht, Ph.D. will provide an overview of AE and its tools (i.e., construct maps, task models, and templates). Ric will discuss the theoretical basics of AE and its potential to improve all parts of the test life cycle, including such innovations as automated item generation. Then, Joshua Stopek, CPA, will discuss the AICPA's experience in beginning to implement the tenets of AE for its current practice analysis. Josh will explain what they have done; how AE has changed the conversation with its stakeholders; and the practical impacts, improvements, obstacles, and issues from an operational perspective. To do so, the presenters will provide samples from the proposed test specifications and show how they relate to simulation development via templates.

PRESENTERS:

Richard Luecht University of North Carolina, Greensboro
Josh Stopek American Institute of CPAs

FEATURED SPEAKER SESSION

Highlighting Proctoring Best Practices

Room: Citrus/Collier/Columbia
Session Type: Breakout Session

"Proctoring Best Practices" is a publication developed jointly by the National College Testing Association and the Association of Test Publishers Security Committee. Compiled by experts, this document captures proctoring best practices in paper-based, computer-based, and online testing contexts. It can serve as an incredibly helpful guide for test sponsors and publishers when drafting their test administration policies or evaluating their proctoring practices. In this session, testing experts will share the industry's current thinking around proctor responsibilities and best practices. They will also address how proctor responsibilities compare and differ across delivery methods.

PRESENTERS:

Rory McCorkle PSI Services LLC
James Wollack University of Wisconsin-Madison
Jarret Dyer College of DuPage
Joe Brutsche Pearson VUE
Rachel Schoenig ACT
Steve Saladin University of Idaho, Counseling & Testing Center

---

✓ FUNDAMENTALS OF TESTING

Career Readiness and the Need for Credentials in the 21st and 22nd Century
Room: Bonnet Creek Ballroom X
Practice Area Division: C/L E I/O W
Topic: Program Design
Session Type: Breakout Session

As the world moves further into the 21st century and looks forward to the 22nd, the concept of career readiness is still somewhat ill defined. It also needs to be viewed from the point of view of both the individual and the employer. To do so requires linking the areas of credentialing and education to help inform the individual as to what is important with regard to career success and inform the employer of the need for potential employees to have valid and reliable credentials. This breakout session will explore the definitions of career readiness, workforce skills credentialing, and various labels used interchangeably for credential. It will also explore the need to reliably and accurately assess the workplace skills that are vital to economic growth and personal success and to provide a credential that has value both to the individual and the prospective employer or institution of learning.

The overarching context of the session will keep the principles of the Standards for Educational and Psychological Testing, ATP Operational Best Practices, and ATP Test Security at the fore with discussion of security, operational objectives, and just-in-time psychometrics to support the assessment and credentialing of workplace skills. Ultimately, this discussion leads to the building of an individual roadmap to success in the workplace and the alignment of educational outcomes with the needs of not only colleges but employers. It also opens up the discussion of what a strong credentialing system might look like in the near future.

PRESENTERS:
John Kessler Accenture
Timothy Vansickle Questar Assessment, Inc.

Noncognitive Assessment: Emerging Applications in Talent Development and Credentialing
Room: Union
Practice Area Division: C/L
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Traditionally, assessments of learning and professional competency have focused on knowledge and skills measuring cognitive and psychomotor performance domains. At the same time, occupational and educational specialists have long recognized that competence is dependent upon a broad range of capabilities and characteristics, including cognitive and psychomotor skills. However, this range also includes noncognitive skills (e.g., attitudes, traits, and motivation), also called "soft skills." Occupational studies by the US Department of Labor have identified a common framework for job descriptions that include noncognitive work styles, values, and interests.

Accordingly, noncognitive measures are widely used to complement cognitive tests in employment applications, such as employee selection and development, as a means of increasing validity and fairness. In the field of education, learning models and national learning initiatives (National Research Council) have recognized the importance of noncognitive characteristics in student success, and the uses of noncognitive assessment are evolving.

While interest in noncognitive assessment has been increasing in the credentialing arena, such tests are not widely used in conjunction with education and certification programs. This session will explore emerging uses of noncognitive assessments in talent development and credentialing applications such as career potential, readiness, competence, and micro-credentialing (badging)—areas in which the interest in soft skills appears to be increasing among organizations and individuals pursuing self-development. The presenters will draw from consulting case studies, test publishing, research, and personal experience to make brief individual presentations, followed by a discussion of key issues. Attendees will also have the chance to participate in an interactive question-and-answer segment.

PRESENTERS:
Jerry Gorham Ascend Learning
John Weiner PSI Services LLC

ACCLAIM
DIGITAL BADGES

ATHENA:
BROWSER EDITION

PROVUSION

AUTOMATED SCORING OF
ESSAYS AND AUDIO ITEMS

MINDHUB, THE CERTIFICATION MARKETPLACE

INNOVATION

SECURE TESTING FRAMEWORK

MULTI-MODAL EXAM DELIVERY

ONLINE PROCTORING

DIGITAL PHOTO & SIGNATURE CAPTURE

PALM VEIN RECOGNITION

ONE INTEGRATED
REGISTRATION
SYSTEM

The heart of innovation

At Pearson VUE, innovation and partnership go hand in hand. A 20 year culture of teaming with our customers is the foundation on which the industry's most creative testing solutions are born. This shared commitment and vision is producing advancements in secure online proctoring, the largest, most comprehensive test center network and industry-leading digital badges … and we're just getting started.

At this year's ATP Conference, we celebrate our customer relationships. They are, in fact, the reason we're here.

Stop by booth #1 to speak with a Pearson VUE team member or visit us online at PearsonVUE.com.

The Best of Both Worlds: Leveraging TEIs without Sacrificing Psychometrics

Room: Palm Beach
Practice Area Division: `C/L` `E` `I/O` `W`
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

The Common Core State Standards and other initiatives are driving the improvement of the assessment process, especially in online assessment. One of the most important products of this movement is technology-enhanced items (TEIs), which are innovative item types that seek to leverage the new possibilities provided by computer-based assessment. Examples include drag-and-drop text statements (used by PARCC), drag-and-drop images (e.g., a map or anatomical diagram), proofreading, and equation editing. Even semi-traditional formats like automatically scored open-response and multiple-response formats utilize aspects of TEIs. TEIs receive a lot of attention due to their potential for increasing examinee engagement through interactivity as well as the "coolness" factor. Because of this, most of the discussion around TEIs focuses on visual aspects like authoring and delivery.

But it cannot be forgotten that the real reason for TEIs' existence is to improve measurement quality. In addition to the user interface, TEI authoring needs to be built around solid psychometrics and robust scoring algorithms. This session will show that not only can TEIs be developed quickly by using advanced authoring tools, it can be done with the integration of sound psychometrics such as item response theory (IRT). This session will also feature a discussion of some of the relevant issues regarding TEIs, including: (1) the technology behind authoring interface, (2) item metadata and statistics, (3) getting authors to think from a new perspective of possibilities, and (4) reconceptualizing from paper-based items. Attendees will also be invited to share and discuss their experiences in developing TEIs, especially with regard to the end goal of providing higher-quality assessment.

PRESENTERS:

David Saben Assessment Systems
Nathan Thompson Assessment Systems
Keith Morical Assessment Systems
Karen Peters Charles County MD Public Schools

Balancing Act: Maintaining Rigorous Security While Providing a Positive Candidate Experience

Room: Jackson
Practice Area Division: `C/L`
Topic: Security and Privacy
Session Type: Breakout Session

An effective security program rests on a foundation of well-conceived policies governing examinee conduct before, during, and after the examination. Is there a way to achieve security objectives in a manner that promotes a positive, even friendly, testing experience for candidates? This session will explore how a culture of security can be established in a way that promotes a positive candidate experience if policies have a rational basis, are reasonably tailored, and are communicated clearly.

Once sound policies are established, the next challenge is building a training program that ensures the policies are effectively implemented. How can testing staff be better equipped to know what to do in situations that do not fit neatly into what is laid out in the training manual? How can a security training program also support the goal of providing a positive candidate experience? This session will examine how to develop training programs in a variety of test administration models: working with CBT centers, contracting directly with testing staff, and providing training to member boards' staff.

PRESENTERS:

Aimee Rhodes CFA Institute
A. Benjamin Mannes American Board of Internal Medicine
Faisel Alam LSAC
Kellie Early NCBE

PSI - Your Complete Service Provider
ATP 2016 Platinum Sponsor – Booth #9

PSYCHOMETRIC SERVICES TEST DEVELOPMENT
Item authoring, banking, publishing to delivery system

REGISTRATION & SCHEDULING
Candidates choose the date, time and place to take their test (online or by phone)

RESULTS REPORTING
Instant candidate results and online host reporting

psi

PAYMENTS PROCESSING
Candidates can either pay directly via credit/debit card, test vouchers

CHANNEL MANAGEMENT
1. Unproctored
2. Online Remote Proctored
3. Kiosk Testing
4. Secure Test Centers

TEST DELIVERY
Delivery Options:
1. Server Based
2. Internet Based
3. Third Party

About PSI

PSI has 70 years of experience providing solutions to federal and state agencies, corporations, professional associations and certifying bodies worldwide. PSI offers a comprehensive solutions approach from test development to delivery to results processing, including pre-hire employment selection, managerial assessments, licensing and certification tests, license management services and professional services. More information is available at www.psionline.com

A Case Study – Considering Security from Program Inception

Room: Bonnet Creek Ballroom XI
Practice Area Division: C/L E I/O C W
Topic: Program Design
Session Type: Breakout Session

When starting a new certification program, the task can seem daunting. From a security plan to exam design to item writing to exam delivery, the steps are numerous and the details must be worked out in advance. This is where proper and methodical preparation is key. Security must be considered every step of the way ensure exam validity and also keep the cheaters at bay. This session will present a case study of Lenovo and its new certification program. The presenters will address what worked, what didn't, and why.

PRESENTERS:
Kathy Powers Lenovo
Susan Weaver Caveon Test Security

Psychometrics of Online Proctoring (OP): Comparing OP and Test-Center Deliveries

Room: Floridian Ballroom B
Practice Area Division: C/L E I/O W
Topic: Measurement and Psychometrics
Session Type: Breakout Session

As the testing industry gains interest in online proctoring and candidates are given the option to take an exam at home, work, or a test center, industry professionals need to investigate the similarities and differences in the psychometric performance of exams based on how and where they are delivered. Like the transition from paper-and-pencil to computer-based testing, research is needed to understand whether the psychometric properties of exams are equivalent across different proctoring experiences.

In this session, speakers from Microsoft and CompTIA will share their experiences with online proctoring, what they are learning about the psychometric performance of exams based on the proctoring type, and candidate reactions to online-proctored deliveries compared to test center deliveries. Very little research is available on these important questions, so attendees are invited to join Microsoft and CompTIA as they start their journey to finding the answers.

PRESENTERS:
Liberty Munson Microsoft
Russell Smith Alpine Testing Solutions
Sara Rupp CompTIA Certifications, LLC

Is My Validation Valid? Challenges and Approaches to Identifying Appropriate Validation Methods

Room: Orange
Practice Area Division: I/O
Topic: Measurement and Psychometrics
Session Type: Fishbowl

Testing professionals must engage in validation studies to demonstrate that a test ties directly back to a job and to establish legal defensibility based on EEOC guidelines. However, in practice, there are relatively few instances in which a criterion-related validation study is feasible. While many practitioners engage in other forms of validation including content validation and transportability, it is not always clear which method is ideal in different situations. This fishbowl session will be to create an environment in which attendees can discuss the challenges associated with conducting validation studies, when they are required, and how to go about choosing the best method to conduct local validation. Questions posed by the presenters will touch on several aspects of validation.

These questions will include: (1) When is a local validation study needed,andin what situations would a validation study not be needed? (2) How is the right validation method chosen? (3) What type of validation study is best for different types of test (e.g., personality, biodata, and technical skills-based tests)? (4) What can be done when the necessary resources (e.g., employees, time, and funding) to conduct criterion validation are not available? (5) Without criterion-related validation, how can cut scores be set or fairness ensured? (6) What exactly is validity transportability? When and how can it be used?

The presenters for this session have expertise in implementing a variety of validation methods in organizations of different sizes and industries. The presenters will draw from their experiences to guide the discussion and provide valuable information for professionals who may be required to conduct some form of validation work in either test development or in local validation.

PRESENTERS:
Erin Wood PAN - Performance Assessment Network
Lilly Lin PAN - Performance Assessment Network

✓ FUNDAMENTALS OF TESTING

Does Your Exam Accommodate Accommodations?

Room: Taylor
Practice Area Division: C/L E I/O C W
Topic: Legislation, Policy, and Accessibility
Session Type: Breakout Session

Testing agencies are legally required to provide accommodations for individuals with disabilities, but organizations vary in how they interpret this mandate and in their capabilities for implementing it. In this session, presenters will discuss both frequently requested and less typical accommodations, focusing on how changing technology has influenced accommodations and overall accessibility through both computer delivery of high-stakes standardized tests and the technologies that many individuals with disabilities use daily. Case studies illustrating various types of technology requests will allow for group discussion.

The session will explore some technologies that candidates may wish to use in the test setting (e.g., cochlear implants, screen readers, and refreshable braille displays) and how test design and construct may impact agencies' decisions about their use. Examples will demonstrate how computerized test delivery can have both benefits and drawbacks for individuals with disabilities. This session will also investigate other challenges that result from the kinds of test content that technology facilitates, such as audio and video material, animations (e.g., "classrooms" populated by avatars representing students), and computer simulations (e.g., on-screen chemistry experiments, with liquids "mixed" by clicking and dragging their containers).

The session will also feature a discussion on why some accommodations used in secondary and postsecondary education are not always appropriate for high-stakes standardized testing, andthe presenters will offer solutions to dilemmas about assistive technology (AT) use in high-stakes standardized testing. The session will conclude with some important takeaways for participants, including: (1) Know what you are measuring. You can only decide whether an AT alters test construct if your construct is clearly defined. (2) Get in on the ground floor. It is far easier to design accessibility into a test than to retrofit it. (3) Ensure that publications and websites include information relevant to disabilities to help candidates prepare and to prevent surprises when the exam is administered. (4) Ensure that all websites and web-delivered content, including practice material, are fully accessible.

PRESENTERS:

Marlene Dunham Professional Examination Service

Nancy Grittman American Association of Veterinary State Boards

Ruth Loew Educational Testing Service

Anthropological Test Design - Going Beyond Minimum Competence

Room: Nassau
Practice Area Division: C/L
Topic: Program Design
Session Type: Breakout Session

One of the strengths of professional credentials is that they provide a level of assurance that individuals holding the credential are at least minimally competent. One of the weaknesses of these credentials is that they only provide assurance that credential holders are at least minimally competent. But what if an employer or a consumer needs professionals who are more than minimally competent? What if they need professionals who are at the top of their field?

This session will examine the process for evaluating the feasibility of advanced-level credentials from a variety of perspectives. Using an anthropological approach, this session will begin with an analysis of the humans involved in selecting professions and professionals to meet their needs. The session will then examine how to assess market demand, define and identify advanced skills, and create tools to measure advanced skills. The application of the process will be demonstrated by detailing the process undertaken by the Commission on Dietetic Registration (CDR) to assess and then develop an advanced-level credential for dietitians in clinical practice.

PRESENTERS:

Clarence "Buck" Chaffee The Caviart Group, LLC

Christine Reidy CDR

#atpconf

GLOBAL SESSION

✓ FUNDAMENTALS OF TESTING

Translation Project Plan for Global Programs

Room: Hamilton/Indian River
Practice Area Division: C/L
Topic: Business Strategy and Operations
Session Type: Breakout Session

In this session, attendees will learn how associations implemented a truly global experience for their candidates, including flagship programs offered in over 10 languages. This session will share the results of a translation project plan including key considerations, partnership with stakeholders, milestones, and KPIs related to effective and high-quality global certification programs. The topics that will be investigated include: (1) the business case for which languages should be offered (or discontinued); (2) the impact of government regulation and/or recognition; (3) minimum requirements to support candidates in a given language; (4) choosing linguists, leveraging technology, and securing content; (5) partnering with local certified individuals for quality assurance reviews; (6) metrics to gauge volume, capacity planning, and exam performance by language; (7) partnering with vendors to ensure candidates can register for, pay for, and schedule online in their native language; and (8) the essentials of partnering with and gaining intelligence from local chapters.

PRESENTERS:

Lisa Hirtzinger The Institute of Internal Auditors
Karyn Waller Former ISACA, AICPA
Reno Deschaine The Institute of Internal Auditors

PLATINUM SPONSOR SESSION

sponsored by
Yardstick

Going AIG: How to Transition Your Item Development Program

Room: Manatee
Session Type: Sponsor Session

Automatic Item Generation (AIG) technology has gained much attention in recent years based on its promise to mass-produce test questions, but it has yet to see widespread adoption. One barrier appears to be the difficulty in envisioning how current one-at-a-time item development methodologies in place in most testing organizations could be fruitfully transitioned into one based in AIG. In this educational session, two principles of such a successful transition will be described. The first focuses on modified item authoring strategies, paying careful attention to defining the target content range for each AIG template. The second involves the use of Itematic, an AIG software tool, to select a subset of questions derived from a common template that maximizes both the quality of individual items and range covered by the set. A successful transition involving these two principles will be described.

PRESENTER:

Greg Sadesky Yardstick

INSIGHT HAPPENS HERE

5:30 PM - 6:30 PM
Sponsor Thank You and Debrief Reception
Room: Floridian Ballroom Salon A

All sponsoring organizations are invited to join ATP for cocktails as we debrief ATP 2016 and look ahead to 2017.
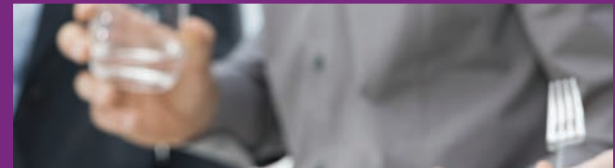
6:00 PM - 7:00 PM
Industrial/Organizational Reception – All are Welcome!
Room: Bradford

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.

6:00 PM – 7:00 PM
Health Sector Reception – All with the Health Care Sector are Welcome!
Room: Madison

Join us during a casual networking reception as we bring together the health care sector with the testing industry in order to advance assessment and testing in health care through innovation, best practice, networking, and the exchange of information and expertise.

7:30 AM - 8:30 AM
Security Committee Breakfast – All are Welcome!
Room: Bonnet Creek Ballroom IX

Join the ATP Security Committee Leadership to hear about recent progress, current and future initiatives, and the many ways to get involved with the committee. This is a great chance to learn more!

7:30 AM - 8:30 AM
Continental Breakfast
Room: Ballroom Foyers

7:30 AM - 11:00 AM
Peas in a Pod Room All are Welcome!
Room: Bonnet Creek Ballroom XII

**Join the Discussion...
But No Presentations Permitted in the Pod!**

Take part in the first annual "Pods" conversations! These are informal, face-to-face conversations with fellow conference goers who share common interests. These are not presentations or lectures. There is no projector; there are no slides. This is all about direct exchange and exploration of ideas. See the on-site registration desk for details.

7:30 AM - 11:00 AM
Speaker Lounge
Room: De Soto

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

Peas in a Pod

8:45 AM – 9:45 AM

Bonnet Creek Ballroom XII

Pod 1: Marketing Professionals
Pod 2: Legislation and Policy Issues

BREAKOUT SESSIONS 8:45 AM - 9:45 AM

✓ FUNDAMENTALS OF TESTING

Assessing Your Risk: Why Security is Not One Size Fits All
Room: Bonnet Creek Ballroom XI
Practice Area Division: C/L E
Topic: Security and Privacy
Session Type: Breakout Session

Not all certification programs are alike, so why should their security programs be the same? Testing sponsors need to identify and understand the individual security threats to their programs before they can put a plan in place to help prevent them. This session will demonstrate to attendees how to identify the security threats to their programs and build a customized risk profile. Attendees will discuss different security strategies and how they may or may not apply to their program types. Presenters from two test sponsors will discuss their candidate populations, program size, and delivery mechanisms and show the different strategies they have implemented to mitigate their risk profiles.

PRESENTERS:

Jill Burroughs Amazon Web Services

Matt Ferris National Board of Certification and Recertification for Nurse Anesthetists (NBCRNA)

Patrick Irwin Cisco

Leader2Leader 3.0: What are your Challenges in Running a Credentialing Business?

Room: Orange
Practice Area Division: C/L W
Topic: Business Strategy and Operations
Session Type: Fishbowl

Building on the success of previous Leader2Leader sessions, this session will provide a forum for certification leaders to explore the greatest challenges directly affecting them and their organizations. This fishbowl discussion will focus on pursuing the operational excellence of a credentialing program while dealing with resource constraints and leadership that does not always understand credentialing. The questions posed by the moderator will focus on several topics: (1) growing program revenue, volumes, and engagement; (2) capitalizing on relationships with vendors; (3) dealing with big ideas and how to assess them for operational feasibility; (4) examining the major trends in the testing industry and how to adjust to prepare for the future; and (5) leveraging innovation and technology to stay ahead of the pace of change.

The presenters for this session have managed certification programs and have dealt with such concerns on a daily basis while expanding their programs in numbers and global reach. The presenters and attendees will draw on their experiences to discuss examples of these issues, such as taking an agile approach to keep up with content changes, maintaining market share in a competitive environment, and taking effective development approaches while following proper processes. This session will provide credentialing organizations with tactics to address such difficulties through the expertise of the presenters and other leaders sharing their expertise through the fishbowl discussion.

PRESENTERS:

Dania Eter Cisco
Jennifer Naughton Association for Talent Development (ATD)
Rory McCorkle PSI Services LLC

GLOBAL SESSION

What Should Managers and Executives Know When Translating and Adapting Assessments for a Global Market?

Room: Nassau
Practice Area Division: C/L
Topic: Business Strategy and Operations
Session Type: Breakout Session

Credentialing managers and executives are often asked to translate and adapt their exams to strategically position their organization globally. In doing so, there are many factors and challenges to consider when translating and adapting a credentialing exam. These factors and challenges can be classified into two major categories: business and technical. The business factors and challenges include whether translation or adaptation services are necessary as well as revenue forecasting, marketing, stakeholder buy-in, internal staff capability, vendor selection, customer service, and security.

The technical factors and challenges include translation and adaptation methods, quality, and psychometric concerns. Surprisingly, if a credentialing organization has no experience with translation and adaptation, they will need to navigate these factors and challenges on their own since there are almost no guidelines. With many credentialing organizations considering translation and adaptation, this session will provide practical guidance to attendees interested in adapting or translating an exam. The presenters are a diverse group of experts representing a translation vendor, consulting vendor, and a certification organization. They will provide practical guidance and innovative solutions given their diverse experience and knowledge of translating and adapting credentialing exams.

PRESENTERS:

Joy Matthews-Lopez Professional Testing
Manfred Straehle Assessment, Education, and Research Experts
Sue Orchard Comms Multilingual

GLOBAL SESSION

So You Really Want to be Assessed by Us? Assess Yourself First!

Room: Jackson
Practice Area Division: `I/O`
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

Many organizations are confronted with an overflow of candidates and potential large gaps in candidates' abilities and fit with organizational culture, while also facing the need to reduce costs and shorten timelines as key objectives of the selection process. EPSO organizes a range of competitions on a regular basis that span different grades and fields on behalf of all of the European Union institutions. Although there are always numerous applicants, many are unsuccessful at one stage or another of the selection process. Since there are a limited number of positions available for successful candidates but a very high number of applicants, the cost to the European taxpayer for each candidate to take a real test is considerable.

To address this phenomenon, EPSO worked with Prometric to introduce the concept of compulsory self-selection and self-assessment tools. All applicants are required to take these two online tests before proceeding to the actual application form. The "EU Career, My Career?" self-selection tool, which has won recognition from other international public sector bodies, was created by EPSO psychologists in collaboration with working groups from the European Union institutions, with the objective of raising awareness among applicants with regard to their potential fit within institutions based on the profiles sought. The focus was on three main areas: organizational citizenship behavior, the EU working environment, and professional skills and attitudes. The self-assessment test consists of several consecutive online tests that measure verbal, numerical, abstract reasoning, and situational judgment abilities. The test is timed and grouped by grade, difficulty level, and content. This assessment allows applicants an online experience, free of charge, that is as close as possible to what they would encounter in a real supervised environment. This session will provide an in-depth exploration of the "EU Career, My Career?" self-selection tool.

PRESENTERS:
Gilles Guillard European Personnel Selection Office
Garrett Sherry Prometric

From Idle to Thriving: Grow Your Certification Program with Marketing Automation and Nurturing Campaigns

Room: Union
Practice Area Division: `C/L`
Topic: Business Strategy and Operations
Session Type: Breakout Session

Whether a certification program is just getting off the ground or is hitting a plateau after several years of successful operation, making a program thrive can be challenging. While the credentials themselves are valuable to the profession, the knowledge of a program may not yet exist, so the perceived value of the certification is diminished. By utilizing targeted messaging via nurturing and automation campaigns, a program can captivate its current and future prospects by engaging them with content to generate interest, which will revitalize the program.

In this session, Pardot, a marketing automation company that works with organizations of all sizes, will walk attendees through how they used their own software to create and grow a successful certification program with open rates of 74.5%–78.5% and accompanying click-through rates of 55.7% on certification-based emails. This session will give attendees actionable strategies to identify, create, and deliver marketing campaigns to successfully revive their program or get their program off the ground quickly. The presenters will focus on identifying marketing segments within a program's customer relationship management, automating messaging, identifying valuable content, and performing A/B testing to nurture and engage prospects within a marketing automation system. The session will provide specific examples of successful campaign strategies and will present the key metrics of success.

PRESENTERS:
Nichole Fabbro Kryterion, Inc.
Scott Konkol Salesforce

Performance Based Testing for the Masses: Microsoft's Journey to Real-World Assessment

Room: Bonnet Creek Ballroom X
Practice Area Division: C/L E I/O W
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Performance-based testing can provide a more accurate assessment of a candidate's ability to apply skills to real-world problems. Although incorporating scored lab activities into assessments provides a higher fidelity to the real-world task that candidates will perform, doing so can involve considerable exam configuration and delivery challenges. In this session, Microsoft will present its journey to integrate performance-based labs into a worldwide IT certification program. The presenters will discuss implementation considerations, provide ideas and suggestions for simplifying the testing of performance-based exams and their automated scoring algorithms, and share key decision points related to candidate usability and backend systems. Presenters will also share best practices and an open design approach for lab-based exams .

PRESENTERS:

Colin Lyth Microsoft
Don Tanedo Microsoft
Pat Ward Internet Testing Systems
Andy Stockinger Pearson VUE

New Data for Old Objectives

Room: Hamilton/Indian River
Practice Area Division: C/L E C W
Topic: Business Strategy and Operations
Session Type: Breakout Session

The employment matchmaking process and the distribution of credentials have migrated to the Internet, offering new forms of data and analytics. In this session, attendees will learn how programs are leveraging real-time labor market data, online credential verification, and social media analytics to better inform strategic decisions. The Institute of Internal Auditors will join Pearson to highlight how new data sources can ensure that credentials are impacting individuals' lives or careers, meeting employer demands, and being articulated correctly.

PRESENTERS:

Jarin Schmidt Pearson VUE
Reno Deschaine The Institute of Internal Auditors

Development and Validation of a Computerized Virtual Reality-Based Assessment of Functional Skills

Room: Taylor
Practice Area Division: C
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Schizophrenia is a devastating illness with costs nearing $95 billion a year. Cognitive impairments affect the majority of patients with schizophrenia. Impairments are strongly associated with poor psychosocial outcomes and reflect a largely unmet clinical need. FDA approval of new drugs for cognitive impairment in schizophrenia requires not only the demonstration of improvements on cognitive tests, but clear evidence that cognitive changes lead to meaningful improvements in functional capacity. Functional capacity or co-primary measures indicate the degree to which individuals have changed their potential to alter real-world behavior. At present, there are no standard measures of functional capacity and no current data that supports the recommendation of any single instrument.

This session will explore the Virtual Reality Functional Capacity Assessment Tool (VRFCAT), a novel and interactive gaming-based measure of functional capacity. The VRFCAT uses a simulated environment to recreate activities of daily living. It was developed to be a reliable, valid, and sensitive measure of functional capacity with the potential to demonstrate real-world functional improvements associated with cognitive change. The VRFCAT contains the components of a shopping trip: searching kitchen cabinets, making a shopping list, taking a bus to the store, shopping in a store, paying for groceries, and taking the bus back home. The VRFCAT consists of four mini-scenarios completed through a storyboard design. VRFCAT administration is conducted on a Windows-based PC by a test administrator under the supervision of a qualified psychologist.

Pilot studies have demonstrated the feasibility of a virtual reality methodology to measure functional capacity. In a recently completed validation study, the VRFCAT, MATRICS Consensus Cognitive Battery (MCCB), and the UCSD Performance-Based Skills Assessment (UPSA-2-VIM) were administered to participants with schizophrenia and healthy controls to examine the validity, sensitivity, and reliability of the VRFCAT and concurrent validity. Results demonstrated strong differentiation between patients and controls on each VRFCAT outcome measure. The VRFCAT demonstrated strong psychometric characteristics: good test–retest reliability, minimal practice effects, and correlations with cognitive performance. Findings support the VRFCAT as a potential candidate for assessment of functional capacity.

PRESENTERS:

Adam Vaughan NeuroCog Trials
Trina Walker Duke University Medical Center

Situational Judgment Tests: Applications and Research

Room: Flagler/Gilchrist
Practice Area Division: I/O
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

Situational judgment tests (SJTs) have become popular within the applicant-testing context for several reasons: (1) they have been found to create less adverse impact than tests of cognitive ability, (2) they are more direct measures of the specific behaviors relevant to a job, (3) they more fully engage the applicant than do traditional tests of cognitive ability, and (4) they have been developed to assess a wide array of constructs, such as interpersonal skills, decisions making, and problem solving. Perhaps the chief reason for their popularity is that meta-analyses concerning the use of SJTs have indicated that these types of assessments are good predictors of job performance. In 2001, McDaniel et al. reported a criterion-related validity coefficient of .34 when evaluating the predictive validities of scores from a wide range of SJT measures, across various types of samples.

Although SJTs have become a widely used assessment methodology, it takes a great deal of research, effort, and skill to develop a highly functional test. Item writers must have enough knowledge of the job or construct being measured to ensure that each question stem presents enough context to immerse the candidate into the situation presented by the item. Short stems will not immerse the candidate into the scenario thus reducing the realism of the item. Constructing transparent response options is also a pitfall of SJT development because with these items, candidates can utilize logic to select the highest scored response, regardless of whether or not they would actually display that behavior on the job.

"Fakeability" is a concern that has received attention from researchers. Unfortunately, results from studies on the fakeability of SJTs have not provided enough data to consistently inform their use. This session will provide a broad survey of the landscape of the use of SJTs including current applications, trends, and issues as they relate to employment testing (e.g., use of cross-company cohorts to design a more general vs. company-specific assessment and using Amazon MTurk for data collection). Additionally, research on best practices and innovative approaches associated with item development, delivery, and scoring methods will be discussed (e.g., utilizing engaging formats and mobile delivery).

PRESENTERS:
Lilly Lin PAN - Performance Assessment Network
Sara Gutierrez CEB

GLOBAL SESSION

Using Latent Class Analysis in Test Construction: New Insights into Test Takers

Room: Palm Beach
Practice Area Division: C/L I/O C
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Implicit in the measurement of personality and other constructs in the testing world is an assumption that the construct being measured is continuous. However, to aid in usefulness, the resulting test scores are often separated into meaningful categories that are of interest to the test taker and test administrator. For example in certification and licensure, does the test taker pass or fail the test? In clinical settings, does the test taker exhibit or not exhibit pathology? Often, the measurement assumptions do not follow an underlying theory and are inconsistent with the measurement's intended use.

In this session, presenters will make the case that latent class analysis (LCA) generally provides a better way to develop and evaluate such tests. A key advantage of LCA is that it assumes people belong to one of a distinct number of groups (classes), an assumption consistent with the goals in many testing situations. Using data from a revision of the Myers Briggs Type Indicator (MBTI) assessment, this session will explore the use of LCA for test development across 20 countries. Unlike many models of personality, the MBTI assumes categorical (dichotomous) latent factors associated with each of the preferences measured (EI, SN, TF, and JP). LCA is the natural way of accomplishing this goal as it is designed to classify people based on their item responses into that latent category with the highest posterior membership probability.

In this research, new methods are proposed. First, the latent categories are augmented with "latent scale classes," that adjust for response styles and other response patterns that may be unrelated to the construct being measured. Such response styles are often ignored in traditional IRT modeling, resulting in test scores that are confounded with these nuisance factors. In the presenters' data, this approach provided evidence of cross-cultural differences in responses that needed to be taken into account in order to remove the confounding factors and achieve measurement equivalence in the latent preference scores. A second innovation was to combine the posterior membership probabilities with test–retest results to obtain a more meaningful "adjusted posterior membership probability," representing the probability of being assigned to the same preference category in a second administration of the test, based on patterns of responses.in a second administration of the test, based on patterns of responses.

PRESENTERS:
Jay Magidson Statistical Innovations, Inc.
Richard Thompson CPP, Inc

9:45 AM - 10:00 AM
Coffee Break
Room: Foyers

Peas in a Pod

10:00 AM – 11: 00 AM

Bonnet Creek Ballroom XII

Pod 1: Program Directors / Program Managers
Pod 2: The Future of Certification

Check out the publications available through ATP!

- **Operational Best Practices for State-wide Large Scale Assessment Programs**
- **Government Affairs Roundtable Program**
- **Proctoring Best Practices**
- **ATP Guidelines for Legal Protection of Assessment Content**
- **ATP Online Piracy Enforcement Strategies: Guidelines and Best Practices**
- **2015 Security Survey Report**
- **Assessment Security Options: Considerations by Delivery Channel and Assessment Model**
- **Model Guidelines for Preemployment Integrity Testing**

Visit the ATP booth in the Foyer for more details.

GLOBAL SESSION

The Good, the Bad and the To-Be-Determined of Digital Credentials

Room: Bonnet Creek Ballroom XI
Practice Area Division: C/L E C W
Topic: Business Strategy and Operations
Session Type: Breakout Session

The testing industry is transitioning from paper certificates to standardized digital methods of candidate recognition, and leading credentialing programs are paving the way in developing best practices for evolving their credentialing programs through effective badging solutions. In this session, representatives from Cisco, Citrix, Oracle, and (ISC)2 will join Pearson for a panel discussion around the business drivers for adopting this digital standard and what they have learned over the course of developing and implementing their own digital badging solutions.

Panel members will candidly share why they chose to adopt digital credentials, their experience with designing an effective badge system, and how their certificants have reacted to badging. Attendees will gain an understanding of what badges are (and what they are not), considerations to make when adopting badges for their programs (locally and globally), and the benefits of representing a credential as a digital asset. The industry-leading credentialing programs on the panel will even share some ideas around what they expect to see in the future from digital badges.

PRESENTERS:
Philip Casesa (ISC)2
Diana Godwin Oracle
Kpayah Tamba Citrix
Vikas Wadhwani Cisco

it's all about the

EXPERIENCE

Meeting in the Middle - An Update: A Tale of Changes Made by Two Large-Scale Licensure Examinations

Room: Palm Beach
Practice Area Division: C/L
Topic: Measurement and Psychometrics
Session Type: Breakout Session

High-stakes testing bodies use a range of assessment methods from objective, automated scoring items to subjective, manually scored items. The determination of the specific item types used by a testing body is a decision influenced by the nature of the test and the desired interpretations based on scores obtained. In addition, there are pros and cons associated with the use of each assessment method. Exam development at the AICPA focuses on objective, automated scoring items. This allows for the quick release of scores to candidates. In contrast, CPA Canada uses a mix of questions, but they tend toward more subjective, manually scored simulations (i.e., cases). The use of simulations allows CPA Canada to better assess the higher-order skills of their candidates, easily incorporating judgment and critical thinking.

To maintain the continued improvement of the exams, the AICPA and CPA Canada are working together to incorporate changes to both exams and learn how better to test candidates in this high-stakes testing environment. The AICPA is nearing completion of a practice analysis of which the focus has been the incorporation of higher-order skills, including evaluation, into the objective and automated scoring task-based simulations (TBS). The AICPA has also been researching the objective testing of professional skepticism and critical thinking. CPA Canada is working to integrate more objective, automated scoring TBS into their exams starting with the conversion of small simulations that are manually scored to objective, automated scoring TBS, while ensuring that the skills being tested remain consistent.

This session will focus on the practical considerations to take into account when stakeholders increase the scope of a program and there is a need to relieve some of the burden of human scoring by using objectively scored accounting simulations. This session will compare and contrast the concerns of the AICPA and CPA Canada with different development and delivery models as they move toward exams that are assessing the 21st century skills demanded by the stakeholders of the profession. Discussion will focus on major issues encountered and lessons learned. This session will be of interest to anyone concerned with developing exams that are efficiently scored and that measure the complex skills of a profession.

PRESENTERS:

Henrietta Eve American Institute of CPAs
Andy Thomas CPA Canada
Josh Stopek AICPA
Kathy Letourneau CPA Canada

Design Considerations for Express Scales in a Digital World

Room: Union
Practice Area Division: I/O
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

Job applicants in our digital and time-compressed world expect job applications and pre-employment assessment events to be technology-enabled and quick to complete. They expect to complete pre-employment assessments whenever it is convenient for them using any Internet-connected device (e.g., mobile phones and tablets). Based on these applicant time constraints and the diversity of mobile devices, it is often necessary to administer short, express measures of key job-relevant constructs.

In this session, four highly qualified presenters will focus on different considerations and approaches for assessing applicants in today's time-compressed, digital environment. The most important challenge for test publishers is providing valid, fair, and user-friendly measures to job applicants that will provide human resources (HR) departments with the information they need to screen applicants. As an additional consideration, HR departments want to maximize applicant pools and protect the company brand by providing a positive applicant experience. This positive applicant experience often includes short, user-friendly applicant measures that can be completed quickly using various mobile devices and web-enabled computers.

When building shorter assessments (e.g., fewer items or computer adaptive tests) or using new modes of administration (e.g., smartphones, tablets, and apps), publishers need to consider equivalence of the scores, reliability, and validation with the foundation assessment and administration mode. However, there are additional design characteristics that must also be addressed, such as building an app-friendly assessment. The topics to be addressed in this session include: (1) streamlining the assessment process via next generation computer adaptive testing, (2) innovative item types as building blocks for express scales, (3) assessing universal personality traits via a free mobile app, and (4) professional and legal considerations of express measures on mobile devices.

PRESENTERS:

John Jones General Dynamics Information Technology
Joe Orban Questar Assessment, Inc.
Kelly Dages General Dynamics Information Technology
Robert McHenry OPP

What's the Right Answer? Autograding of Open-Ended Math Questions

Room: Hamilton/Indian River
Practice Area Division: E I/O C W
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

The Race to the Top Assessment Program and the introduction of the Common Core State Standards has resulted in a drive to bring both education and assessment online. One of the most significant implications for online assessment has been the introduction of technology-enhanced item types (TEIs) that can be scored automatically. Automated scoring is not new; optical answer sheets, or "bubble sheets," have long been used for standardized testing. Indeed autoscoring of multiple-choice questions and various TEIs are all commonplace today.

The challenge occurs when test professionals want to assess students' problem solving skills on more authentic, complex tasks. Mathematical problems that have multiple variations of the correct answer and allow students to provide their own constructed responses are typically more challenging and test higher-level skills than those tested using multiple-choice or short-text question types. But how can test professionals handle a question that has 100 possible correct responses? An author cannot be expected to manually input all of the correct responses.

To retain all the benefits of auto-scoring, computers must be taught to grade open-ended questions. In this session, the presenters will explore the challenges that they faced in developing a rule-based Math and Chemistry scoring engine that was powerful enough to evaluate the mathematical accuracy of a student's response but also intuitive enough to be used by question authors, students, and teachers.

PRESENTERS:
Gavin Cooney Learnosity
Drew Corley Amplify

Thinking in New Boxes: Thought Provoking Conversations for Certifiers

Room: Orange
Practice Area Division: C/L E I/O C W
Topic: Business Strategy and Operations
Session Type: Fishbowl

Increasingly, certifiers find themselves operating in an environment of accelerating change and competition. Even the most successful certifiers cannot afford to rest on their laurels. Innovation and creativity are key to sustaining a competitive advantage and consistently anticipating the needs of the market. But who has time to be creative when they are already spending eight hours a day (usually more) just keeping up with routine operations? When certifiers do find the time to just sit and think, they soon discover that attempting to think outside the box on demand simply is not effective or at best, only yields ideas for incremental change. So what is the solution?

Attendees can bring their team members to this session and spend an hour with the presenters for an experience that will jumpstart imaginative thinking about the certification business. In this interactive session, presenters will pose provocative questions designed to catalyze creative thinking about the future of certification and the credentials that attendees offer. When they return to the office, they will be ready to think outside the business-as-usual box and begin on the path to bringing strategic innovation to their certification businesses.

PRESENTERS:
Liberty Munson Microsoft
Lenora Knapp Knapp & Associates International, Inc.

Download the Conference Guidebook App
(see page 5 for details)

How Third-Party Review Can Help Improve Alignment in an Assessment Program: Tales from Both Sides

Room: Taylor
Practice Area Division: C/L E I/O C W
Topic: Program Design
Session Type: Breakout Session

This breakout session will engage participants in a discussion of third-party reviews, including alignment studies. A third-party review of assessment items according to an appropriate evaluative framework can help validate assessments, providing support for an innovative program. Third-party review can provide the evidence needed to help a program launch confidently and take hold quickly. External review can also provide critical and constructive feedback to hone assessment tools, contributing to a strong start for a program. Sara Christopherson, Director of WebbAlign at the Wisconsin Center for Education Products and Services (WCEPS), will summarize common approaches for alignment studies, including the methodology of WebbAlign. Lindsay Sanders, Content Acquisition and Vendor Manager for Northwest Evaluation Association (NWEA), will describe her organization's experiences with alignment and third-party review, offering a case study of success.

PRESENTERS:

Lindsay Sanders Northwest Evaluation Association

Sara Christopherson Wisconsin Center for Education Products and Services

ATP Announces Special Interest Groups (SIGs) available to ATP members:

Public Sector SIG
Health Sector SIG

Visit the ATP booth in the Foyer for details on how you can get involved!

✓ FUNDAMENTALS OF TESTING

Two Tips for a Healthy Heart: Or How to Identify Problem Areas and Maintain a Healthy Item Bank

Room: Nassau
Practice Area Division: C/L E I/O W
Topic: Measurement and Psychometrics
Session Type: Breakout Session

The maintenance of quality content (i.e., an item bank) is the heart of any testing program. Without the heart pumping blood to the rest of the body, everything else falls apart. Similarly, if the item bank begins to erode and the content begins to lack sufficiency, then the testing program will suffer the same fate. Routinely monitoring the state of the item bank is one of the most important aspects of a testing program. This session will examine two key topics of item bank maintenance: bank analytics/monitoring and the development of targeted item writing assignments.

Regarding bank analytics, if the bank is the heart of the testing program, it is important to monitor how much blood is going to each part of the body (e.g., are there particular blueprint nodes that are underrepresented). Monitoring this information is critical in order to identify areas that need work. Regarding areas that are identified as needing work, targeted item writing assignments allow for the focusing of efforts where content development needs are greatest. This session will investigate methods (ranging from beginner-level to advanced) to address item bank maintenance. Data from a large-scale educational testing program will be used to provide a realistic context in which targeted item development assignments are being used to address potential weaknesses in the bank.

One key lesson learned is listening to content experts talk about how they develop items and the problems they have encountered and identified in writing to specific test blueprint nodes. These "problem nodes" can then receive extra attention. If, on the other hand, a blueprint node is well established and has items at all points of the scale and pretest items ready, fewer items can be written to that node.

This session will delve into aspects of psychometrics and program design and measurement. Discussion will focus on the benefits and methods of bank analytics available and what to do when there is a weakness in the test bank. Attendees will gain an understanding of item bank maintenance and a basic understanding of methods to dive into their banks to locate and fix potential weaknesses.

PRESENTERS:

Donovan Lessard Physician Assistant Education Association

Andrew Dallas National Commission on Certification of Physician Assistants

Zach Britt Physician Assistant Education Association

✓ FUNDAMENTALS OF TESTING

Technology as a Game Changer: The Evolution of Testing and Crystal Ball View of the Future

Room: Bonnet Creek Ballroom X
Practice Area Division: C/L E I/O C W
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

Technology is a game changer that has introduced test sponsors to a myriad of testing solutions far beyond traditional paper-based testing and computer-based testing (CBT) using dedicated testing sites. In recent years, Internet-based testing (IBT) has been adopted extensively for non-proctored online assessments and has grown in market share for proctored exams using onsite and remote-proctoring models. Continued growth in Internet accessibility, reliability, and speed combined with other advanced technologies and the proliferation of mobile device use has set the stage for many exciting future possibilities. This session will provide a brief historical perspective on the evolution of high-stakes testing, with a focus on how technology is being applied across the spectrum of current testing options, including paper-based testing, response clicker technology, dedicated CBT testing sites, online testing with/without remote proctoring, kiosk testing, and CBT event testing with mobile devices.

The purpose of this session will be to provide an objective perspective on the current options available and outline key differentiating features that meet a wide range of testing program requirements, including varying levels of security, accessibility, convenience, and cost. The focus of this session will be on how technology is currently being applied, as an overview of the testing options landscape, and on the future of testing. This engaging session will end with a group discussion and a potential demonstration of technologies under development that may revolutionize the way individuals think about testing.

PRESENTERS:

Steve Barkley Paradigm Testing
Craig Mills National Board of Medical Examiners

The Progress and Promise of Open Source Technology to Support State Assessment Systems

Room: Flagler/Gilchrist
Practice Area Division: E
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

This session will explore how two multi-state assessment consortia are leveraging open-source technology to improve computer-based testing. Presenters will use these experiences to inform a broader discussion about the progress and promise of open assessment. The consortia that will be featured are the National Center and State Collaborative (NCSC) and the Partnership for the Assessment of Readiness for College and Careers (PARCC), who are each building open assessment systems to meet their distinct goals. Other participants include a managing partner from a technology company doing significant work in open assessment and a university professor with deep expertise and experience in assessment.

The presenters will provide an overview of open source technology and discuss its relevance and importance to the field of educational assessment, including orientation to some prominent resources that developers can use to support open assessment. Next, consortia leaders will discuss benefits and challenges associated with designing and implementing their systems. NCSC is using open source technology in their computer-based system to build a comprehensive technology platform to support assessment of students with significant cognitive disabilities. The NCSC system prominently features TAO, which has been extended and customized to maximize accessibility among other priorities. PARCC is also building a system to provide a suite of capabilities to support non-summative assessments. PARCC's priorities include support of innovative items, student tools, and accessibility features.

The presenters will use these consortia experiences as a foundation for a broader dialogue about the opportunities associated with open-source technology for the field at large and the essential considerations that should be addressed moving forward. Benefits of open assessment include leveraging economy of scale from shared development initiatives and providing resources that may support more transparent and coherent assessment systems across states. However, implementation challenges remain such as providing a mechanism to guarantee quality, linking with non-open-source components, allowing the inclusion of ancillary services, and determining an appropriate licensing and distribution model. Attendees will discuss their perspectives on these and other topics and identify promising practices to best leverage the promise of open assessment.

PRESENTERS:

Jeff Cuff PARCC, Inc.
Marc Oswald Open Assessment Technologies
Doug Wilson Breakthrough Technologies, Inc.

#atpconf

Authentications vs Identification: E-Learning Identities

Room: Jackson
Practice Area Division: C/L E I/O C W
Topic: Security and Privacy
Session Type: Breakout Session

This session will address the differences between identity authentication and verification. Identity verification typically equates to logging in with exam delivery system credentials. This is an insecure form of verification that can be defined as a single-factor component that relies on seeing the same individual consistently return. Frictionless authentication aims to verify that the correct individual is participating by using a multi-factor approach: requiring something that individuals have, something they are, and something they know.

PRESENTERS:
Don Kassner ProctorU
Adam Oaks Idology

11:15 AM - 12:30 PM

CLOSING GENERAL SESSION
Reclaiming the Conversation: Influencing How the World Talks and Thinks About Testing

Room: Floridian Ballroom

How good are we at explaining the value and purpose of our own industry? How involved are we, as an industry, in the national and global conversations taking place among students, parents, employees, educators, employers, journalists, policy makers, and healthcare professionals about the value and purpose of standardized testing? Are we actually engaging in that conversation or are we allowing others to dictate public perceptions?

The reality is discussions about standardized testing have never been more animated, vocal and negative. The result is an ever-eroding level of trust in standardized testing and test scores. At the same time, the need for valid, reliable information in the education and workforce space has never been greater, and our industry's ability to measure and predict has never been stronger. As testing professionals, how do we help shape the conversations taking place in the national and global spotlights so that the benefits of standardized testing aren't lost in a sea of misleading information and negative reporting?

The ATP Innovations in Testing Conference is tackling this challenge openly and frankly. Join industry leaders in a TED Talk-like format to discuss the challenge and how we, as an industry, can help lead the discussion and provide clarity, facts and transparency. This is a session that you will not want to miss...a topic and discussion that will set the course for our industry for years to come. Be sure to be a part of this vital conversation!

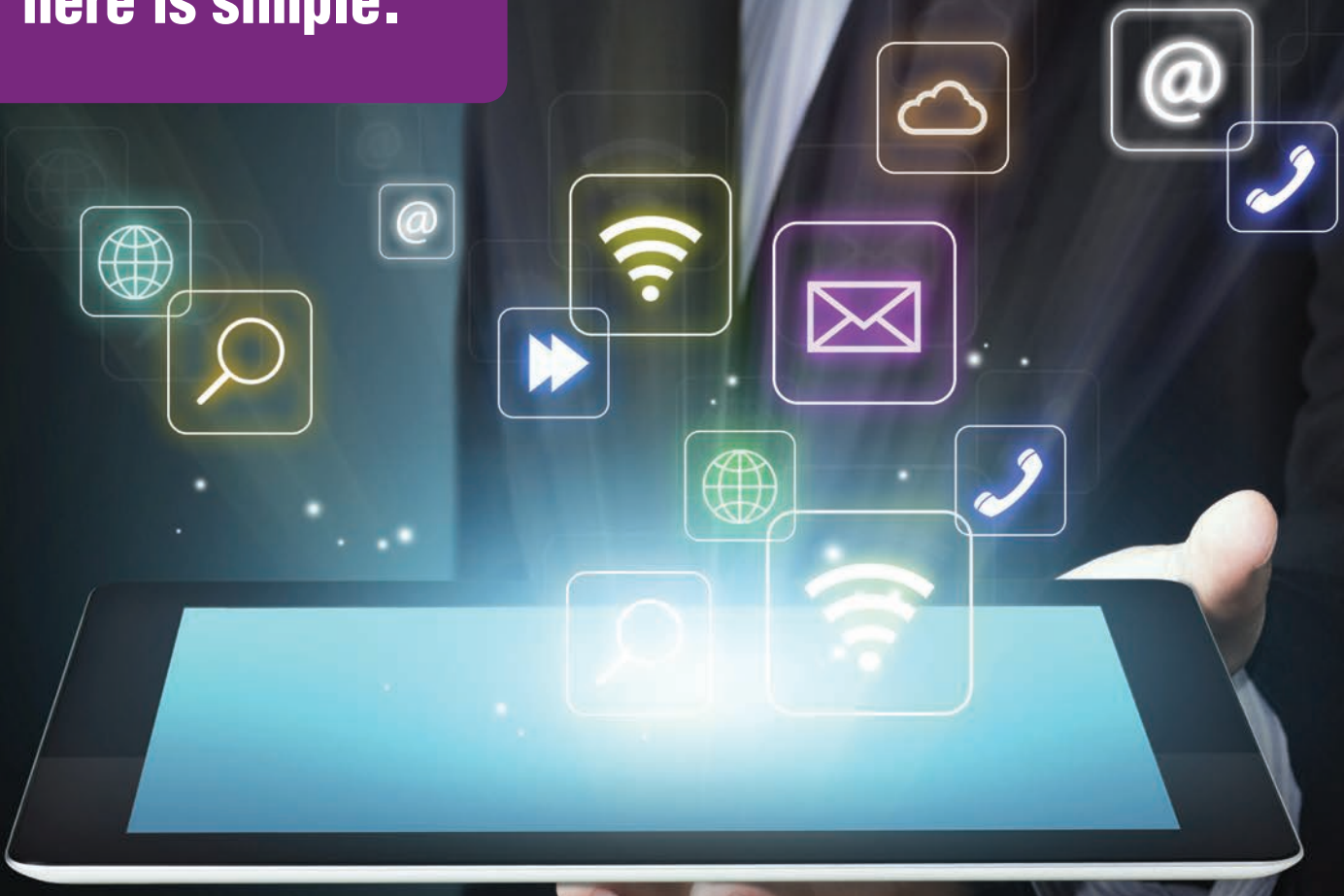Getting connected and staying engaged with colleagues that you meet here is simple.

Join our LinkedIn group.
Simply search "Innovations in Testing"

Join us on Twitter.
#atpconf

View videos on YouTube.
Visit youtube.com/innovationsintesting
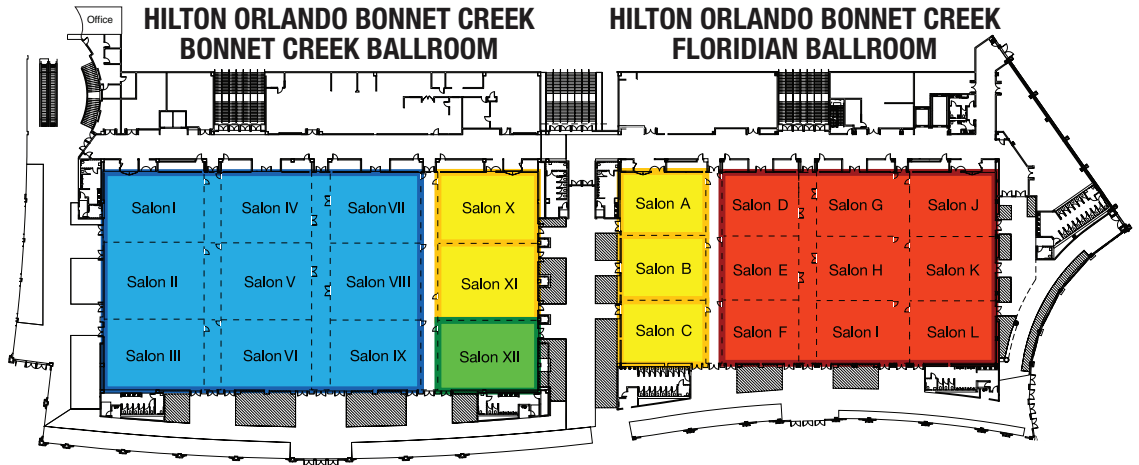
For more details, visit innovationsintesting.org/connect

ATP Members

ACT, Inc.

Academic Therapy Publications

A&D Resources

AICPA

Al-Mayadin Company for Training

Alpine Testing Solutions

American Association of Medical Assistants

American Institutes for Research (AIR)

American National Standards Institute (ANSI)

American Printing House for the Blind

Ascend Learning

Assessio International AB

Assessment Systems Corporation

ATA Testing Authority, Inc.

Autodesk, Inc.

Australian Medical Council

Balochistan Testing Services

Bay State Psychological Associates, Inc.

Board of Certification for Emergency Nursing

Breckenridge Institute

Brightlink

CA Commission on Peace Officer Standards & Training

Cambridge Assessments

The Cambridge Don

C++ Institute

Castle Worldwide, Inc.

Caveon Test Security

CASAS

CEB/ SHL Talent Measurement

Center for Credentialing & Education, Inc.

Center for Advanced Studies in Measurement and Assessment

Center for Applied Axiometrics

Center on Education and Training for Employment

Central Test

Certnt, Llc.

Cicek Svensson Consulting

Cisco

Cito B.V.

The Clark Wilson Group

The College Board

Collegepre

Comms Multilingual Ltd.

Computer Skills Foundation

CSA Standards

CTB/McGraw Hill

Dansk Psykologisk Forlag

Directional Insight International

Educational & Industrial Testing Service

Educational Testing Service (ETS)

Eduquity Career Technologies Pvt. Ltd.

EMC Corporation

Empleos.net

Enlight KS

Ericsson

Examity

Excelsoft

Executive Development Assessment Centre

Furstperson

General Dynamics Information Technology

Global Learning and Assessment Development

Golden LLC

Graduate Management Admission Council

Engage Global Solutions

Hewlett Packard

Hogan Assessment Systems

Hogrefe Publishing

IDS Publishing Corporation

IELTS USA

Industrial Psychology International, Ltd.

Innovative Exams

Institute for Personality and Ability Testing

Inteleos Psychometric Services

International Credentialing Associates

International Testing and Training Services (ITTS)

Internet Testing Systems

Japan Third Party Co., Ltd.

Joint Commission on Allied Health Personnel in Opthalmology (JCAHPO)

Joint Commission on National Dental Examinations (JCNDE)

Kryterion Inc.

LAPT

Learndirect

LinkedIn

Linux Professional Institute

Logical Operations

Lotus/IBM

Loyalist Exam Services

Measured Progress, Inc.

Measurement Incorporated

MeritTrac Services Pvt. Ltd.

Metalogic, Inc.

Meta Metrics, Inc. .

MetriTech, Inc.

Microsoft Corporation

Morris & McDaniel, Inc.

Mountain Measurement, Inc.

National Center for Assessment in HIgher Education

National Accountant Assessment & Certification Center, PRC

National Center on Educational Outcomes, University of Minnesota

Naklada Slap

NATA Board of Certification, Inc.

National Technology Transfer

National Testing Service - Pakistan

National Council of State Boards of Nursing

NCCPA

Netlogon Technologies, Inc.

Next Focus AR AB

Nichols & Molinder Assessments

NOCTI

NPC Inc.

Open Assessment Technologies S.A.

Organization Analysis & Design

Paradigm Testing

Pearson VUE

Peoplecert International

Performance Assessment Network

Performance Programs, Inc.

Performanse

Personnel Systems Corporation

Pharmacy Technician Certification Board

Prevue Assessments

ProctorU, Inc.

Professional Credential Services, Inc.

Professional Examination Service

Professional Testing, Inc

Prov, Inc.

Prometric

PSI Services LLC

Psychological Services Bureau, Inc.

Psychometrics Canada Ltd.

Questar Assessment, Inc.

Questionmark Corp.

Ramsay Corporation

Randa Solutions

The Riverside Publishing Company

Scantron

School Development and Student Assessment Research Academy

Shenzhen Sea Sky Land Technoogies

Sigma Assessment Systems, Inc.

Software Secure, Inc.

Strasz Assessment Systems

Targeted Testing, Inc.

Testing Center for Technological & Vocational Education

TestReach

Tests.com

Tests for Higher Standards

The Communicators, Inc.

The Linux Foundation

Turning Technologies

UBC Real Estate Division, Sauder School of Business

Uw Center for Placement Testing

Western Psychological Services

World Class Instructional Design (WIDA) at WCER

Winslow Research Institute

Wonderlic, Inc.

Yardstick

Zhaopin

Zoomorphix Systems

Hotel Map

Main Level

Office

HILTON ORLANDO BONNET CREEK
BONNET CREEK BALLROOM

HILTON ORLANDO BONNET CREEK
FLORIDIAN BALLROOM

Salon I	Salon IV	Salon VII	Salon X		Salon A	Salon D	Salon G	Salon J
Salon II	Salon V	Salon VIII	Salon XI		Salon B	Salon E	Salon H	Salon K
Salon III	Salon VI	Salon IX	Salon XII		Salon C	Salon F	Salon I	Salon L

Lower Level

Alachua Baker Bay

Bradford Brevard Broward

Legend:
- Exhibit Hall
- Breakout Sessions and Workshops
- Peas in a Pod
- Keynote, General Sessions and Ignite Presentations
- Speaker Lounge
- Fishbowl Discussions

Citrus
Collier
Columbia

De Soto
Dade
Dixie
Duval

HILTON ORLANDO BONNET CREEK
MEETING ROOMS

Escambia Flagler Gilchrist Hamilton Indian River Jackson

Taylor Union

Lake Manatee Nassau Orange Palm Beach Sarasota

Exhibit Hall Map

Food and Beverage

Food and Beverage

ENTRANCE

ENTRANCE

MEN

WOMEN

ENTRANCE   ENTRANCE

INSIGHT
HAPPENS HERE

Alpine Testing Solutions

ANSI — American National Standards Institute

ata

BV B | VIRTUAL — ONLINE PROCTORING REDEFINED

CollegeBoard

ETS

examity — BETTER TEST INTEGRITY.

GMAC — GRADUATE MANAGEMENT ADMISSION COUNCIL

iTS internet TESTING SYSTEMS

KRYTERION GLOBAL TESTING SOLUTIONS

PEARSON

psi

Professional Testing

PROMETRIC

Yardstick — Testing and Training Experts

www.InnovationsInTesting.org