ATP 2017
Innovations in Testing
Scottsdale, AZ

LEADING the CONVERSATION

This book belongs to: _____

March 5 - 8, 2017 | The Westin Kierland Resort & Spa | #atpconf

internet TESTING SYSTEMS

CELEBRATING 20 YEARS OF DELIVERING INNOVATIONS

ACCESSIBILITY

Accessibility is designed into our systems 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.

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.

Schedule at a Glance / Table of Contents

Sunday – March 5

3:00 PM – 7:30 PM Registration Open
Hall of State

5:00 PM – 6:00 PM First-time Attendee Reception and Remarks
Dreamweavers Canyon

6:00 PM – 7:30 PM Innovations in Testing Opening Reception
Trailblazer Ballroom

Monday – March 6

7:30 AM – 7:00 PM Registration Open
Hall of State

7:30 AM – 7:00 PM Speakers Lounge Open
Cushing A

7:30 AM – 7:00 PM Exhibit Hall Open
Kierland Grand Ballroom

7:30 AM – 8:30 AM Breakfast with Exhibitors
Kierland Grand Ballroom

7:30 AM – 8:15 AM Session Coordinator Breakfast
Powell

7:30 AM – 8:15 AM ATP European Regional Division Breakfast Meeting – *All are Welcome!*
Trailblazer C

8:30 AM – 9:15 AM Opening General Session
Herberger Ballroom

9:15 AM – 9:30 AM Break with Exhibitors
Kierland Grand Ballroom

9:30 AM – 10:30 AM Breakout Sessions and Peas in a Pod Discussion

10:30 AM – 11:00 AM Coffee Break with Exhibitors
Kierland Grand Ballroom

11:00 AM – 12:00 PM Breakout Sessions and Peas in a Pod Discussion

12:00 PM – 1:15 PM Lunch with Exhibitors & Product Demonstrations
Kierland Grand Ballroom & Foyer

12:00 PM – 1:00 PM ATP Education Practice Area Division Luncheon – *All are Welcome!*
Whipple Suite

12:00 PM – 1:00 PM ATP Asia Regional Division Luncheon – *All are Welcome!*
Sitgreaves Suite

12:00 PM – 1:00 PM ATP Certification/Licensure Practice Area Division Luncheon – *All are Welcome!*
Trailblazer C

1:15 PM – 2:15 PM Breakout Sessions and Peas in a Pod Discussion

2:15 PM – 2:30 PM Break with Exhibitors
Kierland Grand Ballroom

2:30 PM – 3:30 PM Breakout Sessions and Peas in a Pod Discussion

3:30 PM – 4:30 PM Dessert with Exhibitors
Kierland Grand Ballroom

3:30 PM – 4:30 PM Health Sector Special Interest Group Meeting
Sitgreaves Suite

4:30 PM – 5:30 PM Breakout Sessions and Peas in a Pod Discussion

5:30 PM – 7:00 PM Reception with Exhibitors and ePoster Sessions
Kierland Grand Ballroom and Foyer

Tuesday – March 7

7:30 AM – 5:30 PM Registration Open
Hall of State

7:30 AM – 7:00 PM Speakers Lounge Open
Cushing A

7:30 AM – 4:15 PM Exhibit Hall Open
Kierland Grand Ballroom

7:30 AM – 8:30 AM Breakfast with Exhibitors
Kierland Grand Ballroom

7:30 AM – 8:15 AM ATP Security Committee Breakfast – *All are Welcome!*
Trailblazer C

7:30 AM – 8:15 AM ATP Clinical Practice Area Division Breakfast – *All are Welcome!*
Cushing B

8:30 AM – 10:00 AM Workshops

8:30 AM – 10:00 AM Hackathon Part 1
must be pre-registered
Trailblazer B

10:00 AM – 10:15 AM Break with Exhibitors
Kierland Grand Ballroom

10:15 AM – 11:45 AM Workshops

10:15 AM – 11:45 AM Hackathon Part 2
must be pre-registered
Trailblazer B

11:45 AM – 1:00 PM Lunch with Exhibitors
Kierland Grand Ballroom

1:00 PM – 2:00 PM Tuesday Keynote
Herberger Ballroom

2:00 PM – 4:30 PM Dessert with Exhibitors
Kierland Grand Ballroom

2:30 PM – 3:10 PM Ignite Sessions
Herberger Ballroom

3:10 PM – 4:00 PM Innovation Lab Presentations
Herberger Ballroom

3:10 PM – 4:00 PM Ignite Table Discussions
Herberger Ballroom Foyer

4:30 PM – 5:30 PM Breakout Sessions and Peas in a Pod Discussion

5:30PM – 6:30 PM Sponsor Thank You and Debrief Reception
Hall of State

6:00 PM – 7:00 PM ATP Industrial/Organizational Practice Area Division Reception – *All are Welcome!*
Whipple Suite

Wednesday – March 8

7:30 AM – 12:00 PM Registration Open
Hall of State

7:30 AM – 11:00 AM Speakers Lounge Open
Cushing A

7:30 AM – 8:45 AM Continental Breakfast
Hall of State

7:30 AM – 8:30 AM ATP Workforce Skills Credentialing Practice Area Division Breakfast – *All are Welcome!*
Trailblazer C

7:30 AM – 8:30 AM Hackathon Presentations Breakfast
Powell

7:30 AM – 8:30 AM Networking with Innovation Lab Participants: Join them to Discuss their Product or Service
Hall of State

8:45 AM – 9:45 AM Breakout Sessions and Peas in a Pod Discussion

9:45 AM – 10:00 AM Coffee Break
Foyers

10:00 AM – 11:00 AM Breakout Sessions and Peas in a Pod Discussion

11:15 AM – 12:30 PM Closing Keynote Session
Herberger Ballroom

12:30 PM – 1:30 PM Volunteer Appreciation Lunch
Trailblazer C

2:00 PM – 4:00 PM Post Conference Workshop - IDEO Workshop: Can Assessments Be Human-Centered?
Merriam

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Welcome!

Dear Colleague,

Welcome to ATP's 18th annual Innovations in Testing Conference — an event that has become synonymous with leading the conversation about testing and assessment. The conference seeks to bring together assessment industry professionals from practice areas such as Certification/ Licensure, Clinical, Educational, Industrial/Organizational and Workforce Skills Credentialing. Since the assessment industry changes rapidly as advances in technology provide new opportunities, this conference gives attendees the opportunity to learn about these advances and understand how you might leverage them in your own work.

As a global industry leader, ATP's influence for testing continues to spread. This year we will once again welcome delegates from around the world to a conference that has gained a reputation for excellence, outreach and innovation.

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

This year, the Conference Planning Committee is excited to be on the forefront of introducing new ideas and innovations through our first-ever Innovation Lab. They are also excited to once again share with you the many high-caliber Workshops, Breakouts, Ignite Sessions, Product Demonstrations, ePoster sessions, Fishbowls and Hackathon that have become the hallmark of the Innovations Conference.

Back by popular demand is our Ambassador program, in which new conference attendees are matched with mentors to insure that their first experience at the Innovations conference is as rich and insightful as possible. Also returning will be our "Peas in a Pod" discussion groups, which 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-Timers Reception and the Welcome Reception on Sunday evening. This year the Welcome Reception will be a "star-studded happening" as we will introduce, for the first time at this event, the 2017 ATP Award winners. This should be a true highlight to the evening and allow our delegates to meet leaders in the field of assessment on an all new up-close and personal level.

On Monday night another popular reception will take place in the Exhibit Hall, where delegates will be able to partake in a festive atmosphere as they visit with the sponsors who, year after year, make our Innovations conference possible.

And 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, create your own custom schedule and — new this year — enjoy the innovative "virtual" tote bag!

Be sure to mark your conference calendar for our opening and closing sessions where we, as an industry, will continue our campaign, started last year on influencing how the world talks and thinks about testing. Last year we were reclaiming the conversation — this year, we are leading the conversation!

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

Welcome to Arizona!

Best regards,

Nikki Eatchel
Board Chair, 2017

Ashok Sarathy
Conference Chair, 2017

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.

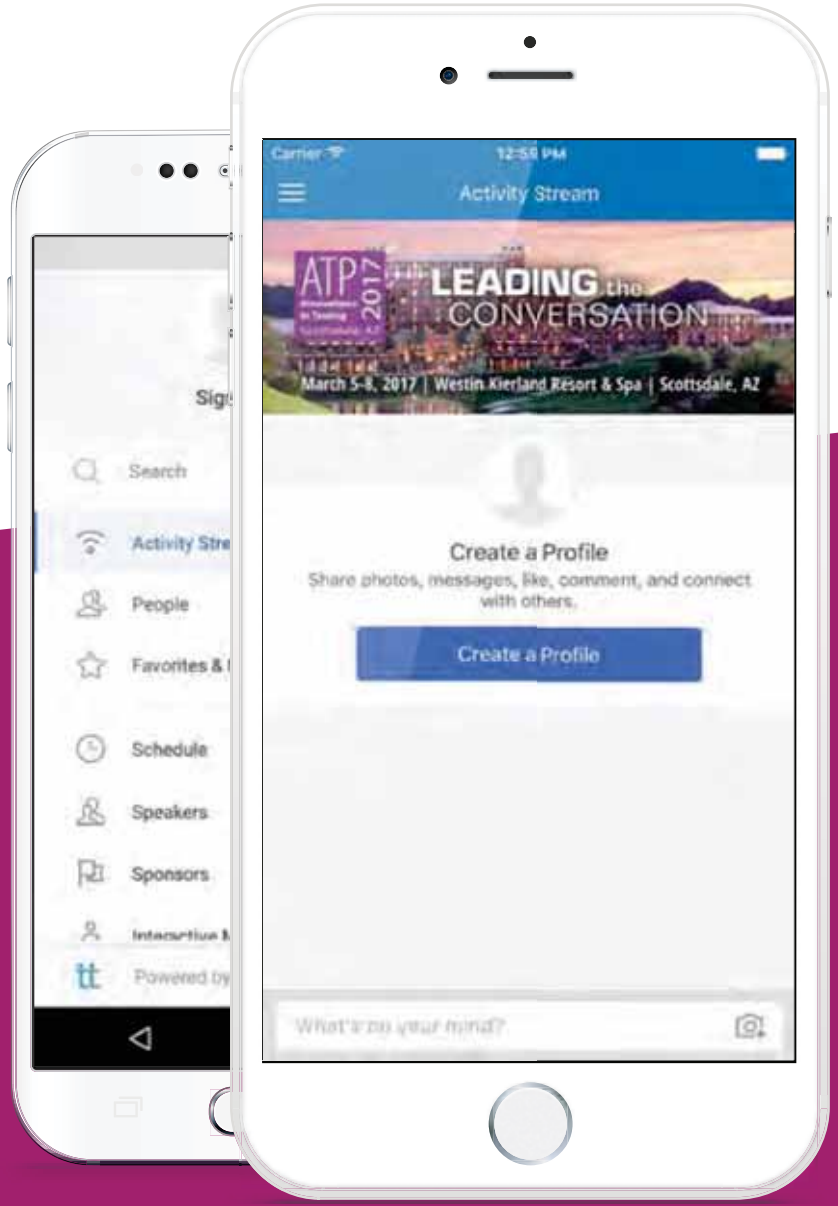
North America Regional Division

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!

#atpconf

We're Mobile!



Download the new Conference App from your App Store.

Scan to download

Available for

SEARCH

Innovations in Testing 2017

Peas in a Pod Discussions

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.

Conversations Only! No Presentations Permitted in the Pod!

Monday, March 6th

9:30 AM - 10:30 AM
Using Big Data and Predictive Analytics for Test Security

11:00 AM - 12:00 PM
Data Privacy: Trends and Compliance

1:15 PM- 2:15 PM
Combining Learning and Testing: How Can Assessment Expertise Improve Digital Learning Solutions?

2:30 PM - 3:30 PM
Performance Testing: Opportunities, Challenges, and Lessons Learned

4:30 PM- 5:30 PM
IT Certification: Top Trends

Tuesday, March 7th

8:30 AM - 10:00 AM
Dangerous Misconceptions: Prevalent Myths in Testing

10:15 AM - 11:45 AM
Multi-National Business Considerations

4:30 PM - 5:30 PM
Using National Tests for Accountability Under ESSA

Wednesday, March 8th

8:45 AM - 9:45 AM
Value of Testing: How to Find and Communicate Your Program's Value

10:00 AM - 11:00 AM
Millennials in Testing: How to Engage in the Testing Industry

#atpconf

Conference Program Overview

Innovations in Testing 2017 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?

- Did you sign up to have an Ambassador? If so, great! You should have heard from your Ambassador and have a location to meet. If you have not heard from your ambassador, stop by the onsite registration desk, and we'll connect you.
- Don't miss the First Time Attendee Reception on Sunday from 5:00 – 6:00 PM in Dreamweavers Canyon, 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 for All Attendees

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

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

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

Conference Topics

In addition to topics regarding the value of testing, we continue to offer the world-class content you have come to expect at the Innovations in Testing conference:

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

The 2017 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.

LEADING the CONVERSATION

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

Given the importance and urgency of this ongoing dialogue, we have organized the 2017 Innovations in Testing conference around this broader theme, providing our members and attendees with a focal point to mobilize our resources, and promote the many positive and vital aspects of testing in our society. To better promote the specific sessions and events amplifying this theme, we have highlighted selected sessions throughout the conference as Leading the Conversation. Don't miss out!

GLOBAL SESSION

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

FUNDAMENTALS OF TESTING

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

FEATURED SPEAKER SESSION

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

Conference Program Overview

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, 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 narrower focus.
- Who leads them? 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 are on Tuesday from 2:30 – 3:10 PM in the main General Session Room (Herberger Ballroom). If you are interested in digging deeper into one of the Ignite topics, join us for Roundtable Discussions, moderated by the Ignite presenters, immediately following the presentations from 3:10 – 4:00 PM in the Herberger Ballroom Foyer. See page 100 for details.

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

Product Demonstrations are computer-based demonstrations or presentations showcasing the latest technologies, products, services and/or solutions within the testing industry. Join us for a demo competition on Monday from 12:00 – 1:15 PM in the Kierland Grand Ballroom & Foyer.

ePoster Sessions are your chance to have a one-on-one interaction with presenters while you enjoy a cocktail. Presenters highlight a particular study, product, technology, or approach that has changed the way they think about testing, their program, or both. This year's ePosters cover a vast array of fascinating topics. These are on Monday from 5:30 – 7:00 PM during the reception with exhibitors in the Kierland Grand Ballroom. See page 78 for details.

NEW!

2017 ATP Innovation Lab

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

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

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

- Official Innovation Lab Sponsor is ACTNext
- Supporting Lab Sponsors are TrueAbility and General Dynamics IT

Peas in a Pod

Join the Discussion . . . Conversations Only!
No Presentations Permitted in the Pod!

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. One Peas in a Pod Discussion occurs during each breakout timeslot in Cushing B.

ATP Practice Area Divisions

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

- **Certification/Licensure**
- **Education**
- **Industrial/Organizational**
- **Clinical**
- **Workforce Skills Credentialing**

Session Recordings

The Opening Keynote, Closing Keynote, Ignite Sessions, and many of the Featured Speaker Sessions will be recorded and available 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.

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 learn more during the conference, please stop by the registration desk, speak with any committee member (look for the "committee member" ribbon on their badge), or visit ATP's booth. You may also visit www.innovatonsintesting.org/volunteer for more information about how you can help shape future Innovations in Testing conferences as well as other volunteer opportunities.

For More Information about ATP and the Innovations in Testing Conference, visit the

- **ATP booth**
- **ATP Website: www.testpublishers.org**
- **Innovations in Testing Website: www.innovationsintesting.org**

Special Thanks to the 2017 Conference Committees and Volunteers

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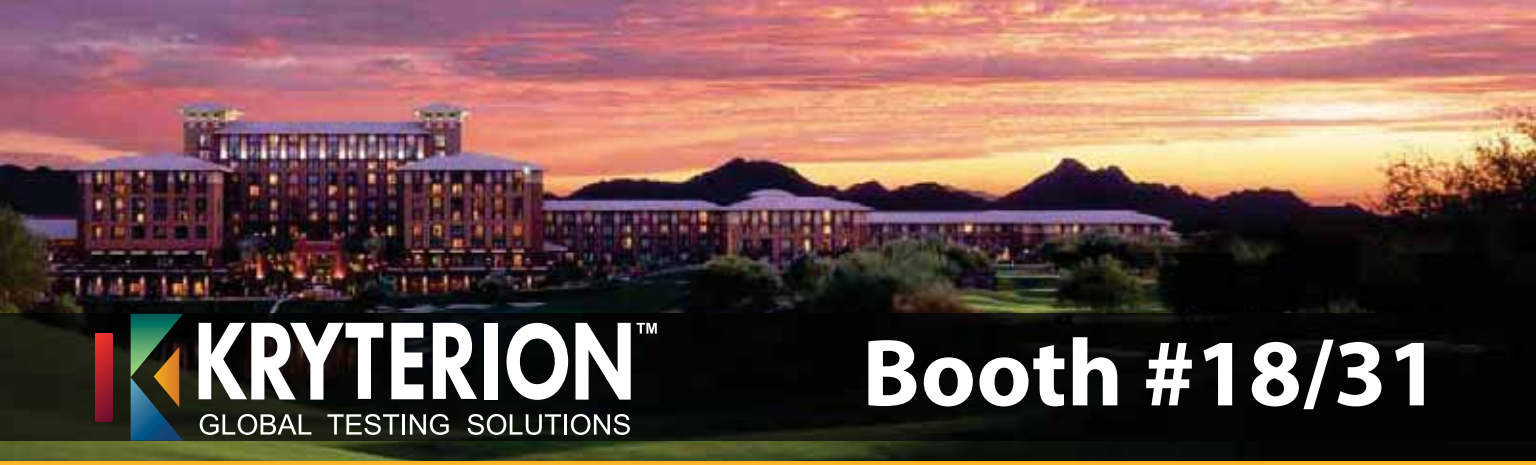

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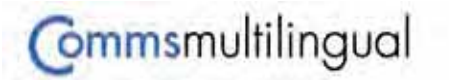

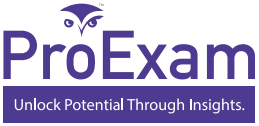

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Receptions and Awards Presentation

Sunday, March 5, 2017 • 5:00 PM - 7:30 PM

3:00 PM – 7:00 PM

Registration Open

Room: Hall of State

5:00 PM – 6:00 PM

First Time Attendee Reception and Remarks

Room: Dreamweavers Canyon

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 and Awards Presentation

Room: Trailblazer Ballroom

Please join your colleagues in the testing industry and celebrate the opening of ATP's 18th Annual Conference. Don't miss this opportunity to meet up with old friends and make some new ones!

New this year, we'll also be honoring our 2017 Career Achievement Award and 2017 Professional Contributions and Service to Testing Award recipients! You won't want to miss this!

Awards Presentation

ATP 2017 Career Achievement Award

NEIL J. DORANS

Neil J. Dorans is in the Center for Statistical and Psychometric Theory and Practice in the Research & Development division at Educational Testing Service. He received his Ph.D. in quantitative psychology from the University of Illinois in 1978, and a B.S. in social systems analysis from Stevens Institute of Technology. Dorans was involved with SAT score equating and linking for over three decades. He was the architect for the recentered SAT scales that were implemented in 1995. He also performed linking studies relating the SAT to the ACT. Dorans co-edited Linking and Aligning Scores and Scales, published in 2007. Throughout his career, Dorans focused on fairness assessment at the item and score levels. He introduced the standardization approach to assessing item-level fairness in 1983. Since 2000, he has advocated checking the population of score linking functions to assess score-level fairness. In 2016, he co-edited Fairness in Educational Assessment and Measurement. In 2011, he co-edited Looking Back, a volume that honored the career of Paul Holland. Prior to receiving this year's ATP Career Achievement Award, Dorans received the ETS Measurement Statistician Award in 2003 for, among other things, his work on recentering SAT scores and the role he played in mentoring staff on score linking and fairness issues. In 2005, ETS made him a Distinguished Presidential Appointee. Dorans also received the National Council on Measurement in Education's Career Contributions Award in 2010 in recognition of his substantial and creative theoretical and technical developments, and his innovative ideas that have significantly affected measurement practices.

ATP 2017 Professional Contributions and Service to Testing Award

SHELDON ZEDECK

Dr. Sheldon Zedeck is Professor Emeritus of Psychology and Professor of the Graduate School, in the Department of Psychology at the University of California at Berkeley. He has been at Berkeley since 1969 when he completed his Ph.D. degree in Industrial and Organizational Psychology at Bowling Green State University in Ohio. He retired in December 2010. At Berkeley he served in several administrative positions including Vice Provost for Academic Affairs and Faculty Welfare, Chair of the Department of Psychology, and Director of the campus' Institute of Industrial Relations from 1988-92.

Dr. Zedeck is co-author of four books on various topics: (1) Foundations of Behavioral Science Research in Organizations (1974, with Milton Blood), (2) Measurement Theory for the Behavioral Sciences (1981, with Edwin E. Ghiselli and John Campbell), (3) Performance Measurement and Theory (1983, with Frank Landy and Jan Cleveland), and (4) Data Analysis for Research Designs (1989, with Geoffrey Keppel). In addition, he has edited a volume entitled Work, Family, and Organizations (1992), which is part of the Society for Industrial and Organizational Psychology (SIOP) Frontiers Series.

Dr. Zedeck has served on the editorial boards of Journal of Applied Psychology (editor, 2002-2008), Contemporary Psychology, and Industrial Relations. He has also served as Editor of Human Performance, as well as Associate Editor of Applied Psychology: An International Review. He is the editor-in-chief for the 3-volume American Psychological Association (APA) Handbook of Industrial and Organizational Psychology (2010), as well as chief-editor for the APA Dictionary of Statistics and Research Methods (2014).

Dr. Zedeck has been quite active in the Society for Industrial and Organizational Psychology (Division 14 of the American Psychological Association [APA]). He has been on the Society's Educational and Training Committee; its Workshop Committee; a Member-at-Large; editor of the Society's newsletter, TIP; served on two ad hoc committees concerned with revising the Society's "Principles for the Validation and Use of Personnel Selection Procedures;" represented the Society on the APA Council of Representatives; and in 1986-87 was the President of the Society.

For 40+ years, Dr. Zedeck has been quite active in consulting with private and public sector organizations. He has developed selection and promotion systems for private and public organizations, for jobs from entry level through senior management, with a focus on systems that are fair and provide for a diverse workforce. He has also been an expert witness representing plaintiffs, organizations, and as part of consent decree teams, in employment discrimination cases.

ATP 2017
Innovations in Testing
Scottsdale, AZ

LEADING the CONVERSATION

Monday Morning Schedule

#atpconf

Monday Morning Schedule

7:30 AM – 7:00 PM

- ☐ Registration Open ..... Hall of State
- ☐ Speaker Lounge Open ..... Cushing A

7:30 AM – 8:30 AM

- ☐ Breakfast with Exhibitors ..... Kierland Grand Ballroom

7:30 AM – 8:15 AM

- ☐ ATP Regional Breakfast: Europe – *All are Welcome!* ..... Trailblazer C
- ☐ Session Coordinator Breakfast ..... Powell

8:30 AM – 9:15 AM

- ☐ Opening General Session ..... Herberger Ballroom

9:15 AM – 9:30 AM

- ☐ Break with Exhibitors ..... Kierland Grand Ballroom

9:30 AM – 10:30 AM

- ☐ Truth or Consequences: AKA—Did they Really Pass That Test? .. Trailblazer B
- ☐ Challenges and Trends in Employee Selection Testing: Practical Considerations and Approaches ..... Greenway A-B
- ☐ Legal Overview of Testing: What Everyone Should Know About the Legal Landscape ..... Kirkland
- ☐ Weighing the Options: Strategies for Evaluating Your Choices for Test Administration ..... Lowell
- ☐ Diagnostic Measurement of Categorical Constructs Using Latent Class Models ..... Merriam
- ☐ Validity in the Context of Credentialing Tests: Challenges, Successes, and More Challenges ..... Powell
- ☐ Measuring Test Taker Competency: A Cross-Divisional Session on the Value of Performance Testing ..... Rainmakers A
- ☐ Timing is Everything: Determining the Pace of Change in a Profession ..... Rainmakers B
- ☐ Automating Score Reports and Technical Documentation Using R: A Beginner's Guide ..... Rainmakers C
- ☐ Changing the Design of Examinee Score Reports ..... Trailblazer A
- ☐ Will "Wearables" Provide the Next Big Innovation in the Measurement and Assessment of People? ..... Trailblazer C

9:30 AM – 10:30 AM (con'td)

- ☐ Doing Business as a Multi-National: Considerations from a Practical Perspective ..... Trailblazer D-E
- ☐ PEAS IN A POD DISCUSSION – Using Big Data and Predictive Analytics for Test Security ..... Cushing B
- ☐ PLATINUM SPONSOR SESSION (Pearson VUE) - Online Proctoring: Balancing the Risks and Rewards for Your Program ..... Mapmakers
- ☐ PLATINUM SPONSOR SESSION (Yardstick) - Automation and Virtualization in Professional Testing.....Pathfinders ..... Pathfinders
- ☐ PLATINUM SPONSOR SESSION (Caveon) Test Security Breaches … In the Twilight Zone ..... Tribal

10:30 AM – 11:00 AM

- ☐ Coffee Break with Exhibitiors ..... Kierland Grand Ballroom

11:00 AM – 12:00 PM

- ☐ Is Gaming a Psychometrically Valid Option for High Stakes Testing? ..... Trailblazer B
- ☐ How Big Data, a Different Type of Expert, and a Child Disrupted (and Improved) Traditional Assessment ..... Greenway A-B
- ☐ Eyes on the Future: Big Data & Analytics in Education ..... Kirkland
- ☐ A Dynamic Distributed Approach to Continuous Exam Maintenance ..... Merriam
- ☐ Using Lean Principles in Item Development and Item Management .... Powell
- ☐ Begin with the End in Mind: How to Update a Professional Competency Profile in the Financial Services Industry ..... Rainmakers A
- ☐ Boosting Item Defensibility: Examples in Credentialing and Selection ..... Rainmakers B
- ☐ Diagnostic Feedback using IRT and Bayes Classification ..... Rainmakers C
- ☐ Assessing Intelligence and Executive Functions ..... Trailblazer A
- ☐ Sponsor Session ..... Tribal
- ☐ International Expansion: Globalizing Your Testing Program ..... Trailblazer C
- ☐ Addressing the Gaps: Using Research on Security Practices to Identify Your Organization's Shortfalls ..... Trailblazer D-E
- ☐ PEAS IN A POD DISCUSSION – Data Privacy: Trends and Compliance ..... Cushing B
- ☐ PLATINUM SPONSOR SESSION (ATA) - Roles of Testing in China - Servicing the Education Process or Leading It? ..... Mapmakers
- ☐ PLATINUM SPONSOR SESSION (SureID) - Identity Assurance Complements Pre- and Post-Testing Requirements ..... Pathfinders
- ☐ PLATINUM SPONSOR SESSION (Pacific Metrics) - A Universal Test Assembler for the Automated Production of Fixed- Form Tests, Adaptive Tests, and Any Mixture of the Two ..... Tribal

Registration / Opening General Session / Break

Monday, March 6, 2017 • 7:30 AM - 9:30 AM

7:30 AM – 7:00 PM

Registration Open

Room: Hall of State

Speaker Lounge Open

Room: Cushing A

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.

7:30 AM – 8:30 AM

Breakfast with Exhibitors

Room: Kierland Grand Ballroom

7:30 AM – 8:15 AM

ATP Regional Breakfast: Europe - *All are Welcome!*

Room: Trailblazer C

Join the European Division for ATP as we discuss the current plans and initiatives in place for 2017 and beyond. Bring your thoughts and ideas as new ideas are encouraged.

Session Coordinator Breakfast

Room: Powell

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

LEADING the CONVERSATION

Opening General Session

8:30 AM – 9:15 AM **Herberger Ballroom**

How can YOU be involved in Leading the Conversation around the value and use of standardized testing? ATP has a long history of responding to aggressive and misinformed campaigns on the measurement industry — and we invite you, as a testing professional, to join us in Leading the Conversation! This theme will be highlighted throughout the conference, starting with the Opening Session where we will kick off a conversation about how each of us can address public misperceptions about the testing industry and how we can contribute to a better understanding of the value of measurement. This conversation will not only extend throughout the three days we spend together in Scottsdale, but more importantly, it will extend long after this conference as we work to address these misperceptions. Learn how YOU can be a part of this important conversation, and join us in making a difference in the workplace, schools and communities!

9:15 AM – 9:30 AM

Break with Exhibitors

Kierland Grand Ballroom

9:30 AM – 10:30 AM

Automating Score Reports and Technical Documentation Using R: A Beginner's Guide

Room: Rainmaker C
Practice Area Division(s):
Topic: Data Management
Session Type: Breakout Session

Over the course of an exam cycle, testing programs perform many distinct, but often dependent, operations. The documentation of such operations for internal and external audiences is a critical component in ensuring (1) the quality of exam forms, (2) the validity of score interpretations and uses, and (3) transparency between the testing organization and stakeholders.

Despite their importance, documentation and reporting can sometimes also prove cumbersome, costly, or both. Often organizations resort to manually copying and pasting from statistical software output, copying and pasting from one document into another, or updating previous versions of reports with current values to create necessary documents. Such processes are inefficient, time-consuming, and are more susceptible to error than automated processes. Moreover, errors in reporting can lead to major negative consequences for both a testing organization and for external stakeholders.

The purpose of this session will be to demonstrate the capability of a freely available software used by the presenters to generate automated reports at different stages of the testing cycle. They will use the statistical software R (R Core Team, 2016) through the R-Studio (RStudio Team, 2016) graphical user interface to demonstrate report generation using R Markdown with KnitR (Xie, 2012) and LaTeX with Sweave (Leisch, 2002). Additionally, the session's presenters will demonstrate the creation of reports commonly generated by testing organizations, highlight relevant information included in such reports, and provide examples for how our organizations have set out to display this information.

Specifically, the presenters will provide examples in the form of the following reports: (1) form construction, (2) item analysis, (3) examinee score reports, (4) examiner feedback reports in the cases of oral or performance assessments, (5) exam summary reports or executive summaries, and (6) technical reports.

Attendees will leave with a better understanding as to the types of information typically included in these reports as well as novel ways to present this information. In presenting these reports as generated by R, the presenters also hope to demonstrate tools and methods that testing organizations, regardless of size or resources, can use to improve the efficiency and accuracy by which they generate reports through automated processes.

Lastly, examples of source code will be provided so that interested participants can download and replicate the processes demonstrated for use at their respective organizations.

PRESENTERS:
Andrew Jones The American Board of Surgery
Michael Peabody American Board of Family Medicine
Robert Furter American Board of Pediatrics

Challenges and Trends in Employee Selection Testing: Practical Considerations and Approaches

Room: Greenway A-B
Practice Area Division(s):
Topic: Business Strategy and Operations
Session Type: Breakout Session

A large US employer and a global publisher of employee selection tests share their experiences and insight regarding challenges and trends in employee selection testing.

The employer administers an average of 60,000 tests a month across a broad range of job applicants. They will share what they face from applicants, technology changes, legal requirements, and internal business demands on testing.

The publisher delivers 40 million tests to clients all across the globe. They will share their perspective on market challenges, and what they are doing to address both current and future needs.

Both companies will share historical perspective of the challenges of the past, solutions that were implemented, and the results and business gains.

The presenters will invite participants to share their unique challenges, and brainstorm on possible solutions – from practical to pie in the sky! Participants will vote on the best possible solution presented, for their chance at a piece of the pie.

PRESENTERS:
Gary Cook IBM
Merri Dillinger Adecco Group North America

Changing the Design of Examiner Score Reports

Room: Trailblazer A
Practice Area Division(s):
Topic: Program Design
Session Type: Breakout Session

In the spirit of information transparency and quality improvement, a redesign of the traditional score report was undertaken to deliver more meaningful and detailed feedback to physicians taking high-stakes medical certification examinations. A new score report was produced following many months of measurement research and input from the physician community through focus groups, "think-aloud" usability interviews, and surveys with randomly-selected examinees.

Based on the initial focus groups and usability studies, the redesign tackled several issues including a simple design, a graphic display of information, meaningful content subscores, and detailed information that would help examinees better understand their performance gaps. The report follows an inverted-pyramid style, presenting broadest information first followed by more detail in each subsequent section (i.e., pass-fail decision first, followed by exam score, subscores, and descriptions of questions missed).

The simple graphical displays made it easier to understand where the examinee stood compared with the passing score and with other physicians. The measurement research led to an improved method of reporting subscores that corrects exaggerated estimates of ability that can sometimes occur when content areas contain only a small number of questions. A listing of blueprint descriptors for each question missed, along with the medical task of that question was used as a way to provide more detailed information without sacrificing test security.

This session will describe the changes made and the process used to make them.

PRESENTERS:
Rebecca Lipner American Board of Internal Medicine
Bradley Brossman American Board of Internal Medicine

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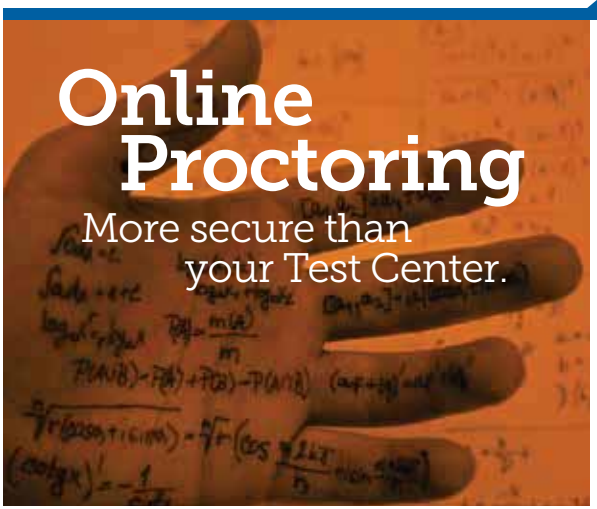

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Breakout Sessions

Monday, March 6, 2017 • 9:30 AM - 10:30 AM

Diagnostic Measurement of Categorical Constructs Using Latent Class Models

Room: Merriam

Practice Area Division(s):

Topic: Measurement and Psychometrics

Session Type: Breakout Session

Many educational tests only report students' total scores, which can provide little or no value in informing teachers as to what their students need to improve. This sessions presenters propose instead using latent class analysis (LC) as a measurement model to capture the students' underlying mental states, which suggest clear paths for improvement. They will show how LC results can be used to create a categorical scoring key and present score reports that summarize a student's (or classroom's) conceptual knowledge in a convenient, color-coded format. Furthermore, interviews with physics teachers indicate that the reports are interpretable and that teachers appreciate the diagnostic data to inform their instruction.

As a simple example, consider a four-item testlet with a common stem that requires students to select from response options A, B, and C. Assume that the correct response pattern is AAAA, and that students with the common misconception tend to select BBBB. Raw scoring and item response theory dichotomize the items, ignoring the information provided by incorrect responses. Other models (e.g. partial credit) take incorrect answers into account but still are over-restrictive by assuming a single underlying dimension.

Because LC uses combinations of responses to classify students, not only would it classify the AAAA and BBBB students into different latent classes, but it could also distinguish between AABB and CCBB students if the statistics suggested that these response patterns were most likely to result from different latent classes, each reflecting a different mental model. Both of the latter response patterns choose the same B responses but may be thinking of those responses differently because they have meaningfully different conceptual states. In this way, LC has the potential to take into account large amounts of diagnostic data that would otherwise be lost.

In this session, the presenters will introduce the LC fundamentals and use a conceptual knowledge survey commonly used by physics educators and researchers (the FMCE) to illustrate the LC approach. The FMCE testlets—each aimed at a specific physics concept—are associated with latent classes that match up with correct Newtonian thinking, common misconceptions, and a few hybrid conceptual states. While the current studies are preliminary, the results are very promising, and this session's presenters expect latent class analysis to join other measurement models as an important part of the cognitive diagnostic assessment toolbox in the near future.

PRESENTERS:

Glen Davenport University of Connecticut

Jay Magidson Statistical Innovations

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Colaborative authoring available globally

Deliver

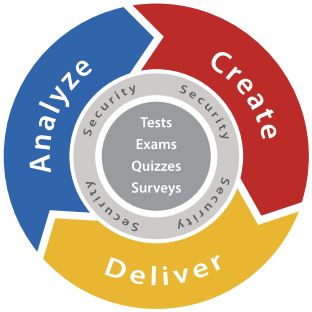
Online Proctoring; Candidate portals

Analyze

Extensive reporting and analytics; Results API

Localize

Translation management; Multilingual interfaces



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Doing Business as a Multi-National: Considerations from a Practical Perspective

Room: Trailblazer D-E
Practice Area Division(s):
Topic: Multi-National Testing Programs
Session Type: Breakout Session

Doing business as a multi-national testing organization entails a wide range of business considerations. In addition to analyzing global exam development and exam security needs, organizations must consider everything from how to enter or expand in a market to how best to address legal, cultural, and language differences. Market analyses, due diligence, and checklists can help ensure a successful launch or expansion. In this session, join professionals with varied international experience to explore some of the practical considerations of doing business successfully as a multi-national testing organization.

PRESENTERS:
Camille Thompson ACT
Ashok Sarathy GMAC
Nick Charge Cambridge English
Mark Poole Facebook
Rachel Schoenig Cornerstone Strategies LLC

Legal Overview of Testing: What Everyone Should Know About the Legal Landscape

Room: Kirkland
Practice Area Division(s):
Topic: Legislation, Policy, and Accessibility
Session Type: Breakout Session

Testing professionals have a responsibility to take the steps involved in making sure programs comply with applicable laws and regulations. They also have a responsibility—recognized by courts—to assure and protect the validity of their instruments.

In this session, two well-known lawyers in the field will provide an overview of some key legal requirements and leading court cases that are relevant to testing professionals. The session will provide a "big picture" overview and some useful background for non-lawyers. A handout providing more detailed resource information will also be available for those interested in learning more, as well as case citations and links to additional information.

This session will focus on an overview of key regulatory issues, including: (1) the Americans with Disabilities Act, (2) Truth in Testing laws, (3) privacy laws, and (4) intellectual property law. Examples of information attendees will learn from this portion of the session include: (1) that there are exceptions to what must be disclosed as part of New York's truth-in-testing law, (2) that there is a special provision in copyright law concerning secure assessments, and (3) what the 80% rule is all about for tests used for employment-related purposes.

The presenters will also discuss some leading court cases relevant to the field. Examples of information attendees will learn from this portion of the session include: (1) that you don't need proof of wrong doing to cancel a suspicious score, (2) that a prep sheet containing cloned test questions is still a violation of copyright law, and (3) that you need to do a job analysis if your test is used as a selection criteria.

Lastly, attendees will learn about their legal options in specific legal contexts. The presenters will discuss the use of (1) score cancellation letters, (2) cease-and desist letters, (3) arbitration, and (4) civil and criminal legal proceedings, along with the role and importance of qualified testing experts.

PRESENTERS:
Alan Thiemann Law Office of Alan J. Thiemann
Lawrence Rudner Paradigm Testing
Robert Burgoyne Norton Rose Fulbright US LLP

Measuring Test Taker Competency: A Cross-Divisional Session on the Value of Performance Testing

Room: Rainmaker A
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

Performance testing has been used for decades in various testing programs. The use of performance testing, however, has increased rapidly in recent years with the growth of technology, the ability to score increasingly complex tasks automatically, and delivery methods that allow for easier distribution of such exams. And as more employers look for assurances that individuals can perform the tasks required of them in many job roles—and not simply have the underlying knowledge—performance testing can evaluate a program's ability to assess these hands-on skills.

This moderated panel session will feature speakers from assessment organizations—including representatives from the Performance Testing Council (PTC)—who represent the Certification, Education, Industrial/Organizational, and Workforce Skills Credentialing divisions. Their discussion will explore how performance testing is used in these contexts, as well as other topics including: (1) how to assess whether a testing program may be a fit for performance testing, (2) common approaches to automating the performance testing process, and (3) common pitfalls encountered in performance testing.

PRESENTERS:
Andy Stockinger Pearson VUE
John Weiner PSI Services LLC
Rebecca Nelson Tableau
Rory McCorkle PSI Services LLC

Timing is Everything: Determining the Pace of Change in a Profession

Room: Rainmaker B
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Practice analysis or job analysis is one of the most fundamental activities completed in support of certification, licensure, and employment examination and assessment development. Because it is resource-intensive, however, associations, boards, and other organizations frequently ask how often a practice analysis needs to be conducted. In this session, learn how the presenters addressed this issue and learn how it impacted both policy and future planning.

First, this session's presenters will describe the licensure process for architects and provide additional context that prompted this study. Next, they will describe the various methods incorporated in this effort. A key element of the approach was the creation of outlook statements. These outlook statements described trends and included forecasts about how architecture practice will evolve in the next 10 to 15 years. They will describe several themes and the recommendations that emerged that are likely to be of greatest interest to session attendees. For example: departing from conventional wisdom, the nature and pace of change suggested that a full-scale practice analysis would likely not be needed as often as the commonly accepted five to seven year guideline.

Lastly, this session's presenters will engage the audience in a discussion of how attendees might adopt the lessons learned in this study to examine the pace of change in other professions. In particular, audience members will discuss: (1) methodologies that can inform a pace of change timing decision, (2) how pace of change findings can impact program policies related to exam score validity and continuing competency, and, (3) potential risks of completing pace of change research which may deliver unanticipated results.

PRESENTERS:
Jared Zurn National Council of Architectural Registration Boards
Kevin Bradley HumRRO

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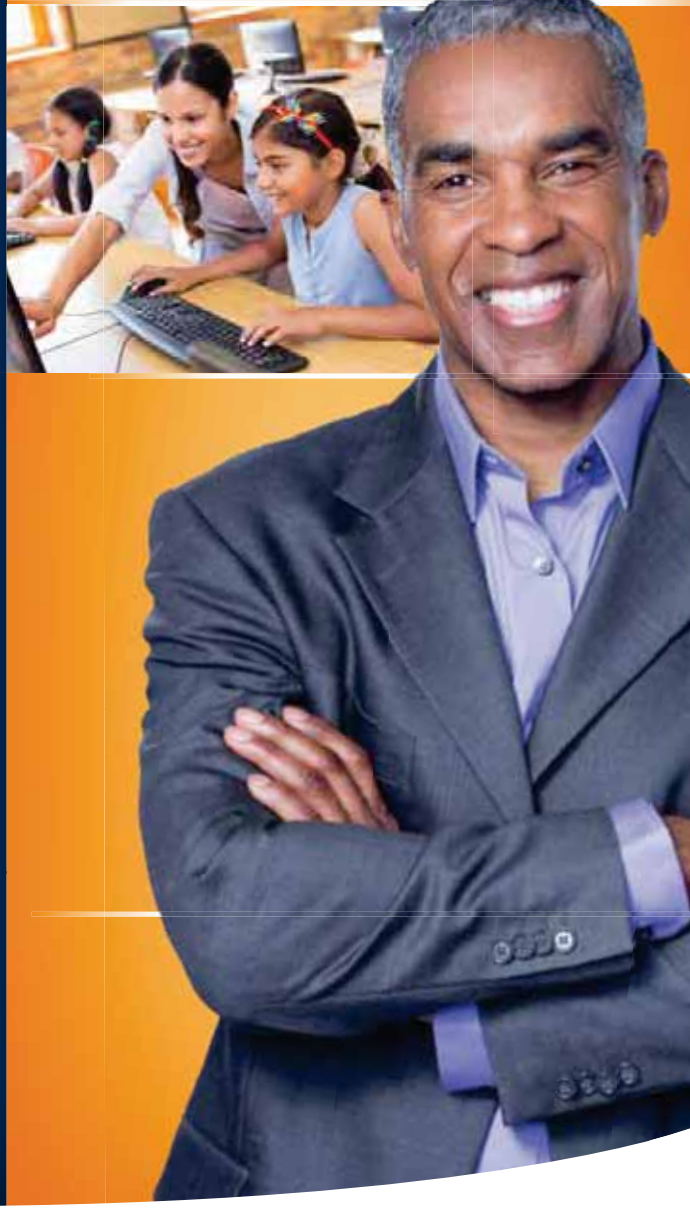

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Validity in the Context of Credentialing Tests: Challenges, Successes, and More Challenges

Room: Powell
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

The purpose of this session will be to address challenges specific to the task of gathering, interpreting, and using validity evidence on credentialing exams—especially pertaining to the ways in which this validation process differs from the collection and use of similar evidence in the K-12 and admissions testing arena. High-stakes assessment of professionals for the purpose of credentialing is directly related to the protection of the public in the fields in which these professionals practice, and the demonstration of the value and defensibility of these exams often rests directly on the type and amount of validity evidence collected by the test developers. The validation process for credentialing exams can be challenging, due in part to the ways in which credentialing exams differ from K-12 or admissions exams, such as: (1) the purpose, (2) the content, and (3) the consequences for the stakeholders.

This session's presenters will consist of psychometricians with extensive research and operational experience across three medical credentialing organizations. The discussion, however, will be applicable to a wide variety of credentialing fields. The presenters will (1) identify where particular validation challenges lie, (2) summarize the successes that those in the field of credentialing exams have accomplished in these areas, and (3) note the areas that remain particularly challenging. The research to be presented will include both the foundational validity research from the field of psychometrics as well as innovative work being done at these three organizations.

The expected audience is the policy-maker, test developer, psychometrician, or researcher involved with a testing organization, and attendees will have the opportunity to learn more about the foundations of validation research and ask questions about how that research may need to have a different focus or direction based on the specific goals of the testing program. Specifics topics that may be covered include: (1) content and predictive validity, (2) standard setting, (3) test security, (4) innovative item development, (5) use of new testing technologies, (6) repeat test takers, and (7) score reporting.

PRESENTERS:
Kimberly Swygert National Board Of Medical Examiners
Louis Grosso American Board of Internal Medicine
Matthew Burke National Commission on Certification of Physician Assistants

Weighing the Options: Strategies for Evaluating Your Choices for Test Administration

Room: Lowell
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

Designing and executing the test administration process is critical to any successful program. The administration should (1) maximize the validity of the interpretation of scores, (2) ensure fairness for all examinees, (3) maintain the security of the test content, and (4) be efficient from a resource perspective. The complexities of test administration increase when a program is administered in a large-scale international manner. The CFA Institute (CFA) administers over 100,000 exams annually in over 90 countries. The program uses a paper-based administration that is carried out simultaneously around the world. Although most professional credentialing programs have migrated to computer-based testing, the current model affords the CFA the opportunity to employ numerous security strategies to maintain the integrity of the testing program and resulting scores.

Looking towards the future, the CFA is considering alternative administration options to take advantage of the benefits of CBT platforms. With these options come different challenges and potential threats to validity and security, however. To make such a decision, the CFA is engaging in an evaluation of different test administration options. The purpose of this presentation is to review this evaluation strategy, the key factors programs should consider when reviewing their options, and how the CFA is applying this framework to their process. Several key topics will also be addressed including: (1) construct representation, (2) fairness for all examinees, (3) security of procedures and information, (4) ability to support implementation, and (5) meeting stakeholder expectations.

Session attendees will leave understanding the numerous considerations that go into designing an administration strategy, how to evaluate such options in light of programmatic needs, and how to make informed decisions supported by adequate validity evidence.

PRESENTERS:
Peter Mackey CFA Institute
Susan Davis-Becker ACS Ventures

Will "Wearables" Provide the Next Big Innovation in the Measurement and Assessment of People?

Room: Trailblazer C
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

The ready availability of trackers, smart watches, fitness bands, body worn devices, and clothing with sensors woven into it is providing access to biometric and neurophysiological data about individuals on a continuous and longitudinal basis. Some of this data provides direct information about people's habits and lifestyles. Other data may be interpreted indirectly to measure personality. Some devices such as the smart watch can even be used in conjunction with the smart phone to assess intelligence or to predict the early onset of Alzheimer's disease. In recent developments, some employers are asking employees to share data from these devices 24/7 and are creating programs for monitoring employees in and out of the workplace in order to assess employees' psychological state, current productivity, and to predict their behavior at work.

This session will demonstrate the range of consumer and professional wearable devices currently available for purchase by consumers and professionals. It will examine the current outputs from these products (EEG, heart rate, skin conductivity, skin temperature, respiration, skin glucose, muscle mass, etc.) and consider their relevance not only to work behaviors but also well being and safety. Using a selection of case studies, this session will demonstrate how wearables can be used in test development and how data from wearables could—even more than at present—benefit both the wearer and the professional who is monitoring the output. This session will also argue that output from wearables could be used in place of questionnaires for the assessment in the clinical, educational, and occupational fields.

PRESENTER:
Robert McHenry Independent Consultant
Naeiry Vartevan Cambridge Cognition

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Truth or Consequences: AKA—Did they Really Pass That Test?

Room: Trailblazer B
Practice Area Division(s):
Topic: Security and Privacy
Session Type: Fishbowl

Truth or Consequences is an interactive fishbowl session designed for experienced certification professionals who have worked with certification security for at least one year. The expectation of this session is that attendees will be familiar with data analysis and have personally scrutinized test results. The session will promote the sharing of techniques currently being used to draw the line between people who cheat on exams and those who don't, as well as what actions are being taken against the individuals. This session is appropriate for attendees from Certification/Licensure and Workforce Skills Credentials divisions.

This session's presenters and attendees will all scrutinize their exam data diligently to determine how well their exams are performing. The results will help to determine revisions needed for exams as well as appropriate programmatic changes, all of which will improve the quality of the program and reduce the chances of our exams being compromised.

The statistics, however, do not tell us definitively which individual actually cheated and which didn't. How do we locate the individuals who cheated? If we learn that there is a 9,999/10,000 chance that the individuals in a particular group cheated on the exam, how do we determine who the individual is who did not cheat? What approach is being used by various organizations? In this session presenters and attendees will explore how different programs are addressing the need to identify cheaters, and what actions different programs are taking against these individuals. Do they decertify? Suspend from the program? And if so, for how long? Terminate employment? Force to re-test? SME interview?

Attendees will leave Truth or Consequences with the following: (1) options for developing mechanisms to identify cheaters, (2) a list of actions that are being used against these individuals, and (3) an understanding of the effectiveness of both the mechanisms and the actions.

PRESENTERS:
Beverly Bone IBM
Tara Miller Ascend Learning
Donna Senko Ericsson

Using Big Data and Predictive Analytics for Test Security

Room: Cushing B
Practice Area Division(s):
Topic: Security and Privacy
Session Type: Peas in a Pod Discussion

Predictive analytics enable testing organizations to identify potential concerns before a test event happens. Use of predictive analytics and different data types, however, can vary across organizations.

This peas-in-a-pod session will provides opportunities for statisticians and test security professionals to explore new and innovative uses of big data and predictive analytics to protect exam integrity and results.

FACILITATOR:
Michael Clifton ACT

Notes Area

PLATINUM SPONSOR SESSION

Caveon

Test Security Breaches... In the Twilight Zone

Room: Tribal

Session Type: Breakout Session

You're traveling through another dimension, one of test security breaches and how they are managed and mitigated. In this session, you'll see how thin a line separates that which we traditionally assume to be adequate test security solutions with a far more effective approach which involves a holistic, multi-dimensional effort that leverages new technology innovations to help solve test security issues.

Join us for this journey of intrigue and suspense as we compare and contrast two testing programs with two very different test security solutions. We will discuss the importance of concurrent multiple test security approaches, and how addressing test security from a holistic perspective can lead to more valid results for your testing program. It will introduce the use of new technologies to create more secure items, tests, and detection capabilities, as well as assisting in the management and resolution of test security issues that arise. This comprehensive approach can help any high-stakes test program address and mitigate test security risks.

As a result of attending this session, the participant will be able to:

- Describe how a holistic, multi-tiered approach to test security can be implemented to address various test security threats and risks.
- Differentiate between traditional test security methods and innovative, more impactful approaches.
- Understand the role of technology in creating more secure designs, items, exams, and detection capabilities.
- Blend best practices with technology implementations to manage test security issues and incidents quickly and effectively.

PRESENTER:
Jamie Mulkey Caveon
David Foster Caveon

PLATINUM SPONSOR SESSION

Yardstick

Automation and Virtualization in Professional Testing

Room: Pathfinders

Session Type: Breakout Session

Like many industries, professional testing and psychometrics have trended towards automation and virtualization. Remote proctoring, item mass production, and automated test assembly are all examples of this trend. Assuming automation will only become more prevalent, what can we expect defensible testing to look like in the future? In this talk, the products and services that currently are most significantly impacted by these trends will be identified and examples provided. Exploring these innovative trends, projections about what testing could look like in the future will be offered, from both commercial and defensibility perspectives. More importantly, new opportunities following from these innovations will be outlined.

PRESENTER:
Greg Sadesky Yardstick

PLATINUM SPONSOR SESSION

Pearson VUE

Online Proctoring: Balancing the Risks and Rewards for Your Program

Room: Mapmakers

Session Type: Breakout Session

Online proctoring is a proven way for testing programs to extend reach and provide candidates with an added level of convenience. But, it does come with an inherent level of risk. The emergence and evolution of multiple offerings now makes the process of evaluating online proctored solutions even more complicated. How do you identify the one that is best for your program? It's important for test owners to fully understand how an online proctored solution aligns with the needs of their testing program.

Pearson VUE has partnered with the world's leading IT certification and professional licensing programs to deliver online proctored exams successfully around the world. Our product, security and industry experts will provide the guidance critical to support online proctored deliveries that are reliable and scalable, as well as share best practices. We will also review market and technology trends that are influencing perspectives on traditional security models, the methods of proctoring, and the spectrum of assessments that fit online proctored delivery.

You will leave this session with a good understanding of the factors to consider when determining the best solution for your program and knowledge about what is coming next in expanded delivery opportunities.

PRESENTERS:
Peter Pascale Pearson VUE
Joe Brutsche Pearson VUE

10:30 AM – 11:00 AM
Coffee Break with Exhibitors
Kierland Grand Ballroom

11:00 AM – 12:00 PM

A Dynamic Distributed Approach to Continuous Exam Maintenance

Room: Merriam
Practice Area Division(s):
Topic: Multi-National Testing Programs
Session Type: Breakout Session

What happens in your certification program after exams go-live? How can a certification program ensure that content stays up-to-date, aligned with the exam purpose and domain, and secure over time, particularly within a context of rapidly changing domain areas? How can your certification program increase buy-in from its global audience and increase its global reputation and relevancy?

An emerging certification program needed to concurrently maintain three exams with a desire for cyclical, systematic exam updates that did not overly extend the test development timeline. To accomplish this, a combination of virtual and in-person stakeholder and subject matter expert (SME) participation was utilized with the goal of streamlining the process while ensuring integrity of the maintenance process. The maintenance and exam refresh plan included quarterly blueprint reviews, abbreviated item development workshops (IDWs), the seeding of unscored pilot items on live forms, health checks, form re-assemblies, and equating. This session will provide lessons learned in this hybrid, planned, and routine approach to exam maintenance, as well as compare the relative success of the methods used, and an analysis of SME™ productivity by activity. It will also highlight how the continual exam maintenance process impacted sustained content relevancy, the quality of item banks, the quality of forms, exposure over time, and SME engagement.

The exam sponsor made an early decision to use video conferencing technology to connect workshop efforts and SMEs in multiple physical locations from the initial program design through quarterly blueprint review and update item writing sessions as a means to better replicate in-person participation for those who could not travel to the workshops. For the blueprint review and abbreviated IDWs in particular, video conferencing was combined with traditional in-person workshops held both in the US and internationally. This allowed for the maximum utilization of global expertise in the respective content domains while expediting the process.

This session will address the following questions:

- How did this international virtual and in-person facilitation strategy perform in terms of exam maintenance efficiency and participant engagement?
- To what extent did the traveling to SME™ international locations coupled with the combination of virtual and in-person workshops impact quality of exams over time?
- How did the continual, systematic, cyclical exam maintenance approach impact the performance of exam forms and items over time?
- How did the relative level and type of SME involvement in various exam maintenance activities impact the productivity of those engagement points?
- To what extent did the global location of SMEs enhance the international perspective in the exam maintenance process?

PRESENTERS:
Lisa O'Leary Alpine Testing Solutions
Mark Poole Facebook

Addressing the Gaps: Using Research on Security Practices to Identify Your Organization's Shortfalls

Room: Trailblazer D-E
Practice Area Division(s):
Topic: Security and Privacy
Session Type: Breakout Session

In 2015, ATP's Security Committee conducted their biennial survey of security practices in the testing industry. While several presentations have been given on the survey results, this session's speakers used the results to (1) review the most pressing security concerns highlighted by the survey results, (2) determine whether these security concerns were present in their testing programs, and (3) create action plans to resolve them.

The common security concerns to be discussed in this session include security personnel staffing, prevention measures, security plans, confidentiality measures, breach response plans, use of legal counsel, and how security activities measures change based upon testing modality. This session will walk attendees through these concerns, teach attendees how to identify the concerns, and suggest plans for resolving them.

PRESENTERS:
Benjamin Hunter Caveon Test Security
Rory McCorkle PSI Services LLC

Assessing Intelligence and Executive Functions

Room: Trailblazer A
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

This presentation will compare and contrast the psychological constructs of intelligence and executive functions and explore how schools of thought about these two constructs have evolved over a period of nearly one hundred years.

PRESENTER:
George McCloskey Philadelphia College of Osteopathic Medicine

Begin with the End in Mind: How to Update a Professional Competency Profile in the Financial Services Industry

Room: Rainmaker A
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

As the leader in financial services education in the country, the Canadian Securities Institute (CSI) recently set out to update the Personal Financial Planner (PFP) Professional Competency Profile. The purpose of the update was to bring the document into alignment with professional practice requirements, and to anticipate potential upcoming changes to the legislation and scope of practice for financial planners.

A competency profile provides a snapshot of the knowledge, skills, abilities and other characteristics required for effective performance in a profession. When the competency profile is updated, an effort is made to align its content with practice requirements. The relevance and accuracy of information in the competency profile is the primary driver of decisions regarding competency profile design and validation, but there are other factors that influence how a competency profile is structured, updated, and validated. These factors include the need for the competency profile to be relevant to the purpose(s) for which it was developed, as well as the requirement to meet testing standards outlined in the Standards for Educational and Psychological Testing.

This session will provide an overview of the process used by CSI to update PFP Professional Competency Profile. Attendees will learn (1) how the purpose and future uses of the competency profile impact decisions about the competency profile structure and (2) how an organization should design and implement the competency profile update process to meet the requirements of the Standards for Educational and Psychological Testing. Attendees will also be introduced to the key questions that guided CSI design and validation decisions. They will be given an opportunity to answer these questions for themselves, as well as the CSI answers.

PRESENTERS:
Paulette Anthony Canadian Securities Institute
Natasha Parfyonova Yardstick Software

Boosting Item Defensibility: Examples in Credentialing and Selection

Room: Rainmaker B
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Assessments are critical to human capital management and provide methods by which organizations can acquire the workforce needed to meet organizational objectives. The importance of these assessments underscores the necessity for items to be defensible (e.g., valid) in order to boost the likelihood of organizations attracting and acquiring individuals who will be successful on the job. Assessments must also be developed carefully and strategically in order to safeguard against the legal challenges posed by fair employment laws and guidelines.

Defensibility is particularly important in assessments developed for credentialing and selection. A recent ATP news brief called for high-quality, valid credentialing exams to provide workers and organizations alike with reliable information about the level of workers' skills and knowledge within job markets and industries. The defensibility of selection assessments continues to be critical not only due to the legal implications of hiring decisions but also because selection processes are evolving to include more technologies—such as computer-based and mobile assessments.

To help address these challenges, this session will focus on methods for boosting the defensibility of assessments created for both credentialing and for selection. Attendees will learn best practices for developing discrete knowledge and situational judgment test (SJT) items, starting with how to build on a competency model serving as the foundation of the exam. Of particular focus will be the item development process, including methods for meeting the challenges of developing items for an international credentialing examination. Techniques for increasing the defensibility of items from initial development through final placement on the exam will also be discussed.

The second portion of the session will feature techniques for developing defensible items for a selection assessment, starting with a job analysis. Guidelines will be provided on how to leverage job analysis information gathered virtually or in-person from a variety of sources in order to gain a multi-perspective understanding of the content domain a successful selection system should assess. Session attendees will also learn how concurrent and predictive validation can be used to increase item defensibility—including ensuring device equivalence—and have an opportunity to ask questions and provide their own opinions at the end of the session.

PRESENTERS:
Alycia Busz American Institutes for Research
Genevieve Johnson American Institutes for Research
Jensen Mecca Shaker Consulting Group

Breakout Sessions

Monday, March 6, 2017 • 11:00 AM - 12:00 PM

Diagnostic Feedback using IRT and Bayes Classification

Room: Rainmaker C
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

There has been a great deal of interest in providing diagnostic feedback for tests in recent years, as well as scales originally designed to only provide an overall score. After studying for hours, spending a sum of money, and taking a long test, test takers (understandably) often find it unsatisfactory to receive just a single score—especially if that score is simply categorized as failure.

The objective of this session will be to provide an overview of two approaches to subscores: a commonly used, unidimensional Item Response Theory (IRT) approach and an innovative approach using Bayes classifiers, also known as Measurement Decision Theory (MDT). The presenter's goal for this session also includes explaining the basic concepts behind the two approaches and discussing ways to evaluate their validity and usefulness.

The session will start with an examination of subscores created by scoring subsets of items using IRT followed by a presentation over subscores created using Bayes classifiers. Both methods will be demonstrated using a variety of datasets. Lastly, an innovative approach to using Bayes classifier subscore profiles will be also presented.

By the end of this session, attendees will have a basic understanding of how to evaluate IRT subscores for validity and usefulness. Attendees will also have a basic understanding of an innovative approach to subscores using MDT and how to evaluate its usefulness for providing diagnostic feedback.

This session is intended for test developers and psychometricians who implement (or intend to implement) subscore reporting and/or diagnostic feedback. While the IRT approach is generally more applicable to larger-volume testing scenarios (given calibration requirements of more complex models), the MDT approach can be used in both large and small-scale assessment systems, including both formative and summative assessments. As such, the session is applicable to both large and small assessments. Anyone involved in test scoring—including those developing new testing systems or those looking to enhance score reporting—would benefit from this session.

PRESENTERS:
Lawrence Rudner Paradigm Testing
Brian Kuhlman Western Governors University
Carl Setzer AICPA

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Breakout Sessions

Monday, March 6, 2017 • 11:00 AM - 12:00 PM

Eyes on the Future: Big Data & Analytics in Education

Room: Kirkland
Practice Area Division(s):
Topic: Data Management
Session Type: Breakout Session

Advances in technology have grown so substantially over the last few years that now not only are organizations tracking a student's performance in any given assessment, but they are also tracking minute details—from exact keystrokes entered to the number and location of mouse clicks for a particular item in an assessment.

The challenge is no longer a lack of data, but rather so much data that sifting through all the noise to produce actionable outcomes which will have real, measurable impacts on students is not simple or straightforward.

In this regard, data mining and learning analytics can tell us many things. Most importantly, they can determine how any individual student is performing at any given point in time. Analytics can then compare the student's performance to others in their class, school, district, or country and identify patterns. These patterns can then be used to inform and implement changes at all levels—be it nationwide or at the individual level.

Analytics can also help identify things like whether a particular sequence of topics or activities is most effective for a specific student. Similarly, they can help identify what features of an online learning environment lead to better learning outcomes as well. Analytics play a huge role in personalized learning, and can be used to automatically identify when a particular student is ready to move on to the next topic, when a student requires extra help on a particular topic, or even when a student is at risk of failing or dropping out.

This session will explore how advanced analytics can be used to identify issues surrounding authoring and content creation as well as monitoring student performance and following up on detected learning issues.

PRESENTERS:
Linda Andries Houghton Mifflin Harcourt
Gavin Cooney Learnosity
Jack Buckley The College Board

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How Big Data, a Different Type of Expert, and a Child Disrupted (and Improved) Traditional Assessment

Room: Greenway A-B
Practice Area Division(s):
Topic: Program Design
Session Type: Breakout Session

At the European Association of Test Publishers conference in 2015, keynote speaker Dr. Michael Kosinski spoke about a future in which the big data gleaned from social media like Facebook and Twitter would provide a clearer assessment of candidates without needing to take time for traditional assessment. Gasps were audible throughout the crowd, and thoughts of the Game of Thrones character Daenerys Targaryen's words "they have a choice: They can live in my new world or they can die in their old world," circulated the room.

Disruption need not necessitate a wholesale destruction of the past, however, nor a leap into not-fully-known alternatives. In this session, the presenters will show how existing processes and systems for writing in the assessment industry have failed to truly mine the abundant data being collected in order to get the most from these assessments. This session will also discuss how this failure has created an opportunity to pull critically important information from existing tests to benefit students and educators.

Applying a biological, cognitive computing solution based on Scarborough's Reading Rope (2001) and an entirely new style of writing rubric developed by an industry outsider will show the value that copious data collected over tens of millions of student writing assessments can provide to educators. This session will also review the application of machine learning, artificial intelligence, and cognitive computing to leverage the power of data already in assessment experts' possession to truly disrupt writing assessment as it's thought of today.

PRESENTERS:
Pam Greenblatt The Haverford School
Paul Edelblut Vantage Labs

International Expansion: Globalizing Your Testing Program

Room: Trailblazer C
Session Type: Breakout Session

It is commonplace to buy products manufactured in other countries; outsource services to different regions, and attract talent best suited to a job from all over the world. Two key concepts for globalization of business are standardization and customization.

Despite this shift in becoming more globally-focused, we are still separated by barriers which may only be overcome by tapping into local knowledge, experience and exposure. This session will focus on how test sponsors can expand their business into emerging markets like China, India, and the Middle East. Once the decision is made to venture into new markets, we must adapt to reflect local operating regulations and must determine: who are the right people to connect with, how robust are the data security laws, who is our target audience in these countries and how do we reach them, and who can we rely on as potential partners in the region?

As a test program expands internationally, they are usually multi-lingual and cross-cultural. In such a scenario, test programs are faced with the challenge of ensuring measurement equivalence of their tests to make valid international comparisons. For the tests to be valid, measurement equivalence is an absolute requirement.

Summary: In this session, we will focus on providing the attendees a roadmap for International Expansion and talk about the pitfalls of choosing the wrong partner to implement your strategy for expansion. At IMA we have found out that a stable partnership is necessary to make inroads into international markets. The impeccable standards that we have set are valued by the entire industry and the candidates are differentiated based on merit. Through the years, we have learned how to customize the test delivery channels according to the needs of the country and client while keeping the test content safe. We have proven our capabilities in developing the content and delivering the valid and reliable tests in two languages, while increasing exam volumes dramatically.

PRESENTERS:
Ramesh Nava Prometric
Dennis Whitney Institute of Management Accountants

Breakout Sessions

Monday, March 6, 2017 • 11:00 AM - 12:00 PM

Using Lean Principles in Item Development and Item Management

Room: Powell

Practice Area Division(s):

Topic: Test Administration and Delivery Models

Session Type: Breakout Session

Both multiple-choice questions (MCQs) and task-based simulations (TBSs) have long been used on the CPA exam to ensure both the reliability and validity of this high stakes licensure exam. Historically, the MCQs took 30 months from initial development to operational, presenting challenges for staying current with the rapidly challenge CPA profession. In addition, large batch orders made obsolescence a significant issue. TBSs were developed with limited consideration of the content required for exam builds and with little thought for development timelines.

Between 2013 and 2016, the AICPA completed a large-scale job analysis, the upshot of which is the additional testing of higher order skills with a need for more TBSs in each exam section, as well as delivery of these items in a quicker time frame. In order to streamline the development process and ensure the right TBSs are being built at the right time, the AICPA has used the principles of lean development, resulting in a more than 3-fold increase in productivity and corresponding reduction in lead time. Working with Strasz Assessment Systems, the AICPA determined that it would be difficult to develop software that both is secure and facilitates the collaborative work that volunteers and staff demand. Accordingly, the use of Google apps was introduced as a tool to improve user experience in both item writing, reviewing, and tracking of development. The development of the MCQs—which previously used a third party vendor—was brought in-house and the items are now pretested prior to review by external subject matter experts, with an aim to reduce attrition and a faster process from initial development to operational use.

This session's presentation will demonstrate how the use of lean principles can assist in the streamlining of the development, reviewing, and tracking processes of item development. It will address the measures taken by the AICPA in the use of Google apps to ensure the security of the exam content. The presentation is applicable to anyone in item development, as well as security and compliance, and would be especially relevant to any programs looking to improve item development processes, whether for licensure/certification or K-12 education.

PRESENTERS:

Carie Chester AICPA
Noel Albertson AICPA
Paul Chan Strasz Assessment Systems
Renee Warias AICPA
Henrietta Eve AICPA

Is Gaming a Psychometrically Valid Option for High Stakes Testing?

Room: Trailblazer B

Session Type: Crossfire Debate Fishbowl

Innovation in all industries is critical – and it is particularly critical that assessment tools keep pace with innovation to best reflect the industries in which they are used and to ensure ongoing enhancements in validity, accuracy and usefulness. With the evolution of gaming technology, there is an opportunity to advance education/training methodologies, data collection, and assessment to be both more engaging to students and candidates and to evaluate knowledge, skills, and abilities in ways that are substantially different than what has been available through traditional assessment methodologies. With the wealth of data that comes from a gaming solution, however, there also comes substantial psychometric considerations that must be addressed in order to ensure that the data collected, evaluated, and used for decision making is accurate and valid for the stated purpose. Are we at the point that gaming data can be used in a fair and valid manner? Or have we not yet evolved far enough? Participants in this activity will hear two sides of the gaming debate and will have the opportunity to add their own thoughts and experiences about the value of gaming in assessment.

PRESENTERS:

Eric D'Astolfo Pearson VUE
David Seelow Revolutionary Learning & The College of Saint Rose
Kristin DiCerbo Pearson VUE

Data Privacy: Trends and Compliance

Room: Cushing B

Session Type: Peas in a Pod Discussion

Data Privacy obligations impact just about every organization in the testing industry, and are the subject of increasing litigation, liability, and risk. With the recent development of data privacy regulations in the US and abroad, data privacy and protection is as important as ever. In this Peas in a Pod session, participants will share their insights and experiences in a conversational style as we explore the legal and moral obligations of test publishers and sponsors. The discussion will focus on the current legal landscape for privacy and data protection, company policies, compliance, and issues raised by new technologies.

FACILITATORS:

O'Neal Hampton Scantron Corporation
Michael Clifton ACT

PLATINUM SPONSOR SESSION

Pacific Metrics

A Universal Test Assembler for the Automated Production of Fixed-Form Tests, Adaptive Tests, and Any Mixture of the Two

Room: Tribal

Session Type: Breakout Session

An interest is developing in testing formats that combine aspects of fixed-form and adaptive testing that suit the practical context of educational, psychological or licensure/certification testing best. Examples are adaptive testing with a fixed-form screening test to preselect candidates, multistage on-the-fly testing with individualized sets of subtests assembled during testing, multistage testing with an adaptive routing test, adaptive testing continued with an optimal fixed final part of the test as soon as the test taker's proficiency estimate stabilizes, and batteries of subtests for more diagnostic purposes each with a possibly different mixture of formats.

The purpose of the session is to introduce a universal automated test assembler that guarantees real-time generated test forms meeting the same test specifications with any desired format. It is discussed how to configure the assembler to meet both functional and non-functional requirements, including content blueprints, presence of set-based items, adaptation to test-taker proficiencies within a common passage or stimulus, control of the item-exposure rates, inclusion of field-test items while providing for the same "look and feel" of the test, options for test takers to navigate among items, accommodation of large numbers of concurrent users, etc.

1. Developing a Universal Test Assembler: highlighting the history of the development of automated test assembly from fixed-form assembly through adaptive assembly to a real-time universal assembler.
2. Implementing a Universal Test Assembler: highlighting relevant considerations when building a scalable, high-performing, cloud-based universal test assembler.
3. Discussion with the Audience: an opportunity for the audience to comments on the developments, ask questions, and raise practical issues.

PRESENTER:
Wim van der Linden Pacific Metrics Corporation
Michelle Barrett Pacific Metrics Corporation

PLATINUM SPONSOR SESSION

ATA

Roles of Testing in China - Servicing the Education Process or Leading It?

Room: Mapmakers

Session Type: Breakout Session

Traditionally testing is known and should be used as the part of learning to evaluate the effectiveness of the teaching & learning process; sadly almost most education markets in Asia, China in particular, are suffering from "Exam-oriented Education" that teaching and learning activities are driven by the exam requirements.

The ultimate driving force of such exam-oriented education comes from the fierce competition in the University Entrance Exam (GaoKao) which determines what tier of Universities can a candidate get into. This session is going to illustrate what have the education authorities recently done to reform the Gaokao exam requirements and the roles of testing technologies in enabling more effective learning and its measurement.

PRESENTER:
Alex Tong ATA

PLATINUM SPONSOR SESSION

SureID

Identity Assurance Complements Pre- and Post-Testing Requirements

Room: Pathfinders

Session Type: Breakout Session

Testing is often one key component of qualification for access to specific professions, positions, and facilities. In many cases, companies or testing entities need to pre-clear applicants before admitting them to the test. Others may establish the test as a prerequisite for a background check. SureID (http://www.sureid.com) takes an agile approach to requirements like these, offering a range of services to ensure testing processes can be executed faithfully.

Identity assurance includes:

- Pre-registration (can be done at home onsite at a testing center)
- Enrollment, including document review
- Fingerprint, biographical, and photo collection
- Background check of Federal, state, municipal and commercial data
- Adjudication (records review)
- ID issuance
- ID verification (mobile or fixed locations)

These can be offered as a comprehensive solution, or as component parts.
During the session, we will provide more information on the relative merits of each aspect of identity assurance, and how solutions can be crafted to meeting testing providers' needs.

PRESENTER:
Justin Oberman SureID

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ATP 2017
Innovations in Testing
Scottsdale, AZ

LEADING the CONVERSATION

Monday Afternoon Schedule

#atpconf

Monday Afternoon Schedule

12:00 PM – 1:15 PM

- ☐ Lunch with Exhibitors & Product Demos..... Kierland Grand Ballroom & Foyer

12:00 PM – 1:00 PM

- ☐ ATP Regional Division Lunch: Asia – *All are Welcome!* ..... Sitgreaves Suite
- ☐ ATP Practice Area Division Lunch: Education – *All are Welcome!* ..... Whipple Suite
- ☐ ATP Practice Area Division Lunch: Certification/ Licensure – *All are Welcome!*..... Trailblazer C

1:15 PM – 2:15 PM

- ☐ Crowd Sourcing: The Future of Survey Research?..... Trailblazer B
- ☐ Driving Program Decisions Through Research: Applying Best Practices ..... Greenway A-B
- ☐ Frequencies of Academic Integrity Violations Across Multiple Proctoring Modalities..... Kirkland
- ☐ Maybe Something Other than IRT Will Work for You..... Lowell
- ☐ Design with the Destination in Mind: Approaches for Implementing Validity Theory in Academic Assessment..... Merriam
- ☐ Analysis Paralysis..... Powell
- ☐ Back to Credentialing Basics: Staying True to Your Organization's Core Mission ..... Rainmakers A
- ☐ Candidate Appeals Policies: What You Should Know About the Rights of Test Takers..... Rainmakers B
- ☐ Developing Guidance for Low Volume Exam Programs: A Foundation to Address the Challenges ..... Rainmakers C
- ☐ Overview of Asia Testing Market - Challenges and Opportunities ..... Trailblazer A
- ☐ Leading the Conversation Cross Industry Panel ..... Trailblazer C
- ☐ Cheaters Say the Darnedest Things!: A Discussion on How to Prevent Test Taker Cheating..... Trailblazer D-E
- ☐ PEAS IN A POD DISCUSSION – Combining Learning and Testing: How Can Assessment Expertise Improve Digital Learning Solutions?.....Cushing B
- ☐ PLATINUM SPONSOR SESSION (Netlogon) - TRUE Performance Based Testing - No Longer a Pipe Dream!..... Mapmakers
- ☐ PLATINUM SPONSOR SESSION (Kryterion, Inc.) – Lessons Learned: The Top 5 Best Practices of Successful Certification Programs.....Pathfinders
- ☐ PLATINUM SPONSOR SESSION (Professional Testing) - What is the "Credential Engine" and How Could it Affect Me?..... Tribal

2:15 PM – 2:30 PM

- ☐ Break with Exhibitors ... Kierland Grand Ballroom

2:30 PM – 3:30 PM

- ☐ A Q&A Session with Experts to Overcome Test Development Challenges ..... Rainmakers B
- ☐ Cisco v. TestKing, Pass4sure, & Test-Inside: Results and Underlying Strategies from Recent Exam Piracy Case ..... Trailblazer D-E
- ☐ Keeping Current: Strategies for Ensuring that Exam and Assessment Items are Up-to-Date and Relevant..... Rainmaker A
- ☐ Measuring Performance Throughout the Year: An Alternative to End-of-Year Summative Testing..... Trailblazer C
- ☐ Monitoring Assessment Performance: Analysis, Record Keeping, Reporting, and Taking Action ..... Merriam
- ☐ One Billion Customers: Lessons from the Front Lines in China..... Powell
- ☐ Psychometric Test Security Approaches to Mitigating Cheating and Faking ... Rainmaker C
- ☐ Test Delivery as a Service: Leveraging Open Standards for Making Next Generation Digital Learning Environments a Reality .. Greenway A-B
- ☐ When Test Accommodations Clash with Test Security: Issues to Consider and Suggested Best Practices..... Kirkland
- ☐ Creating Consensus: Best Practices in the Administration and Development of Situational Judgment Tests..... Trailblazer B
- ☐ Part 1 of 2: Workforce Skills Credentials ..... Trailblazer A
- ☐ Peas in A Pod Discussion – Performance Testing: Opportunities, Challenges and Lessons Learned .....Cushing B
- ☐ PLATINUM SPONSOR SESSION (Examity) – Online Test Security: An Enhancement to Your Test-Taker's Experience and an Alternative to Testing Centers..... Mapmakers
- ☐ PLATINUM SPONSOR SESSION (Prometric) – It's All About the Data! .....Pathfinders
- ☐ PLATINUM SPONSOR SESSION (The College Board) - Noncognitive Assessment: Overcoming Challenges, Making Meaningful Inferences and Exploring Appropriate Uses ..... Tribal

3:30 PM – 4:30 PM

- ☐ Dessert with Exhibitors ..... Kierland Grand Ballroom
- ☐ Health Sector Special Interest Group Meeting.....Sitgreaves Suite

4:30 PM – 5:30 PM

- ☐ Lessons Learned in Test Accessibility..... Trailblazer B
- ☐ Key Considerations in Setting Standards in a Changing Landscape: A Case Study ..... Greenway A-B
- ☐ Actionable Intelligence: Real World Examples on How to Move from Reactive to Proactive..... Merriam
- ☐ The Importance of Providing Relevant Feedback: How Data Analytics Can Provide Actionable Feedback to Improve Performance on High-Stakes Assessments .....Powell
- ☐ IBM, Microsoft, and Cisco: The Journey to Badging Technology .... Rainmakers A
- ☐ Fairness and Automated Scoring... Rainmakers B
- ☐ Job Analysis Considerations for Multi-Tiered Credentialing Programs ..... Rainmakers C
- ☐ The New EU-U.S. Privacy Shield: What Testing Companies Need to Know..... Trailblazer A
- ☐ Disruption of Traditional Assessment Systems: Are We the Walking Dead? ..... Trailblazer C
- ☐ Tech-Enhanced Items: How Can They Provide Better Measurement? .....Trailblazer D-E
- ☐ Opting Out: Does it Help or Hurt the Assessment Industry ..... Kirkland
- ☐ PEAS IN A POD DISCUSSION – IT Certification: Top Trends .....Cushing B
- ☐ PLATINUM SPONSOR SESSION (Internet Testing Systems) – See What 20 Years Looks Like! ..... Mapmakers
- ☐ PLATINUM SPONSOR SESSION (Alpine Testing Solutions) - The More Things Change the More Things Stay the Same: A Futile Assessment Strategy.....Pathfinders
- ☐ PLATINUM SPONSOR SESSION (Excelsoft Technologies Inc.) - Implementing Competency Based Learning Programs - Addressing Assessment Specific Challenges for Credentialing ..... Tribal

5:30 PM – 7:00 PM

- ☐ Reception with Exhibitors and ePoster Sessions..... Kierland Grand Ballroom & Foyer

Lunch / Product Demonstrations

Monday, March 6, 2017 • 12:00 PM - 1:15 PM

12:00 PM – 1:15 PM

Lunch with Exhibitors & Product Demonstrations

Room: Kierland Grand Ballroom & Foyer

Product Demonstrations are computer-based demonstrations or presentations showcasing the latest technologies, products, services, and/or solutions within the testing industry.

Join us for a demo competition on Monday from 12:00 – 1:15 PM in the Kierland Grand Ballroom & Foyer, and vote on the most innovative and industry changing demo.

12:00 PM – 1:00 PM

ATP Practice Area Division Luncheon: Education – *All are Welcome!*

Room: Whipple Suite

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

ATP Regional Division Luncheon: Asia – *All are Welcome!*

Room: Sitgreaves Suite

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

ATP Practice Area Division Luncheon: Certification/Licensure – *All are Welcome!*

Room: Trailblazer C

Join the Certification/Licensure Division for lunch while learning more about current initiatives and volunteer opportunities.

PRODUCT DEMO #1

Testing Anytime, Anywhere: Security and Fairness in the Digital Age

Room: Kierland Grand Foyer

Practice Area Division(s):

Topic: Test Administration and Delivery Models

Session Type: Product Demonstration

Millions of students participate in remote courses and exams each year, and the market is growing for online learning and distance education. The demand to make exams more accessible to candidates while assuring test security and fairness in testing is a challenge. One way demand has been addressed is through remote proctoring solutions, which use a series of techniques including web cameras, remote proctors watching screens of candidates testing, and data forensics. These solutions are filling a need and continue to evolve, but may still harbor security concerns for high stakes exams.

Another form of testing that serves as an alternative to traditional delivery options is Computer-based Event Testing using mobile devices and on-site proctors. This model— when delivered in auditoriums or classrooms—introduces new security risks associated with expanded sight lines in open space seating.

This session will introduce two patent-pending technologies now available for secure and fair remote proctoring and event testing. Attendees will hear from the inventors and from the largest distance learning University and how they are using technology to advance the mobility of distance education and how these and other new and innovative technologies are pushing the market to new heights in a secure and fair manner. Lastly, this session's presenters will discuss the challenges when testing remotely or at events and ways new technologies may assure that their examinees have greater security and flexibility while obtaining their degree, certification, or credential.

The presentation will address the application of wearable devices with eye-tracking software and the use of Radio Frequency Identification (RFID) technology including the use of RFID readers, tags on the mobile devices, triangulation calculations to locate the testing devices, and the psychometric delivery of selective exam content. This technology greatly reduces a candidates' ability to cheat by copying from another candidate, eliminates the need for assigned seating, and minimizes item-bank requirements.

PRESENTERS:

Beth Holst Odin Optic Technologies
Jennifer Cunningham University of Phoenix
Steve Barkley Paradigm Testing

Product Demonstrations

Monday, March 6, 2017 • 12:00 PM - 1:15 PM

MONDAY AFTERNOON

PRODUCT DEMO #2

Assessing Multi-Patient Management Skills in Physicians and Residents with a 2D Game

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Product Demonstration

Under a Stemmler Grant from the National Board of Medical Examiners, a collaboration was formed to develop and validate a serious game platform that used a virtual pediatric emergency department (ED) to assess multi-patient management skills (MPMS) within pediatric and emergency medicine residents.

The project had three major aims: (1) to develop a serious game format that seamlessly allows students and residents to practice MPMS with progressive difficulty within a virtual ED, (2) to explore barriers and optimal methods to encourage repeated gameplay among residents as a method to train and assess MPMS, and (3) to validate whether the virtual ED platform can predict and improve MPMS among real patients. Ultimately, this session's team aimed to demonstrate that a validated serious game platform featuring a virtual pediatric ED can both assess and improve multi-patient management skills among residents.

In this session's product demonstration, the project's team will demonstrate the 2D MPMS game used in the aforementioned research and will share a brief development description, research rationale, and findings. Attendees will see first hand how the 2D game focused on cognitive fidelity instead of graphical fidelity and hear how it was used to assess complex multi-patient management skills.

PRESENTER:
Jenn McNamara BreakAway Games

Product Demonstrations

Monday, March 6, 2017 • 12:00 PM - 1:15 PM

PRODUCT DEMO #3

Competency Modeling, Fueled by Technology

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Product Demonstration

CompetencyFinder™—an online, survey-based tool that utilizes pioneering technology —has been created to help organizations find the right competencies for their needs. This tool provides organizations with a more efficient way to build a competency model for job roles and job families. It also provides options for talent assessments to be used for selection and/or development that match the competency model within the same platform.

This product demonstration will illustrate the capabilities of the CompetencyFinder™ proprietary survey tool. CompetencyFinder™ identifies the competencies required for effective performance and subject matter experts (SMEs) rate the importance of a set of competencies. The process is simple: (1) an organization first identifies relevant SMEs, (2) the SMEs complete an online survey in approximately 30 minutes, and (3) surveys are submitted for review. Then, during the review stage, a team of industrial-organizational psychologists analyzes the data collected through the completion of the CompetencyFinder™ survey. CompetencyFinder™'s main deliverable is a detailed list of the competencies that are most critical for a specific job role or job family. The survey tool is based on a comprehensive competency model, and based upon the results of the CompetencyFinder™, a pool of assessments can be recommended for various HR practices. The tool provides a standardized, structured way for organizations to survey their employees, create a unique competency model, and tie the identified competencies to psychometric assessments used for selection or developmental purposes.

The intended audience for this session includes newcomers and experts alike. Goals of this product demonstration include: (1) helping attendees better understand the importance of and use cases for competency models, (2) allowing attendees to witness ways technology can improve the competency model identification process first hand, and (3) introducing attendees to specific CompetencyFinder™ functionality.

PRESENTER:
Kelsey Stephens PAN

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Product Demonstrations

Monday, March 6, 2017 • 12:00 PM - 1:15 PM

PRODUCT DEMO #4

Creative-Thinking Assessment: Use of Artificial Intelligence (AI) in Understanding One's Creative Abilities

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Program Design
Session Type: Product Demonstration

This session asks how you can measure one's creative abilities, and if you can, how do you automate the grading process? In this session, presenters and attendees will discuss how we can measure one's creative abilities accurately and reliably, and how one can automate the grading process using advance techniques in artificial intelligence (AI).

Successful business leaders know that in order for their firms to remain competitive in a complex and changing environment, they must have employees who are creative on behalf of the entire organization and not just knowledgeable in one's job. Employees need to behave in innovative ways—beyond the traditional sense where jobs require product development skills—and innovator roles contribute to the effectiveness and adaptability of the organization as a whole.

The supply of such skilled employees in many fields has not kept up with organizational demand. This "skills gap" problem does not merely reflect the level of technical skills that some organizations lack—employees also require a wide range of creative skills. Employees' creativity is one of the most important constructs for employers, yet it is one of the hardest ones to measure and scale.

In this session, the presenters will introduce the concept of divergent thinking (DT), where one's creative abilities are measured using a set of open-ended stimuli (no survey-type questionnaires). The stimuli measure the following four creative dimensions: (1) originality—the statistical infrequency of responses when compared to an overall data set, (2) fluency—the quantity of relevant responses based on word associations, (3) flexibility—the number of distinct categories of responses, and (4) elaboration—the amount of details provided in each response Stimuli can include anything from mind-mapping, object-usage, mini-saga, and object-improvement stimuli where there is no one right answer. Having a grading rubric is not enough, so individuals need to be able to enable and scale it.

This session will introduce our artificial intelligence (AI) methodology that enables and automates the grading process of such open-ended stimuli. The AI technology is similar to IBM Watson's technology, where by looking at large set of knowledge-base corpora it can identify and measure the semantic distances between various ideas and responses generated by the participants.

PRESENTERS:
Farzad Eskafi SparcIt
Kenes Beketayev SparcIt

PRODUCT DEMO #5

FastTest: A Configurable System for Cross-Sector Assessment

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Product Demonstration

FastTest is a secure, cloud-based SaaS system designed to serve as a comprehensive platform for organizations that value and require quality assessment. The foundation of FastTest's design is that the principles of quality assessment, psychometrics, and the Test Development Cycle are generally the same regardless of whether a test is certification, licensure, pre-employment, education, or otherwise.

Built on a lineage of computer-based testing software dating back to 1979, FastTest is conveniently divided into functionality modules for enhanced security, allowing clients to select the modules that they need. Key modules include: (1) item authoring, (2) job analysis, (3) Angoff studies, (4) workflow management, (5) form assembly, (6) online delivery, (7) online essay marking, (8) reporting, and (9) psychometric analysis.

Value-added features that separate it from alternative systems include: (1) tech-enhanced items, (2) item response theory (IRT), (3) linear on the fly testing (LOFT), (4) computerized adaptive testing (CAT), (5) scalable security, (6) user-friendliness, and (7) a massive amount of configurability. The goal of FastTest is to improve assessments through sound psychometrics, while also providing a positive return on investment.

PRESENTERS:
David Saben Assessment Systems
Tom Padden Assessment Systems

PRODUCT DEMO #6

Formative Badges: A New Assessment Program that Combines Badges and Formative Assessment

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Program Design
Session Type: Product Demonstration

In education, technological innovations encourage schools, teachers, and students to design flexible learning environments. With 1:1 initiatives being more widespread in schools, for example, methods of teaching and organizing learning are changing. Schools start to work with individual learning trajectories, and students are allowed to learn at their own pace.

One important consequence of these new teaching methods is that major standardized tests are sometimes perceived as restrictive or even counterproductive. Schools are looking for tests and assessments that have the benefits of big standardized tests in terms of psychometric quality, comparability, and being norm-referenced, while at the same time, having the flexibility and in-depth information that can be provided through formative classroom assessments.

This session will show a prototype of an assessment program that facilitates teachers in shaping flexible education. The prototype is developed in close collaboration with schools and teachers and includes both teacher and student apps. The program combines badges with principles of formative assessment, and consists of small tests that aim to measure very small learning objectives in math. A student is able to celebrate their learning achievements once a specific learning objective is reached, and average students will work on approximately two learning objectives a week. Presumably, the majority of students will pass the test since they spent time on learning to achieve their learning goal. When a student fails, however, feedback is available to help the student achieve his goal in a second attempt.

While students are learning to achieve their learning objectives and—when they are ready—show off their skills, teachers gain detailed insights. The teacher can track all the results of students, seeing answers and progressions as well as diagnostic information about students if necessary.

During the session the presenters will demonstrate student and teacher apps that are used in this assessment program. They will elaborate on the use of the product in classrooms and their design efforts to meet the needs of teachers and students while maintaining assessment quality. They will also discuss their design choices in developing the assessment program from a psychometric and test-development point of view.

PRESENTER:
Saskia Wools Cito

PRODUCT DEMO #7

PCI and PIC for TEI: Creating Portable Technology Enhanced Items Using Open Standards in TAO

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Product Demonstration

Confused by too many TLAs (Three Letter Acronyms)? This session will help you see more clearly! During this session—a product demo of TAO version 3—this session's presenters will give a sneak preview of the latest version of TAO, the Leading Open Source Assessment Platform for Education & Employment.

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

The TAO Item Creator is a powerful, standards-based content authoring application built on top of a highly scalable item bank. It enables you to create IMS QTI (Question & Test Interoperability) compliant tests, ensuring content interoperability and investment protection.

Tools for Test Creation, Test Taker Registration, Online Delivery and Results Reporting are all included with the TAO platform as well. They work together in harmony and yet are completely open, giving you full control over the entire assessment cycle.

During this demo the presenters will focus on the creation of Technology Enhanced Items (TEIs). These can be implemented using the relatively new QTI Portable Custom Interaction (PCI) specification, allowing even the most complex types of TEI to be developed, yet still be portable.
Next to implementing PCI, TAO has developed the PIC (Portable Info Control), allowing easy development and portability of advanced student tools.

The presenters will demonstrate PCIs and PICs created for various client projects. Following Agile principles in software development, the exact list is yet to be defined, but will include interactions for math (graphing, ...) and various student tools (calculator, ruler, scratchpad, ...).

Lastly, the presenter will give the audience insights in how they can leverage PCI to create their own TEIs. The possibilities for innovation are truly limitless!

PRESENTER:
Marc Oswald Open Assessment Technologies

PRODUCT DEMO #8

Performance Testing = Better Assessing

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Product Demonstration

Performance testing is the optimal approach for assessing skill and knowledge levels for certification, job placement, career development/advancement, licensure, and training/education progression.

What makes performance testing give you better results, though? Performance-based questions that engage the test taker and test real life experience are better than ones that allow a person to be merely a "memorizer" or even just a "guesser." Testing a person's skill and knowledge beyond rote memorization of subject matter is definitely a better way for assessing mastery and ability.

Rather than true/false or multiple-choice, performance-based question types are designed to truly test skill and knowledge rather than only promote passing an exam or assessment. In this session, examples of performance-based questions will be demonstrated including case study, list & order, drag & drop, simulations, and more!

This session's presenters will share with attendees examples of how their industry leading test engine—Performance Testing Solution (or PTS for short)—delivers performance based test questions including simulations with the highest degree of programming capabilities for consistency and user ease. With PTS, many of the common obstacles for successful performance testing are overcome, including the accommodation of all types of performance-based questions, need for an easy to use user interface, and affordability.

Media Interactiva is the technology force behind PTS and provides this superior solution to academic institutions, training organizations, government agencies, and business entities. PTS benefits include accessibility, customizable, convenient, LMS compatibilities, and a powerful platform for different operating systems, browsers, and devices.

PRESENTER:
Sam Brocal Media Interactiva

PRODUCT DEMO #9

Performance-Based Testing for Software and Technology

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Product Demonstration

The presenters of this session—TrueAbility—will demonstrate their performance-based testing platform, which puts certification candidates in a live environment to demonstrate their skills. With the ability to stand alone or be used in combination with multiple-choice questions, performance-based testing adds tremendous value to determining real skills. A vital component to the testing ecosystem, TrueAbility integrates seamlessly into existing workflows to include (1) proctoring, (2) learning management systems, and (3) badge clearinghouses. A fully automated solution, TrueAbility's platform handles provisioning, administration, and automated grading for a globally scalable testing option.

PRESENTER:
Frederick "Suizo" Mendler TrueAbility, Inc.

Notes Area

PRODUCT DEMO #10

Power of Predictive Analytics

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Product Demonstration

With data coming from so many different data sources and in so many different formats, it has become even more important to be able to access critical information in an organized, secure, and functional way. Scantron analytics provides that solution.

With Scantron Analytics, learner data is available as quickly as it is received. Scantron Analytics contains a library of standard connectors to student information systems and assessment data sources that enable data to be imported quickly and accurately. This continual, real-time update of data allows for quick comparison of results between tests as well as the aggregation and disaggregation of data at the click of a mouse for views of different schools, surveys, certifications, or any other characteristic that matters to the end user.

In order to inform their decision-making, users need up-to-date test results presented in live interactive dashboards, not paper printouts and static reports. Scantron Analytics makes it easy to get the right information at the right time. Users can access Scantron Analytics from computers, tablets, and a variety of other mobile devices, and they can quickly and securely share the results of their interactive queries with other team members using Scantron Analytics' collaboration features.

This session's presenters' system was developed for longitudinal tracking and supports an unlimited number of prior years' data. It can follow a student through primary school, a candidate as they progress through a certification program, or even employee engagement data year-over-year. Because Scantron Analytics' dashboards include longitudinal indicators, trends are indicated where appropriate and provide comparisons with peer groups.

This session's product demonstration will show the intuitive functionality of Scantron Analytics and its practical applications for any end user that handles large amounts of data.

PRESENTERS:
O'Neal Hampton Scantron
Sue Steinkamp Scantron

PRODUCT DEMO #11

PSI Services ATLAS® Cloud Product Demo

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Product Demonstration

This session's product demo will highlight PSI's state-of-the-art test generation software and integrated test development system, ATLAS® Cloud. This proprietary platform includes a sophisticated database management system and the capability to conduct all test development, administration, certification, auditing, and reporting features securely and reliably through a web-based solution. PSI's technology services enable a seamless end-to-end management platform for the capture and delivery of certification testing information.

ATLAS® Cloud allows for (1) test development and item banking, (2) seamless language and translation, (3) test session management, (4) results reporting to candidates immediately after testing, and (5) generation of statistical reports for clients. The system also allows for immediate update of test content. From test sponsors through to individual candidates, ATLAS® Cloud is a comprehensive solution covering the full spectrum of organization and role requirements for Multi-Modal Delivery and Performance-Based Testing.

PRESENTERS:
Abby Esten PSI Services LLC
Beth Kalinowski PSI Services LLC

Product Demonstrations

Monday, March 6, 2017 • 12:00 PM - 1:15 PM

PRODUCT DEMO #12

Rapid Construction of Customized Selection and Staffing Simulations

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Product Demonstration

Although many people in the testing industry have praised the use of assessments that are work related, many organizations continue to use indirect measurement techniques. This may be due to: (1) the complexity of developing an environment that reflects the many aspects of a workplace, (2) the difficulty in delivering simulations to users across a wide range of hardware (computer, mobile, tablet, console, etc.) and operating systems (Windows, OSX, iOS, Android, GNU/Linux, etc.), or (3) the potentially high cost of designing a product that functions well and demonstrates high validity.

In an effort to address these issues and encourage the use of high fidelity job related simulations at work, this session's presenters have created an innovative new technology. Their tool enables others to create customized high fidelity simulations in a fraction of the time with minimal cost. They will demonstrate to attendees the current deployment for creating on-demand simulations customized to the specific workplace culture, brands, operating environments, and selection/training needs. They will also show current uses of the tool and present some exciting new features to look forward to in the future.

PRESENTERS:
Brent Holland FurstPerson
Scott Withrow FurstPerson

PRODUCT DEMO #13

Reflective Practice 2.0: Guided Professional Development

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Program Design
Session Type: Product Demonstration

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, RPE. This is a cyclical process in which credential holders: (1) assess proficiency, (2) define learning priorities, (3) create a plan to complete activities to address priorities, and then (4) execute the plan. Using LearningBuilder, this session's presenters will demonstrate how the RPE Dashboard enhances ongoing professional development and engages the practitioner to pursue professional development and lifelong learning.
By linking assessment results to education content in a competency model, the organization can present practitioners with educational opportunities that address specific competency areas identified through an assessment (including self assessment).

Through an appealing, visual dashboard, practitioners can: (1) view their progress in demonstrating proficiency within the competency model, (2) identify personal professional development priorities, (3) easily determine which educational opportunities, and (4) track progress towards achieving their professional goals.

The reflective practice dashboard guides practitioners towards more relevant professional development activities and enables the Board to elevate the standards for recertification and community engagement.

PRESENTERS:
Christopher Butcher Heuristic Solutions
Ali Neal Heuristic Solutions

PRODUCT DEMO #14

RPNow: On-Demand and Scalable Platform for Secure Online Proctoring for Anytime Anywhere Test Taking

Room: Kierland Grand Foyer

Practice Area Division(s):

Topic: Test Administration and Delivery Models

Session Type: Product Demonstration

Learn how your organization can benefit from a convenient, efficient, and scalable platform for remote proctoring certification exams by using RPNow. This demonstration session will provide attendees a detailed look at a technology-enhanced approach to proctoring a certification exam using RPNow by Software Secure. Session attendees will get a birds-eye view of all phases of the test taking process, including candidate scheduling and verification to security measures after testing.

Attendees will experience the demonstration from the perspective of test taker and proctor/reviewer personas. Observers will see how the candidate (test taker) experiences a proctored online exam, from pre-, during, and post-exam processes including: (1) exam policy management, (2) identity verification, (3) proctored exam review, and (4) results.

PRESENTER:
Douglas Winneg Software Secure

Word Scramble

1. OECVI	V _ _ _ _
2. ETIGSNT	_ E _ _ I_ _
3. LGAOLB	_ L _ _ A _
4. TIINEG	I _ N _ _ _
5. UANICTOED	_ D _ C _ _ _ _ _

1. VOICE 2. TESTING 3. GLOBAL 4. IGNITE 5. EDUCATION

PRODUCT DEMO #15

SIFT: Innovating Data Forensics

Room: Kierland Grand Foyer

Practice Area Division(s):

Topic: Security and Privacy

Session Type: Product Demonstration

SIFT is an innovative software program that has been developed to help a greater number of testing organizations investigate the possibility of fraud. It provides a user-friendly interface that allows individuals to select from multiple collusion indices and other analyses, and provides output in Excel for easy viewing and additional investigation. The primary purpose of the program is to bring the psychometrics of data forensics to more practitioners by automating many of the complex calculations and summarizing the results for users.

Data forensics—and the output of SIFT—can generally be divided into three types: (1) intra-individual indices that flag a single examinee, such as unusual response patterns or item latencies (Response Time Effort index), (2) inter-individual indices that evaluate pairs of examinees, such as collusion (SIFT supports 10 indices, with more to be added), and (3) group-level indices that seek to flag groups based on locations or other demographics, such as a test center having a high pass rate or many students flagged for collusion.

PRESENTER:
Nathan Thompson Assessment Systems

PRODUCT DEMO #16

Site-Readiness Tools

Room: Kierland Grand Foyer

Practice Area Division(s):

Topic: Test Administration and Delivery Models

Session Type: Product Demonstration

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

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

PRESENTER:
Chris Glacken Internet Testing Systems

Proud supporter of ATP and the 2017 Innovations in Testing Conference

1:15 PM – 2:15 PM

Analysis Paralysis

Room: Powell
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

In a world where multiple priorities are constantly competing with each other, how can individuals effectively organize their time? One could evaluate all possible actions and the expected returns of each, prioritizing those with the greatest impact, but what happens when there are thousands of possible actions and no indication whether one choice is better than another? Enter predictive analytics.

Through the use of predictive analytics, individuals can change how and when action is taken. This session will explore how organizations enter the realm of predictive analytics from (1) the creation of infrastructure, (2) the building of a model, and (3) the continued evaluation of the model. Lastly, the presentation will take a deeper look at three specific scenarios through audience discussion.

Imagine a world where a credentialing program knows how successful a license bearer will be prior to taking an exam or where hospitals can identify patients at risk of harm—Who wouldn't want to be part of that journey?

PRESENTERS:
Derek Trott Prometric
Matthew Icenroad Joint Commission

Back to Credentialing Basics: Staying True to Your Organization's Core Mission

Room: Rainmaker A
Practice Area Division(s):
Topic: Business Strategy and Operations
Session Type: Breakout Session

The are a variety of challenges to consider when attempting to stay true to your organization's core mission. When confronting these challenges, however, some of the most helpful questions to ask are also some of the most basic, such as: (1) what is the best way to manage your credentials, (2) how do you give them the value they deserve, and (3) how do you help stakeholders use them to promote themselves?

This session will encourage participants to get back to the basics of credentialing by considering several best-in-class solutions presented by experts in each phase of the credentialing life-cycle: (1) job analysis, (2) assessment, and (3) promotion through digital badging.

PRESENTERS:
Alina Cooper Comira
Ginger Malin BadgeCert

Candidate Appeals Policies: What You Should Know About the Rights of Test Takers

Room: Rainmaker B
Practice Area Division(s):
Topic: Legislation, Policy, and Accessibility
Session Type: Breakout Session

Organizations that administer licensure or certification examinations are responsible for informing unsuccessful candidates of their results and the recourse available to them. This session will focus on the development and use of candidate appeal policies.

Drawing from the professional standards on fairness and testing's outline of the rights of test takers (e.g., Standards for Educational and Psychological Testing), this session's presenters will explore best practices for establishing appeals policies and investigate how well credentialing organizations are meeting these standards. Specifically, the presenters conducted an environmental scan of candidate appeal policies used by credentialing organizations (e.g., regulatory bodies, professional associations) in four different countries: Canada, the United States, Australia, and the United Kingdom.

For each organization, the following information was obtained: (1) what are the grounds for which candidates are entitled to make an appeal, (2) what is the timeframe for submitting an appeal, (3) what costs do candidates incur for making an appeal, (4) what is the process for appealing, and (5) what is the decision outcome if the appeal is successful?

The results of this environmental scan revealed a great deal of inconsistencies across organizations, not only in terms of the types of appeals policies being applied but also in terms of the amount of information that is publicly available to candidates on the appeal policies and processes. Based on the results and comparison to best practice standards, this session's presenters will provide a list of practical recommendations for improving policy and practice for the appeal of examination results. They will also discuss the appeal policies at different national medical licensure and certification examinations in Canada, USA, Australia and the UK.

Audience discussion will be encouraged during this session regarding the tension between offering appeals processes—which ostensibly facilitates fairness (i.e., addresses procedural errors) and transparency (i.e., clear process that test takers must follow)—versus creating false hope for unsuccessful candidates who are unsatisfied with their results.

PRESENTERS:
Doris Lavoie National Dental Hygiene Certification Board
Michaela Geddes Yardstick Testing and Training
Kelly Piasentin Yardstick Testing and Training

Breakout Sessions

Monday, March 6, 2017 • 1:15 PM - 2:15 PM

Design with the Destination in Mind: Approaches for Implementing Validity Theory in Academic Assessment

Room: Merriam
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Validity evidence is the foundation of any credible testing program, and is crucial for establishing the veracity of inferences based on scores from the testing program itself. As such, when designing and delivering academic assessment, building validity evidence into the exam life cycle is critical.

This session will begin with a discussion of validity theory and its importance in test design and development. Next, the presenters will discuss practical examples of how one institution deliberately built establishing validity evidence into a testing program focused on measuring student learning in academic degree programs. Particular emphasis will be on designing competency-based assessment—both objective and performance-based—and topics will include design methodologies (including Evidence-Centered Design) as well as the importance of designing assessments with the destination in mind.

PRESENTERS:
Joeselito Lualhati GSX
Kacey Thorne Western Governors University
Laura Williams Western Governors University

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Developing Guidance for Low Volume Exam Programs: A Foundation to Address the Challenges

Room: Rainmaker C
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

The Small Volume Exam Subcommittee of ATP's Certification and Licensure Division was formed in 2014 to address the unique issues surrounding smaller exam programs. These issues include the distinct challenges presented in exam development as well as evaluation and inferences of exam data associated with small sample sizes, and apply not only to credentialing exams, but also educational exams.

Little agreement is found in literature regarding what constitutes a "low volume exam," however. Much low volume exam discussion centers on the sample size needed for a particular analysis. As testing experts, decisions or inferences made should carry a level of confidence in the item statistics as well as corresponding cut score to provide a defensible exam. There is little guidance provided to those that manage programs with inherently small numbers, though, whether it is in exam development, delivery options, or regarding confidence in analyzing results with low sample sizes.

While there's a need to be able to understand the limitations of the information being evaluated and properly frame inferences from the available data, challenges also do not begin and end at data analysis. Some issues identified by the subcommittee include: (1) limited numbers of subject matter experts (SMEs), (2) concern on the amount of questions available for exam forms, exposure, and drift, (3) low end user survey/job task analysis response rates, (4) psychometric considerations and exam statistics on low sample sizes, (5) cost considerations for the exam program due to low numbers—which includes exam delivery constraints—and (6) providing viable and legally defensible exams.

A survey about low volume exams was launched in early 2016 to gain insight from the larger community on their experiences in the area. This session will provide an overview of the survey results and the corresponding white paper regarding low volume exams. The subcommittee views the work completed as a basis for discussion and input on this important topic, and the session will also actively promote a dialogue with attendees to gain feedback and begin a conversation on the issues, possible solutions, and further research needed.

PRESENTERS:
Manfred Straehle Assessment, Education, and Research Experts (AERE)
Dawn Gibas ASA/SSSA

Driving Program Decisions Through Research: Applying Best Practices

Room: Greenway A-B
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Too often we make important decisions about testing programs without any empirical data to back up these decisions. Sometimes what is "trendy" simply becomes the default, leading to actions that may or may not be best for an individual program. This session describes a research study undertaken to determine the optimal number of response options and how data from that study was used before making a major program change.

The question of how many options there should be in a multiple choice question has received more attention than any other item characteristic in the test development literature. Despite some item differences, a clear message has emerged: three-option multiple-choice items (one keyed option and two distractors) are considered optimal. Despite data that shows they require considerably less time to construct and to administer—making them more cost-effective—it is estimated that only about 1% of contemporary high-stakes examinations use three-option items. To summarize: the psychometric literature shows that three-option items are associated with a range of both psychometric and practical advantages, when compared with their four- and five-option counterparts.

To apply these literature findings to a practical example, a research study was undertaken. An item analysis was conducted including distractor analysis from a test form of 85 items administered to more than 1000 candidates from January 2016 to March 2016. The data from each item was reviewed to determine which items had overall acceptable performance (p values and biserials) with one distractor that was not selected by a number of candidates (i.e. an ineffective distractor that attracted few candidates to that response choice). These items were then selected and the poor performing distractor was omitted. These items were then re-introduced into a test form as pre-test items.

This revised test from will be administered in the last quarter of 2016. Item analysis will again be conducted and comparisons made in the item performance statistics of the three-option items and the four-option items from which they were developed. The findings from this study will support or refute industry literature and provides an example of applying empirical data to guide program decision-making.

PRESENTERS:
Darina Scully Dublin City University
Linda Waters Prometric

Frequencies of Academic Integrity Violations Across Multiple Proctoring Modalities

Room: Kirkland
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

Are candidates/learners more prone to cheat when testing in one modality as opposed to another? For example, are there more instances of academic integrity violations in virtual proctoring sessions compared to proctoring in a test center? To gain insight into this question a multi-organization, multi-modality research project was conducted during 2016. Organizations participating in the project include: (1) a public, comprehensive university near Atlanta, Georgia which enrolls 33,000 students, (2) a national company which provides multi-modal exam scheduling services, and (3) an international company which provides virtual proctoring services. The Principal Investigator holds a PhD in Educational Leadership and frequently guides and conducts quantitative and qualitative research projects as well.

The research questions guiding the project were: (1) how does the frequency of incidents of academic dishonesty vary across the proctoring modalities of testing centers, approved proctoring professionals, instructor as proctor, live-virtual proctoring, and automated-virtual proctoring, (2) what are the perceptions of candidates/learners, instructors, proctors, and program administrators regarding which proctoring modalities are most conducive to incidents of academic integrity, and (3) what are the relationships between non-cognitive variables (procrastination, locus of control, technical competency, etc.) of candidates/learners and incidents of academic dishonesty?

In this session, quantitative results and qualitative observations from the research study will be provided in an engaging, graphical presentation. Attendees will be encouraged to ask questions for clarification as well as share anecdotal evidence from their own testing practices regarding patterns of academic integrity violations. Attendees will also receive free access to the presentation slide deck as well as a PDF version of the annual proctoring survey report.

PRESENTERS:
Kahlil Blazia B Virtual
Michael Goodwin Kennesaw State University
Mac Adkins SmarterServices

LEADING the CONVERSATION

Leading the Conversation Cross-Industry Panel

Room: Trailblazer C
Topic: Business Strategy and Operations
Session Type: Breakout Session

Negative media coverage, the opt-out movement, and recertification challenges are just some of the areas in which people have begun to question the value of standardized testing. How are various industry associations responding to these challenges? How are they identifying key stakeholders, engaging them, and defending the value of testing? What more can be done to address these issues within, across, and outside of our industry? A panel of leaders from several industry associations will discuss both the challenges to testing and the efforts they are taking to positively lead the conversations concerning the value of assessments.

PRESENTERS:
Ashok Sarathy GMAC
Jarret Dyer College of DuPage (on behalf of NCTA)
Nikki Eatchel Scantron Corporation (on behalf of ATP)
Wayne Camara ACT (on behalf of ITC)
Denny Way The College Board (on behalf of NCME)
Grady Barnhill National Commission on Certification of Physician Assistants (on behalf of ICE)
April Cantwell FurstPerson (on behalf of SIOP)

Maybe Something Other Than IRT Will Work for You

Room: Lowell
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

This session will provide contrasting views on two approaches to test design, assembly, calibration, and scaling/scoring for tests that report pass/fail decisions (e.g., mastery tests) or proficiency-level classifications (e.g., academic end-of-grade or end-of-course exams that classify students relative to two or more achievement levels). A debate-like format will be used that includes audience participation.

One view will present some of the traditional Item Response Theory (IRT) methods for test designs and test assembly strategies like fixed test information targeting of test forms, computerized adaptive testing (CAT), and linear-on-the-fly tests (LOFTs). Effective calibration and linking designs and estimation strategies will also be addressed.

The second view will cover Bayesian classifiers—also known as Measurement Decision Theory (MDT). MDT can be used to directly estimate the probability of group membership—e.g. the probability of being a "master." MDT models tend to benefit from using shorter tests and usually require smaller calibration samples over more complex IRT.

The "debate" will be between a former chief scientist at a major testing organization and a leading psychometrician/consultant. The two speakers will each provide reviews of the advantages and disadvantages of IRT and MDT. The MDT advocate, for example, may argue that the purpose of most testing is to ultimately "classify" examinees. Given that ultimate goal, Bayes classifiers offer simpler, cleaner models and may result in shorter tests. Whereas the IRT advocate might counter that anything you can do with decision theory you can do with IRT. If you want to classify then there are several good methodologies for selecting cut scores. With IRT, one can even estimate the percentages of false positives and false negatives decision errors. Despite the debate format, however, the intent of this session will not be to necessarily find a winner. Rather, this session will explore some of the practical advantages and disadvantages of these two approaches in an engaging manner.

Attendees will act as professional skeptics and be asked for their experiences in support of or to refute the presented arguments, and the session should prove informative, interesting, and entertaining.

PRESENTERS:
Lawrence Rudner Paradigm Testing
Ric Luecht UNC-Greensboro

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Overview of Asia Testing Market - Challenges and Opportunities

Room: Trailblazer A
Practice Area Division(s):
Topic: Business Strategy and Operations
Session Type: Breakout Session

Asia Testing market has always been perceived as a large and homogeneous market to the rest of the world, the reality is surprisingly diverse and depending which country you have gained your experience, it could be a very technology-driven and sophisticated test market or it could well be a lag behind market needing help. Due to cultural and economic differences, Asian markets should not be collectively thought as one testing market.

The purpose of this session is hoping to get the above message across to the testing industry and having individual speakers representing their region in speaking about their challenges and opportunities as an elaboration of how different or similar these markets can be.

PRESENTERS:
Alex Tong ATA
Naotomi Umezawa Global Communication and Testing

Crowd Sourcing: The Future of Survey Research?

Room: Trailblazer B
Practice Area Division(s):
Topic: Data Management
Session Type: Fishbowl

Have you ever had difficulty reaching out to professionals during a survey due to the group being non-responsive, small in number, or because you didn't have a list of professionals to begin with? Crowdsourcing has been used for over a decade in various other professions, but has been growing in popularity and capability for survey research.

This session will focus on when and how to use crowdsourcing—such as Amazon Mechanical Turk—to conduct survey research. The presenters will explain (1) the crowd sourcing process, (2) situations in which it is beneficial, (3) considerations in implementation, and (4) the quantitative analysis used to verify survey responses. Each talking point will be followed by a discussion from the attendees with focus on participants who have previously used crowdsourcing methods in a professional setting. Those participants will be encouraged to share which specific crowd sourcing methods they have used, their outcomes, and what lessons they learned. Furthermore, participants will be asked what methods of verifying participant data may be appropriate to determine the validity of responses derived from crowdsourcing methods.

PRESENTERS:
Amin Saiar PSI Services LLC
Donna Matovinovic ACT
Lee Skinner ANCC
Siddiq Kassam PSI Services LLC

Cheaters Say the Darnedest Things!: A Discussion on How to Prevent Test Taker Cheating

Room: Trailblazer D-E
Practice Area Division(s):
Topic: Security and Privacy
Session Type: Breakout Session

Cheating is a serious offense, and despite risks, some test takers go to great (and occasionally comical) lengths to gain an unfair advantage or successful outcome.

Test center administrators from around the globe were recently contacted and asked to provide some of their more memorable test cheater stories. Their anecdotes are informative, amusing, compelling, and transformative, and range from use of common 'old school' cheating methods, sophisticated high technology tools, test taker impersonation, and even stories of individuals throwing tantrums upon being found out. Hopefully, understanding how these situations occur can help testing organizations prevent them from happening again.

In this session, presenters will take a look at some of the most memorable proctor and test taker cheating encounters. These stories, while amusing, will also show just what lengths individuals who cheat are sometimes willing to go to.

The session will then discuss the importance of following the right test security processes and procedures to prevent such actions, as well as scholarly research on perceptions and motivations of test cheating. Numerous studies will be sited, and a framework will be provided for why people cheat and what can be done to set expectations that help prevent inappropriate test taking behaviors.

Lastly, workshop attendees will be distributed into teams and be given several real-life testing incident scenarios. The teams will be asked to come up with test security policies, procedures, and processes to thwart the intentions of would-be test cheaters before, during, and after the testing event. Teams will also be given access to a secure online incident management tool to log their incidents and record their actions and proposed sanctions, and will share their results with the rest of the workshop participants upon completion.

PRESENTERS:
Heather Mullen CFA Institute
John Fremer Caveon, LLC
James Wollack University of Wisconsin-Madison
Phil Dickison National Council of State Boards of Nursing
Jamie Mulkey Caveon, LLC

Combining Learning and Testing: How Can Assessment Expertise Improve Digital Learning Solutions?

Room: Cushing B
Practice Area Division(s):
Topic: Program Design
Session Type: Peas in a Pod Discussion

When new technology is developed the availability of data on student learning increases—whether generated through assessment tasks or by tracking learning activities. This data then leads to new possibilities for the measuring, tracking, or monitoring of proficiencies. It also allows for more efficient and effective student learning by presenting appropriate materials at the right time and in the right format.

And although learning and testing were often separate fields of expertise, some aspects are also very closely related as well. Personalized, adaptive, or individualized learning, for example, are very similar to formative assessment practices, and these learning solutions all rely heavily on psychometric and measurement expertise necessary to make inferences from the available data. When measurement expertise is used in a learning context, however, several topics need to be discussed. Valid inferences, reliability, privacy, and data handling, for example, must all be considered.

During this "peas in a pod" session, participants will be invited to discuss the relation of adaptive learning environments and assessment through such questions as: (1) which possibilities and challenges lay ahead when assessments and learning become more entwined, (2) what assessment expertise is necessary to facilitate adaptive learning, (3) how are concepts as validity and reliability affected when used for measurement in a learning context, (4) what are the political consequences in the different countries and educational systems, (5) are these systems ready to implement these new approaches to learning, (6) which specific logistic challenges need to be addressed, and (7) what are issues regarding data security and privacy that should be addressed?

FACILITATOR:
Saskia Wools Cito

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Breakout Sessions

Monday, March 6, 2017 • 1:15 PM - 2:15 PM

PLATINUM SPONSOR SESSION

Professional Testing

What is the "Credential Engine" and How Could it Affect Me?

Room: Tribal

Session Type: Breakout Session

This session introduces participants to the Credential Engine (formerly the Credentialing Transparency Initiative). Representatives from the Credential Engine will provide an overview of the initiative, how it has evolved since the original conception, and how it will impact the future of certification. Representatives from one of the first organizations to join the initiative will discuss their rationale for joining and why you should consider joining too!

PRESENTERS:
Roy Swift Workcred
David Cox Professional Testing
Christine Niero Professional Testing

PLATINUM SPONSOR SESSION

Kryterion, Inc.

Lessons Learned: The Top 5 Best Practices of Successful Certification Programs

Room: Pathfinders

Session Type: Breakout Session

Thinking about starting a certification program or interested in improving an existing one? Creating and maintaining a successful certification program has always been challenging. However, the rapidly changing role of technology in the workplace, the globalization of the workforce, as well as increased privacy and security concerns have made these challenges greater than ever. How do the most successful certification programs overcome these challenges? This session will cover 5 important best practices that are followed by successful certification programs.

These best practices will better enable you to:

1) Design a successful and sustainable certification program

2) Recruit the best people to help with your program

3) Create a higher quality product in less time

4) Get your program to market faster and cheaper

5) Measure and communicate the value of certification

Attendees will be encouraged to ask questions and share their insights into practices that have helped them overcome some of the challenges they have faced.

PRESENTER:
Leslie Thomas Kryterion, Inc.

PLATINUM SPONSOR SESSION

Netlogon

TRUE Performance Based Testing - No Longer a Pipe Dream!

Room: Mapmakers

Session Type: Breakout Session

In this session, the presenter will provide the framework and blueprint for implementing a Performance Based Testing solution for any organization's assessment or testing program. The session will dive into a demonstration of implemented PBT solutions, review the tools and skills required to implement the solution. You will learn how to implement PBT testing within the same development time frame of traditional tests, and within the same costs. The presenter has development the framework for the demonstrated solution and implemented several iterations of PBT exams, to deliver best practice recommendations for implementing a PBT solution in your organization.

PRESENTER:
David Elfassy Netlogon

2:15 PM – 2:30 PM
Break with Exhibitors
Kierland Grand Ballroom

2:30 PM – 3:30 PM

Cisco v. TestKing, Pass4sure, & Test-Inside: Results and Underlying Strategies from Recent Exam Piracy Case

Room: Trailblazer D-E
Practice Area Division(s):
Topic: Security and Privacy
Session Type: Breakout Session

This session will examine the enforcement procedures utilized by Cisco to protect its Certification Exams in a recent litigation instituted against three major players in the Internet test-preparation industry. Participants will leave with an understanding of the options available to certification providers looking to reduce cheating by unscrupulous candidates as well as how to protect and maintain the value of the certifications held by honest candidates.

This session will also focus on the relief available to certification exam providers and intellectual property owners combating online piracy in court, as well as effective and efficient anti-piracy (and anti-cheating) in-house programs. Courts have become more aware of the prevalence and impact of piracy and other misconduct transpiring in cyberspace, and they have demonstrated a willingness to issue modern forms of relief that impact those operating in anonymity on the Internet, such as the freezing of financial accounts and the impoundment of domain names and digital files. While discussing this subject, the presenters will elaborate on enforcement strategies available for all enforcement budgets, as well as options for providers and IP owners to consider in 2017 and beyond.

PRESENTERS:
Brian Roche Roche Pia LLC
Gerald Pia Roche Pia LLC
Victoria Quinn-Stephens Cisco Systems, Inc.

Keeping Current: Strategies for Ensuring that Exam and Assessment Items are Up-to-Date and Relevant

Room: Rainmaker A
Practice Area Division(s):
Topic: Business Strategy and Operations
Session Type: Breakout Session

After you and a team of subject matter experts complete creating, validating, and publishing a great pool of assessment items, it's time to take a well-deserved break, right? Not so fast. Given the pace medicine, technology, and regulations are changing, ensuring that an item pool is up-to-date and relevant is becoming more and more difficult. Many of the items that you just published may very well be obsolete in a short time frame.

Some questions that come to mind in response to this line of thinking include: (1) how do you keep candidates informed about constantly changing content, (2) how do you know which features and updates are going to be most relevant, (3) what new topics do you need to test candidates on, and which are no longer important, (4) how do you keep exam preparation materials synchronized to match exam content, (5) how do you control the costs associated with maintaining exam content, (6) how do you ensure that exam items are checked for currency and relevance often enough, and (7) if an exam is associated with a credential and the content for the exam changes considerably, is the credential devalued?

This session's presenters will use real world examples to illustrate each of these issues. They will then discuss strategies that you can use to evaluate the item pool, identify and replace obsolete items, and update training and preparation materials. They will also explore some of the bigger issues to consider, including costs for maintaining exams, effects of changing exams on credentials, and other related topics.

They will also invite attendees to share their experiences and ideas in what is sure to be a lively discussion.

PRESENTERS:
Andrew Nickels Microsoft
Michael Corkery GrandMasters LLC

A Q&A Session with Experts to Overcome Test Development Challenges

Room: Rainmakers B
Practice Area Division(s):
Topic: Business Strategy and Operations
Session Type: Breakout Session

Regardless of whether an exam will be used to support a credential, license, or employment or workforce decision, exam developers are often faced with challenges that require innovative solutions throughout an exam's development lifecycle.

Some challenges are always present, such as sampling and subject matter expert (SME) recruitment issues, balancing psychometric needs with business realities during decision making, and technical considerations related to item types, delivery, and proctoring. Some challenges are unique to certain programs, though, such as small volume programs where very few individuals take an exam in a given year, or large volume programs with a global presence that must account for country-specific laws and legal requirements.

In this session, a moderator will discuss various challenges encountered at each phase of exam development with a panel of experts. This panel will represent a diverse set of testing programs across multiple disciplines, with small to large volume exams that are delivered locally and globally. Speaking from case studies and their own experience, the panel will answer questions regarding various challenges, solutions, and outcomes. They will highlight what worked and what did not, what they would do if encountered with a similar challenge in the future, and provide attendees with various tips and ideas for overcoming similar challenges in their programs.

PRESENTERS:
Manny Straehle Assessment, Education, and Research Experts
Liberty Munson Microsoft
Laura Balk CompTIA
Ada Woo National Council of State Boards of Nursing

Measuring Performance Throughout the Year: An Alternative to End-of-Year Summative Testing

Room: Trailblazer C
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

ESSA provides states with an option to develop alternatives to summative testing for accountability purposes. Specifically, these alternatives may "involve multiple up-to-date measures of student academic achievement, including measures that assess higher-order thinking skills and understanding, which may include measures of student academic growth and may be partially delivered in the form of portfolios, projects, or extended performance tasks."

Assessment specialists are actively considering ways to achieve this ESSA provision. States are also considering how to incorporate classroom-based performance assessments into their accountability programs. Past efforts to collect work over time for summative assessment programs have been criticized for their unwieldiness, their lack of evidence for reliability and validity, lack of comparability across different sources, and the difficulty in applying common rubrics to collections of student work from different schools and districts.

This session will present a model for developing portfolios or collections of student evidence that addresses past criticisms. The model includes: (1) developing common scoring rubrics that can be applied across collections of work, (2) developing task shells for performance tasks that can be used to generate multiple comparable tasks that are anchored in classroom contexts, and (3) setting criteria for acceptable numbers and types of evidence.

This session will demonstrate: (1) how this model was applied in a state for a high school graduation portfolio, (2) how the collections were scored, and (3) a standard-setting method that was used to set performance standards comparable to those of the summative assessment.

Assessment providers can support states in implementing similar models by: (1) developing model performance tasks or task shells, (2) designing other generalizable classroom-based tools such as test maps for end of unit tests, and (3) using electronic portfolio methods to collect and score students' collections.

Lastly, this session will also present a summary of the evidence for validity and reliability obtained from this alternate program.

PRESENTER:
Catherine Taylor Measured Progress

Monitoring Assessment Performance: Analysis, Record Keeping, Reporting, and Taking Action

Room: Merriam
Practice Area Division(s):
Topic: Data Management
Session Type: Breakout Session

Once a test is developed and being administered, what comes next? Designing and executing a test maintenance plan can be as complex as test development. All too often technical reports are either insufficient in addressing the needs of a testing program, overly complicated, missing key information, or outright don't exist!

This session will introduce test users to how examination performance can be monitored as well as the exam features that are measured to indicate that performance. The presenters will discuss: (1) which features of an exam program should be monitored, (2) how they can be evaluated, (3) what impact they have on candidate experience, and (4) what an exam program can do about the results.

Specifically, across all programs there are key performance indicators (KPIs) that are critical to consider. Examples of these KPIs include: (1) exam performance (e.g., scores, variability), (2) exam time, (3) reliability, (4) fairness and measurement equivalence, (5) item quality and performance (e.g., difficulty, discrimination), and (6) examinee experience (e.g., feedback, challenges).

This session will provide guidance as to: (1) how programs should monitor the key performance indicators of their testing program, (2) how to document the results for validity evidence and evaluation, and (3) how to form an action plan to improve the performance of their measures. The presenters will also address considerations of frequency of analysis, low-volume assessments, and multiple levels of analysis, including: (1) exam-level, (2) domain-level, (3) item-level, and (4) examinee-level. To solidify participants' understanding of these recommendations leaders from two certification programs will also share their experiences throughout the session, including challenges in conducting these processes and the opportunities for program improvement that can come from these types of activities.

PRESENTERS:
Dania Eter Cisco
Jessica Rapey Commission on Dietetic Registration
Susan Davis-Becker ACS Ventures
Amin Saiar PSI Services LLC

One Billion Customers: Lessons from the Front Lines in China

Room: Powell
Practice Area Division(s):
Topic: Multi-National Testing Programs
Session Type: Breakout Session

Big challenges bring big opportunities. The People's Republic of China (PRC) is the world's most populous nation with a population of nearly 1.4 billion. Its vanguard party based in the capital of Beijing governs the country, and the national College English Test (CET) is administered to more than 10 million candidates annually. Vendors the world over long for a project this scale, but many come away from a mere investigation of the opportunity with a newfound respect for the complexities of operating a national testing program in China as part of a multinational team. This session will discuss the current state of testing in China with a particular emphasis on the CET exams and the challenges and rewards faced by two partners—one Chinese and one American—working together to address the opportunity created by automating the processes used to score the CET. This session will also discuss the opportunities for the big data collected in the process to drive educational outcomes for students.

PRESENTERS:
Allen Chen Shenzhen SeaSkyLand Technologie Co. Ltd.
Paul Edelblut Vantage Labs

Psychometric Test Security Approaches to Mitigating Cheating and Faking

Room: Rainmaker C
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Test publishers, test users, and rule-abiding test takers all have concerns that test takers will fake "good" results on personality assessments or attempt to cheat on other types of high-stakes tests. Concerns about faking and cheating can impact actual or perceived fairness, and validity of assessments and adversely impact test takers and test users. While various technological methods exist to prevent and detect cheating, there are also opportunities to use psychometric and analytic approaches to detect and mitigate faking and cheating.

Test publishers and users from all fields need to deal with both faking and cheating. Soft-skill and personality assessments are increasingly being added to high-stakes assessment batteries (i.e., licensure, certification, and employment) making it more likely faking will be introduced into components of licensure and certification exams too. Cheating can take many forms including getting a copy of items, unacceptable coaching from administrators, copying from another test taker, or using a proxy test taker.

In this session, four assessment experts within I/O and Education fields will discuss: (1) the impact of faking, (2) psychometric approaches to detecting faking and cheating, (3) the use of response distortion measures and analytics, and (4) the use of both technology and "psychometric forensics" to detect cheating. A discussant will also share insights and feedback on the presentations.

This session's four presentations will cover research-based and methodological topics, including: (1) evolving responses to managing faking in standard and express personality assessments, (2) psychometric approaches to detect cheating and faking among high-stakes test takers, (3) the use of psychometric response distortion measures to detect high-stakes faking and cheating, and (4) technological and psychometric aspects of test data forensics.

PRESENTERS:
Andre Allen General Dynamics Information Technology
Blaine Gaddis Hogan Assessments
John Jones General Dynamics Information Technology
Joe Orban Questar Assessment, Inc.
Kelly Dages General Dynamics Information Technology

Test Delivery as a Service: Leveraging Open Standards for Making Next Generation Digital Learning Environments a Reality

Room: Greenway A-B
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

The future of education is all about personalized learning—offering effective learning pathways using a wide range of content and learning apps curated from various sources to make it easier for teachers to teach and for students to learn faster and more effectively.

The 2015 EDUCAUSE Learning Initiative (ELI) research paper introduced the concept of the Next Generation Digital Learning Environment (NGDLE). It proposes an OPEN learning ecosystem, highly interoperable and multi-vendor by nature. It requires products and content from multiple vendors to work well together, providing a holistic view of each student and their learning progress.

As interoperability is the linchpin of NGDLE, it requires solid technology standards to support this and full adherence to these standards by all parties involved. Openness has been lacking in the past, leading to closed vendor-specific solutions and siloed sets of data and creating roadblocks in students' learning pathways. Strong collaborative leadership from both vendors and end-user organizations is required to establish this OPEN learning ecosystem.

This session's presentation will demonstrate and share first experiences in making the NGDLE a reality for a project in Workforce Skills Credentialing. In this project, open (technology) standards have been leveraged to integrate/implement Test Delivery as a Service (TDaaS) into an existing assessment program.

In this presentation we will demonstrate and share first experiences in making the NGDLE a reality for a project in Workforce Skills Credentialing. In this project, open (technology) standards have been leveraged to integrate/implement Test Delivery as a Service (TDaaS) into an existing assessment program. We will discuss the standards used to date, focusing on IMS QTI and LTI:

1. QTI (Question & Test Interoperability): the standard for exchanging item and test (assessment) data, including results

2. LTI (Learning Tools Interoperability): the standard for integrating rich learning applications

They will also discuss future plans required to fulfill the full promise of the NGDLE, including: (1) improving existing standards (aQTI, LTI 2.x) to support more seamless integration, (2) implementing IMS Caliper allowing for richer learning analytics and personalization, and (3) integration into the learning ecosystem (Learning Management System, School Information Systems, Learning Record Stores)

Realizing the vision of NGDLE will require institutions and vendors to collaborate in new and inventive ways, and this presentation will bring a real-world example into perspective and presents and architecture overview that attendees can utilize for shaping and designing their own learning ecosystem. The future of education is OPEN.

PRESENTERS:
Mark Molenaar OAT
Jason Carlson ACT

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Breakout Sessions

Monday, March 6, 2017 • 2:30 PM - 3:30 PM

When Test Accommodations Clash with Test Security: Issues to Consider and Suggested Best Practices

Room: Kirkland
Practice Area Division(s):
Topic: Legislation, Policy, and Accessibility
Session Type: Breakout Session

What's the right thing to do when test accommodations clash with test security? Accommodations in the past were mainly limited to extra time, readers, and separate rooms. Today—thanks to rapid advances in assistive technology—candidates are more and more requesting to bring technology into the test center. In some cases, this is assistive technology that will help mitigate the negative effects of their disability, such as: (1) screen magnification software, (2) special high-contrast keyboards, (3) Brailling devices, or (4) head-controlled mice. In other cases, candidates want to bring in medical devices that contain Bluetooth technology, remote-control devices, or medical devices that communicate with a smartphone.

There has also been a steep increase in accommodations requests that require the candidate leave the test center—perhaps to express breast milk or nurse a baby—and additional security concerns arise. There is no question that candidates with disabilities or medical conditions need to be accommodated, but in some cases extra care needs to be taken to ensure that test security is maintained. In other cases, candidates' "preferences" may not be realistic, as they may pose significant security risks. This session will explore some of the increasingly common accommodations requests that may pose security risks and offer practical tips for handling such requests.

PRESENTERS:
Aimee Rhodes CFA Institute
Isabelle Gonthier CFB Board of Standards
John Hosterman Paradigm Testing

Creating Consensus: Best Practices in the Administration and Development of Situational Judgment Tests

Room: Trailblazer B
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Fishbowl

Interest in Situational Judgment Tests (SJTs) has increased in recent years. Generally, SJTs are conceptualized as contextualized measurement methods that capture respondents' judgment regarding which action to take in response to a scenario. As indicated in this conceptualization, however, SJTs do not have an inherently correct or incorrect answer—some answers are presumed to be more effective than others, and respondents must exercise their judgment when selecting an answer while considering the particular context presented in the corresponding scenario or situation. And—despite the widespread interest in and use of SJTs—there remains a lack of consensus regarding their development, administration, and scoring.

There are several different techniques for developing SJTs, such as the critical incident technique and the job analysis technique. In administration, paper-and-pencil exams remain the most widely used format for SJTs despite research demonstrating that the criterion-related validity of SJTs increases when they are administered using a video-based presentation format. Multimedia SJTs, however, pose their own difficulties by introducing variables such as race, gender, and age—all of which can be avoided in written SJTs.

Another debate in SJT literature regards the question prompts. "Would" instructions ask examinees to express their intentions, whereas "should" instructions ask examinees to choose the best course of action in a given situation. Research has demonstrated that "should" instructions demonstrate higher criterion-related validity than "would" instructions, but both types of instructions remain prevalent. Several different techniques for scoring SJTs exist as well, including empirical, theoretical, hybridized, expert-based, and factorial.

SJTs are appealing and used by practitioners as assessment tools; therefor reaching consensus on these various issues is critical. This session's fishbowl discussion will facilitate conversation among professionals in the field, allowing them to share valuable information and experiences related to SJTs. Discussion topics will include (1) the definition and utility of SJTs in different fields, (2) issues with SJT development, and (3) different SJT administration modalities with corresponding benefits and challenges.

PRESENTERS:
Alexander Alonso Society for Human Resource Management
Emily Medvin American Institutes for Research
Jillian Gaetano American Institutes for Research
Sara Gutierrez CEB

Part 1 of 2: Workforce Skills Credentials

Room: Trailblazer A
Session Type: Breakout Session

Workforce skills credentials – from industry specific credentials to badges, micro-badges and more – are continuing to grow in importance across the globe. According to the Connecting Credentials initiative, the last 30 years have seen an increase of more than 800% in the number of certificates awarded by higher education and other education and training providers. One method for addressing the proliferation and fragmentation of workforce skills credentials has been to develop a framework for credentials. For example, in the EU, the European Commission has developed the European Qualifications Framework for lifelong learning. In the U.S., the Connecting Credentials initiative has developed a credentials framework designed to help employers, potential employees and other stakeholders compare different types of credentials. ATP's Workforce Skills Credentialing Division is monitoring and providing input to these efforts to ensure both assessment quality and security are taken into account when building a credentialing framework. Join a panel of experts as they discuss the current state of workforce skills credentialing, the ongoing development of credentialing frameworks, and ATP's involvement in shaping these important initiatives.

MODERATOR:
Rob Pedigo Castle Worldwide, Inc.

PRESENTERS:
Roy Swift Workcred
Bob Mahlman The Ohio State University
Rachel Schoenig Cornerstone Strategies, LLC

Performance Testing: Opportunities, Challenges and Lessons Learned

Room: Cushing B
Session Type: Peas in a Pod Discussion

While performance testing has been around for decades, technological innovation has made the creation and implementation of performance based testing programs more accessible than ever. Hosted by moderators from the Performance Testing Council, participants will be asked to explore their own interests in performance testing, while learning from others who have implemented these programs. Questions that will also be explored are if and how performance based testing can add value to a program and how programs can typically implement such assessments. Challenges and lessons learned will also be discussed.

FACILITATORS:
Ellen Julian Inteleos
Rory McCorkle PSI Services LLC

Breakout Sessions

Monday, March 6, 2017 • 2:30 PM - 3:30 PM

PLATINUM SPONSOR SESSION

Prometric

It's All About the Data!

Room: Pathfinders

Session Type: Breakout Session

This session opens with some ideas on improving your data literacy, tips for working with numbers and statistics, and things to bear in mind while working with messy, imperfect and often undocumented datasets. Understanding how data from assessments can be used to drive change is just as important as understanding how tests need to be built to provide valid and reliable results. Oftentimes the conversations that occur around assessments focus on test design, test development and psychometric analyses while the interpretation of candidates' performance is reduced to a single score or pass-fail status. But there are many rich discussions that can be fostered by the test data. In fact, assessment results that are organized appropriately can provide immediate feedback to key stakeholders about what candidates are successfully learning, and more importantly, what candidates are not learning. During this session we will review various strategies for reporting test results that promote meaningful analysis and discussions.

PRESENTER:

Li-Ann Kuan Prometric

PLATINUM SPONSOR SESSION

The College Board

Noncognitive Assessment: Overcoming Challenges, Making Meaningful Inferences and Exploring Appropriate Uses

Room: Tribal

Session Type: Breakout Session

There is a growing push among educators, policy makers, and researchers in understanding and measuring individuals' noncognitive skills--also referred to as mindsets, 21st century skills, personality, character, or social-emotional skills. The assessment of these noncognitive skills has broadly included behaviors, attitudes, skills, and strategies that are distinct from content knowledge but nonetheless important for achievement.

Throughout the years, the uses of noncognitive assessment have been varied, ranging from low-stakes applications like basic research and program evaluation to high-stakes applications like job selection. More recently, there has been broadening emphasis in education on noncognitive facets, and this has taken shape in a number of different ways. For example, noncognitive assessment is being explored for purposes such as educational accountability (e.g., the Every Student Succeeds Acts allows for the inclusion of nonacademic factors as an accountability metric), higher education admissions, and identification of necessary student supports and interventions in both K-12 and postsecondary education. Given the broad range of uses and associates stakes, assessment professionals are faced with a number of measurement challenges that must be considered and addressed.

This session will discuss some of the most common uses of noncognitive assessment, identify associated measurement challenges, and explore appropriate uses of noncognitive assessments given the known challenges. We will conclude with audience Q&A, during which we hope to explore additional interests and concerns.

PRESENTER

Carol Barry College Board

PLATINUM SPONSOR SESSION

Examity

Online Test Security: An Enhancement to Your Test-Taker's Experience and an Alternative to Testing Centers

Room: Mapmakers

Session Type: Breakout 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

Dessert and Breakout Sessions

Monday, March 6, 2017 • 3:30 PM - 5:30 PM

3:30 PM – 4:30 PM

Dessert with Exhibitors

Room: Kierland Grand Ballroom

Health Sector Special Interest Group Meeting

Room: Sitgreaves Suite

Join the Health Sector Special Interest Group as they 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.

4:30 PM – 5:30 PM

Actionable Intelligence: Real World Examples on How to Move from Reactive to Proactive

Room: Merriam

Practice Area Division(s):

Topic: Security and Privacy

Session Type: Breakout Session

Using actionable intelligence is the process of determining which insights need to be harvested from data in order to take specific, risk-based, and decisive actions in varying situations and with different programs.

This session will discuss (1) how one exam security program works with their delivery partner to gather the data needed to develop actionable intelligence enabling their joint teams to defensibly act against rogue training centers, candidates, and brain dumping sites, (2) how the test security and legal teams worked together to identify specific evidence, take action, and streamline their process in protecting intellectual property, and (3) how the collective teams have identified, developed, and implemented specific criteria and processes that can be monitored on an ongoing and proactive basis.

PRESENTERS:

Bryan Friess Pearson VUE
Victoria Quinn-Stephens Cisco

Disruption of Traditional Assessment Systems: Are We the Walking Dead?

Room: Trailblazer C

Practice Area Division(s):

Topic: Business Strategy and Operations

Session Type: Breakout Session

For decades, the bulk of traditional commercial assessment has involved participants responding to carefully researched items that are aggregated into scales. Arguments about test development, item response formats, statistical properties of items, modes of administration, and other questions may be useful for the academic community, but have changed the applied assessment industry very little over the last 40 years. Criterion measurement has fared about the same, and has often delivered even less in terms of advancing the industry. In many ways, moving test administration from test booklets and scantron sheets to online and adaptive testing simply shifted forms onto screens and sped up the calculation of scale scores.

On the other hand, digitization has created a fundamentally different testing landscape by radically converting manual, offline processes into online, networked, computer supported (and often dependent) processes. Entire organizations are undertaking digitization initiatives, and increasingly our individual lives are taking place in digitized environments as well. These significant shifts bear important implications for the testing industry.

Specifically, these changes have enabled four significant forces that disrupt traditional assessment. First, traditional assessment items may become less and less relevant over time—or perhaps eventually disappear—as useful behavioral signals are increasingly sampled from digitized human behavior. Voice recognition software, video-based interviewing, and other sources of digital summary data (e.g., geolocation, browser use, online response latencies, and email content analysis) are just a few examples. Second, some data scientists are putting aside theory development in favor of simply jumping into the data, searching vast pools of digital content in search of relationships between variables. Third, these disruptions have also transformed our notions of outcome variables from traditional measures to aggregated digital data sources such as financial transactions and physiological information. Lastly, and most crucially, testing is either disappearing or being transformed in the form of gamification and other forms of entertainment-based testing and customers prefer it.

In short, disruption is already occurring and testing is being commodified. Given the choice between being disruptors or being disrupted, this session seeks to discuss which kinds of response should be taken.

PRESENTER:

Dave Winsborough Hogan Assessment Systems

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Fairness and Automated Scoring

Room: Rainmaker B
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

The 2012 Standards of Educational and Psychological Testing provide helpful human and automated scoring guidance for testing organizations. Standard 3.8, for example, recommends collecting "evidence of the validity of score interpretation for relevant subgroups" for both human and automated scoring. Standard 4.19 also recommends that test developers using automated scoring provide "evidence that the scoring algorithms do not introduce systematic bias against some subgroups." A popular automated scoring framework produced by Williamson, Xi, and Breyer in 2012 recognizes fairness and the study of subgroup differences as one facet of validity.

In this session, the presenters will: (1) outline the variety of analyses available for establishing automated scoring fairness, (2) provide participants with real examples of establishing fairness in items that are scored using automated scoring, (3) illustrate areas where more research about subgroup analysis is needed, and (4) provide guidance to testing organizations that encounter automated scoring items that do not exhibit fairness per the subgroup analyses.

In the first presentation of the session, a synthesis of the literature on subgroup analysis techniques will be applied to a set of Grade 7 Mathematics and Algebra I items administered to students with disabilities, English as a second language students, and a control group of students. During the session's second presentation, differential item functioning (DIF) and its role in establishing fairness in automated scoring will be discussed. The emphasis of this presentation will be on essay tests scored by both humans and automated scoring in an operational certification/licensure setting, and will conclude with advice on what alternatives a testing company should consider if DIF is identified in an item using automated scoring.

At the end of the session, audience members will be able to: (1) identify multiple ways of establishing fairness in items scored with automated scoring, (2) apply various approaches to subgroup analysis to items scored with automated scoring, (3) apply differential item functioning procedures to items which use automated scoring, and (4) prepare a plan of action when an item scored with automated scoring is identified as unfair.

PRESENTERS:
Matthew Schultz American Institute of Certified Public Accountants
Scott Wood Pacific Metrics Corporation

IBM, Microsoft, and Cisco: The Journey to Badging Technology

Room: Rainmakers A
Practice Area Division(s):
Topic: Business Strategy and Operations
Session Type: Breakout Session

Top credentialing, certification, and training programs have adopted digital badges as a secure, cost-effective way to issue verifiable recognition, and badging has evolved from new, unknown technology to a trusted method of managing a certification program. Alongside that evolution, a series of best practices to plan, launch, and grow a badging program have developed.

Join this session's presenters as several top organizations in the credentialing industry share their journeys. Each of their experiences is unique, but will ultimately addresses the following topics.

Planning, including: (1) defining the goals of a badging program and determining which metrics used to measure those goals, (2) creating meaningful metadata as the foundation of a badge, and (3) designing a badge visual that accurately represents a brand in a way that is mobile optimized.

Launch, including: (1) making sure a marketing plan is multi-channel and informs badge earners of the main benefits of accepting and sharing their digital credential, (2) soliciting feedback from badge earners so a program can be adapted as needed, and (3) gathering influencing testimonials.
Growth, including: (1) checking in on goals initially set to make sure they are still relevant or if they need to be adjusted, (2) finding new ways to engage with earners through social media, special offers, or new learning opportunities related to badges issued, and (3) determining if there are new badges that could be offered which align with existing business goals and meet a need for badge earners.

Early adopters of badging have been in the business for several years now and have discovered what works and what doesn't when it comes to building an effective badging program. In this session, attendees will leave with best practices, action items, and considerable insight—all of which will help them build their own badging programs.

PRESENTERS:
David Leaser IBM
Jarin Schmidt Acclaim
Selina Winter Microsoft
Vikas Wadhwani Cisco

Job Analysis Considerations for Multi-Tiered Credentialing Programs

Room: Rainmaker C
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Job analyses provide an essential source of validity evidence for educational and credentialing exams. For many organizations there are multiple programs that build upon one another. An organization may have both entry and advanced level certification exams, for example. An organization may also have a basic knowledge exam followed by one of several specialty exams. In education, one exam may additionally have multiple achievement level scores (i.e., basic, proficient, advanced). Determining tasks and competencies can be complicated in these types of multi-tiered assessment programs because their design requires careful planning to ensure that the information assessed on the exams follows the hierarchy in terms of content and cognitive level.

This session will explore a multi-tiered job analysis design completed for a widely used and well-known certification program. This design will be discussed from a psychometric perspective, a facilitation perspective, and the credentialing organization's perspective. Practical, financial, and validity-based implications of designing a multi-tiered job analysis will also be included in this discussion.

The main learning objectives of this session will include: (1) gaining awareness of different job analysis designs, including those that can be applied to organizations with multiple programs that share content or are multi-tiered, (2) improving understanding of the pros and cons associated with completing sequential job analysis from a psychometric, facilitator, and credentialing organization's perspective, and (3) improving understanding of how performing sequential job analysis impacts accreditation steps.

There will also be three presenters for this presentation. A psychometrician will provide a general introduction on the issues, challenges, and considerations when designing a job analysis for a multi-tiered program. Next, the director of exam services for a widely used and well-known certification program will discuss the challenges faced and program design decisions related to a multi-tiered program. Lastly, the facilitator who completed the job analysis for this certification program will discuss the challenges faced and lessons learned from facilitating a multi-tiered job analysis.

PRESENTERS:
Amy Roedl National Restaurant Association
Kristina Hollowell Alpine Testing Solutions
Amanda Wolkowitz Alpine Testing Solutions

Key Considerations in Setting Standards in a Changing Landscape: A Case Study

Room: Greenway A-B
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

The Certified Financial Planner Board of Standards, Inc. (CFP Board)—the organization responsible for the development and delivery of CFP® certification in the U.S.—recently underwent a Job-Task Analysis and reset the standard for the CFP® examination. The organization faced a number of challenges while transitioning to computer-based testing and shortening of the CFP® examination, however. In part, this was because existing CFP® Professionals were concerned about the potential "watering down" of the designation.

Topics covered in this session will include: (1) a review of key considerations following completion of a job-task analysis, (2) identifying emerging trends, and (3) how it impacts decision makers related to the examination. A description of approaches in standard setting will also be given, as well as challenges in ensuring all components of a changing landscape are being considered. Lastly, the identification of communication strategies in informing certificate recipients of changes impacting the examination and the certification program as a whole will also be discussed.

PRESENTERS:
Julia Leahy Prometric
Isabelle Gonthier FPSC

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Tech-Enhanced Items: How Can They Provide Better Measurement?

Room: Trailblazer D-E
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Technology-enhanced items (TEIs) have received substantial attention as browser-based delivery technology has grown in capabilities and acceptance. However, much of the attention garnered by—and driving force behind—TEIs has been from the technological and pedagogical perspectives. That is, conference presentations and journal articles often focus on the cool technology, user interface, student experience, "deeper learning," and so on. But what is the purpose of a test? To provide precise measurement of knowledge or skills.

This presentation will critically evaluate a number of TEI formats and how they might be scored, from both a classical and item response theory (IRT) perspective. This discussion will be couched in the consideration of actual data delivered in K-12 educational assessments. One notable aspect is that substantial information can be reaped from incorrect responses, which are generally not considered except for advanced IRT models like partial credit or nominal response models. Even these do not always consider all available data. For example, a straightforward multiple-response item with six possible options and two correct answers might be scored as 0-1-2 points—better than simply 0-1—but not considering which of the four incorrect options were selected ignores any possible information that might be present there. Of course, this typically happens with multiple-choice items too, as the nominal response model is virtually never used in practice. In other cases—such as PARCC two-part items—IRT modeling frankly falls apart.

This session's presenters will discuss the effect such scoring approaches might have on the overall precision and variability of examinee scores, as well as how the effectiveness of each item and the overall test can be evaluated. They will also consider how these discussions might drive the further evolution of TEIs, but driven from a psychometric perspective.

PRESENTERS:
Paul Jaquith ACTVET
Andrew Lunstad Assessment Systems
Nathan Thompson Assessment Systems

The Importance of Providing Relevant Feedback: How Data Analytics Can Provide Actionable Feedback to Improve Performance on High-Stakes Assessments

Room: Powell
Practice Area Division(s):
Topic: Data Management
Session Type: Breakout Session

Effective high-stakes assessments are valid measures of the skills acquired in high school or those needed to succeed in college or on the job. How good are they at offering feedback or a diagnosis of a candidate's results on an assessment that can be analyzed and utilized to improve performance, though? At the grade school level, the prevalence of formative assessments helps children effectively learn the skills needed to thrive at each grade level. Even adult learners and those seeking entry to college or the workforce need this feedback, yet very few assessments cater to these needs. This session will discuss how two different assessments have sought to offer test takers feedback on their performance both on practice exams as well as the real exam that enable better preparation to maximize performance.

One assessment—a high school equivalency assessment—provides candidates taking either the practice test or the operational test detailed feedback on the competencies that they demonstrated strengths in as well as the specific skills they need to strengthen or attain to improve their performance. The skills and competencies are cross-referenced to educational materials aligned to the test from 20 approved publishers. Links to these materials help candidates immediately address skill deficits and prepare for their next testing opportunity. For test takers who pass the exam, the feedback provides guidance on skills that they will need to acquire to help them advance on their next educational or career goals.
The second—a graduate admissions assessment—offers customized feedback on specific question types, skills, and timing that offers invaluable insight into a candidate's performance on the exam and provides actionable information that will help the candidate identify their strengths and weaknesses on the skills tested in each section of the exam, as well as the time spent on each question. It enables test takers to speak to admissions staff about their skills as well as helps improve skills before arriving in the classroom or—should they decide—help them focus their preparation efforts for a future sitting of the exam.

This session will focus on how examiners can delve deeper into the exam data and report on it effectively, providing actionable insights while at the same time preserving the reliability and defensibility of the information that is reported.

PRESENTERS:
Ashok Sarathy GMAC
Martin Kehe GED Testing Service

The New EU-U.S. Privacy Shield: What Testing Companies Need to Know

Room: Trailblazer A
Practice Area Division(s):
Topic: Security and Privacy
Session Type: Breakout Session

When European Court of Justice invalidated the "Safe Harbor" framework in October 2015, many multinational companies were left scrambling to find alternative legal mechanisms to transfer personal data from Europe to the U.S. Over 4,000 organizations that had been using the Safe Harbor to transfer data for more than 15 years lost that option overnight. After several months of legal uncertainty, in July 2016, the European Commission adopted the EU-U.S. Privacy Shield to replace the Safe Harbor. Companies were able to join the new framework as of August 1, 2016 by self-certifying on the Department of Commerce's website.

In this presentation, BakerHostetler Partner Melinda McLellan and Associate Emily Fedeles will provide information and insights for organizations considering joining the Privacy Shield, including:

- A nuts and bolts explanation of the Privacy Shield
- Background on the development of the Privacy Shield framework
- An overview of the practical steps in the self-certification process
- Strategies for assessing whether the Privacy Shield program is right for your business
- Key features of the Privacy Shield that differ from its predecessor, the Safe Harbor framework
- Discussion of the future stability and longevity of the Privacy Shield

PRESENTERS:
Emily Fedeles BakerHostetler
Melinda McLellan BakerHostetler

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Opting Out: Does it Help or Hurt the Assessment Industry

Room: Kirkland

Session Type: Crossfire Debate Fishbowl

In the last several years the Opt Out movement has gained attention, substantial momentum and certainly a lot of press – largely due to criticism associated with standardized testing in education and with recertification requirements in various industries. Proponents of the Opt Out movement suggest that issues within standardized testing can be solved by having candidates and students "opt out" of testing – refusing to participate in the assessment process. This is not a surprising approach, as boycott movements have certainly aided in social change at various times. So ignoring or dismissing the Opt Out movement is not likely the right answer. So what is? Should students and candidates be encouraged to Opt Out of the assessment process until their concerns can be addressed? Would a growth of the Opt Out movement encourage change within the assessment industry? Or does Opting Out result in negative impacts that will not, in the end, assist in the evolution of the assessment? If Opting Out is not the answer, what is? Join us in what will be sure to be an interesting and passionate discussion about the Opt Out movement and its positive and negative implications for assessment.

PRESENTERS:
Rob Pedigo Castle Worldwide
Eric D'Astolfo Pearson VUE
Amy Riker Educational Testing Service

Lessons Learned in Test Accessibility

Room: Trailblazer B

Practice Area Division(s):

Topic: Legislation, Policy, and Accessibility

Session Type: Fishbowl

Many organizations know that they need to make their content accessible. And while these organizations may know some accessibility basics, few understand the full scope of how to create quality alternate descriptions, how to work effectively with screen readers and developing technology, or how to develop and implement processes that will ensure future content is accessible to all audiences.

The presenters of this will discuss practical solutions for (1) improving the accessibility of content with others within the industry, (2) learning from each other's experiences and expertise, and (3) hopefully avoiding the same mistakes that others have made. They believe that no matter what a test's content includes, it's important to make sure that content does not exclude any members of your potential audience. Because creating accessible content isn't just required by law, it's also the right thing to do.

PRESENTER:
Mary Coleman Western Governors University

IT Certification: Top Trends

Room: Cushing B

Practice Area Division(s):

Session Type: Peas in a Pod Discussion

IT certification programs face their own set of challenges, due to their scale, commercialization, and pressures for profitability. Participants will be asked to explore current challenges in IT certification programs, including decreasing development time/cost, legal defensibility while facing pressure to cut corners in development processes, exam security, badging, and alternative test delivery methods. Moderators from the IT Certification Council will lead the discussion, bringing their own experience at IT certification programs to share.

FACILITATORS:
Kristin Wall Gibson BakerHostetler
Jim Lucari BakerHostetler

PLATINUM SPONSOR SESSION

Alpine Testing Solutions

The More Things Change the More Things Stay the Same: A Futile Assessment Strategy

Room: Pathfinders

Session Type: Breakout Session

The definition of insanity is doing the same thing and expecting different results. As assessments, technologies and demographics continue to evolve, the testing industry needs to keep pace. Yet, our fundamental assumptions and resulting approaches to testing have changed very little in the past 20 years. How long will our current best practices remain viable? What influence will larger societal trends such as big data, social media and privacy have on our testing methods? What will the expectations of Millennials and Post-Millennials have on how we assess them? How will technology impact how we author and deliver tests? How will business models change as the testing market continues to mature and assessments are further commoditized? These are just some of the questions we must ask ourselves.

In this thought-provoking session, we will lead the conversation with the best minds in the testing industry and discuss the changing market conditions that we all face. Ideas will be shared, significant trends identified and strategies formed in a collaborative, open conversation.

We all helped create this industry together, it is now time that we step back and look at where it is going, what our next steps need to be and what role we will all be playing in the not-so-distant future. Come engage in the dialogue lead from a uniquely industry-neutral perspective.

PRESENTER:
Brian Adams Alpine Testing Solutions

PLATINUM SPONSOR SESSION

Excelsoft Technologies Inc.

Implementing Competency Based Learning Programs - Addressing Assessment Specific Challenges for Credentialing

Room: Tribal

Session Type: Breakout Session

SEIU 775 Benefits Group supports a base of 42,000 home care aide (HCA) adult-trainees for their Washington-State licensure (basic) training, their continuing education, and any additional (advanced) courses. We have recently revamped our Advanced HCA training program, we have employed a competency-based learning program using a flipped-classroom approach. Trainees learn through online courses for 35 hours over 8 weeks, and attend facilitator-lead learning labs for an additional 35 hours in the same time period. Both the content design and assessment development are independently focused on a set of competencies based on a service-design principle, with boundaries in place to prevent training to the test, as well as testing to the learning environment (rather than the outlined competency).

SEIU partnered with Excelsoft, a leading EdTech company, to implement an assessment solution. The revamped competency-based Advanced HCA training program leverages upon SARAS, Excelsoft's flagship eAssessment platform for both pre- and post-assessments, as well as the proctored performance-based assessments. Students have consistently reported preference of the SARAS eAssessment platform, over paper-based tests.

This session will focus on how SEIU and Excelsoft worked together to address some of the key assessment challenges faced by licensing and credentialing bodies as they adopt competency based approaches. Join us to know more about:

- Addressing assessment needs around competency based learning.
- Ensuring data integrity and accuracy.
- Taking informed business decisions.
- Simplifying existing assessment process (digital or paper based) thereby reducing turn-around time and administrative overheads.
- Ease of transition from paper based to digital assessment.

PRESENTER:
Prashant Goela Excelsoft Technologies Inc.

PLATINUM SPONSOR SESSION

Internet Testing Systems

See What 20 Years Looks Like!

Room: Mapmakers

Session Type:
Breakout Session

It's our 20th Birthday!

Internet Testing Systems is celebrating our 20th birthday. Please join us for this session as we recap our experiences and update you on our capabilities. This year we will be presenting some exciting new technologies that allow testing programs and partners to provide tools to customers to build tests from content they create or license. We will also be discussing Formative, Live in the App, lab based testing, Dynamic Option Multiple Choice (DOMC), and local test delivery. 2017 promises to be an exciting year, and we hope you will join us to hear about our plans.

PRESENTER:
Pat Ward Internet Testing Systems

Reception with Exhibitors and ePoster Sessions

Monday, March 6, 2017 • 5:30 PM - 7:00 PM

5:30 PM – 7:00 PM

Reception with Exhibitors and ePoster Sessions

Room: Kierland Grand Ballroom

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

#1 - Bridging the Gap: A Case Study on Creating Multi-Sponsor Certification Programs

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Program Design
Session Type: ePoster Session

In today's business environment, professionals often work across multiple disciplines, combining a variety of knowledge and skills to create a "portfolio" of expertise. This creates opportunities to develop cross-functional, "cross-organization" assessments and credentials to measure and validate portfolio expertise. With this in mind, this session poses the question of how best to develop a multi-sponsor certification program.

Some organizations address this by recognizing the credentials released by other organizations. This approach may not adequately address the assessment or program requirements, though, if not built specifically for those requirements.

Other challenges present themselves as well: (1) how do you create one set of assessments and one program that can cross the "boundaries" of multiple test sponsors, (2) how do you effectively partner to define, build, deploy and maintain these tests and programs over the course of years, (3) how do you promote and market this program, and (4) what are the issues related to reporting on program success, sharing candidate information, allocating expenses, etc.? There are many unexpected complications in developing a program like this, not least of which include recognizing and addressing different organization cultures and testing philosophies.

This session will present a case study where two testing sponsors successfully partnered to create a single, co-branded certification program to address the needs of their technical professionals. The presenters will discuss all aspects of the process, including: (1) needs definition, (2) testing strategy, (3) developing the "rules of engagement" and contracts, (4) designing the testing and program structure, (5) developing the exams, (6) implementation, (7) reporting, and (8) maintenance. This session's interactive discussion will also address specific lessons learned along the way and recommend best practices for any test sponsors seeking to implement a similar project.

PRESENTER:
Liz Burns Adobe

#2 - Non-Cognitive Abilities: How to Measure and Grade Open-Ended Stimuli Using Techniques in Artificial Intelligence (AI)

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Program Design
Session Type: ePoster Session

Most high-stake assessments are in the form of Likert-scale or multiple-choice format. In most cases, test developers shy away from open-ended stimuli for various reasons such as: (1) being hard to code and grade because open-ended stimuli requires trained graders, (2) scalability—since such stimuli are primarily graded by trained graders, they are extremely hard to scale, (3) bias in grading because regardless of how trained and profession the graders are there is always bias in grading, (4) they are time-consuming—since graders are required to read all responses, it can be extremely time-consuming, and (5) they can cause fatigue for the graders—regardless of how trained the graders are, studies show that grading large # of responses, causes fatiguing for the graders.

However, having open-ended stimuli is the ideal way of measuring non-cognitive or soft-skills for various reasons such as: (1) qualitative and quantitative analysis, (2) it provides better insights into the underlying construct, (3) it features formative vs. summative assessment, (4) it's harder to fake, and (5) it requires deeper level of thinking

This session's presenters will introduce their artificial intelligence (AI) methodology that enables and automates the grading process of such open-ended stimuli. The AI technology is similar to IBM Watson's technology, where by looking at large set of knowledge-based corpora it can identify and measure the semantic distances between various ideas and responses generated by the participants.

For the purpose of this session, the presenters have developed a set of situational judgment test items (SJTs) that focus on behavioral skills content, particularly on interpersonal skills (e.g., cooperation). Although SJTs traditional use some sort of multiple choice format for responses (e.g., select the most effective behavior or select what you would do in this situation), they have designed an AI engine that can classify responses by level of effectiveness.

The outline of the presentation is as follows: (1) an overview, (2) problems with open-ended stimuli, (3) benefits of open-ended stimuli, (4) how to automate the grading process, (5) demonstration, and (6) how AI technology enables this to be done in large-scale assessment.

PRESENTER:
Farzad Eskafi SparcIt

#3 - Addressing the Skills Gap by Connecting Workforce Training Programs with the Needs of Employers: The Value of Assessment

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: ePoster Session

The skills gap is a topic of discussion in many countries over the past decades. Through the use of an e-poster, this session will present information on how to connect college curricula (primarily from community colleges which do a wide variety of workforce training in the U.S.) and job requirements to individual skill levels as measured by assessment. Specifically, this session will be looks at the ACT WorkKeys system of assessment and job analysis, and how it can be used to make these connections.

WorkKeys consists of assessments for foundational workplace skills validated through over 20,000 job profiling. The National Career Readiness Certificate (NCRC)—a career readiness credential with multiple levels—uses three of the WorkKeys assessments: (1) Reading for Information, (2) Applied Mathematics, and (3) Locating Information (using graphics).

Another component of the system is job profiling, a job analysis process to determine which WorkKeys skills are relevant. WorkKeys profiles include: (1) job profiles identifying the tasks, skills, and skill levels needed for job entry and for effective performance for a particular job, (2) curriculum profiles identifying the WorkKeys skill levels required for entrance into a program of study (using learning objectives) and for program completion, and (3) occupational profiles identify the tasks, skills, and skill levels required for an occupational across jobs, companies, or industries.

This session's e-poster will present several examples and case studies of linking curricula and jobs needs on both local and national levels. On the national level, the case study will involve work done with the Manufacturing Skills Standards Council (MSSC). MSSC issues two credentials following successful completion of training and assessments: (1) Certified Production Technician (CPT) and (2) Certified Logistics Technician (CLT). The goal of the project was to determine what levels of NCRC were needed to be successful in the CPT and CLT training and be able to move on the assessments. If they are successful with the NCRC they can then move on to a job specific credential such as the CPT or CLT and increase their work-readiness.

Lastly, the session's e-poster will explore the international application of these processes. Because they have millions of college graduates looking for employment each year, countries in Asia face especially great challenges in this field. These countries also report a kills gap. Preliminary plans will be discussed for a project in Asia that involves a curriculum alignment at the four-year university level of study.

PRESENTERS:
Changhua Rich ACT, Inc.
Helen Palmer ACT, Inc.

ePoster Sessions

Monday, March 6, 2017 • 5:30 PM - 7:00 PM

#4 - Changing the Focus of Delivery: Lessons Learned in the First Year

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Business Strategy and Operations
Session Type: ePoster Session

For this session's presenters, district delivery and partner focus have been mainstays of their business for many years with great success. In the last year, however, they began to build out a state services group intended to move into the summative space while continuing to offer their flagship growth measure to schools and districts.

This session will generalize innovative options for entering different areas of business for multiple audiences outside of educational assessment, such as adding low stakes badging assessments to higher stakes certification and licensure exams. This session's presenters also consistently review and improve approaches and processes, and will discuss how their lessons learned could apply across the industry as well.

The focus of this session will be on the content development and publishing group's experiences as they changed platforms, processes, and practices while working through the initial phases of this continuing endeavor. The presenters will discuss pitfalls and lessons learned, as well as their keys to success in working to accommodate both district and state delivery models.

PRESENTERS:
Amanda Fritz Northwest Evaluation Association
Chris Rozunick Northwest Evaluation Association
Regan Daniels Northwest Evaluation Association

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#5 - Detecting Inattentive Respondents in MTurk and Research Samples

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: ePoster Session

Amazon MTurk is a microtask website that is increasingly used to pilot test new items. In this session, the presenter will describe why attendees may want to consider MTurk for future pilot studies.

Recent research suggests that 10% to 20% of typical, unmotivated samples are inattentive and the so-called "negatively worded item effect" is an artifact of such inattention. In other words, inattentive respondents can damage research results. The presenters of this session will also demonstrate inattention in a sample gathered on Amazon MTurk and outline how they identified and removed inattentive respondents using both explicit and surreptitious items designed to detect inattention.

PRESENTERS:
Pamela Becker PAN - Performance Assessment Network, Inc.
Alan Mead Talent Algorithms Inc.

#6 - Implementing Evidence Centered Design in Large-Scale Academic Assessment

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: ePoster Session

Validity evidence is the foundation of any credible testing program and is crucial for establishing the veracity of inferences based on scores from the testing program itself. As such, when designing and delivering academic assessment building validity evidence into the exam life cycle is critical.

This session will begin with a discussion of validity theory and its importance in test design and development. Next, the session will discuss practical examples of how one institution has deliberately built establishing validity evidence into a testing program focused on measuring student learning in academic degree programs. Particular emphasis will be placed on designing competency-based assessment, including both objective and performance-based assessments. Other topics will include design methodologies (including Evidence-Centered Design) and the importance of designing assessments with the destination in mind.

PRESENTER:
Laura Williams Western Governors University

#7 - Keeping Innovative Approaches Alive: A Practical Application of the Rasch Measurement Model in Augmenting the Efficiency of Likert-type Rating Scales

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: ePoster Session

Likert-type scales are frequently employed to gather task importance and frequency ratings in task/job analysis research. Questionnaire participants, for example, may be asked to rate the importance or frequency of task performance on a five-point scale. Although rating results can be summarized by considering the scale as administered, Rasch Measurement Methodology may also be applied on the obtained rating data to reveal how raters employ scale values. All values of the scale may or may not contribute productively to the measurement of the task or job element.

In this session, analyses of empirical scale performance will be presented, including a review of item characteristic curves. The outcomes will be explored to illustrate how each of the scale points function and whether or not measurement is improved by potentially collapsing scale values during the data analysis stage. A practical example will also be presented, replicating the process for two separate rater groups. Insights gained from the application of this strategy in particular settings may inform scale design for future uses locally as well. Any efficiencies gained in scale development may also inform the construction of future scales with fewer point values, thereby reducing rater fatigue on subsequent questionnaires and possibly augmenting survey response rates as secondary benefits.

PRESENTER:
Nicole Risk American Medical Technologists

#8 - Predicting Test Question Performance Through Data Mining

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: ePoster Session

Pretesting of newly developed test questions is an important component of any assessment program. One advantage of pretesting—or "trying out"—new questions is that it allows test developers to collect empirical data that can then be used to inform the assembly and equating of operational test forms. Pretesting also prematurely exposes new test questions to test takers, however, with the potential of being compromised before they become operational. Furthermore, pretesting items may not be feasible for some assessment programs, leaving the expected difficulty indices of new items in question.

To address these issues, this session's study evaluates the ability to reduce the need for pretesting through the analysis of statistical characteristics of items from observable question features, such as text complexity and the intricacy of the tasks required by a test taker.

Data from extensive and validated question banks were used as the focus of this session's study. Selected items are five-choice questions that follow a short passage and are designed to evaluate the ability to understand, analyze, criticize, and complete arguments using reasoning skills.

Data mining, natural language processing, and random forest and hierarchical modeling techniques were used for evaluation purposes in order to estimate and predict the difficulty of test questions.

Implications for educational, admission, and credentialing assessment—including changes in pretesting methods for major testing programs—will be presented. Indications for the potential application of this methodology towards programs utilizing innovative approaches to item development—including automated item generation—will also be discussed.

PRESENTERS:
Charlotte Pashley Yardstick Testing and Training
Peter Pashley Law School Admission Council

#9 - Rating Using Comparison

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: ePoster Session

Rating is an important aspect that is crucial to the quality of assessment. Often assessments are designed in such a way that rating is manageable, and this could result in a limitation of what and how constructs are assessed. Furthermore, it is well known that rater effects could challenge the validity of assessment results for example due to lenience or stringency of the rater or due to halo effects.

An alternative to the rating of assessments is an evaluation based on paired comparisons (e.g. Politt, 2004). In this approach, the only evaluation a rater makes is a judgment which of a pair of candidates performed better. Based on multiple comparisons the test takers can be rank ordered based on their performance. It is also possible to grade performance based on this approach if some of the performances 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 performances.

Rating based on comparison could also be used effectively in diagnostic assessments, and will provide a useful approach to engage stakeholders and test takers in rating. As a consequence, the described procedure is valuable in designing assessment with a focus on formative action.

In this session's e-poster, the presenters will describe the approach using paired comparisons and provide results of two studies applying this technique for the evaluation of creativity and for the assessment of personality traits using peer evaluation. They will discuss how this approach can be applied both effectively and efficiently in a variety of settings. Practical considerations will also be given that could influence the applicability of this approach with different types of assessment and evaluation.

This session will aim to give both theoretical and practical insight in rating based on paired comparisons. Test professionals and those responsible for program design could pick up ideas for innovative assessments and alternative rating procedures, and the general public will get a practical overview on what it entails to use evaluation based on paired comparisons.

PRESENTER:
Anton Béguin Cito

#10 - A (Mostly) Nontechnical and Jargon-Free Guide to Cutting-Edge Web Technologies for Mobile and Internet-Based Testing

Room: Kierland Grand Foyer
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: ePoster Session

Cutting-edge technologies like response design, web application frameworks, and key/value and document-driven databases are fueling exciting innovations in mobile and web applications, including mobile and internet-based testing. This session will provide a nontechnical, non-jargon overview of these web technologies as well as a conceptual guide to their uses in innovative mobile and internet-based testing.

PRESENTER:
Michael Finger Comira

Notes Area

#11 - Centralized vs. Distributed Authoring Models - Two Approaches to Take Back Control of your Item Bank

Room: Kierland Grand Foyer

Session Type: ePoster Session

Your item bank is probably one of your most highly valued business assets, but if you don't control it, do you really own it? If you do manage to take back control, which authoring model do you use to develop and maintain it?

In this session, assessment technology specialists Andy McAnulla and Tim Burnett will explore the two main approaches to item development using a newly created authoring guidance tool freely available on the BTL website. By talking delegates through the tool, they will demonstrate that both approaches can bring different benefits to your authoring model, but yet both still give you the confidence to justify your items' performance.

Centralized Item Bank Development Team

Having an in-house group of item experts is a great way of having a visible dedicated resource for item writing and on-screen setup. You can build up a dedicated team who are experts in your assessment subject and in creating high quality items. Important considerations for this model are:

- Is there enough work to justify the investment?
- Will the team be flexible enough to develop for new markets?
- Will there be enough knowledge in the team?

Distributed Item Development Team

Having a distributed network of item authors can be an attractive prospect for organizations that don't have the resource to build a centralized internal team. You can flex to meet the scale of periodic development as and when required, or just simply make the most of specialists within their field without taking them away from their day job. Important considerations for this model are:

- Will the authors have the time and patience to follow your item authoring processes?
- How can you track progress and promote communication between distributed workforces?
- Will they be able to successfully author directly into your assessment platform?

We will explore the considerations for both models and provide guidance on making the right choice for your organization.

PRESENTER:
Tim Burnett BTL Learning and Assessment

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Scottsdale, AZ

LEADING the CONVERSATION

Tuesday Morning Schedule

#atpconf

Tuesday Morning Schedule

7:30 AM – 5:30 PM

- ☐ Registration Open ..... Hall of State

7:30 AM – 7:00 PM

- ☐ Speaker Lounge Open ..... Cushing A

7:30 AM – 8:30 AM

- ☐ Breakfast with Exhibitors ..... Kierland Grand Ballroom

7:30 AM – 8:15 AM

- ☐ ATP Security Committee Breakfast – *All are Welcome!* ..... Trailblazer C
- ☐ ATP Clinical Practice Area Division Breakfast – *All are Welcome!* ..... Cushing B

8:30 AM – 10:00 AM

- ☐ PEAS IN A POD DISCUSSION – Dangerous Misconceptions: Prevalent Myths in Testing ..... Cushing B
- ☐ Accommodations 2017 Update: Hot Topics, Legal Update, and Accessible Technology Trends ..... Trailblazer A
- ☐ Assessing the Reliability of Your Performance Assessment Scores and Decisions: An Overview of Generalizability Theory with Applications ..... Rainmakers A-B
- ☐ Gotcha! (Or How to Catch a Cheat) ..... Trailblazer C
- ☐ How to Identify, Develop, and Implement Innovative Items ... Trailblazer D-E
- ☐ Innovations Hackathon: Part 1 ..... Trailblazer B
- ☐ Quality Control Tools in Support of Reporting Accurate and Valid Test Scores ..... Rainmakers C
- ☐ Digital Games and the Future of Assessment: Design Steps and Case Studies ..... Greenway A-B
- ☐ The Art of Facilitation ..... Powell

10:00 AM – 10:15 AM

- ☐ Break with Exhibitiors ..... Kierland Grand Ballroom

10:15 AM – 11:45 AM

- ☐ PEAS IN A POD DISCUSSION – Multi-National Business Considerations ..... Cushing B
- ☐ Cyber Security/Data Breach in Testing ..... Trailblazer D-E
- ☐ Fore!: Using Evidence-Based Evaluation to Drive Program Enhancement ..... Rainmakers C
- ☐ Improving Test Results Reporting ..... Rainmakers A-B
- ☐ Innovations Hackathon: Part 2 ..... Trailblazer B
- ☐ Make Content Travel: Experience Interoperability Hands-On ..... Trailblazer A
- ☐ Round 1—Education v. Certification: Sparring for Ideas of What Works in Assessment ..... Greenway A-B
- ☐ The Future Is Now: ADA Accessibility Lessons for Today and Beyond ..... Powell
- ☐ The Innovation Challenge! ..... Trailblazer C

Breakfast / Registration / Peas in a Pod Discussion

Tuesday, March 7, 2017 • 7:30 AM - 7:00 PM

7:30 AM – 5:30 PM

Registration Open

Room: Hall of State

7:30 AM – 7:00 PM

Speaker Lounge Open

Room: Cushing A

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.

7:30 AM – 8:30 AM

Breakfast with Exhibitors

Room: Kierland Grand Ballroom

7:30 AM – 8:15 AM

ATP Security Committee Breakfast – *All are Welcome!*

Room: Trailblazer C

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!

ATP Clinical Practice Area Division Breakfast – *All are Welcome!*

Room: Cushing B

8:30 AM – 10:00 AM

LEADING the CONVERSATION

Dangerous Misconceptions: Prevalent Myths in Testing

Room: Cushing B

Session Type: Peas in a Pod Discussion

How many times have you heard the following? "Tests are designed to be deliberately tricky." Testing companies make the tests harder so they can make more money on retakes." "It's ridiculous that this one score is the sole factor considered in my educational or career advancement."

Many of us hear these statements from within our professional and social circles. In addition, media headlines paint a portrait of the testing industry that is both inaccurate and downright harmful to both the assessment industry as well as the public at large. Further, the volume and visibility of these messages has increased considerably in the last five years. But despite the extensive inaccuracies that are consistently underscored in the media, the assessment industry does little to proactively provide accurate information in terms that are understandable and relevant to the individuals impacted by the various types of assessments that they take throughout their lives (as lifelong learners, students, employees, and professionals).

This informal, face-to-face conversation will provide the opportunity for assessment professionals to discuss the prevalent misconceptions in the media today, how those misconceptions impact their organizations, and how we can work together to change the negative assessment culture that seems to be on the rise. Participants will be encouraged to bring to the discussion those myths that have impacted their organizations, the activities that they have undertaken within their organizations to address these misconceptions and the positive and not-so-positive results from those attempts.

FACILITATORS:

O'Neal Hampton Scantron Corporation

Quinn Sutton Alpine Testing

Assessing the Reliability of Your Performance Assessment Scores and Decisions: An Overview of Generalizability Theory with Applications

Room: Rainmaker A-B
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Workshop

Any examination score is intended to reflect the domain(s) presumed to underlie an assessment. In medical education, for example, Objective Structured Clinical Examinations (OSCEs) are commonly used to assess the clinical skills of medical students via a series of encounters with standardized patients (SPs) who portray common clinical scenarios (e.g., headaches). The performance of a medical student with a score of 90% on an OSCE might be interpreted as reflecting "excellent" clinical skills, even though that score might be based on a small number of SP encounters. Reliability refers to the extent to which performance on any assessment (i.e. in a restricted number of encounters or tasks) reflects the examinee's true competency level (i.e. in an infinite number of encounters).

Any examination, however, can only comprise of a limited sample of encounters theoretically representing a domain of interest. And a program director who is reviewing a candidate's 90% score on the exam is not interested in restricting their interpretation of a "strong" performance to the 10 specific encounters. Instead, they tend to apply this statement to the theoretically infinite pool of encounters from which the sample of 10 was selected.

Though commonly employed, the presenters of this session believe the use of Cronbach's alpha coefficient is ill-advised with performance assessments. It does not partition all facets in the computation of the reliability coefficient, and can therefore yield a very misleading (spurious) estimate. In their illustration, "SPs" and "raters" are sources of measurement error (or facets) given that any candidate's true score or ability level should not depend on the sample of SPs or a raters encountered in any given test form.

Generalizability theory (G-theory) allows individuals to properly quantify the impact of various sources of measurement error and appropriately estimate reliability with complex assessments. G-theory uses analysis of variance modeling to estimate the amount variability in scores due to sources of measurement error as well as their impact on the reliability coefficient, which is referred to as a generalizability coefficient (g-coefficient).

The goal of this session will be to provide an overview of G-theory and related key concepts via a number of practical examples. Following the workshop, attendees will have mastered important concepts in g-theory and be able to confidently interpret results with their own performance assessments.

PRESENTERS:
John Boulet Foundation for Advancement of International Medical Education and Research
Andre de Champlain Medical Council of Canada

Gotcha! (Or How to Catch a Cheat)

Room: Trailblazer C
Practice Area Division(s):
Topic: Security and Privacy
Session Type: Workshop

Cheating isn't new, but the tools and methodologies used to cheat are becoming more innovative every day! With the digital devices and the Internet enabling access to cheating tools and devices across the globe, cheating methods can range from low-tech tricks to highly sophisticated and coordinated efforts. Join test security professionals for an interactive session where attendees may be cast as either the cheater or the test staff. The presenters will then demonstrate how to catch some common and not-so-common attempts to cheat and offer suggestions for how to prevent them in the first place.

PRESENTERS:
Faisel Alam Law School Admission Council
Ray Nicosia ETS
Rachel Schoenig Cornerstone Strategies LLC

Hackathon Part 1

Prior registration required

Room: Trailblazer B
Session Type: Workshop

Show the ATP community your skills and acquire some new ones in this collegial, team competition. Our judges will outline a market need, and your team will design a new assessment program to best address it. In this workshop, your team will be coached by and receive feedback from industry leaders. It doesn't matter if you are a new to the industry or if you are an expert, this fun, fast-paced, interactive team competition will challenge you to think innovatively about the testing industry and may even lead to insights that you can apply to your own testing program.

You will have an opportunity to:

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

How to Identify, Develop, and Implement Innovative Items

Room: Trailblazer D-E
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Workshop

Interest in using innovative item types has flourished over the last few years, and many smaller exam programs that were once invested solely in multiple-choice items are now considering a fundamental change in their assessment.

This increased interest is fueled by the availability of innovative item types that are part of existing CBT software and by their successful use in larger exam programs. There is no guarantee that an alternative item type will be successful every time it is used, however. 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 exam quality. Therefore, a thoughtful, well-planned approach for getting started with innovative item types is the best way to reduce the risks associated with new item types, as well as to increase the likelihood that the potential benefits they offer will be realized.

This session will provide attendees with a process for designing and developing innovative item types. It's content will be aimed at measurement professionals who are new to the use of these types of items, and the innovative item types to be covered during the workshop include: (1) video, (2) multiple response, (3) hot spot, and (4) drag-and-drop.

The session's information will also be accompanied by small group activities structured around the development of the four aforementioned item types. While these item types have been successfully used in a range of content areas, 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. These four item types will also be used to discuss a range of test development considerations that can arise with innovative item types.

Attendees will then engage in the development of innovative items and 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 session. Session participants 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:
Cynthia Parshall Touchstone Consulting
Adrienne Cadle Professional Testing

Quality Control Tools in Support of Reporting Accurate and Valid Test Scores

Room: Rainmaker C
Practice Area Division(s):
Topic: Data Management
Session Type: Workshop

All testing companies focus on ensuring that the test scores are valid, reliable, and fair. Significant resources are allocated to meet the guidelines of well-known organizations, such as AERA/NCME and/or The International Test Commission Guidelines (Allalouf, 2007; ITC, 2011).

This session's workshop will discuss traditional QC methods, the operational testing process, and new QC tools for monitoring the stability of scores over time.

The session will provide participants a practical understanding of: (1) why quality control is important, (2) what the standard practice in testing industry is, (3) the importance of flow charts and documentation of procedures, (4) the use of software tools to monitor tasks, (5) how to minimize the number of hand-offs, (6) how to automate activities, (7) the importance of trend analysis to detect anomalies, (8) the importance of applying detective and preventive controls, and (9) the importance of having a contingency plan.

This session's presenters will also show how to apply QC techniques from manufacturing to monitor scores. They will discuss traditional QC charts (Shewhart and CUSUM charts), time series models, and change point models to the means of scale scores to detect abrupt changes (Lee & von Davier, 2013). Lastly, they will discuss the QC methods for the process of automated & human scoring of essays (Wang & von Davier, 2014).

PRESENTERS:
Aster Tessema AICPA
Alina von Davier ACT
Oliver Zhang The College Board

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Yardstick is thrilled to have several of our Psychometricians presenting at this year's conference.

Greg Sadesky

Kelly Piasentin

Natasha Parfyonova

Charlotte Pashley

Join us Monday, March 6th for one or more of our sessions below.

SESSION TITLE	PRESENTED BY
Automation and Virtualization in Professional Testing 9:30 – 10:30am	Greg Sadesky, Ph.D - Yardstick Testing and Training
Begin with the End in Mind: How to Update a Professional Competency Profile in the Financial Services Industry 11:00am – 12:00pm	Natasha Parfyonova, Ph.D - Yardstick Testing and Training Paulette Anthony - Canadian Securities Institute (CSI)
Candidate Appeals Policies: What You Should Know About the Rights of Test Takers 1:15 – 2:15pm	Kelly Piasentin, Ph.D - Yardstick Testing and Training Doris Lavoie - National Dental Hygiene Certification Board
Predicting Test Question Performance Through Data Mining 5:30 – 7:00pm	Charlotte Pashley, M.Ed - Yardstick Testing and Training Peter Pashley, Ph.D - Law School Admission Council

Along with our lineup of sessions, be sure to pop by the **Yardstick Booth (#3&4)** for a demo of Yardstick Measure and enter into our prize draw

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Digital Games and the Future of Assessment: Design Steps and Case Studies

Room: Greenway A-B
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Workshop

This session will launch participants through a quick overview on the current state of the use of digital games in assessment – focused by a discussion of essential elements for effective evidence-based video game design. Then, for attendees interested in embarking upon a digital assessment game development effort, the panelists will overview the process of designing games that measure competencies and knowledge, share the learning science foundations behind assessment task design, and detail the process for creating assessment games. Case studies of assessment game design and development will be shared. The session will close with a discussion of the role of digital games in different types of assessment, from high stakes, to maintenance of certification, to ongoing.

PRESENTERS:
David Seelow Revolutionary Learning & The College of Saint Rose
Kristin DiCerbo Pearson VUE
Jenn McNamara BreakAway, Ltd.

Notes Area

The Art of Facilitation

Room: Powell
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Workshop

The desire to have effective facilitators lead standard settings has waned in recent years as testing programs have turned to data to help derive cut scores in the hopes of simplifying and expediting the process. While this seems intuitively appealing, data requires interpretation and relying purely on data may reduce the meaningfulness of cut scores. Accordingly, it is vital that facilitation of high-quality standard setting meetings must persist.

The driving force behind the need to conduct a standard-setting can differ widely, including: (1) a new testing program, (2) updated job analysis, (3) updated curriculum, (3) changed laws or regulations, (4) new blueprint design, or (5) new expectations of performance. While determining the need for standard setting may vary markedly from testing program to testing program, once there is a consensus among stakeholders that standard setting is required, a great number of intervening steps must occur to ensure the standard-setting meeting is planned and implemented for optimal results.

This session's workshop was planned in anticipation of a continuing need to emphasize the importance of planning, developing, and facilitating effective standard-setting meetings. Specifically, this session is designed to walk through each of the steps—from preliminary planning through the creation of final deliverables—of the standard setting process. Throughout the workshop, this session's presenters will offer guidance and best practices on a great number of topics, including but not limited to: (1) developing budgets, (2) establishing workable timelines, (3) developing meeting materials, (4) training facilitators, and (5) developing post-meeting deliverables.

Along the way, tools and handouts will be provided to participants to assist in planning a standard-setting meeting. Throughout the session, the presenters will also allow ample time for participants to share their expertise and experiences with one another in the form of structured questions and answer periods as well as small and large group discussions.

PRESENTERS:
Joshua Goodman NCCPA
Stephen Murphy Houghton Mifflin Harcourt

Accommodations 2017 Update: Hot Topics, Legal Update, and Accessible Technology Trends

Room: Trailblazer A
Practice Area Division(s):
Topic: Legislation, Policy, and Accessibility
Session Type: Workshop

In the past year, the legal landscape has changed for candidates with disabilities who will be taking licensure, certification, or professional entrance exams. Along with legal and regulatory changes, there has been a noticeable increase in requests for "non-standard" accommodations, such as those that may have adverse effects on test validity, raise concerns about test security, or potentially undermine fundamental fairness. There have also been significant changes this year with respect to assistive technology as it applies to test accommodations, and testing organizations have often struggled to cope with the accessibility needs of candidates with visual impairments.

This session will give participants an overview of critical updates in the area of testing accommodations, focusing on recent updates in three critical areas: (1) accommodations law and recent federal regulations, (2) accommodations trends that include an increase in requests for adaptations that may adversely impact test validity or test security, and (3) emerging issues with assistive technology, particularly for candidates who have vision impairments.

A panel of experts in the areas of disability law, accommodations, and assistive technology will provide attendees the high-level critical updates that every testing organization needs to be aware of. The speakers will emphasize a perspective that uses a moderate, reasonable approach to testing accommodations, ensuring that candidates with disabilities have full access to the test, while also protecting the integrity of the test and security of the test's content. There will be ample time for participants to ask questions of the panelists as well.

PRESENTERS:
Bea Awoniyi Association on Higher Education & Disability
Kendra Johnson GMAC
Lisa Sharp CFA Institute
John Hosterman Paradigm Testing

10:00 AM – 10:15 AM
Break with Exhibitors
Kierland Grand Ballroom

10:15 AM - 11:45 AM

Round 1—Education v. Certification: Sparring for Ideas of What Works in Assessment

Room: Greenway A-B
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Workshop

Who will throw the first punch when it comes to exemplary assessment processes? Will it be K-12 educational assessments or professional certification/licensure?

This session's presenters use a variety of different processes when they design, develop, and deliver assessments. Why is that? In many situations, the use of these assessments is the same—the assessment's results are used to make important decisions about competence and confidence. Yet there are striking differences when it comes to the assessment processes used between K-12 education and those of professional certification/licensure. For example: (1) determining the length of time and number of people used for item development, (2) conducting alignment studies to determine the association between performance outcomes and test items, (3) using various levels of test security, and (4) understanding the requirements and constraints for assessment delivery.

Join this session's presenters for a lively discussion as their diverse panel of experts scuffle over assessment processes and policies used in both K-12 and professional certification/licensure environments. The panel will provide suggested methods for designing, developing, administering, and managing assessments for alternative environments and propose why these alternatives should be considered. The panel will use their fancy 'fact-work' to describe how K-12 education and professional certification/licensure can learn from each other's assessment processes. This session is sure to be a knockout for learning how to improve overall approaches to developing rigorous tools for assessing abilities, knowledge, and skills.

PRESENTERS:
Gregory Cizek University of North Carolina
Craig Mills National Board of Medical Examiners
Jamie Mulkey Caveon, LLC
Liz Burns Adobe
Rebecca Lipner American Board of Internal Medicine
Wayne Camara ACT, Inc.

Multi-National Business Considerations

Room: Cushing B
Practice Area Division(s):
Topic: Multi-National Testing Programs
Session Type: Peas in a Pod Discussion

In this session, attendees will be invited to share challenges and lessons learned with others involved in multi-national testing. This session will provide an opportunity to discuss everything from exam development and security to practical considerations surrounding due diligence, translation, cultural differences, and more. This session promises to be a great opportunity to share and learn about trending business considerations—and challenge—from others in the industry!

FACILITATOR:
Camille Thompson ACT

Cyber Security/Data Breach in Testing

Room: Trailblazer D-E
Practice Area Division(s):
Topic: Security and Privacy
Session Type: Workshop

Organizations in the testing community are faced with privacy and data concerns on a regular basis. These concerns often involve Personally Identifiable Information (PII) of the test taker, the intellectual property of the exam and its methodology, or even the PII (and health information) of employees working for the organizations which administer and/or own the exams.

This session will explore the following topics: (1) the history of cyber security, (2) how cyber security has grown, in both good and bad ways, (3) what criminals are after and why, (4) how organizations should protect their information, (5) what organizations should do when a data breach occurs, (6) what are the legal obligations for notifications, (7) what is your liability for failure to notify in a timely manner, (8) what is the liability for not correcting the root cause of the incident, and (9) how should an organization facilitate an effective and timely response.

During this interactive workshop, the panel will outline and present a data breach scenario to the audience, and then ask attendees to submit what they would do if this happened to their organization. Panelists will weigh the pros and cons of the audience responses at each stage of the data breach scenario.

PRESENTERS:
Aimee Rhodes CFA Institute
Bob Whorton NCEES
Melinda McLellan BakerHostetler
Larissa Crum NPC, Inc.

Fore!: Using Evidence-Based Evaluation to Drive Program Enhancement

Room: Rainmaker C
Practice Area Division(s):
Topic: Business Strategy and Operations
Session Type: Workshop

A high-quality, secure, and psychometrically sound web-based exam can produce large amounts of meaningful data. And, if analyzed and reviewed regularly, that data can drive ongoing program improvements and enhancements. This session will demonstrate why—no matter what stage of development or maintenance an exam program is in—it is critical to develop an intentional program evaluation plan, and how developing a formal plan to intentionally mine and analyze program data can help drive evidence-based enhancements key to ensuring the ongoing success, quality, and relevance of a program.

This session will also: (1) demonstrate how one national exam program sifts through and analyzes multiple mixed data points to identify necessary system improvements and innovative system enhancements, (2) demonstrate how monitoring this information is critical to identifying areas that need work and driving innovation, (3) discuss different types of data to consider in a program evaluation plan, how to mine that data, and what barriers might exist to mining and analyzing that data, and (4) explore effective program evaluation tools—from beginner's to advanced—demonstrating how data can be analyzed and utilized.

The session will include approximately 30 minutes of presentation and 60 minutes of large group discussion and small group breakout sessions. Participants will leave understanding the value of ongoing program evaluation plans, as well as with basic plans to meet the needs of their own exam programs.

PRESENTERS:
Olivia Ziegler Physician Assistant Education Association
Russ Stroud National Commission on Certification of Physician Assistants
Sheila Mauldin National Commission on Certification of Physician Assistants
Emily Yunker Physician Assistant Education Association

Hackathon Part 2

Room: Trailblazer B
Session Type: Workshop

Prior registration required

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

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Improving Test Results Reporting

Room: Rainmaker A-B
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Workshop

When designed effectively, test results reports can provide extremely valuable information to a variety of stakeholders (e.g., candidates, education providers, regulators, and hiring managers). These reports include: (1) traditional reports to candidates about their performance on the test, (2) summary reports based on a group of testers (e.g., item analysis report or traditional technical report), (3) educational program reports, (4) tests administered over a fixed period, and (5) registrations reports, among many others.

This session will offer practical advice on how to: (1) improve test results reporting to stakeholders, (2) what information to report and not to report, (3) the format of the reports, and (4) how to provide information that will help stakeholders effectively use the information contained in the reports.

Specifically, this session's presenters will address five topics related to test result reports. The session will begin by presenting two contradictory approaches to test results reporting: (1) the 'Game Day' approach to reporting, where a snapshot of an examinee's performance is summarized and displayed, and (2) a more technical report which documents the entire set of outcomes of an examination experiment. The second part of the session will discuss the different types of stakeholder groups that might use test results and the specific reporting needs of each of these groups. Third, the presenters will provide an overview of different varieties of quantitative information (e.g., scores, sub-scores, measurement error, and response time) and when best to include this information in test results reports. Fourth, the format of test results reports—including ideas of how to best use data visualization within a report—will be presented. Lastly, the presenters will discuss issues related to the deployment and delivery of reports.

This session will be a balanced mix of presentation and discussion to allow immediate application of knowledge gained during the session. Opportunities to review and evaluate examples of effective and ineffective reports will also be provided.

PRESENTERS:
Brian Bontempo Mountain Measurment
Fen Fan NCCPA
Jim Masters Pearson VUE
Joshua Goodman NCCPA

Make Content Travel: Experience Interoperability Hands-On

Room: Trailblazer A
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Workshop

Instead of holding things back, Open Standards have become a vehicle for innovation and reducing cost, and this session will include a groundbreaking Interactive Workshop by three truly OPEN organizations. QTI (Question & Test Interoperability)—the standard by IMS Global Consortium (IMS) for exchanging item and test content—has come a long way and is now a key requirement in both public and private sector procurement. To demonstrate the power of QTI, this session's presenters will first show how assessment content can freely travel between three different assessment platforms. Afterward it will be the attendee's turn to participate, making this session a showcase of the true power of content interoperability.

The formation of IMS's EBA (Executive Board on Assessment), the PCI (Portable Custom Interaction), and profiles such as APIP (Accessible Portable Item Protocol) and the Dutch Exam Profile (DEP) have helped to push innovation and overcome barriers limiting interoperability. In the forthcoming version of QTI (aQTI 1.0), 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 an approach where computers are used to fit traditional paper tests to an approach that takes full advantage of computers and mobile devices.

e-Assessment content and delivery is very much defined by culture and context. A more agile approach towards content development and delivery is required because a one-size-fits-all approach is not flexible enough to address each user's unique demands. During this session, the presenters will show that exchanging content across different platforms is a reality.

Attendees are encouraged to bring their laptops as well as creative ideas for e-Assessment content. The session's presenters will guide attendees through different modules of three assessment systems to let attendees experience the power of interoperability hands-on!

PRESENTERS:
Arjan Aarnink Cito
Erwin van Schaffelaar Trifork Learning
Mark Molenaar OAT

The Future Is Now: ADA Accessibility Lessons for Today and Beyond

Room: Powell
Practice Area Division(s):
Topic: Legislation, Policy, and Accessibility
Session Type: Workshop

The testing world changes by leaps and bounds every year, but never more so than recent years, and never before at the same dizzying pace. The near future holds many challenges for those in the testing industry, particularly those who must interpret and comply with the Americans with Disabilities Act. This session will explore 3 areas of the shifting landscape for test administrators: (1) technological innovations, (2) evolving testing models, and (3) changing concepts of disability.

If the recent past teaches anything, it is that technological innovation never stops. Today, it enables remote testing and it allows for source documents, pre-recorded videos, and live communication within exams. The U.S. DOJ and the courts have not addressed how many of these issues impact ADA responsibilities. Both, however, have left clues as to their likely approach.

Hand-in-hand with technological advances come evolving testing models. For example, the ability to remotely connect testing candidates with live proctors and to enable remote exam delivery and scoring both implicate the requirements of the ADA. The DOJ and the courts have dealt extensively with issues concerning methods of testing and scoring, but have not yet specifically addressed these and similar scenarios. The agency's and the courts' previous statements, however, can be interpreted to provide guideposts for implementing new testing models. Lastly, one of the hallmarks of the ADA since 2008 is an expanded concept of what constitutes a disability. That trend has included recognition of difficult-to-diagnose conditions and those that require non-obvious forms of accommodation, like anxiety disorders and PTSD. While being adamant that these conditions will often qualify as disabilities, the DOJ has not provided specific answers as to how they should be accommodated in the testing context. What it has done is to advocate for adoption of a "best practices report" and other guidelines that can be useful resources for predicting how it may view certain testing situations and how individuals with these conditions can best be accommodated.

This session will review the current legal landscape related to each of these topics and how attendees can prepare for the fast-approaching future. In an interactive format, it will give attendees the opportunity to learn about new legal developments and to consider how they may affect specific cases that the testing world soon will present.

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

The Innovation Challenge!

Room: Trailblazer C
Practice Area Division(s):
Topic: Business Strategy and Operations
Session Type: Workshop

Are you ready for the Challenge? Innovative play can generate some of the best "a-ha" moments and provide opportunities to explore challenges in unique ways. Using hands-on, engaging activities, this session's presenters will share collaborative tools and ideas that you can explore with your own teams. The session will also be fun and more than a little bit competitive! So what are you waiting for?! Whether you've joined us in the past or are new to the Challenge, you don't want to miss out on some of the best 90 minutes of laughter, competition, and innovative learning at ATP! Form your own group of four or join us in 1s, 2s, and 3s and you'll be paired when you arrive. Go ahead—take the Challenge!

PRESENTERS:
Benjamin Hunter Caveon Test Security
Jennifer Garaets ACT
Tara Miller Ascend Learning
Barbara Foster American Board of Obstetrics and Gynecology

Notes Area

ATP 2017
Innovations in Testing
Scottsdale, AZ

LEADING the CONVERSATION

Tuesday Afternoon Schedule

#atpconf

Tuesday Afternoon Schedule

11:45 AM – 1:00 PM

- ☐ Lunch with Exhibitors ..... Kierland Grand Ballroom

1:00 PM – 2:00 PM

- ☐ Keynote - Matthew Luhn: The Art of Storytelling – Using Our Stories to Reach the World ..... Herberger Ballroom

2:00 PM – 4:30 PM

- ☐ Dessert with Exhibitors ..... Kierland Grand Ballroom

2:30 PM – 3:10 PM

- ☐ Ignite Sessions ..... Herberger Ballroom

3:10 PM – 4:00 PM

- ☐ Ignite Discussions ..... Herberger Ballroom Foyer
- ☐ Innovation Lab Presentations ..... Herberger Ballroom

4:30 PM – 5:30 PM

- ☐ Direct Assessment: Successes, Challenges, and Opportunities for Maturing CBE ..... Merriam
- ☐ Does Your Approach to Delivery Matter? Alternate Publication Methods ..... Lowell
- ☐ From A to Z: How to Deliver Learning, Practice Exams, and Certification Credentials, All from Your LMS ..... Rainmakers A
- ☐ Implementing Automated Item Generation in a Large-scale Medical Licensing Examination Program: Lessons Learned ..... Trailblazer C
- ☐ Leading the Conversation in Action ..... Trailblazer A
- ☐ New Innovations in Computer-Based Tests: Best "Operational" Practices ..... Rainmakers C
- ☐ Rapid Content Development for New Assessment Types ..... Greenway A-B
- ☐ Simplified Development and Scoring for Testing Real-World Skills ..... Kirkland
- ☐ Testing in Hell: What to Do When Everyone Seems To Be Cheating ..... Trailblazer D-E
- ☐ Workforce Skills Credentials Part II ..... Powell
- ☐ Build and Manage a Dynamic Certification Community Site ..... Trailblazer B
- ☐ PEAS IN A POD DISCUSSION – Using National Tests for Accountability Under ESSA ..... Cushing B
- ☐ PLATINUM SPONSOR SESSION (PSI Services LLC) - Reaching Your Candidates: Using Multiple Delivery Models to Expand Access to Assessments ..... Mapmakers
- ☐ PLATINUM SPONSOR SESSION (ACT) - Computational Psychometrics for Next-Gen Assessment ..... Pathfinders
- ☐ PLATINUM SPONSOR SESSION (Castle Worldwide) - Your Program and the Technology Balancing Act ..... Tribal

5:30 PM – 6:30 PM

- ☐ Sponsor Thank You and Debrief Reception ..... Hall of State

6:00 PM – 7:00 PM

- ☐ ATP Practice Area Division Reception: Industrial/Organizational ..... Whipple Suite

Lunch / Keynote

Tuesday, March 7, 2017 • 11:45 AM - 2:00 PM

11:45 AM - 1:00 PM

Lunch with Exhibitors

Room: Kierland Grand Ballroom

Official Innovation Lab Sponsor

ACT NEXT

JOIN US FOR THE INNOVATION LAB!

Tuesday 3:10-4:00 pm

Supporting Innovation Lab Sponsors

GENERAL DYNAMICS Information Technology

TrueAbility Performance-based Assessment

Tuesday Keynote

1:00 PM – 2:00 PM Herberger Ballroom

The Art of Storytelling – Using Our Stories to Reach the World

Keynote – Matthew Luhn

Formerly with Pixar Animation Studios

Every day, our industry gives thousands of tests to students, candidates, patients, and professionals who will use those test results in their academic or professional pursuits. Each of them has a unique story of how they arrived at that test – whether we are aware of it or not. Being able to share their stories is a critical way for us to communicate the value of the testing experience and its effects on lives around the world. Stories compel us and our customers to engage in experiences, learn lessons, and define our values and ourselves within our organization.

Matthew Luhn, 20 year Pixar Story Veteran, brings his experience creating and developing 10 blockbuster films at Pixar, and provides practical strategies that teach and inspire people and teams to connect more effectively with audiences. Matthew uses the power of storytelling to bridge the gap between business and heart. By using storytelling, you can drive your story and those all around the world that we affect through testing to communicate the power of testing.

Ignite Sessions

Tuesday, March 7, 2017 • 2:00 PM - 3:10 PM

2:00 PM - 4:30 PM

Dessert with Exhibitors

Room: Kierland Grand Ballroom

2:30 PM - 3:10 PM

Ignite Sessions

Room: Herberger Ballroom

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.

NEW!

Following our Ignite presentations, we're introducing the Innovation Lab, a new forum designed to bring to light inventors and entrepreneurs whose technology, products, or services could be "game-changers" for the industry. Join us for this judged session where participants will present their innovations, receive feedback from judges and audience members, and vie for awards. Judges and the audience will vote on the anticipated marketability in the testing industry of each.

IGNITE 1: Common Validation and Fairness Threats When Evaluating Programs Against Accreditation, Testing, and Measurement Standards

Room: Herberger Ballroom

Practice Area Division(s):

Topic: Measurement and Psychometrics

Session Type: Ignite Session

Over the past few years, this session's presenter has conducted a number of evaluations for various credentialing programs in order to determine whether they meet validity and fairness standards. Credentialing organizations often evaluate their programs to determine their readiness for meeting accreditation standards such as ISO/IEC 17024:2012 or NCCA's Standards for the Accreditation of Certification Program, and while these accreditation standards are useful, the accreditation standards are often general and vague leaving credentialing organizations to determine the detailed methodologies and activities to meet these standards.

Consequently, these credentialing organizations frequently focus on meeting these standards while unintentionally ignoring other resources such as evidence-based materials (Handbook of Test Development) and other testing and research standards (The Standards for Educational and Psychological Testing, AAPOR's Standards Definition, NCES Statistical Standards). Therefore—in an attempt to meet these accreditation standards (ISO and NCCA) and ignoring other resources related to improving a validity and fairness claim—credentialing organizations often share many common threats to the validity and fairness.

In this session, the presenter will discuss their own experience evaluating these programs and discuss the common threats to validity and fairness across the psychometric/test development lifecycle (including maintenance) and program and management processes of credentialing programs. Examples of the common threats will include: (1) SME representation, (2) the required number of SMEs for various activities, (3) defining a detailed scope, (4) lack of survey based job analysis, and (4) lack of policies such as security and appeals policies. Attendees will learn about these common validation and fairness threats to their own program and learn lessons in how to potentially strengthen their validity and the fairness claim of their program.

PRESENTERS:

Manny Straehle Assessment, Education, and Research Experts

IGNITE 2:
Getting Fired Up About Market Research

Room: Herberger Ballroom
Practice Area Division(s):
Topic: Business Strategy and Operations
Session Type: Ignite Session

Market research provides decision makers with information on the effectiveness of an organization's current state, while also providing insights into potential issues. Market research can be used for decision making and developing long-term plans as well. The ultimate goal of any market research, however, is to create products and services that satisfy customer demand. Many credentialing organizations have extensive market research without even realizing it, and this data can be used to develop strategic initiatives, improve customer satisfaction, and ensure that value messaging is being heard.

PRESENTERS:
Beth Kalinowski PSI Services LLC

Notes Area

IGNITE 3:
Predicting College and Career Readiness: How Do We Know We're on the Right Track?

Room: Herberger Ballroom
Practice Area Division(s):
Topic: Data Management
Session Type: Ignite Session

Research has shown that predictions of performance in secondary and even post-secondary education can be made using academic data starting as early as 3rd grade. Academic indicators can be used to identify low-performing students in need of academic intervention and gifted students in need of enrichment activities. Such programs utilize data gathered within primary and secondary schools to identify and track early warning indicators (e.g. grades, assessment results, attendance, and discipline) and proactively work with students based on those results. Implications of predictive analytics could include earlier and more effective adjustments to educational approaches as well as specialized programs that leverage student strengths to prepare them to enter the workforce.
While educators may have access to an abundance of academic data, they often struggle to turn that data into predictive and rich analytical insight.

Questions this session seeks to ask include: (1) what are the available approaches and tools that can be employed for the most beneficial view of current and likely future performance, (2) what measures provide the best early warning indicators regarding student probability of success well before they enter high school, and (3) how can we help educational institutions benefit from the power of predictive analytics to proactively determine the likelihood of future academic performance and potential career success?

The purpose of this session is to start the discussion around these topics and help educational organizations to address these questions to ensure student success. This session will cover the following: (1) use and value of predictive analytics, including specific education examples, (2) processes to track and identify early warning indicators, and (3) recommendations for data sets with most significant value.

PRESENTERS:
O'Neal Hampton Scantron
Sue Steinkamp Scantron

IGNITE 4:
Proactive Planning for Testing Irregularities

Room: Herberger Ballroom

Practice Area Division(s):

Topic: Test Administration and Delivery Models

Session Type: Ignite Session

The concept of testing irregularities is one that is receiving an increased amount of attention in the testing industry. Loosely defined, testing irregularities refers to any incidents that occur that impede the ability to deliver and score tests. Some scenarios that have been encountered include (1) students being unable to log in to systems that will deliver tests, (2) distributed denial of service (DDOS) attacks that prevent tests from being delivered to test centers, and (3) students and candidates being kicked out of the testing system in the middle of taking a test. These problems have been encountered in a wide variety of settings, including states like Florida, Tennessee, and Indiana.

But even with a variety of preventive activities, testing irregularities still do—and will—occur. All too often when these testing irregularities are encountered testing centers and publishers are left scrambling and struggling to recover and restart test administration as soon as possible. Given the frequency with which these testing irregularities seem to occur, more proactive planning must be completed.

The purpose of this Ignite session will be to quickly review a set of policies and procedures that could be introduced to help plan for the event of a testing irregularity. After the session participants will be invited to join a roundtable discussion of plans specified as well as other means of proactive planning. This discussion will be a critical part of the conversation and will allow participants to brainstorm and develop new or more efficient models. The facilitator of the session will plan on taking notes and will share the outcomes from the roundtable with any attendee who is interested in seeing notes from the discussion.

PRESENTERS:

Andrew Wiley ACS Ventures

NEW!

3:10 PM - 4:00 PM

Innovation Lab Presentations

Room: Herberger Ballroom

Join us for the exciting awards competition at our first-ever ATP Innovation Lab. We'll showcase entrepreneurs and inventors whose technology, products, or services could be "game changers" for our industry. Listen to their presentations and the judge's feedback, then cast YOUR vote for the new product or service most likely to be successful.

You won't want to miss what they're cooking up in the Lab!

Official Sponsor: ACT NEXT

Additional Sponsors: GENERAL DYNAMICS Information Technology, TrueAbility Performance-based Assessment

3:10 PM - 4:00 PM

Ignite Discussions

Room: Herberger Ballroom Foyer

If you would like to dig a little deeper into one of the Ignite presentation topics, join the ignite presenter for a roundtable discussion following the Ignite presentations.

Word Scramble

1. OAKUTRBE _ R _ _ K O _ _
2. AGETTRYS _ T _ _ _ E _ _
3. MIOLENAPCC C_ _ P _ _ _ _ _ E
4. SELOSNS _ E S _ _ _ _
5. WFORERKOC _ O_ _F_ _ C _

1. BREAKOUT 2. STRATEGY 3. COMPLIANCE 4. LESSONS 5. WORKFORCE

4:30 PM - 5:30 PM

Direct Assessment: Successes, Challenges, and Opportunities for Maturing CBE

Room: Merriam
Practice Area Division(s):
Topic: Business Strategy and Operations
Session Type: Breakout Session

Administrators and policy makers are increasingly advocating for direct-assessment competency-based programs as authentic demonstrations of a learner's knowledge, skills, and abilities while also seeking to increase access to higher education, decrease costs, and improve learning outcomes and completion rates.

Competency-based Education (CBE) and outcomes-driven programs have attracted a great deal of interest, but there are many roadblocks to success, such as: (1) complications managing competencies within and among existing systems, (2) a lack of tools to align content and assessments to competencies, and (3) representing competency achievements on the transcript. This presentation will relay how institutions and organizations are collaborating to address these and related challenges.

PRESENTERS:
Jeff Grann Capella University
Joel Hernandez eLumen
Mark Leuba IMS Global Learning Consortium

Does Your Approach to Delivery Matter? Alternate Publication Methods

Room: Lowell
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

As candidates find new ways to gain prior knowledge of test content, the testing industry needs to continue to investigate possible mitigation tactics that organizations can implement to ensure the credentials that are issued are an accurate representation of a candidate's knowledge and skills. One such tactic is refreshing exam content, which has been shown to be a critical step in reducing security issues related to prior knowledge.

This session will present and discuss alternative strategies for publishing and delivering newly developed exam content, including: (1) concurrent vs. consecutive forms, (2) continuous publication of forms, and (3) dynamic forms. The presenters will describe the alternative approaches and discuss the advantages, costs, resources, benefits, and challenges of each approach. The presenters will also highlight psychometric performance using the various approaches including impact on security related issues. Session attendees will leave with an increased knowledge and alternatives and the ability to evaluate the benefits and challenges of alternative administration approaches in other programs.

PRESENTERS:
Laura Balk CompTIA
Liberty Munson Microsoft
Russell Smith Alpine Testing Solutions

From A to Z: How to Deliver Learning, Practice Exams, and Certification Credentials, All from Your LMS

Room: Rainmaker A
Practice Area Division(s):
Topic: Data Management
Session Type: Breakout Session

Certification teams often have completely separate technology stacks and data flows from their training colleagues. By integrating certification and LMS data in new and innovative ways, however, organizations are able to achieve integrated outcomes, create personalized learner experiences, and better measure the impact of certifications on business results.

This session will focus on the business case, benefits, and new experiences made possible by integrating certification data with your LMS. The presenters will map out high-level data flows using two real-world case studies from the speakers' organizations and cover the timeline, implementation process, and key results before concluding with an open Q&A opportunity.

PRESENTERS:
Dean Onishi Procore
Gary Fluitt MapR Technologies
Ruben Garcia PSI Services LLC
Sandi Lin Skilljar

Implementing Automated Item Generation in a Large-scale Medical Licensing Examination Program: Lessons Learned

Room: Trailblazer C
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

On-demand testing is commonplace with most large-scale testing programs because it affords greater flexibility in session scheduling as well as selection of a testing location for the candidate. This does impose challenges to programs, however, including overexposure of items due to the high frequency at which exams are administered. Robust item banks—usually predicated on an increase in committee-based item writing efforts—are needed to support routine retirement and replenishment of items.

The Medical Council of Canada (MCC) has been exploring an item development process that might streamline costly traditional approaches while yielding a number of items necessary to support more frequent and flexible assessment. Specifically, the use of automated item generation (AIG)—which uses computer technology to generate test items from cognitive models—has been studied for over five years.

Cognitive models are representations of the knowledge and skills that are required to solve any given problem, and while developing a cognitive model for a medical scenario, for example, content experts would be asked to deconstruct the (clinical) reasoning process involved via clearly stated variables and related elements. Those would then be entered into a computer program that uses algorithms to generate multiple-choice questions, or MCQs (Gierl & Lai 2013).

The MCC has been piloting AIG items for over five years with a number of its examinations, including the MCC Qualifying Examination Part I (MCCQE I)—one of the requirements for medical licensure in Canada. The aim of this session will be to provide an overview of the lessons learned in the use and operational rollout of AIG with the MCCQE I.

AIG has proved beneficial from a number of perspectives in that it has: (1) offered a highly efficient process through which hundreds of MCQs can be generated from cognitive maps, (2) yielded items of a quality level that is at least equal—and in many instances superior—to that of traditionally written MCQs, based on difficulty and discrimination inclusion criteria, (3) provided a framework for the systematic creation of plausible distractors, adding value from the perspective of tailoring diagnostic feedback for remedial purposes, and (4) contributed to an enhancement of test development process.

This session's presenters are hopeful that sharing their experiences might not only help other testing organizations interested in adopting AIG, but also foster discussion that will benefit all attendees.

PRESENTERS:
Mark Gierl University of Alberta
Andre de Champlain Medical Council of Canada

LEADING the CONVERSATION

Leading the Conversation in Action

Room: Trailblazer A
Session Type: Breakout Session

If you build it, they will come – NOT! Even the best programs with the best assessments are not guaranteed success. Effective communication and promotion are essential elements of success. During this session you will learn industry best practices in marketing communications and social media. You will discover what others have done and what you can do to promote your program and leverage the newest resources from ATP...and build the value of testing in the industry and your market.

PRESENTERS:
Quinn Sutton Alpine Testing Solutions
Stephanie Dille Pearson VUE
Amy Riker Educational Testing Service

NOTES AREA

New Innovations in Computer-Based Tests: Best "Operational" Practices

Room: Rainmaker C
Practice Area Division(s):
Topic: Program Design
Session Type: Breakout Session

In this session, new, innovative designs used for four different test programs will be introduced. Two of them are already operational, whereas the others are in planning/development stages and will be launched in the near future. The presentations will cover (1) the goals and issues that each test program faced, (2) the research results and evidence showing the effectiveness of the new approaches, and (3) their practical implications and guidelines.

A Linear-On-The-Fly Testing (LOFT) design was adopted by the National Council of Examiners for Engineering and Surveying (NCEES) for their 8 Fundamentals exams. This session's presentation describes guidelines for addressing operational challenges and evaluating the psychometric qualities of the LOFT forms from various perspectives. Specifically, the presentation describes a way to select items from the full item bank for use in the LOFT item pool—not only to ensure that the current LOFT exams are successfully deployed and administered but also to ensure that future LOFT item pools are equally effective while having minimal overlap with the preceding pool.

The Executive Assessment (EA) test was developed to evaluate a candidate's readiness for executive MBA degree programs. The EA test was developed based on the new multistage testing (MST) with cross-sectional routing (CSR) in the design of the EA test. In EA's MST with CSR, the correlational relationship among sectional scores is used only for routing and not for score estimation for each section. The result of study suggests that employing MST with CSR can meaningfully improve overall measurement efficiency—especially when the test is short. The study also introduces the real-world implementation of the new MST with CSR with the EA test.

The Pallet Assembly (PA) design utilizes a collection of equivalent test forms (a "pallet") constructed using automated test assembly methods based on form- and pallet-wide objectives and constraints. The PA design will be implemented in Fall 2016 for the North American Pharmacy Licensure Examination (NAPLEX) offered by the National Association of Boards of Pharmacy (NABP).

A hybrid design (LOFT+CAT) with item parameter imputation approach has been developed potentially for the future version of NMAT-by-GMAC—a graduate business school admission test used in India to address the challenges of using new items operationally in an adaptive test.

PRESENTERS:
Huijuan Meng GMAC
Jennifer Davis National Association of Boards of Pharmacy
Kathleen Gialluca Pearson
K. Chris Han GMAC

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Rapid Content Development for New Assessment Types

Room: Greenway A-B
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

With the recent decision to move to a non-proctored maintenance of certification assessment model that delivers multiple-choice items to diplomates through personal computers, tablets, or phones, test development staff at two medical boards have been faced with many of the challenges. For one pilot program, a unique way to administer multiple-choice items was created which includes linking several "partner items" to a learning objective and then administering two of the partner items at different times during the year. The objective of these items is to promote learning and to prepare the diplomate to answer the second partner item correctly by providing a rationale and references for each item.

Test development staff were tasked with training subject matter experts to create a large output of partner item sets that each consist of four linked multiple choice items under a greatly compressed development schedule in order to meet the pilot launch deadline. Similarly—with regard to another medical board's pilot—test development staff worked with subject matter experts to create a large bank of unique items emphasizing important concepts in various practice areas and item rationales to promote new knowledge as well as retention of information. Working closely with subject matter experts and utilizing online editing and review sessions throughout the development period, staff ensured that all items received the same rigorous review and scrutiny as traditional exams while compressing a typically two-year development cycle down to several months.

The purpose of this session will be to share the strategies that both medical boards have employed when faced with item development for a new examination type under expedited timelines.

PRESENTERS:
Andrea Hunolt American Board of Anesthesiology
Jared Riel American Board of Pediatrics
Robert Brucia American Board of Pediatrics

Simplified Development and Scoring for Testing Real-World Skills

Room: Kirkland
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Most test sponsors would like to assess candidates' abilities to solve the types of problems that they experience on the job, but have been reluctant to implement performance-based items due to the complexities and cost of test development and scoring. This session will look at how three organizations have created innovative items that address real-world problems with simplified development processes and scoring.

The session's presentation will show how three major test sponsors use combinations of: (1) controlled, constructed-response and (2) expanded, selected-response algorithms to create complex, job-related problems that are still easily machine scored.

The presenters will review the design, development, and scoring of: (1) advanced-level case management problems, (2) task-based simulations, and (3) PAC-Sim item types—all of which are already successfully being used in national and international examinations with on-site scoring. They will also discuss the reasons that they sought to develop these innovative items and the reaction of their candidates to them.

PRESENTERS:
Ellen Julian Intelleos (ARDMS)
Clarence Chaffee The Caviart Group

Build and Manage a Dynamic Certification Community Site

Room: Trailblazer B
Practice Area Division(s):
Topic: Business Strategy and Operations
Session Type: Fishbowl

In this fishbowl session, attendees will discuss ways to keep their certification community site vibrant and relevant for their users. The session's presenters will share lessons learned from the recent relaunch of their certification program's community site and address a variety of topics, including: (1) integrating a community site with a company's other social media efforts, (2) using both synchronous and asynchronous education events such as webinars and live chat sessions to engage prospective candidates, (3) the pros and cons of using a community site to recruit subject matter experts, (4) how to discourage inappropriate discussions about test content, (5) how to reward frequent community site users, and (6) how to best use a community site as another avenue for marketing a program.

This session's discussion will spark new and creative ideas about how to engage candidates on their existing or future community site. The presenters will pose thought-provoking questions designed to foster creative thinking about new ways to promote beneficial discussions on your site, and attendees will leave energized and ready to try new and innovative ideas on their own community site.

PRESENTERS:
Becky Gray SAS Institute

Testing in Hell: What to Do When Everyone Seems To Be Cheating

Room: Trailblazer D-E
Practice Area Division(s):
Topic: Security and Privacy
Session Type: Breakout Session

Many test programs in Certification/Licensure, Education, and Workforce Skills Credentialing find the rewards for expanding internationally to be compelling. Administering high-stakes exams in certain parts of the globe, however, can present vexing challenges to the integrity of test results. Imagine the worst places to test, where all threats are real and programs operate at high risk.

Quite simply, administering tests in some countries is inherently problematic and risky. This can be attributed to many causes. While the source of problems varies in each country, some challenges are common across these geographies, and often involve the following dynamics: (1) cheating on exams is widely socially acceptable, (2) the use of sophisticated cheating devices and technology to circumvent test security protocols is rampant, (3) a strong tradition exists for using time-tested methods for stealing test items, (4) proxy test takers operate virtually unrestricted in many areas, and (5) in order to cancel a test score in certain cultures, undeniable proof of cheating is required.

The test security threats involving these overarching dynamics present daunting risks; risks that affect test score validity and create financial burdens. In order to build appropriate defenses, a deep understanding of threats and risks must be developed.

While test programs everywhere may contend with these same challenges to some degree or another, this session will explore WHY these issues are more pervasive and intense—and in turn more problematic—in parts of the globe. This session's presenters not only understand the impact of these threats and risks, but also their causes. Panelists will share these findings in an effort to educate other test program leaders who will or already are facing similar issues.

To overcome these hurdles, test programs are forced to innovate and experiment. Aggressive measures are required to administer tests securely in these countries. These measures must prevent, detect, and deter test fraud. Security should be built into testing processes, not bolted on.

The experiences of the panel include real-world examples of wins and losses in the international battle for trustworthy test results, and each presenter will share his or her top tips for dealing with geographies that are particularly rife with test fraud. At the conclusion of this session, high-stakes test program managers will be better informed and more powerfully equipped to administer their exams in "hell."

PRESENTERS:
Beverly Bone IBM Certification Programs
Rachel Schoenig Cornerstone Strategies, LLC
Steve Addicott Caveon Test Security

Part 2 of 2: Workforce Skills Credentials

Room: Powell
Session Type: Breakout Session

Industry and governments across the globe have recognized the importance of workforce skills credentials in helping individuals demonstrate competencies and employers locate and retain skilled workers. As workforce skills credentials have proliferated, however, the credentialing market has grown more fragmented and confusing for workers and employers alike. To realize the value that credentials can bring to the workforce and, more broadly, to the global economy, various entities have developed credentialing frameworks to help drive a common language and bring order to the market. To assess the impact of exam security on credentials and the need to include security in the credentialing frameworks, ATP surveyed test publishers, credential issuers, employers and potential employees across the globe. Join a panel of experts to discuss the survey results as well as a regional perspective concerning the development of credentialing and exam security frameworks.

MODERATOR:
Jen Geraets ACT, Inc.

PRESENTERS:
Jamie Mulkey Caveon
Jim Sharf Employment Risk Advisors, Inc. & Metrics Reporting, Inc.
Alex Tong ATA
Linda Waters Prometric
Patrick Craven City & Guilds

Using National Tests for Accountability Under ESSA

Room: Cushing B
Session Type: Peas in a Pod Discussion

The Every Student Succeeds Act (2015) creates both opportunity and risk for testing programs in the context of primary and secondary education. Accountability can be a double-edged sword. National tests can be created to support accountability standards in either productive or counter-productive ways. Participants share experiences and discuss ways to effectively think about and communicate relationships between national testing and accountability.

FACILITATORS:
Sue Steinkamp Scantron Corporation
Amanda Jewell Scantron Corporation

PLATINUM SPONSOR SESSION

ACT

Computational Psychometrics for Next-Gen Assessment

Room: Pathfinders

Session Type: Breakout Session

There is a need in society for systems which combine learning, teaching, and testing in an interactive, personalized, and adaptive way that augment the instruction received in school. Testing and educational technology companies have started to integrate the science of learning with the science of testing to develop platforms and applications that address these needs. This presentation will focus on the imminent technology-driven changes in education and assessment and the role of testing companies amidst these changes. Examples of prototypes will be provided.

PRESENTER:
Alina von Davier ACT

PLATINUM SPONSOR SESSION

Castle Worldwide

Your Program and the Technology Balancing Act

Room: Tribal

Session Type: Breakout Session

The testing industry, like every other vibrant and thriving industry, is constantly evolving. Advances occur in nearly every service area each year, which create constant challenges for organizations as they strive to meet the latest best practices. Often technology is viewed as the solution for a rapidly changing environment; however, technology also can be the anchor that sinks a testing program unable to keep pace.

This session will help certification organizations think through challenges including:

- Can an organization future-proof itself and its testing programs?
- How does an organization wade through the ever-increasing number of technological services available and identify what fits the needs of the organization and its testing programs?
- Once identified, how does an organization incorporate new technological services into the organization, its workflows, and its testing programs?
- What value can be found in tightly and intelligently integrated technological and psychometric service offerings?"

PRESENTERS:
Bryan Reel Castle Worldwide
Tracie Hickman Castle Worldwide

PLATINUM SPONSOR SESSION

PSI Services LLC

Reaching Your Candidates: Using Multiple Delivery Models to Expand Access to Assessments

Room: Mapmakers

Session Type: Breakout Session

As technology has enabled a growth in delivery models, assessment programs have the choice to select from combinations of computer-based test centers, remote proctoring models, event testing models, and unproctored testing to meet a variety of program goals. Organizations with varying security demands and physical deployment constraints can dramatically expand their candidate's access to testing, while retaining the integrity of their exams.

This session will explore the various delivery options available from PSI, then explore case studies from two programs, from different industries, who have assessed these options and used them to meet their candidates where they live and work. In one program, a combination of computer-based testing, kiosk-based testing, and paper-based testing has provided a broad easier access to candidates in the food safety profession. Security being critical to this accredited program, they have used these multiple delivery methods with multiple delivery vendors to ensure maximum candidate convenience in an industry where the opportunity to obtain time off for training and certification is limited. In the second program, a widespread global audience and varying security needs with their assessment portfolio, has allowed this IT and project management testing organization to use computer-based testing, remote proctored testing, and paper-based testing to reach their candidates. In each program, this presentation will explore how the organization assessed the testing methodologies, assessed their audience, and ultimately created their multi-delivery method approach.

PRESENTERS:
Rory McCorkle PSI Services LLC
Larry Lynch National Registry of Food Safety Professionals

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Receptions

Tuesday, March 7, 2017 • 5:30 PM - 7:00 PM

Notes Area

Tuesday Evening Receptions

5:30 PM – 6:30 PM

Sponsor Thank You and Debrief Reception

Room: Hall of State

All sponsoring organizations are invited to join ATP for cocktails as we debrief ATP 2017 and look ahead to 2018.

6:00 PM - 7:00 PM

ATP Practice Area Division Reception: Industrial/Organizational

Room: Whipple Suite

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.

ATP 2017
Innovations in Testing
Scottsdale, AZ

LEADING the CONVERSATION

Wednesday Morning Schedule

#atpconf

Wednesday Schedule

7:30 AM – 12:00 PM

- ☐ Registration Open ..... Hall of State

7:30 AM – 11:00 AM

- ☐ Speaker Lounge Open ..... Cushing A

7:30 AM – 8:30 AM

- ☐ Breakfast with Hackathon Presentations ..... Powell
- ☐ ATP Practice Area Division Breakfast:
  Workforce Skills Credentialing – *All are Welcome!* ..... Trailblazer C
- ☐ Networking with the ATP Innovation Lab Participants:
  Join them to Discuss their Product or Service ..... Hall of State

7:30 AM – 8:45 AM

- ☐ Continental Breakfast ..... Hall of State

8:45 AM – 9:45 AM

- ☐ Conducting International Job Task Analyses
  How the Delphi Technique May Prove Useful ..... Trailblazer A
- ☐ Further Exploration of Design Issues for
  Multistage Adaptive Tests ..... Greenway A-B
- ☐ Making Technology Standards Work:
  From the EBA to a Case-Study ..... Rainmakers A
- ☐ Match Maker, Match Maker, Make Me an (Item) Match!:
  On Selecting Appropriate Item Type(s) for
  Your Testing Program ..... Rainmakers B
- ☐ Multi-language Testing Research and Best-Practice
  in the International Context: Use Cases ..... Rainmakers C
- ☐ Opt-Out: Test Development Concerns, Policy Issues,
  and Psychometric Challenges ..... Trailblazer D-E
- ☐ Raising the Standards for Web-Based Standard Settings:
  Strategies for Addressing Common Challenges When
  Conducting Remote Meetings ..... Kirkland
- ☐ Rough Seas Ahead!: Lessons Learned from Pirate Raids ..... Powell
- ☐ The Basics of Blockchain: What it is and
  What it Could Mean for Your Credential Program ..... Trailblazer C
- ☐ When They Practice, You Can Learn:
  Innovations in Practice Exam Use ..... Trailblazer B
- ☐ PEAS IN A POD DISCUSSION – Value of Testing:
  How to Find and Communicate Your Program's Value ..... Cushing B

9:45 AM – 10:00 AM

- ☐ Break ..... Foyers

10:00 AM – 11:00 AM

- ☐ Quality Competence: Establishing and Promoting Quality
  in Program and Assessment Development ..... Trailblazer A
- ☐ Sift & Winnow: Options for Data Forensics ..... Greenway A-B
- ☐ Strategic Investments in Quality: A Guide for
  Developing Performance-Based Assessments ..... Rainmakers A
- ☐ Taking Advantage of ESSA:
  A More Holistic View of Student Performance ..... Rainmakers B
- ☐ Transitioning to Automated Test Assembly:
  An Overview and Case Study ..... Trailblazer C
- ☐ Wading into LOFT:
  Converting a High-Stakes Fixed-Form Exam to LOFT
  When the Pool Is Shallow and the Swimmers Are Hesitant
  to Take the Plunge ..... Trailblazer D-E
- ☐ Learning and Performance Assessments in
  Computerized Environments ..... Trailblazer B
- ☐ PEAS IN A POD DISCUSSION – Millennials in Testing:
  How to Engage in the Testing Industry ..... Cushing B

11:15 AM – 12:30 PM

- ☐ Closing Keynote - Sandy Speicher:
  Human-Centered Assessment –
  Oxymoron or Impending Revolution? ..... Herberger Ballroom

12:30 PM – 1:30 PM

- ☐ Volunteer Appreciation Lunch ..... Trailblazer C

2:00 PM – 4:00 PM

- ☐ Post-Conference Workshop: IDEO Workshop:
  Can Assessments be Human- Centered? ..... Merriam

Breakfast / Registration / Breakout Sessions

Wednesday, March 8, 2017 • 7:30 AM - 12:00 PM

7:30 AM – 12:00 PM

Registration Open

Room: Hall of State

7:30 AM – 11:00 AM

Speaker Lounge Open

Room: Cushing A

7:30 AM – 8:45 AM

Continental Breakfast

Room: Hall of State

7:30 AM – 8:30 AM

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

Room: Trailblazer C

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

Networking with the ATP Innovation Lab Participants

Room: Hall of State

Don't miss this opportunity to talk with our 2017 Innovation Lab Participants as you enjoy breakfast!

7:30 AM - 8:30 AM

Hackathon Presentation

Room: Powell

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

8:45 AM - 9:45 AM

Conducting International Job Task Analyses: How the Delphi Technique May Prove Useful

Room: Trailblazer A

Practice Area Division(s):

Topic: Measurement and Psychometrics

Session Type: Breakout Session

It is a well-known fact that the first step in developing any licensure or certification exam is to conduct a job or task analysis. Although there are many methods for conducting job analyses (e.g., interviews, observations, job shadowing), most job analysis methods currently consist of one or more focus groups and some sort of large-scale validation survey. The initial focus group (or groups) is generally used to create an initial task list and/or to generate a list of knowledge, skills, abilities, and other characteristics (KSAOs). This process works for most credentialing organizations because they can usually recruit a small, representative group of Subject Matter Experts (SMEs) for a face-to-face workshop and then validate the results of that workshop via an electronic survey to a much larger group of SMEs.

What happens when an organization wants to develop an internationally-based certification with SMEs from multiple countries, though? It may be cost-prohibitive to fly 12 SMEs from 12 different countries to one location for a face-to-face workshop. But without the face-to-face workshop, how will the initial task or KSAO list be developed? This is where the Delphi Technique can be a lifesaver. The Delphi Technique is iterative method of collecting and consolidating data, and when applied to job task analyses, it can be used as an alternative to the focus group method in determining a task or KSAO list.

In this session, the presenters will (1) provide an overview of the Delphi Technique as it applies to job task analyses, (2) discuss the specific steps for incorporating the Delphi Technique in a job task analysis, and (3) discuss their own experiences using the Delphi Technique as part of several job task analyses. Attendees will leave with a greater understanding of the Delphi Technique as well as how to incorporate this technique into future job task analyses.

PRESENTERS:

Lynn Webb Testing Consultant

Adrienne Cadle Professional Testing

Further Exploration of Design Issues for Multistage Adaptive Tests

Room: Greenway A-B
Practice Area Division(s):
Topic: Program Design
Session Type: Breakout Session

Multistage Adaptive Tests (MSTs) have gained their popularity as a compromise between traditional linear tests and item-by-item adaptive tests. MSTs determine which module(s) to administer to an examinee in real time based on their performance on the module(s) administered.
In general, the following factors have to be considered when designing an MST: (1) the number of stages, (2) the number of modules in each stage, (3) the length of each module, and (4) routing method. This session will focus on a large-scale licensure examination t administered internationally. The main purpose of this licensure examination is to maximize pass/fail accuracy while maintaining validity, fairness, and security. A secondary goal of the exam is to provide feedback to not passing candidates on their weaknesses as well.

Though Multiple Choice Questions (MCQ), Task Based Simulation (TBS) items, and possible Constructed Response (CR) items are included, only modules for MCQ items are administered adaptively. The MCQ sections have three adaptive stages: the first stage contains a module at moderate difficulty level, and the second and third stages each contain two modules which are moderate and difficult. Letting M represent a moderate module and D hard module, an examinee assigned moderate modules in all three stages would have a route denoted as MMM. Using that same annotation, there are four paths in this test: MMM, MDD, MDM, MMD.

In the past, more than 70% of examinees used MMM or MDD during each test window, leading the new test structure to decrease the number of stages from three to two and increase module length. Other ideas, however, also seem attractive. This session will take a look at the following designs and compare them with the current and new test design described above: (1) variable module length for each stage, (2) having three modules rather than two modules in each stage after the first stage, (3) having variable number of stages—if the measure error is not small enough, more module is necessary, otherwise, test stops—and (4) having population distribution in relation to cutscore. The routing scores are then calculated based on the intersection point of the Module Information Functions (TIFs) in each stage (except for the first stage).

Empirical item data and examinees' ability distribution will be used, and this session will provide valuable guidance to attendees interested in MST design as well as to those considering using MSTs in a certification context.

PRESENTERS:
Xinhui Xiong AICPA
Mike Edwards Arizona State University

Making Technology Standards Work: From the EBA to a Case-Study

Room: Rainmaker A
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Breakout Session

In 2015, IMS Global Learning Consortium (IMS) formed the Executive Board on Assessment (EBA) to set the industry direction and accelerate the transition to e-Assessment through standards like QTI (Question & Test Interoperability). Membership is not just about technical ownership, but aligning business and procurement strategies between vendors and end-user organizations as well.

During this breakout session, EBA officials (chairman and co-chair) will explain their work and discuss their plans for the future. Furthermore, they will unveil a case study that was conducted in the largest school district in the United States and demonstrate how the power of open standards can lead to tangible benefits for school districts across the country.

This case study—conducted by the New York City Department of Education—demonstrates how open technology standards work in practice. By leveraging QTI 2.1 to great extent, the school district redesigned a paper and pencil Gifted & Talented (G&T) placement test for 4-year-olds entering kindergarten using an open source assessment solution built on QTI. The digital research pilot was delivered on tablets and desktops, and is a powerful testament to how standards-compliance ensures compatibility with other systems and ensures investment protection for the future.

The EBA started with 17 member organizations in 2015 and quickly grew to 25 over the course of 2016. It includes both vendors and end-users—many of which are US K12 organizations. Its mission is to set Assessment industry direction for years to come by pursuing three main goals: (1) improving standards compliance, (2) improving content interoperability and portability, and (3) enabling QTI enhancements and improving usability.

In its first year, the EBA provided business guidance to improve QTI 2.x interoperability by introducing new interoperability levels. These levels provide stepping stones for vendors to implement QTI features and also allow end-user organizations to express required functionality for their testing programs.

Furthermore, the EBA set direction for the next installment of QTI—dubbed aQTI 1.0—in which APIP (Accessible Portable Item Protocol) and QTI are fused to establish a single specification, ensuring accessibility, compliance, and interoperability from the get-go.

In this session, attendees will how to make standards work for them from both EBA officials and the New York City Department of Education.

PRESENTERS:
G. Anthony Benners NYC Department of Education
Mark Molenaar OAT
Guillermo Tejeda NYC Department of Education

Match Maker, Match Maker, Make Me an (Item) Match!: On Selecting Appropriate Item Type(s) for Your Testing Program

Room: Rainmaker B
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

With recent technological advancements—and the testing industry's burgeoning willingness to utilize them—new vistas are opening up for item design. From drag-and-drops in the K-12 sector, to performance simulations in IT certification exams, to the security-centric Discrete Option Multiple-Choice item type, testing programs are not only using new item types but are innovating them on their own. In a true do-it-yourself (DIY) fashion, testing associations are attempting to solve challenges associated with security, measurement, and shifting consumer values from the ground up.

Selecting which item types to use in a program, therefore, can become increasingly complex. Decisions are made for many reasons, from legacy to the capability of test administration tools. A robust matrix of criteria, however, could prove helpful to decision makers, enhancing the quality of their programs by providing a more methodological approach. This sessions presenters will critically evaluate item types against core needs of a testing organization.

Evaluations regarding measurement will include: (1) how well does an item type perform, (2) how conducive is an item type to specific fields, content areas, or the skill being measured, and (3) how well does an item type promote fairness and accessibility?

Evaluations regarding security will include: (1) is an item type capable of reducing security threats such as test theft or cheating, and (2) if so, to what extent?

Evaluations regarding business will include: (1) is an item type supported by delivery engines, (2) is an item type easy for new item writers to learn, and (3) is an item type expensive to develop and use?

The presenters will also use case studies, narrative, and data to extrapolate on key points. Attendees will learn about various item types, and an open discussion about "what's next" in item design will conclude the session. This session will be appropriate for testing professionals of all levels.

PRESENTERS:
Cristina Goodwin Goodwin Consulting
Tara Williams Caveon

LEADING the CONVERSATION

Opt-Out: Test Development Concerns, Policy Issues, and Psychometric Challenges

Room: Trailblazer D-E
Practice Area Division(s):
Topic: Legislation, Policy, and Accessibility
Session Type: Breakout Session

This session will provide (1) an overview of the Opt-Out Policies currently in place or being considered by states, (2) the possible test development concerns associated with state accountability given large numbers of students that are not taking the test because of the opt-out movement, and (3) some of the psychometric challenges due to the large and unevenness of the opt-out student population.

This session's presenters will discuss the latest policy aspects from various states and some state department responses to both the legislative and practical viewpoints. The presenters will also discuss in depth some of the issues and challenges psychometricians face in regard to (1) item calibration, (2) choice of IRT model, (3) difficulties in equating, (4) changes in item characteristics and test level characteristics, and (5) how these challenges may impact the overall and disaggregated results for a state or district. Lastly, there will be time for questions and discussions as to how the opt-out movement in education is already making its way into other practice areas.

PRESENTERS:
Canda Mueller NWEA
Timothy Vansickle Questar Assessment

Raising the Standards for Web-Based Standard Settings: Strategies for Addressing Common Challenges When Conducting Remote Meetings

Room: Kirkland
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Due to various constraints, face-to-face standard setting meetings are not always feasible. Web-based standard setting meetings are becoming increasingly popular, and although there are advantages to holding meetings remotely, there are many issues to consider when attempting to balance these advantages with psychometric rigor. In this session, the presenters will describe challenges that are commonly associated with web-based standard setting meetings and provide practical solutions drawn from research and their own experiences.

The primary focus of this presentation will be the Angoff method. The presenters will also discuss challenges that are applicable to all methodologies, however. One of the foremost concerns in any web-based standard setting meeting is that panelists are exposed to the exam and answer key in unproctored, unmonitored settings. This session's presenters will discuss strategies for ensuring that the exam remains secure, including: (1) the importance of panelist selection, (2) having appropriate non-disclosure agreements, and (3) warning panelists about the seriousness of security breaches. They will also present pros and cons of various methods of sharing the exam with panelists.

One of the key challenges during web-based standard setting meetings is ensuring that panelists stay focused and engaged throughout every step of the process. Ensuring panelist engagement requires creating a virtual environment in which panelists are comfortable sharing their thoughts and concerns about the items, the ratings, and the process. This session's presenters will share tips for creating environments in which participation is encouraged. In addition, they will provide practical strategies for ensuring a successful meeting, including: (1) clarifying expectations and (2) making panelists aware that online standard setting meetings require more engagement than other types of online meetings. They will also share strategies for keeping panelists engaged and focused, including: (1) using screen sharing, (2) facilitating discussion that is specifically directed towards individual panelists, and (3) allowing certain tasks to be completed offline.

Finally, this session will provide a realistic preview of the time and preparation associated with web-based standard settings. Although they are often seen as preferable to face-to-face meetings because of perceived time-savings, this session's presenters will describe additional and often-overlooked time requirements for meeting facilitators as well as for panelists. They will also provide tips for creating realistic expectations about time requirements for panelists.

PRESENTERS:
Rachael Tan Schroeder Measurement Technologies, Inc.
Sarah Carroll Castle Worldwide, Inc.
Sean Gasperson Castle Worldwide, Inc.

Rough Seas Ahead!: Lessons Learned from Pirate Raids

Room: Powell
Practice Area Division(s):
Topic: Security and Privacy
Session Type: Breakout Session

Whenever "exam pirates" steal a testing program's content, the program can find itself in rough seas. Not only does exam content theft rob a program of its valuable intellectual property, but it also compromises the validity of exam results. There is an incredibly powerful tool in your arsenal against exam pirates, though, that you've probably never used.

This legal tool, known as an "ex parte seizure order," allows a testing program to visit the premises of the test pirate—unannounced and in the company of armed federal marshals—and seize copies of its stolen test content. As a companion step to the filing of a federal copyright infringement lawsuit, an unannounced raid offers the opportunity to seize evidence without warning before that evidence can be hidden or destroyed.

During this session, three testing programs and their legal counsel will discuss their recent experiences using this powerful tool in their battle against test piracy. They will discuss the benefits, the costs, and what they would do differently if they could do it all over again.

PRESENTERS:
Dalene Paull The International Conference of Funeral Service Examining Boards, Inc.
Debra Persinger Federation of State Massage Therapy Boards
Jennifer Semko Baker & McKenzie LLP
William Hatherill Federation of State Boards of Physical Therapy
Susan Layton Federation of State Boards of Physical Therapy

The Basics of Blockchain: What it is and What it Could Mean for Your Credential Program

Room: Trailblazer C
Practice Area Division(s):
Topic: Data Management
Session Type: Breakout Session

An Internet search of the term Blockchain will return a mix of articles that go deep on how this buzzed-about technology works. Other articles found will have such titles as "Blockchain: Over-hyped bandwagon or truly revolutionary technology?" For those who have heard rumblings of Blockchain, it can be somewhat confusing. For those who haven't heard of it (yet), Blockchain is downright mystifying.

Blockchain is being explored for an assortment of uses, including: (1) content distribution, (2) storing evidence, (3) credential issuing, (4) validation, (5) badging, and even (6) certification programs related to Bitcoin.

In this session, the presenters will explore: (1) what Blockchain is, (2) what Blockchain is not, (3) common misconceptions, (4) what impact this technology could have on the credentialing industry, and (5) key challenges that will need to be addressed before Blockchain could be effectively implemented for credential management.

Attendees will leave the session with a basic understanding of what Blockchain is, how it works, and why it's something to keep an eye on in the years ahead.

PRESENTERS:
Mark Mercury Pearson VUE
Vikas Wadhwani Cisco

When They Practice, You Can Learn: Innovations in Practice Exam Use

Room: Trailblazer B
Practice Area Division(s):
Topic: Test Administration and Delivery Models
Session Type: Fishbowl

Candidates use practice exams to prepare for high-stakes standardized tests and certification/licensure exams. Practice exams range from publications containing full-length, released exams to a few sample questions delivered by technology. Testing agencies may or may not provide practice exams, but when they do, the exams vary widely in purpose, content, format, and number of questions.

This session will explore how various organizations implement and deliver practice exams, as well as how they use results to enhance the candidate experience and improve their exam programs. The presenters will discuss in detail how two credentialing programs expanded their traditionally purposed practice exams to become an important source of data for program management. They will also present results of a survey of current practice exam models and discuss how technology has influenced and enhanced delivery of practice exams and data mining. Lastly, they will discuss the types of content most appropriate for practice exams.

The goal of the session is to offer models that attendees can adapt for their testing programs, and some important takeaways for attendees will include: (1) Knowing what you're measuring and strike a balance—Only you can decide whether a practice exam is appropriate for the test construct without exposing or releasing too much item information. (2) The importance of keeping a pool of items for practice exams. Determine how often to revise—What will be your source for practice exam items? How real and relevant are your practice exams? Do you want to offer short quizzes focusing on one content area or mini-exams using the real exam blueprint and scale scoring?

(3) Knowing if and when to expand information management—Can practice exam results help your organization create better programs, improve teaching, improve the exam? And (4), the importance of ensuring that publications and websites include information relevant to tools for practice.

PRESENTERS:
Jane Kogan American Board of Perianesthesia Nursing Certification, Inc.
Marlene Dunham PSI Services LLC
Nancy Grittman American Association of Veterinary State Boards

8:45 AM - 9:45 AM

Multi-language Testing Research and Best-Practice in the International Context: Use Cases

Room: Rainmaker C

Practice Area Division(s):

Topic: Multi-National Testing Programs

Session Type: Breakout Session

Workforce skills assessment and Job related tests are being used in more and more countries, and in many cases a test developed in one country is being used in other countries as well. While many testing professional are engaged in these activities, this is also an emerging area in the field of testing research.

This session will provide a venue where practitioners can discuss their experiences and where individuals who are thinking of getting involved in this work can ask and—hopefully—get some of their questions addressed. The goal of this session will also be to help facilitate the implementation of the AERA/NCME/APA standards and ITC guidelines for developing best practices when using tests in multiple countries.

PRESENTERS:
Helen Palmer ACT
Changhua Rich ACT
Alexander Alonso Society for Human Resource Management

LEADING the CONVERSATION

Value of Testing: How to Find and Communicate Your Program's Value

Room: Cushing B

Session Type: Peas in a Pod Discussion

Participants will share common experiences in connecting the importance and critical role of testing programs to broader strategic objectives for organizations. How would an organization look without such programs? What value would be lost if the program did not exist? And how do participants effectively link the importance of testing to an organization's larger goals?

FACILITATOR:
April Cantwell FurstPerson, Inc.

9:45 AM - 10:00 AM
Break
Foyers

10:00 AM - 11:00 AM

Quality Competence: Establishing and Promoting Quality in Program and Assessment Development

Room: Trailblazer A

Practice Area Division(s):

Topic: Business Strategy and Operations

Session Type: Breakout Session

With multiple stakeholders and diverse teams involved in every aspect of program and assessment development—each with unique goals—it can be difficult to find common ground for quality measures. This is the case both within initial development and during the review and improvement process. Assessment system success, however, depends on the overall quality—both vertically (from curriculum to assessment) and horizontally (from program to program).

This session will address how to establish a culture of quality in large-scale program and assessment development. First, participants will learn how education and a focus on data-driven decision-making can be used to change attitudes about quality at the organizational level. Next, the presenters will discuss the principle of meta-assessment and how data can be effectively used to promote quality. Formal tools for managing quality will then be introduced, including quality review programs and quality rubrics. Lastly, ideas for dedicating resources to promoting quality will be discussed, including specific industry models with proven results.

The simple techniques and tools presented in this session can be adapted and applied universally to any testing program. Attendees will leave this session with a strong understanding of the process for promoting assessment and program quality, as well as ideas for how to implement quality and improvement frameworks in their own examination programs.

PRESENTERS:
Allison Ames James Madison University
Maren Toone Western Governors University
Laura Williams Western Governors University

Sift & Winnow: Options for Data Forensics

Room: Greenway A-B
Practice Area Division(s):
Topic: Security and Privacy
Session Type: Breakout Session

Test security is a paramount issue in maintaining validity, and the test security arms race will never subside. What can an organization do to deter and detect threats to test security, especially if resources to do so are limited? Organizations should not fall behind on the arms race simply because the defense budget isn't endless.

There will be three sections to this session's presentation. First, the presenters will provide an overview of security concerns and of the many deterrent measures available. This information is important for newcomers to understand before delving deeper, as well as more experienced practitioners since much of data forensics is targeted towards specific concerns.

Second, this session's presenters will evaluate the scenarios of what happens when security issues get past the deterrents. What would the data look like? How might unrelated issues like low examinee motivation lead to similar data? How do organizations design statistical analyses to look for the artifacts that they expect to find? These are the core questions of data forensics. While collusion indices are generally what are thought of as an example, they are only one portion. There are intra-individual, inter-individual, and group-level indices as well.

Third, this session's presenters will explore what to do if any flags are raised by the forensic analysis. They hope to show how helpful it can be to have a plan in place that can enhance defensibility beforehand. Forensics is very useful in flagging possible issues, but is generally just the first step of the investigative and disciplinary process.

PRESENTERS:
Joy Matthews-Lopez Professional Testing, Inc.
Nathan Thompson Assessment Systems

Strategic Investments in Quality: A Guide for Developing Performance-Based Assessments

Room: Rainmaker A
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

Performance-based assessments are challenging to develop, implement, and score while maintaining industry expectations for validity and practical issues of scalability. This session will focus on three phases of the development process for performance based assessments: (1) design, (2) implementation, and (3) data analysis and use. Presenters will discuss each of these phases from the perspective of their given role. These roles involve program, technology, and psychometrics, and to illustrate applications of these concepts and practices, the session will use a case study from a large-scale credentialing program. Formative and summative uses of evidence to inform development processes and improve the quality of the program will be a consistent theme.

At the design phase, the program considers qualifications of judges, experience, and past performance during the recruitment and selection steps. Relying on more subjective factors unrelated to the scoring activity can threaten the quality of the scoring process and ultimately the results. When working with hundreds of judges who have varying levels of technological experience, though, ensuring that technology is not a barrier to the judges' ability to perform scoring tasks is important. Information collected during the training, calibration, and operational scoring processes will provide useful information to evaluate the level of integration.

The psychometric evidence collected throughout the process can begin with the training and calibration phases in addition to the operational information. Criterion and norm-referenced sources of evidence can be valuable to the processes, particularly at the training steps. On a more summative level, this type of information is particularly useful to inform decisions about retention, removal, and promotion of judges in the pool to continuously improve the quality of the human-scored components of performance-based assessments.

PRESENTERS:
E.W. Looney Brightlink
Michelle Laux CFA Institute
Chad Buckendahl ACS Ventures, LLC

Taking Advantage of ESSA: A More Holistic View of Student Performance

Room: Rainmaker B
Practice Area Division(s):
Topic: Program Design
Session Type: Breakout Session

The Every Student Succeeds Act (ESSA) was signed into law in December of 2015. This act grants greater flexibility to states, districts, and schools to customize programs to meet the needs of their students. Specifically, ESSA focuses on "the clear goal of fully preparing all students for success in college and careers," which includes allowing states to define their own "challenging state standards" to support college and career readiness. There is also a notable shift from utilizing a single measure to characterize student and school performance to utilizing multiple measures that provide a more holistic view of student and school performance. So what does this all mean? How does the passing of ESSA translate into changes that provide benefits to students, teachers, and administrators while also ensuring compliance with the law?

Formative and interim assessments have been utilized in the education arena for decades, but are now getting a fresh look since the passing of ESSA. Unlike traditional summative assessments—which provide a single score or indication of student achievement—formative and interim measures provide data and feedback on students throughout the school year. Armed with student performance indicators throughout the school year, educators have valuable insight and data points to help improve instructional planning, identify student strengths and weaknesses, track growth, and gain a more in-depth understanding of student achievement.

The purpose of this session is to provide attendees with a greater understanding of the use and value of standards-based formative and interim assessments. Specifically, this session will review a beneficial partnership that helped facilitate one school district's approach to designing a unique standards-based assessment program. Topics will include: (1) assessment models (e.g., CAT versus fixed form), (2) delivery methodologies (online versus paper), (3) program inclusion (e.g. core subjects, career and technical education), and (4) data-driven educational discussions and decisions.

In addition, innovative approaches to utilizing formative and interim assessments to meet ESSA requirements will be discussed. This session's presenters will demonstrate how formative and interim assessment results can be used to reduce testing time, connect to instructional resources, customize student learning paths, and measure student progress.

PRESENTERS:
Amanda Jewell Scantron Corporation
Le Shaun Quander-Mosley Archdiocese of Washington Catholic Schools
Sue Steinkamp Scantron Corporation

Transitioning to Automated Test Assembly: An Overview and Case Study

Room: Trailblazer C
Practice Area Division(s):
Topic: Measurement and Psychometrics
Session Type: Breakout Session

One of the important early innovations in technology-based assessment was the development of automated systems to assemble, deliver, and manage examinations. While these systems have been available for more than two decades, many high-stakes examination programs have not yet taken full advantage of the available solutions. One solution in particular is automated test assembly (ATA), which provides the capability to generate a unique equivalent test form for each candidate. ATA offers a number of advantages related to security and efficiency in the testing lifecycle.

This session will provide an overview of ATA, including: (1) benefits, (2) considerations, and (3) a case study of a large credentialing examination program that recently transitioned from manual assembly of fixed forms to ATA. The presenters will use the case study and their experience in other various programs as a backdrop to review the basics and rationale for: (1) adopting ATA, (2) pros and cons, (3) key considerations, and (4) choice-points in planning and implementation. The session will also include brief individual presentations followed by a facilitated discussion of key topics, incorporating interaction and discussion with attendees to include a variety of perspectives and questions from the professional testing community.

PRESENTERS:
Amanda Lehman Ascend Learning
Anthony Gage Ascend Learning
John Weiner PSI Services LLC

Wading into LOFT: Converting a High-Stakes Fixed-Form Exam to LOFT When the Pool Is Shallow and the Swimmers Are Hesitant to Take the Plunge

Room: Trailblazer D-E

Practice Area Division(s):

Topic: Test Administration and Delivery Models

Session Type: Breakout Session

The benefits of linear-on-the-fly testing—or LOFT—are highly desirable and well known. What if the desire for LOFT meets challenges, however, such as a shallow item pool, a potentially skeptical stakeholder base, or the possibility of a deal-breaking regulatory hurdle?

Allocating time and resources to deepening your item pool in order to convert a fixed-form program to LOFT is challenging in and of itself, and the risk increases if stakeholders may not commit or a regulatory hurdle may not be overcome. If you build a deeper item pool, will the stakeholders dive in? Can you convince your stakeholders and obtain their buy-in while building up your item pool? Will you be able to overcome regulatory hurdles from a government oversight agency that has limited knowledge of testing industry best practices?

This session's presentation will address how these unchartered waters can be navigated in a way that balances effort and risk simultaneously. The presenters will share many lessons learned throughout this process, along with the post-conversion steps taken to address challenges around score report interpretation. We will also outline strategies for the ongoing health and maintenance of a LOFT program.

PRESENTERS:
Alana Chamoun CSBS
Andrew Strait FINRA
Pete Marks Conference of State Bank Supervisors
Ray Yan FINRA

Learning and Performance Assessments in Computerized Environments

Room: Trailblazer B

Session Type: Fishbowl

Nowadays society is interested in developing Learning and Assessment Systems (LAS) and not merely improving the systems we have. Educators request assessments that reflect the way people actually teach, learn and work authentically, and that are merged with the learning experience. There is a renewed interest in performance assessments that are individualized and adaptive and efforts are being made to develop these complex assessments in virtual settings. The desire to create better LAS, which can provide actionable evidence based on "big data" to improve students' and adults' skills and shape educational policies and methodologies, combined with recent advances in technology, have led to the proliferation of virtual systems. First, the fishbowl panelists will briefly discuss the use of games, simulations, and intelligent tutoring systems as LASs and use actual case studies to discuss best practices and innovative approaches to developing and evaluating new LASs for facilitating learning. Then the participants will contribute to the discussion.

PRESENTERS:
Alina Von Davier ACT, Inc.
Kristen DiCerbo Pearson
Greg Chung CRESST

Millennials in Testing: How to Engage in the Testing Industry

Room: Cushing B

Practice Area Division(s):

Session Type: Peas in a Pod Discussion

The millennial generation is unique in a number of ways. Millennials as defined by the Pew Research Center were born after 1980 and were the first generation to reach adulthood in the new millennium. They are also the first generation that grew up always knowing the internet and smartphones, and a critical subgroup for the testing industry since most are aged 18 to 35. How does this viewpoint impact their view of testing, and are there ways of approaching millennials that might improve their view of standardized testing and their experiences with the testing industry? Further, as individuals retire from the testing industry, how are we recruiting millennials to the testing profession and using their knowledge to help us reach this population?

FACILITATOR:
Sean Gasperson Castle Worldwide

Closing Keynote

11:15 AM – 12:30 PM

Herberger Ballroom

Human-Centered Assessment – Oxymoron or Impending Revolution?

Sandy Speicher IDEO

What would it look like to move from a measurement-centered approach to a human-centered one? Sandy Speicher, a partner and managing director of the education practice at the renowned global design firm IDEO, will introduce the concept of "design thinking" – a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and requirements for success. She will inspire us with examples of how design thinking is being used to innovate in business, healthcare, government, and yes, even education.

12:30 PM – 1:30 PM

Volunteer Appreciation Lunch

Room: Trailblazer C

Thank you for your contribution as a volunteer for the 2017 Innovations in Testing Conference. To show our appreciation, we are inviting all volunteers to a Volunteer Luncheon on Wednesday, March 8th from 12:30 – 1:30 p.m., immediately following the Closing Keynote. If you have not RSVP'd for this luncheon, please stop by the onsite registration desk.

2:00 PM – 4:00 PM

Post-Conference Workshop: IDEO Workshop: Can Assessments Be Human-Centered?

Room: Merriam

Prior registration required.

PRESENTER:
Sandy Speicher IDEO

Some people's palms sweat. Some people's nerves make them forget. Some people are absolute pros at being in the moment when they're taking a test. Historically, measurement systems don't differentiate for the individual. But times are changing pretty significantly, and we know we need to innovate. What would it look like to move from a measurement-centered approach to a human-centered one? In this interactive workshop, Sandy Speicher, a Partner at the renowned global design and innovation firm IDEO, will share the methods and mindsets of design thinking and engage the audience in an exercise to help you explore how to think creatively about how you design assessments.

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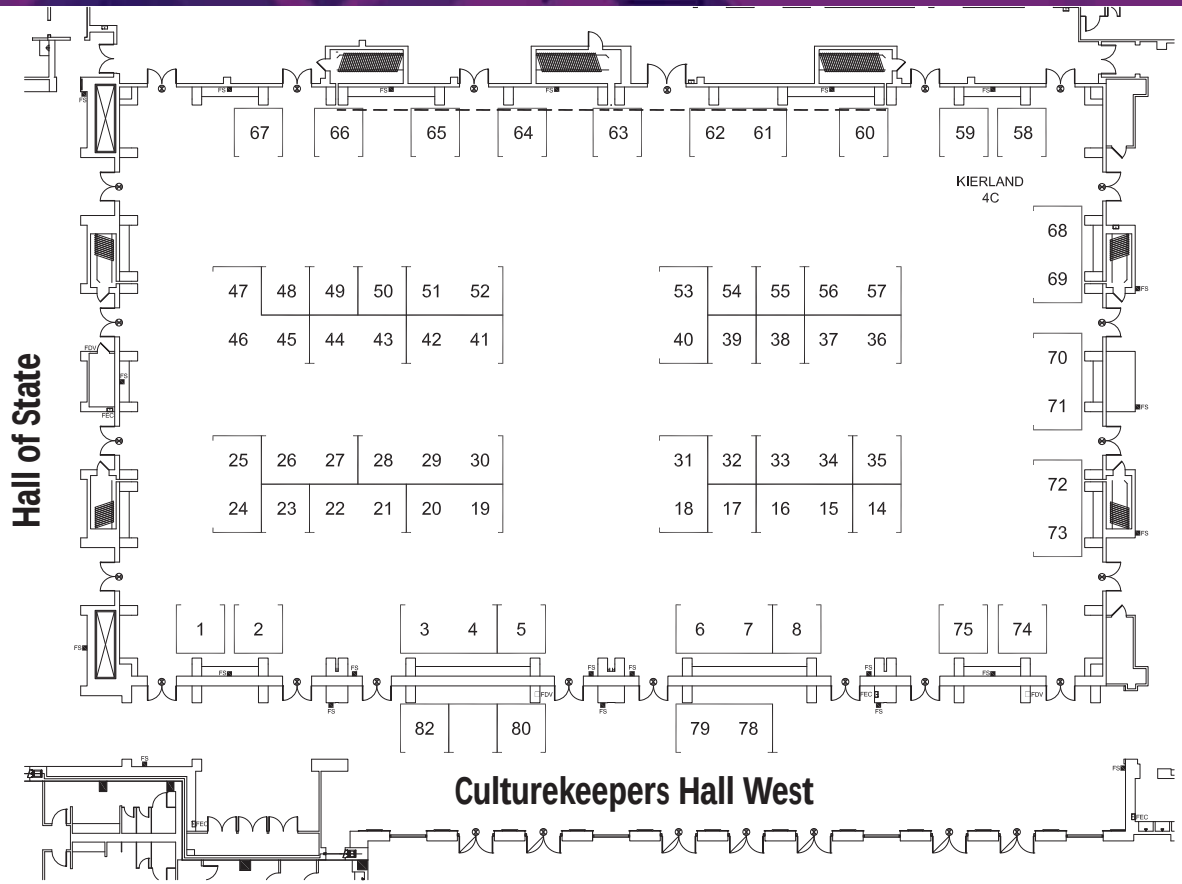

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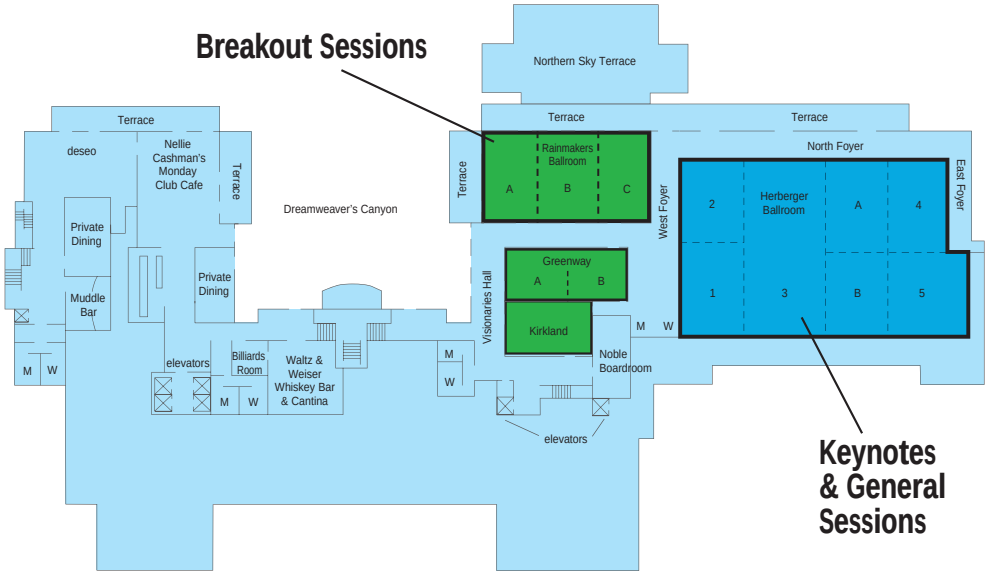

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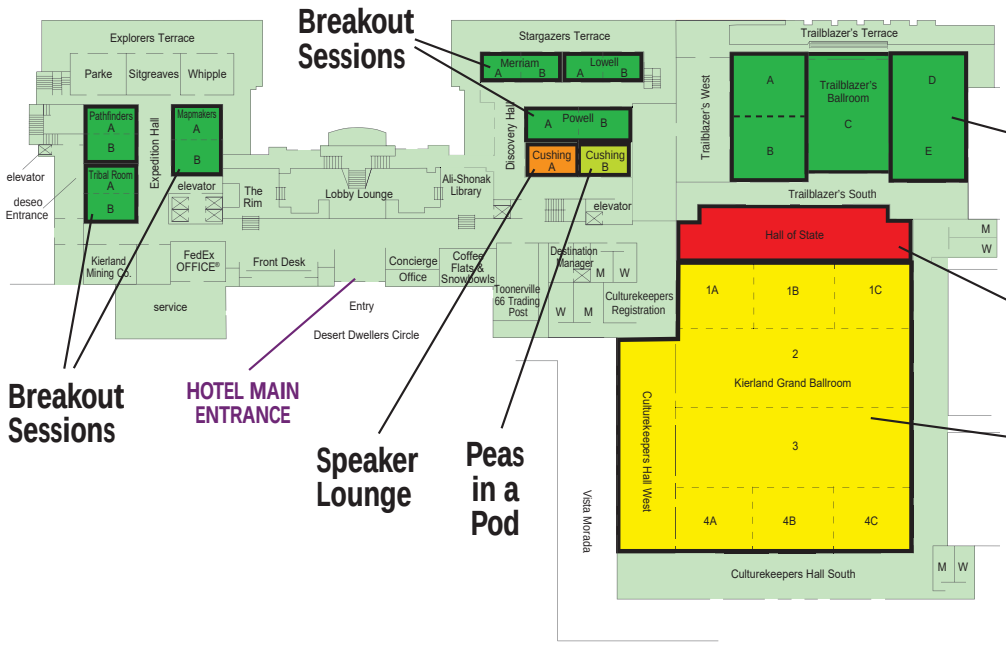

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