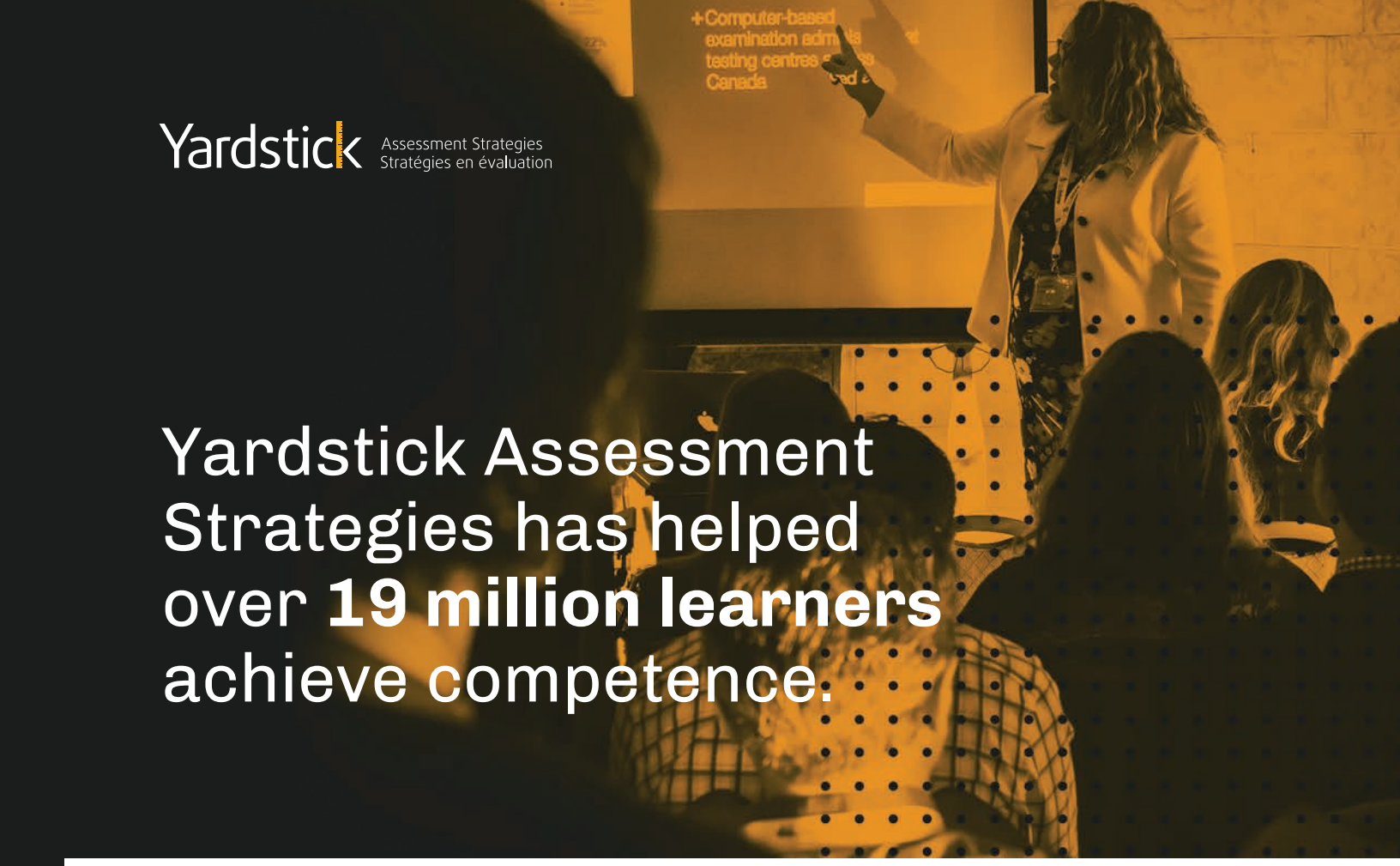
2019 Innovations in Testing

Challenge. Transform. Evolve.

March 17 - 20 ▪ Hyatt Regency Orlando

Yardstick Assessment Strategies
Stratégies en évaluation



Yardstick Assessment Strategies has helped over **19 million learners** achieve competence.

At Yardstick Assessment Strategies (YAS), we aim to help people achieve their dreams.

We build everything with defensibility and psychometric best practice in mind. We power our online testing solutions with an industry-renowned combination of professionalism, precision and technology. Our promise is to deliver assessment solutions that are rigorous and defensible, yet personal and responsive.

Contact Danielle Geddes, VP of Business Development at dgeddes@yas.getyardstick.com or 647.725.0390

- Psychometrics
- High-stakes exam software
- Exam administration & proctoring
- Defensible remote proctoring
- Seamless exam booking
- Candidate management
- Comprehensive exam centre coverage
- NCTA compliant
- Bilingual consulting

ATP 2019 Innovations in Testing Orlando, FL

Schedule at a Glance & Table of Contents

#atpconf

Sunday, March 17, 2019

12:00 pm – 7:00 pm Speaker Lounge Open Bayhill 33
3:00 pm – 7:00 pm Registration Open Windermere Ballroom Foyer
3:00 pm – 7:00 pm Ambassador and First Time Attendee Room Open Bayhill 28
5:00 pm – 6:00 pm First Time Attendee Reception and Remarks Upper Pool Terrace
6:00 pm – 7:00 pm Innovations in Testing Opening Cocktail Reception Windermere Ballroom Foyer

Monday, March 18, 2019

7:30 am – 7:00 pm Registration Open Windermere Ballroom
7:30 am – 7:00 pm Speaker Lounge Open Bayhill 33
7:30 am – 7:00 pm Ambassador and First Time Attendee Room Open Bayhill 28
7:30 am – 8:30 am Breakfast with Exhibitors Windermere Ballroom and Foyer
7:30 am – 8:15 am Session Coordinator Breakfast Celebration 7 & 8
7:30 am – 8:15 am ATP Practice Area Division Breakfast: Workforce Skills Credentialing - All are Welcome! Celebration 5 & 6
7:30 am – 8:15 am ATP Security Committee Breakfast - All are Welcome! Bayhill 21 & 22
8:30 am – 10:00 am ATP Awards and Opening Keynote - Reflect the Past, Shape the Future Regency Ballroom R-V
10:00 am – 10:15 am Break Windermere Ballroom
10:15 am – 11:15 am Breakout Sessions and Peas in a Pod Discussion
11:15 am – 11:30 am Networking Coffee Break with Exhibitors Windermere Ballroom
11:30 am – 12:30 pm Breakout Sessions and Peas in a Pod Discussion
12:30 pm – 2:00 pm Lunch with Exhibitors and Product Demonstrations Windermere Ballroom and Foyer
12:45 pm – 1:30 pm ATP India Regional Division Luncheon – All are Welcome! Celebration 7 & 8
12:45 pm – 1:30 pm ATP Practice Area Division Luncheon: Education – All are Welcome! Celebration 5 & 6
12:45 pm – 1:30 pm ATP Practice Area Division Luncheon: Certification/Licensure - All Are Welcome! Bayhill 21 & 22
2:00 pm – 3 :00 pm Breakout Sessions and Peas in a Pod Discussion
3:00 pm – 4 :00 pm Dessert with Exhibitors Windermere Ballroom
4:00 pm – 5 :00 pm Breakout Sessions and Peas in a Pod Discussion
5:30 pm – 7 :00 pm Reception with Exhibitors and ePoster Sessions Windermere Ballroom

Tuesday, March 19, 2019

7:30 am – 5:15 pm Registration Open Windermere Ballroom
7:30 am – 5:15 pm Speaker Lounge Open Bayhill 33
7:30 am – 5:15 pm Ambassador and First Time Attendee Room Open Bayhill 28
7:30 am – 8:30 am Breakfast with Exhibitors Windermere Ballroom and Foyer
7:30 am – 8:15 am ATP Europe Regional Division Breakfast – All are Welcome! Bayhill 21 & 22
8:30 am – 10 :00 am Workshops and Innovation Debates
10:00 am – 10:30 am Networking Coffee Break with Exhibitors Windermere Ballroom
10:30 am – 12:00 pm Workshops and Innovation Debates
12:00 pm – 1:15 pm Lunch with Exhibitors Windermere Ballroom and Foyer
12:15 pm – 1:00 pm ATP Asia Regional Division Luncheon – All are Welcome! Bayhill 21 & 22
12:15 pm – 1:00 pm Health Sector Special Interest Group Lunch – All are Welcome! Celebration 5 & 6
1:15 pm – 2:15 pm Breakout Sessions and Peas in a Pod Discussion
2:15 pm – 4:15 pm Dessert with Exhibitors Windermere Ballroom
2:45 pm – 4:00 pm Innovation Lab Regency Ballroom R-V
4:15 pm – 5:15 pm Breakout Sessions and Peas in a Pod Discussion
5:15 pm Sponsor Debrief Bayhill 19
6:00 pm – 7:00 pm ATP Practice Area Division Reception: Industrial/Organizational and Clinical – All are Welcome! Upper Pool Deck

Wednesday, March 20, 2019

7:30 am – 12:15 pm Registration Open Windermere Ballroom Foyer
7:30 am – 1:00 pm Speaker Lounge Open Bayhill 33
7:30 am – 10:00 am Ambassador and First Time Attendee Room Open Bayhill 28
7:30 am – 8:30 am Continental Breakfast Windermere Ballroom Foyer
7:30 am – 8:15 am Networking and Breakfast with Innovation Lab Participants Windermere Ballroom Foyer
8:30 am – 9:30 am Breakout Sessions and Peas in a Pod Discussion
9:30 am – 9:45 am Break
9:45 am – 10:45 am Breakout Sessions and Peas in a Pod Discussion
10:45 am – 11:00 am Coffee Break Regency Ballroom Foyer
11:00 am – 12:15 pm Closing General Session Regency Ballroom R-V
1:00 pm – 4 :00 pm Post Conference Workshop – Presenting Data Effectively (Pre-Registration Required) Bayhill 23&24

TABLE OF CONTENTS

Welcome Letter 4

How to Use this Guide 5

My Goals 6

Thoughts, Notes, Etc. 7 - 9

Key Takeaways 10

People to Remember 11

About ATP 12

Conference App 13

Special Thanks 14 - 15

Peas in a Pod Discussions 16

Conference Program Overview 18 - 19

2019 Conference Sponsors 20 - 21

Sunday Conference Program 22

Monday Conference Program 23 - 58

Tuesday Conference Program 59 - 82

Wednesday Conference Program 83 - 91

ATP Members List 93

Speaker Index 94 - 95

Hotel Map 96

Exhibit Hall Map & Exhibitors 97

Welcome to Innovations in Testing 2019!

#atpconf

Dear Colleague,

On behalf of the Association of Test Publishers we could not be more honored and pleased to welcome you to ATP's 20th annual Innovations in Testing Conference!

So much has changed over the course of the last twenty years – globalization, the digital age, and technologies that evolve at breakneck speed are reshaping and redefining the skills needed to succeed. Testing continues to play a fundamental role in identifying knowledge gaps, reshaping and reimagining methods of teaching and training, and finding new ways to measure competency and learning.

As in the past, this year's Conference Committee is pleased to share with you a program of high-caliber sessions that have become the most anticipated part of the Innovations Conference. Attendees have a wide variety of sessions from which to choose, including Workshops, Breakouts, Product Demos, ePosters, the Innovation Lab, and the Hackathon. New this year is a Graduate Student Award aimed at encouraging graduate researchers to conduct innovative research that is beneficial to large scale assessment, with a theme of Innovations in Testing: Disruptive Technology in Large-Scale Assessments.

If you're new to the conference, take advantage of our Ambassador program, which matches new conference attendees with mentors to ensure that your first experience at the Innovations Conference is as rich and insightful as possible.

Be sure to attend our many networking opportunities: the First-Timers and Welcome Receptions on Sunday evening, Exhibitor Reception on Monday night, and the many other receptions and general sessions offered throughout the week. We hope that this conference will facilitate new networks, lead to new opportunities and, at the same time, educate and inform industry professionals about the latest developments in the field of assessment.

Please visit our exhibit hall, take advantage of coffee breaks and dessert receptions, and visit our sponsor booths. It is through the support of our sponsors that the Innovations Conference has been able to thrive and grow for the past two decades.

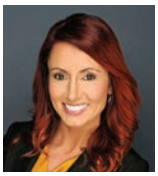
For those of you who like to experience the conference "on the go", please make sure to take advantage of the convenience offered by our enhanced mobile app where you can scan all sessions at a glance, create your own custom schedule, and join in the fun on the activity stream.

This year's theme exemplifies everything we hope you take from the conference: Challenge. Transform. Evolve. Through attending the program sessions and conversing with those from every corner of the industry, challenge your preconceptions and look for new possibilities. Use the incredible discussions and presentations to transform your thinking. And, most importantly, take your conference experience – your learning, connections, and ideas – back to your organization and your testing community as we all seek to evolve our industry to meet the changing demands of the world.

Thank you to our loyal ATP members, those attending the conference for the first or twentieth time, and all who worked to make this event possible – it has been your support and dedication that has made the Innovations Conference the globally leading conference that is today.

Welcome to Orlando!

Best regards,



Cicek Svensson
Board Chair, 2019

Rory McCorkle
Conference Chair, 2019

How to Use This Guide

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

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

1. First, record at least three goals for your attendance at the 2019 Innovations in Testing Conference. Why are you attending? What do you hope to learn? Who do you hope to meet? What do you need to learn to benefit your organization?

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

3. Use the remaining notes pages to capture the most important messages... new things you've learned and want to use and share.

4. Near the end of the conference, start capturing your key takeaways from the conference. What are the most valuable things that you learned? Who are the most interesting or helpful people that you met?

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

6. Last, but certainly not least, record contact information for the individuals that you met so you can communicate with them in the future. You may have done this electronically, but write the information here too. Don't forget to record what you know about each new contact, so you can refresh your memory post-conference.

We hope this book truly becomes a resource for you.
Enjoy the 2019 Innovations in Testing Conference!

We're glad you're here!

ATP 2019 Innovations in Testing Orlando, FL

My Goals

Goal #1 for this conference: _____

_____

_____

How I will accomplish this goal: _____

_____

_____

Goal #2 for this conference: _____

_____

_____

How I will accomplish this goal: _____

_____

_____

Goal #3 for this conference: _____

_____

_____

How I will accomplish this goal: _____

_____

_____

Thoughts, Notes, Etc.

Thoughts, Notes, Etc.

Thoughts, Notes, Etc.

Join these selected sessions in THE HUB to continue the conversation.

THE HUB

MONDAY, MARCH 18TH

1:00 PM – 1:45 PM
FEATURED SPEAKER SESSION: Innovation Behind Bars

3:00 PM – 3:45 PM
Comparability or equivalency: The parallels between remote proctoring and test centre exam delivery through data and lessons learned

5:45 PM – 6:30 PM
FEATURED SPEAKER SESSION:
The Future of Apprenticeships and Assessments

TUESDAY, MARCH 19TH

12:15 PM – 1:00 PM
Improving the Authenticity of Medical Licensure and Certification Exams With Innovative Tools and Item Types

2:30 PM – 3:15 PM
Is Your Program Ready For Remote Proctoring?

Key Takeaways from this Conference

I commit to doing the following based on what I've learned

ATP Innovations in Testing 2019 Orlando, FL

People to remember

Name: _____

Company: _____

Contact: _____

What I learned about this person: _____

_____

Name: _____

Company: _____

Contact: _____

What I learned about this person: _____

_____

Name: _____

Company: _____

Contact: _____

What I learned about this person: _____

_____

Name: _____

Company: _____

Contact: _____

What I learned about this person: _____

_____

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

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

ATP: The Intelligent Voice for Testing

The vision of the Association of Test Publishers (ATP) is to become the intelligent voice for testing worldwide. Although the 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, the ATP expanded by adding a European Division (2005), an Asian Division (2011), an Indian Division (2012), and the Middle East and Africa Region*. Accordingly, the ATP is now poised to become recognized as the global trade organization for test publishers. Such expansion is appropriate, in as much as the language of testing and psychometrics is international and many issues faced by publishers are the same all over the world. Members of the 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 five Regional Divisions that are active as subgroups of ATP's global membership: Asia, India, Europe, Middle East and Africa*, 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 join together with ATP's other Regional Divisions to form a strong foundation with a common 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 organisations 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 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, Workforce Skills Credentialing and Educational testing. In 2000 ATP launched the Association's flag ship conference, Innovations in Testing. ATP continues to expand its global mission to promote and preserve the general welfare of testing and its value to society, in all its forms and uses.

Middle East and Africa Regional Division*

Middle East & Africa-ATP (MEA-ATP), a Regional Division of the Association of Test Publishers (ATP), provides a forum focused on positively influencing educators and all stakeholders in the testing process throughout the Middle East and Africa by providing programs of education, training and exchanges of ideas on operations and industry trends.

Do you want to learn more about ATP?

Visit us in the Windermere Ballroom. We would love to talk with you!

*pending official approval

ATP 2019
Innovations in Testing
Orlando, FL

#atpconf

ANNUAL CONFERENCE
MOBILE APP

GET IT ON Google Play

Download on the App Store

Simply download the "Attendify" App in the App Store or Google Play and follow these instructions:

- In the "search events" field, type "Innovations in Testing 2019"
- Tap on the icon to access the events page and click the "+Join" button
- Create your profile and access the event

Sponsored by: Alpine Testing Solutions

ATP Innovations in Testing 2019 Orlando, FL

SPECIAL THANKS
to the 2019 Conference Committee and Volunteers

EXECUTIVE COMMITTEE

Conference Chair
Rory McCorkle

Conference Vice Chair
Jerry Gorham

Program Chair
Ada Woo

Program Vice Chair
Chad Buckendahl

Marketing Chair
Brodie Wise

Past Board Chair (2018)
Alex Tong

Board Chair (2019)
Cicek Svensson

Clinical Chair
Manny Straehle

Education Chair
Amy Riker

Industrial/Organizational Chair
Kimberly Nei

Workforce Skills Credentialing Chair
Rob Pedigo

Security Committee Chair
Joe Brutsche

Certification/Licensure Chair
Dawn Gibas

Volunteer Committee Chair
Joy Matthews-Lopez

Asia – ATP Chair
Alex Wu Zhang

India – ATP Chair
Divyalok Sharma

Europe – ATP Chair
Rebecca Loades

Innovation Lab Chair
Jenn McNamara

ATP, CEO
William G. Harris

ATP, COO
Lauren Scheib

MARKETING COMMITTEE

Marketing Chair
Brodie Wise

Members
Jim Brinton
Jim Crawford
Stephanie Dille
Alison Foster
Vita Greco
Tracie Hickman
Sarah Lyman
Liberty Munson
Michael O'Malley
Amy Riker
Jarin Schmidt
Rachel Schoenig
Liz Wenrich

PROGRAM COMMITTEE

Program Chair
Ada Woo

Program Vice Chair
Chad Buckendahl

Conference Chair
Rory McCorkle

Conference Vice Chair
Jerry Gorham

Marketing Chair
Brodie Wise

Clinical Vice Chair
Mark Ledbetter

Clinical Co-Chair
Manny Straehle

Education Vice Chair
Ellen Forte

Industrial/Organizational Vice Chair
Kelly Dagas

Certification/Licensure Vice Chair
Liberty Munson

Workforce Skills Credentialing Vice Chair
Rachel Schoenig

Security Vice Chair
Gary Behrens

Asia – ATP Chair
Alex Zhang

India – ATP Chair
Divyalok Sharma

Europe – ATP Vice Chair
Belinda Brunner

ADDITIONAL VOLUNTEERS

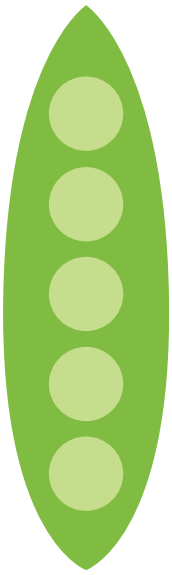
Christie (Weidner) Bloom Pearson VUE
Bryn A Herrschaft-Eckman American Board of Internal Medicine
James A Wollack UW Center for Placement Testing
Donald A. Balasa American Association of Medical Assistants
Rebecca A. Baranowsk American Board of Internal Medicine
Steve Addicott Caveon Test Security
Mac Adkins SmarterServices, LLC
Dmitri Adov Arcadia
Faisel Alam Law School Admission Council
Arwa Alsughayyer Saudi Commission for Health Specialties
Linda Althouse American Board of Pediatrics
Cecila Alves Medical Council of Canada
Kathy Angelucci American Board of Medical Specialties
Amede Anku-Roberts Pearson VUE
Lizzie Anstiss BTL Surpass
Paulette Anthony Financial Planning Standards Council
Greg Applegate NREMT
David Arnold Wonderlic
Anuoluwapo Arowojobe Satakunta University of Applied Sciences
Kenya Asbill NCCPA
Brenda Aubin Pearson VUE
Bea Awoniyi AHEAD/Santa Fe College
Emna Ayadi Primatec Engineering
Wayne Bailey Pearson VUE
Donald Balasa American Association of Medical Assistants
Kevin Bartley Internet Testing Systems
Holly Batts Association for Talent Development
Pamela Becker Hogrefe Publishing Group
Kirk Becker Pearson VUE
Douglas Becker Riverside Insights
Anton Béguin Cito
Gary Behrens FifthTheory, LLC
Kenes Beketayev SparcIt
G. Anthony Benners NYCDOE
David Bennett Pearson VUE
Debbie Bergtholdt Pearson VUE
Donna Berzellini AFP
Giulia Bianchi International Testing and Training Services
Hussam Binyousef Prince Sulton Military Medical Center
Bob Blackwood Pearson VUE
Julie Boyce Pearson VUE
Kevin Bradley HumRRO
Daniel Breidenbach PSI
Kevin Brice Media Interactiva
Kellie Britten Pearson VUE
Mary Browne NBCRNA
Belinda Brunner Inteleos
Joe Brutsche Pearson VUE
Matthew Burke American Board of Internal Medicine
Kurt Burkum ACT
Tim Burnett BTL Surpass
Liz Burns Adobe
Adrienne Cadle Professional Testing
Wayne Camara ACT
Joe Cannata Kinaxis
Jacqueline Carpenito ACT
Sarah Carroll Castle Worldwide, Inc.
Alex Casillas ACT, Inc.
Clarence Chaffee The Caviart Group
Marina Chelyshkova The First State Medical University
Allen Chen Shenzhen Seaskyland
Carie Chester AICPA
Vineet Chhabra Graduate Management Admission Council
Cass Chisholm The American Board of Anesthesiology
Edison Choe Graduate Management Admission Council
Sara Christopherson Wisconsin Center for Education Products and Services
Kimberly Clausen Pearson VUE
Chris Cognato Ballard Spahr LLP
Patrick Colacurcio DISYS
Michael Coley ASE
Susan Cooley Alpine Testing Solutions
Liz Corchado Torres National Restaurant Association
Jim Crawford BTL Surpass Inc.
Byinna Crowder PSI
Andrew D Pass A Pass Educational Group, LLC
Kelly Dages General Dynamics Information Technology
Andrew Dallas NCCPA
Jean D'Angelo National Board of Medical Examiners
Eric D'Astolfo Pearson VUE
Jennifer Davis National Association of Boards of Pharmacy
Susan Davis-Becker ACS Ventures LLC
Gary DelDuca Strasz Assessment Systems
Christine Depascale Professional Testing, Inc.
Karen Dietz NCCPA
Stephanie Dille ProctorU
Scott Dillon Pearson VUE
Kenneth Doucet ACT
Jarret Dyer National College Testing Association
David E W Mott Tests for Higher Standards
Nikki Eatchel Scantron
Graham Eaton AXELOS
Dawn Edgerton Inteleos
Guy Edwards IELTS USA
David Elfassy Netlogon: Content Development
Brad Erickson prometric
Ron Eshleman NNL
Lisa Everts Strasz Assessment Systems
Carol Ezzelle National Board for Professional Teaching Standards
Susan Farago Scaled Agile
Brandon Ferrell Hogan Assessments Systems
Matt Ferris NBCRNA
James Fidler American Medical Technologists
Brett Foley Alpine Testing Solutions
Ellen Forte edCount, LLC
John Fremer Caveon Test Security
Judy Friesen Alberta College of Paramedics

ATP Innovations in Testing 2019 Orlando, FL

SPECIAL THANKS

to the 2019 Conference Committee and Volunteers

Bryan Friess Pearson VUE
Larry Fruth Access 4 Learning Community
Yanyan Fu GMAC
Robert Furter The American Board of Pediatrics
Beth Gallagher NBME
Dr.Archana Gandhi National Institute of Fashion Technology
Holly Garner University of Georgia - Georgia Center for Assessment
Sean Gasperson Castle Worldwide, Inc.
Danielle Geddes Yardstick Assessment Strategies
Christine Gee Western Governors University
Jennifer Geraets ACT
Tracy Gernentz Pearson VUE
Stephanie Gertz SGC
Stella Gibbs Open Assessment Technologies, S.A. (OAT)
Martha Gibson Edinburgh Business School
Julie Gleason Pearson VUE
Joshua Goodman NCCPA
Andrea Gotzmann Medical Council of Canada
Barbara Graham FINRA
Judy Green IBM
Sandra Greenberg ACT, Inc.
Brian Greenlee American Council on Exercise
Cabell Greenwood ITS
Pat Grier ARDMS
Randy Gross CompTIA
Stephen Gunter Huntington Ingalls Industries
Aimee H Rhodes CFA Institute
Scott H. Oppler Society for Human Resource Management
Kellie Hamilton CPA Australia
Sierra Hampton-Simmons PMI
K. Chris Han GMAC
Jefferson Hansen Pearson VUE
Jeanne Hartman FINRA
Dianne Henderson Renaissance Learning
David Henkhaus Iowa Testing Programs
Bryn Herrschaft-Eckman American Board of Internal Medicine
Tracie Hickman Castle Worldwide, Inc.
Kari Hodge NACE International Institute
Mika Hoffman Excelsior College
Dot Horber National Board of Osteopathic Medical Examiners (NBOME)
Todd Horner Accenture
John Hosterman Paradigm Testing
Deanna Hudella Pearson VUE
Maria Incrocci American Osteopathic Association
Pamela Ing Stemmer PSI
Lawrence J. Fabrey PSI Services
Christy Jackson Harrison Home
Joan Jakobsen A&D Resources
Nancy Jerdee Pearson VUE
Wallace Judd Authentic Testing Corp.
Ellen Julian Julian Consulting
Linda K Anguish Institute for Credentialing Excellence
Kate Kahoa Dental Assisting National Board, Inc. (DANB)
Beth Kalinowski PSI Services
Casey Kearns Pearson VUE
Julie Keehbauch American Board of Emergency Medicine
Cynthia Kim PSI
Neal Kingston University of Kansas Frans Kleintjes Cito BV, Institute for Educational Measurement
Deirdre Knapp HumRRO
Cathy Koenig American Board of Pediatrics
Jane Kogan American Board of Perianesthesia Nursing Certification
Jacqueline Krain ACT
Gopal Krishnan Pearson
Li-Ann Kuan Prometric
Suresh Kumar University of Delhi, India
Tracy L Gernentz Pearson VUE
Bruce L Shotts National Board of Chiropractic Examiners
Nelson Lacey CAIA Association
Annie Lanteigne Personnel Psychology Centre
Kristen Lawler Ascend Learning
Angela Lee HumRRO (Human Resources Research Organization)
Amanda Lehman Ascend Learning
James Lehman Vantage Learning
Kristaps Licis CAIA Association
Vincent Lima Authentic Testing Corp.
Ren Liu University of California, Merced
Rebecca Loades Graduate Management Admission Council
E.W. Looney BrightLink
Tracy Lorg American Board of Pediatrics
Sarah Lyman Pearson VUE
Carla M Caro ACT
Aaron M Gudenkauf American Board of Radiology
Nicole M Risk American Medical Technologists
Peter Mackey Peterbridge Communications LLC
Marissa Madison-Norman Pearson VUE
Bob Mahlman National Commission for the Certification of Crane Operators
Marie Maranki National Board of Medical Examiners
Jesse Markow Independent Consultant
Casey Marks ISC2
Katya Masnyk Canadian Alliance of Physiotherapy regulators
James Masters Pearson
Sean Mathias Prometric
Donna Matovinovic ACT
Joy Matthews-Lopez Professional Testing
Sheila Mauldin NCCPA
Nadine McBride Amazon Web Services
Jeff McGregor Strasz Assessment Systems
Amy McKee Pearson VUE
Jennifer McNamara BreakAway Ltd
Alan Mead Talent Algorithms Inc.
Trushant Mehta Assessment, Education, and Research Experts, LLC
Fae Mellichamp Behavior Analyst Certification Board
Huijuan Meng Graduate Management Admission Council
Erik Meyer Pearson VUE
Hillary Michaels HumRRO
Onik Mikayelyan NIE
Christine Mills Ascend Learning
Cyrus Mirza PSI Services
Mark Molenaar Open Assessment Technologies
James Mooney Pearson VUE
Dawn Morton-Ruas National Commission on Certification of Physician Assistants NCCPA
Penny Moyle Highview Insights
Lorin Mueller The Federation of State Boards of Physical Therapy
Jamie Mulkey Caveon
Jacqueline Mulligan CPA Ontario
Fadi Munshi Saudi Commission for Health Specialties
Liberty Munson Microsoft
Keith Myers BTL Surpass
Elizabeth Nahlik Facebook
Bri Naslund Amazon Web Services
Kimberly Nei Hogan Assessment Systems
Ayana Nickerson Adobe, Inc.
Christine Niero Professional Testing, Inc.
Ashley Norris ProctorU
Kristin O'Brien American Board of Psychiatry and Neurology, Inc.
Olubusayo Oladayo Marco Di Excelum
Sue Orchard Comms Multilingual Ltd
Peter Pascale Pearson VUE
Liane Patsula Medical Council of Canada
Michael Peabody American Board of Family Medicine
Dan Person Pearson VUE
Naomi Pitkin American Board of Internal Medicine
Barry Porter BTL Surpass
Michelle Porter International Code Council
Jiten Pradhan Excelsior College
Denise Probert Wiley Publishing
Vladen Pulec Pearson VUE
Ashish Rangnekar BENCHPREP
Changhua Rich ACT
Mary Ellen Rich NCCPA
Heather Richards PSI Services
Jared Riel American Board of Pediatrics (ABP)
Amy Riker NWEA
Harriet Rimington Pearson
Tina Riner Pearson VUE
Jolene Riordan American Dental Association
Evelyn Ronkowski NBOME
Lawrence Rudner Arcturus
Sara Rupp Amazon Web Services
Ellen Rutter BTL Surpass
Elizabeth Santana Inteleos
Samantha Sappington Prometric
Timothy Sares American Nurses Credentialling Center
Stacy Saul AFP
Amy Schmidt ETS
Katie Schmidt Splunk
Deborah Schnipke ACS Ventures
Rachel Schoenig Cornerstone Strategies, LLC
Matt Scicchitano SAS
Jair Shankar HFMtalentindex
krishna sharma Micro Focus
Garrett Sherry Prometric
Pooja Shivraj American Board of Obstetrics and Gynecology
Mahabir Singh DCR University of Science and Technology Murthal - Sonipat Haryana
Bhagwan Singh Chaudhary Kurukshetra University, Kurukshetra
Rachel Skanson Salesforce
Deborah Smith Pearson VUE
Russell Smith Alpine Testing Solutions
Hao Song National Board of Certification and Recertification of Nurse Anesthetists
Sue Steinkamp Scantron
Joshua Stopek AICPA
Manfred Straehle Assessment, Education, and Research Experts, LLC
Russell Stroud NCCPA
Elizabeth Summers edCount, LLC
Karen Sutherland Oncology Nursing Certification Corporation
Cicek Svensson Comms Multilingual
Sean Svitana NPC, Inc.
Kimberly Swygert NBME
Matthew T. Schultz AICPA
Guillermo Tejeda New York City Department of Education
Leslie Thomas Kryterion
Rob Thomason CPA Australia
Nathan Thompson Assessment Systems
Camille Thompson The College Board
Bienvenida Thorne Inteleos
Jamie Tillman Prolydian, Inc.
Alex Tong ATA Inc
Simon Trevers BTL Surpass
Shaheer Uddin Folio3 pvt ltd
Kishore Vakati Pearson VUE
Marleen van Benthem-Oosterink Cito
Erwin R. Van Schaffelaar Xquiry
Douglas (Doug) Viehland Ascend Learning
Kumar Vire4nder Chemistry
Nicoletta Vullo Prometric
David Waldschmidt American Dental Association and Joint Commission on National Dental Examinations
Kristin Wall Gibson IBM
Xiang Bo Wang Shenzhen Seaskyland Technologies Co., Ltd.
Linda Waters Prometric
Lynn Webb Lynn Webb Consulting, Inc.
John Weiner PSI
Liz Wenrich Prometric
Hazel Wheldon MHS Inc
Aireautnei White Federation of State Massage Therapy Boards
Emily White Behavior Analyst Certification Board
Bob Whorton NCEES
Amber Williams NBME
Stephen Williams Prometric
Amy Williams Western Governors University
Anthony Wilson American Nurses Credentialing Center
Brodie Wise Internet Testing Systems
Amanda Wolkowitz Alpine Testing Solutions, Inc.
Daniel Wood John Wiley & Sons
Cynthia Woodley Professional Testing
Bert Wylin Televic Education
Amystique Y. H. Church DSU Testing Services and Programs
Zhang Yun Health Human Resources Development Center, National Health Commission, China
Emily Yunker PAEA
Anthony Zara Pearson VUE
Rebecca Zell Pearson VUE
Christie Zervos Caveon, LLC
Wu Zhang Russell Reynolds Associates
Xiaohui (Dawn) Zhao PTCB
Kelly Zhao PSI Services
Olivia Ziegler Physician Assistant Education Association



Join the Discussion...

PEAS IN A POD

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

MONDAY, MARCH 18, 2019

10:15 am	–11:15 am	Security: Will it Matter in 2023?
11:30 am	–12:30 pm	Medical Devices in the Test Room
2:00 pm	– 3:00 pm	Gathering Standard Setting Validity Evidence for a High Stakes Assessment: Planning and Practical Experiences
4:00 pm	– 5:00 pm	Avoiding Test Day Latency: Preventing Internet Interruption for Performance-Based Assessment

TUESDAY, MARCH 19, 2019

1:15 pm	– 2:15 pm	Disentangling Scores, Times, and Security Considerations
4:15 pm	– 5:15 pm	Health Professions - Assessments and Burning Issues – What's Important to Us!?

WEDNESDAY, MARCH 20, 2019

8:30 am	– 9:30 am	Improving Access and Equity as a Goal of Testing
9:45 am	–10:45 am	How is Assessment Failing in Education, Workplace and Other Areas?

Conversations Only!

No Presentations Permitted in the Pod!

Join the ACT Transformation
TRANSFORMATION
Experience our true commitment
to the success of the whole student
Learning
ACT Academy
Adaptive Learning Platform
Recommendation and Diagnostic API
Collaborative Problem Solving
Measurement
Creative Thinking Assessment
Social and Emotional Skills
Constructed Response Automated Scoring Engine
Automated Item Generation Technology
Navigation
ACT NRCCUA
ACT Recommends
ACT Educational Companion Mobile App
College and Career Readiness Resources
Visit us at Booth #219
ACT

ATP Innovations in Testing 2019 Orlando, FL

Conference Program Overview

#atpconf

The 2019 Innovations in Testing Conference is full of exciting events and opportunities to expand your knowledge of the testing industry and interact with your colleagues. Following is a brief overview of the program guide, events at the conference, and ways to maximize your time here.

First Time at Innovations in Testing?

- Did you sign up to have an Ambassador? If so, great! You should have heard from your Ambassador and have a location to meet. If you have not heard from your Ambassador, stop by the onsite registration desk, and we'll connect you.
- Don't miss the First Time Attendee Reception on Sunday, March 17, from 5 pm — 6 pm on the Upper Pool Terrace, immediately before the Opening Reception. You will hear a brief overview of ATP and the conference and meet other first-time attendees and conference veterans.

Abundance of Networking Opportunities for All Attendees

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

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

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

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:

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

The 2019 program offers you several choices of session types and subject matter, giving you more choices and more exposure to the content that matters most to you. Whatever your interest and learning style, the Innovations in Testing Conference is the place to learn, share, and grow.

GLOBAL SESSION

Thinking of attending sessions that address topics on global interests? We have highlighted sessions that either include presenters from outside the United States or address topics of global interest. Look for the Global Session icon, which will denote which sessions are considered global.

FUNDAMENTALS OF TESTING

Fundamentals of Testing Sessions denoted throughout the program book 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.

PEAS IN A POD

Peas in a Pod Discussions are informal, face-to-face conversations with fellow conference attendees who share common interests. Join the Discussion… But no presentations permitted in the pod! Pods do not include presentations. There are no projectors or slides. This is all about direct exchange and exploration of ideas. One Peas in a Pod Discussion occurs during each breakout timeslot in Bayhill 31 & 32.

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, ePosters, Product Demonstrations, and Innovation Debates.

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

Other Session Types

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, March 18, from 12:30 pm – 2 pm in the Windermere Ballroom.

ePoster Sessions are your chance to have a one-on-one interaction with presenters while you enjoy a cocktail. Presenters highlight a particular study, product, technology, or approach that has changed the way they think about testing, their program, or both. This year's ePosters cover a vast array of fascinating topics. The ePoster sessions are on Monday, March 18, from 5:30 – 7 pm during the reception with exhibitors in the Windermere Ballroom.

Innovation Debates are fast-paced 90-minute sessions where speakers will present competing sides of a debate on a hot topic in the testing industry. Each debate will include presenters from different companies or organizations bringing unique, and even opposing, perspectives to the conversation.

The highly dynamic ATP Innovation Lab is returning to the conference main stage for a third year to shine a light on entrepreneurs whose innovations could revolutionize the assessment and testing industry.

The Innovation Lab will bring selected finalist innovators together with a panel of industry leader judges for a brief pitch on stage followed by a live, unscripted Q&A and discussion session. In this competitive event, following each presentation, the product is judged by the panel and the audience on overall innovation and excellence. At the end of the event, votes are tallied, and awards are presented to winning participants. Innovations attendees are encouraged to attend the session and cast their vote for the ATP Audience Success award.

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

In addition, special networking opportunities for conference attendees and Innovation Lab participants will be provided during breakfast Wednesday morning in the Windermere Ballroom Foyer.

Leading Innovation Lab Sponsor ACTNEXT BY ACT

Innovation Lab Contributor KRYTERION GLOBAL TESTING SOLUTIONS

Since 2000, ATP has hosted the Innovations in Testing Conference to bring together professionals from every facet of the assessment industry. Originally an informational meeting of just 100 people, 20 years later, the conference boasts more than 1,200 attendees from 30 countries. As a professional association, we are proud of the conference's status within the industry, and we share this success with our members, sponsors, and staff. May we continue to bring new innovations into the world of testing for many years to come.

Session Recordings

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

Get to Know Our Sponsors – 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 located in the Windermere Ballroom on Monday and Tuesday.

Looking for Ways to Get Involved?

We are always looking for volunteers to serve on division or conference committees. To learn more about volunteering while in Orlando, stop by the registration desk, speak with any committee member (look for the "Conference Leadership" ribbon on their badge), or visit ATP's booth. You can also visit www.innovationsintesting.org/volunteer for more information about how you can help shape the next Innovations in Testing Conference as well as other volunteer opportunities.

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

- **ATP Booth located in the Hub**
- **ATP Website: www.testpublishers.org**
- **Innovations in Testing Website: www.innovationsintesting.org**

ATP Association of Test Publishers The intelligent voice for testing — PROUD MEMBER

We love our sponsor members!

Many of our conference sponsors are also ATP members! Keep an eye out for our member seal in the exhibit hall.

2019 Platinum Sponsors

ACT®

Alpine Testing Solutions

Assessment Alliance

全美在线 ATA

BenchPrep

CollegeBoard

examity® BETTER TEST INTEGRITY.

GRANDMASTERS

iTS internet TESTING SYSTEMS

KRYTERION™ GLOBAL TESTING SOLUTIONS

netlogon CONTENT DEVELOPMENT

Pearson VUE

proctorU

Professional Testing

PROMETRIC

psi Testing Excellence

TrueAbility

Yardstick Assessment Strategies Stratégies en évaluation

ZOOMORPHIX SYSTEMS

2019 Gold and Silver Sponsors

#atpconf

American Board of Medical Specialties
Higher standards. Better care.®

ANSI
American National Standards Institute

arcadia
software country

BioMetric Signature ID™

bongo

Bradford & Bigelow

BRITISH COUNCIL

btlSurpass
Powering Assessment

cApStAn
linguistic quality control

caveon™

CERTICA

CMS Certification Management Services
The Item Experts

Commsmultilingual
Saving you time, effort and reputation

Credly

DATA SOLUTIONS INTERNATIONAL

EXCELSOFT

HOGAN

ICE Institute for Credentialing Excellence

Learnosity

lineup™

Mensor™
Test Development Services

NPC®
www.npcweb.com

o·a·t

Paradigm TESTING

proctorio

Questionmark®

SCANTRON®
ASSESSMENT SOLUTIONS

sophia

strasz®
ASSESSMENT SYSTEMS

VANTAGE
Your Cognitive Computing Company

AERE
Assessment, Education & Research Experts

LSAC®

NOCTI®

SIS

Fifth Theory

Marc J. Weinstein PLLC

Riverside Insights
ELEVATE POTENTIAL

Registration & Receptions

SUNDAY MARCH 17TH

12:00 PM - 7:00 PM

12:00 PM - 7:00 PM

Speaker Lounge Open

ROOM: Bayhill 33

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

3:00 PM - 7:00 PM

Registration Open

ROOM: Windermere Ballroom Foyer

Ambassador and First Time Attendee Meeting Room

ROOM: Bayhill 28

EUROPE ATP 2019
Madrid, Spain

25-27 SEPTEMBER
MELIA CASTILLA HOTEL
MADRID, SPAIN

NOW LIVE!

Submit a Proposal to Present

Sign up to Sponsor

Register Today

Learn more at
www.eatpconference.org

5:00 PM - 6:00 PM

First Time Attendee Reception

ROOM: Upper Pool Terrace

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 - 7:00 PM

Innovations in Testing Opening Cocktail Reception

ROOM: Windermere Ballroom Foyer

Please join your colleagues in the testing industry to celebrate the opening of ATP's 20th Innovations in Testing Conference! Don't miss this opportunity to meet with old friends and make some new ones!

Monday Morning Schedule

#atpconf

7:30 AM – 7:00 PM

- [ ] **Ambassador and First Time Attendee Meeting Room**
  ROOM: Bayhill 28
- [ ] **Speaker Lounge Open**
  ROOM: Bayhill 33
- [ ] **Registration Open**
  ROOM: Windermere Ballroom

7:30 AM – 8:15 AM

- [ ] **ATP Security Committee Breakfast – All are Welcome!**
  ROOM: Bayhill 21 & 22
- [ ] **ATP Practice Area Division Breakfast:Workforce Skills Credentialing Division – All are Welcome!**
  ROOM: Celebration 5 & 6
- [ ] **Session Coordinator Breakfast**
  ROOM: Celebration 7 & 8

7:30 AM – 8:30 AM

- [ ] **Breakfast with Exhibitors**
  ROOM: Windermere Ballroom & Foyer

8:30 AM – 10:00 AM

- [ ] **ATP Awards & Opening Keynote - Reflect the Past, Shape the Future**
  ROOM: Regency Ballroom R-V

10:00 AM – 10:15 AM

- [ ] **Break with Exhibitors**
  ROOM: Windermere Ballroom

10:15 AM – 11:15 AM

- [ ] **SPONSOR SESSION (Kryterion): The Four Immutable Laws of Certification Success: A Psychometrician Speaks**
  ROOM: Bayhill 17
- [ ] **SPONSOR SESSION (ProctorU): ATP 2019 Expert Panel: Online Proctoring & Professional Testing**
  ROOM: Bayhill 18
- [ ] **SPONSOR SESSION (Professional Testing): MIND THE GAPS! - The Paradox of the "Skills Gap" in a Low Unemployment Economy**
  ROOM: Bayhill 19
- [ ] **Bias, transparency, ethics and AI. How to realize the potential while complying with the [un]expected.**
  ROOM: Bayhill 21 & 22
- [ ] **Large Scale National Diagnostic Assessment in Italy: A Case Study**
  ROOM: Bayhill 23 & 24
- [ ] **Perform vs. Practice - A Case Study in Two Different Item Development Strategies**
  ROOM: Bayhill 25 & 26
- [ ] **Transform Your Test Security by Upgrading Your Items**
  ROOM: Bayhill 29 & 30
- [ ] **FEATURED SPEAKER SESSION: Innovation Behind Bars**
  ROOM: Celebration 1 & 2
- [ ] **Build the Right Software First Time Around and on Budget**
  ROOM: Celebration 12 & 13
- [ ] **Developing a World Class Dual-Language CAT Program**
  ROOM: Celebration 14 & 15
- [ ] **FEATURED SPEAKER SESSION: High-Tech High-Touch Workplace Improvement**
  ROOM: Celebration 3 & 4
- [ ] **FEATURED SPEAKER SESSION: Workforce Skills Credential and Certification in Asia: Challenges and Opportunities**
  ROOM: Celebration 5 & 6
- [ ] **Applying Diagnostic Classification Models to Educational, Licensure, and Certification Assessment: Test Development, Validity, and Reliability**
  ROOM: Celebration 7 & 8
- [ ] **Badges AND Certifications: Opportunities in all credential formats**
  ROOM: Celebration 9 & 10
- [ ] **Security: Will it Matter in 2023?**
  ROOM: Bayhill 31 & 32

11:15 AM – 11:30 AM

- [ ] **Networking Coffee Break with Exhibitors**
  ROOM: Windermere Ballroom

11:30 AM – 12:30 PM

- [ ] **SPONSOR SESSION (Assessment Alliance): Cultural Barriers, Legal Impositions and Technological Solutions in High-Stakes Exams**
  ROOM: Bayhill 17
- [ ] **SPONSOR SESSION (The College Board): Effects of Compromised Items in Computer-Adaptive Tests: Providing Guidance for Future Assessments**
  ROOM: Bayhill 19
- [ ] **Industry Standards for the Implementation of Automated Scoring Technologies**
  ROOM: Bayhill 21 & 22
- [ ] **The Promise and Practice of Next Generation Assessment**
  ROOM: Bayhill 23 & 24
- [ ] **The Use of Artificial Intelligence and Testing in Early Detection of At-Risk Learners**
  ROOM: Bayhill 25 & 26
- [ ] **Who, What, When, Where, and Why: The Five W's of Score Reporting**
  ROOM: Bayhill 29 & 30
- [ ] **FEATURED SPEAKER SESSION: Envisioning Future Exam Security in Response to Evolving Technologies**
  ROOM: Celebration 1 & 2
- [ ] **Enhancing the Candidate Test-taking Experience: What Are We Doing?**
  ROOM: Celebration 12 & 13
- [ ] **Fireside Chat with 2019 Award Winners**
  ROOM: Celebration 14 & 15
- [ ] **FEATURED SPEAKER SESSION: Workforce Skills from an Employer's Perspective**
  ROOM: Celebration 3 & 4
- [ ] **Improving the Authenticity of Medical Licensure and Certification Exams With Innovative Tools and Item Types**
  ROOM: Celebration 5 & 6
- [ ] **A Case Study Comparing Item Writing Training Methodologies: One Organization's Journey from In-Person to Remote Subject Matter Expert Training**
  ROOM: Celebration 7 & 8
- [ ] **A New Way to Test: Creating and Using Animated Scenarios for a Licensure Exam**
  ROOM: Celebration 9 & 10
- [ ] **Medical Devices in the Test Room**
  ROOM: Bayhill 31 & 32

internet TESTING SYSTEMS

22 *Years of Innovative Solutions*

iTS testsys.com

Assessment Services

3000 Chestnut Ave | Suite 401 | Baltimore, Maryland 21211 | 443-573-8385 | testsys.com

Registration, Breakfast, ATP Awards & Opening Keynote

MONDAY MARCH 18TH

7:30 AM - 7:00 PM

7:30 AM - 8:30 AM

Breakfast with Exhibitors

ROOM: Windermere Ballroom & Foyer

7:30 AM - 8:15 AM

Session Coordinator Breakfast

ROOM: Celebration 7 & 8

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

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

ROOM: Celebration 5 & 6

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

ATP Security Committee Breakfast – *All are Welcome!*

ROOM: Bayhill 21 & 22

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

7:30 AM - 7:00 PM

Registration Open

ROOM: Windermere Ballroom

Speaker Lounge Open

ROOM: Bayhill 33

Ambassador and First Time Attendee Meeting Room

ROOM: Bayhill 28

8:30 AM - 10:00 AM

ATP Awards & Opening Keynote – Reflect the Past, Shape the Future

ROOM: Regency Ballroom R-V

When imagining the future, we often assume things will keep moving in the direction they have been in the recent past. While recent evolutions in assessment have been exciting and accelerating, they do not necessarily show a clean path to what will happen in the future. The Institute for the Future creates futures scenarios to transport people into possible worlds where a certain set of assumptions describe that world. Coming off a recent summit on the future of testing, Dr. Jassal will lead a futures expedition to investigate four alternative futures that workers, learners, educators, and employers will likely mix and match to create a new ecosphere of assessment. Break out of habitual thinking to stretch your strategic options, inspire innovation, and to build new strategies for shaping the future in which we all thrive.

PRESENTER:

Dr. Parminder K. Jassal
Institute for the Future

Congratulations to our 2019 Award Winners

Career Achievement Award:

This award honors individuals who have made sustainable and positive contributions to the development, application, and innovations in testing and measurement.

Andre T. Allen, MBA

Executive Vice President, Operations and Technology FifthTheory, LLC

Andre Allen has over 23 years of continuous experience in the testing industry. Andre began his career in 1989 with Reid Psychological Systems, an ATP founding Member Company. Over the past 29 years, Andre has been responsible for the conceptualization and development of large-scale technologies for the secure administration of scoring of assessments. While working for Reid during the late 80's and early 90's Andre pioneered many of the technologies that are the basis for many of the assessment delivery and scoring options for today, including the delivery and real-time scoring of assessments via interactive voice response technology, as well as pre-employment screening assessments via the internet. In 2002, Andre assisted NCS/Pearson Reid London House in the creation and delivery of the assessment technologies for the large scale workforce mobilization effort with the Transportation Security Administration. Recently, Andre has served as the general manager of the Human Capital Solutions line of business for General Dynamics Information Technology; providing both technology-based assessment solutions, as well as custom training and development solutions. Overall, Andre's track record is that of delivering measurable business value through secure, stable and scalable technology architectures.

Andre is currently the EVP of Technology and co-owner of FifthTheory, LLC an ATP member company that specializes in assessments and survey solutions. Andre holds a BS in Information Technology with a concentration in project management, and an MBA with a concentration in information technology management from Capella University.

Professional Contributions and Service to Testing Award:

This award honors individuals who have made a positive impact on the industry of testing through professional contributions and service.

David Foster, Ph.D.

CEO Caveon

A psychologist and psychometrician, David has spent 36 years in the measurement industry. Over the course of his career, Dave's background in research and innovation has motivated him to apply a scientific approach to addressing problems in testing while continually searching for innovative solutions for improvement.

From 1990-1997, David directed certification test development at Novell. While there, Dave introduced CAT on a worldwide scale, pioneered new item types, and launched simulation-based performance testing. Following his tenure with Novell, he co-founded Galton Technologies to provide technology-based test development services to certification programs.

In 2003 David co-founded the industry's first test security company, Caveon. Under David's guidance, Caveon has created new security tools, analyses, and services to protect clients' exams. Throughout the past decade, amid rising concerns about fairness in testing, David has focused on changing the design of items and tests to reduce the debilitating effects of cheating and testwiseness.

David has served on numerous boards and committees, including those associated with ATP, ANSI, and ITC. He also founded the Performance Testing Council to raise awareness of the principles required for quality skill measurement. David has authored numerous articles for industry publications and journals, and has presented extensively at conferences. His work places a strong emphasis on the early use of technology-based innovations in high-stakes exam programs.

David graduated from Brigham Young University in 1977 with a Ph.D. in Experimental Psychology. He completed his post-doctoral fellowship at Florida State University in 1981.

MONDAY MORNING

Break & Breakout Sessions

MONDAY
MARCH 18TH

10:00 AM - 11:15 AM

10:00 AM - 10:15 AM

Break with Exhibitors

ROOM: Windermere Ballroom

10:15 AM - 11:15 AM

✓Applying Diagnostic Classification Models to Educational, Licensure, and Certification Assessment: Test Development, Validity, and Reliability

ROOM: Celebration 7 & 8

TOPIC: Measurement and Psychometrics

Diagnostic classification models (DCM) classify examinees into different profiles of performance given examinees' responses to the tests. It has shown great potential for informative educational assessment. The DCM classifications (profiles) provides useful information for targeted remediation. However, many DCM applications research failed to offer strong reliability and validity evidence (Sessoms & Henson, 2018).

To advance the application of DCMs and probe into factors that might affect the efficiency of DCMs, this break out session presents four studies demonstrating the applications of DCMs in a variety of real-life assessment settings across education, licensure, and certification. The session will first review the approaches for conducting validity and reliability studies for DCM, then followed by three studies of DCM applications including validating Q-matrix, examining factors relevant to subscale validation, and applicability of DSM for assessing learning progression.

PRESENTERS:
Hao Song NBCRNA
Lucy Liu Ascend Learning
Yan Fu Graduate Management Admission Council
Xiaodan Tang University of Illinois at Chicago

Excellence through Assessment Solutions

UNMATCHED PSYCHOMETRIC EXPERTISE > SECURE STATE-OF-THE-ART TECHNOLOGY > RAPID SCALABILITY AND GLOBAL EXPERIENCE > DEDICATED CLIENT CENTRIC SOLUTIONS

Assessment Development • Certification Testing
Data Capture • Psychometric Services
Surveys • Analytics • K–12 Education Solutions

SCANTRON®
ASSESSMENT SOLUTIONS

www.scantron.com

SMART STARTS HERE

Breakout Sessions

MONDAY MARCH 18TH

10:15 AM - 11:15 AM

Badges AND Certifications: Opportunities in all Credential Formats

ROOM: Celebration 9 & 10

TOPIC: Trending or Disruptive Technologies

Are you wondering what badges mean to your certification future? We have faced the new world of credential formats and have found the opportunities in badges, certifications, and even more (superbadges, anyone?). We'll share what we have learned from a year of exploration into credential formats from focus groups, interviews, customer deep dives, and stakeholders and how we've transformed that information into a strategy that elevates the value of all credentials, including certification.

PRESENTERS:
Tiffany Powell Salesforce
Mac McConnachie Salesforce
Russell Smith Alpine Testing

Bias, Transparency, Ethics and AI. How to Realize the Potential While Complying with the [Un] expected

ROOM: Bayhill 21 & 22

TOPIC: Data Analytics and Management

For all its promise, AI, advanced analytics, and digital technologies have recently garnered considerable attention for their ability to create harm. As digital value chains extend deeper into the core relationships between companies and their customers, attention to bias, unintended outcomes, and transparency are increasingly mandated, regulated, and expected focuses of management attention. This talk examines, from the perspective of a global assessments publisher, the strategic priorities and response methods used to advanced our digital strategy while retaining the trust of our customers and partners.

PRESENTERS:
Hazel Wheldon MHS Inc.
Mike Sparling MHS Inc.
Alan Thiemann Law Office of Alan J. Thiemann

Build The Right Software First Time Around and on Budget

ROOM: Celebration 12 & 13

TOPIC: Business Strategy and Operations

Have you ever had a project that ran over budget or wasn't completed on time? In general, the common problem we find is a lack of effective communication. Sometimes, the person writing the requirements hasn't the time to think through all the implications of their requirement, sometimes the software developers misunderstand what is needed by the business. We want to share with you a great way to avoid a common situation we find in the process of software development between teams.

AICPA and Strasz have worked together over the years to create computerized simulations that can be authored and automatically scored in the Uniform CPA Exam. In this session, we hope to better prepare those implementing software in the assessment industry by sharing our experiences building automated scoring rubrics for AICPA's item simulations. Beyond the presentation, subsequent discussions should help you decide if agile practices like behavior driven development are the right fit for your team.

PRESENTERS:
Neel Shah Strasz Assessment Systems
Josh Stopek AICPA

Developing a World Class Dual-Language CAT Program

ROOM: Celebration 14 & 15

TOPIC: Measurement and Psychometrics

This presentation reviews the development of a national, dual-language CAT program for Welsh schools. The program delivers personalized assessments that are aligned with the national competency framework and provide detailed feedback about proficiency for learners aged 6 to 13. The assessments provide appropriate challenge, improve the speed and quality of feedback, remove the burden of grading, and shorten test time.

Key challenges include:

- Delivering multilingual tests while maintaining validity
- Accessibility for all learners
- Varying digital literacy levels.

With a calibrated item bank and adaptive algorithm, each learner's performance is assessed exactly. Data and feedback is focused on test takers' needs, and educators can tailor teaching to individuals and compare across their program.

The presentation will describe:

- Development & rollout work
- Evidence of impact on 250,000 test takers
- Data collected through validity research on the introduction of this new system

PRESENTERS:
Jim Crawford BTL Surpass
John Winkley AlphaPlus

FEATURED SPEAKER SESSION

High-Tech High-Touch Workplace Improvement

ROOM: Celebration 3 & 4

TOPIC: Trending or Disruptive Technologies

Technology offers a great opportunity to explore and understand information about an organization's culture. However, it shouldn't be used to label a workplace or a team "good" or "bad." Instead, data can be used by teams and organizations to define focused areas for meaningful coaching, intervention, or development, with the goal of taking an organization's workforce engagement from solid to outstanding. In this session, participants will learn how to use technology to elicit meaningful data about workforce characteristics that can be used to define areas of opportunity. Additionally, coaching interventions and ideas will be shared so that participants can see how to apply and leverage assessment data.

PRESENTERS:
Matt Barney LeaderAmp, Inc.
Shannon Spear Carter Scrum Alliance

Breakout Sessions

MONDAY
MARCH 18TH

10:15 AM - 11:15 AM

FEATURED SPEAKER SESSION

Innovation Behind Bars

ROOM: Celebration 1 & 2

TOPIC: Test Administration and Delivery Models

Any correctional employee can give you a list of why the internet has never been offered behind bars. We are here to give you a list of why it can. With the support of the Louisiana Department of Corrections, doors have been opened to find not only ways of improving education behind bars, but also providing never before imagined programs and certificates on a modern technology platform. With this new and innovative way of presenting information and learning strategies, offenders are able to re-enter society with a skill-set that sets them up for success and earn a living wage. Not only does this greatly enhance an ex-offender's chances of not re-offending, but it also contributes to filling high demand jobs that are location specific. This session will demonstrate the outcome of these groundbreaking innovations and invite the audience to have a first-hand look at the effect it has on the incarcerated and the society around them.

PRESENTERS:
Clay Mixon ATLO Software
Devin Broome ATLO Software

Large Scale National Diagnostic Assessment in Italy: A Case Study

ROOM: Bayhill 23 & 24

TOPIC: Test Administration and Delivery Models

This session will discuss how the Italian Ministry of Education handled their transition from paper to digital assessments. The key ingredient in any such transition is a multi-phased plan that involves all stakeholders. Combined with advanced open source assessment tools, it is now possible to rapidly deploy components developed for one European nation in their own country.

We will share with you experiences of the latest large scale national diagnostic assessment in Italy: over 1 million kids performed over 4.8 million diagnostic tests in multiple topics. The goal for this diagnostic assessment is to implement a national monitoring system to steer the education system in Italy. We will address how to handle scalability, accessibility and security.

This cross-border collaboration is a case study for how national education ministries can lean on each other to leverage the latest developments in open source assessment solutions and to cut cost in pursuit of their mission.

PRESENTERS:
Marc Oswald Open Assessment Technologies
Roberto Ricci Invalsi

Breakout Sessions

MONDAY MARCH 18TH

10:15 AM - 11:15 AM

FEATURED SPEAKER SESSION

Workforce Skills Credential and Certification in Asia: Challenges and Opportunities

ROOM: Celebration 5 & 6

TOPIC: Business Strategy and Operations

In this session, the panel of experts on testing and certification from Asia ATP will discuss the role of workforce skills credential and certification in the changing labor market in Asia. The discussion topics focus on talent mismatch, skills gap, and the need for education and training systems stakeholders to respond more promptly to emerging skills needs. We explore employability such as the character skills, English communication skills, IT and technical skills employers value, training and assessment of the skills, migrant workers and skills assessment, EdTech trends and the impact on the testing industry. Panelists will present a wide range of perspectives from China, Japan, Thailand, and Southeast Asia. They share the insights of opportunities and challenges for the testing industry in the rapidly changing markets in Asia. The session will also explore the trends of skills development, training and certification, and how the testing industry can influence and shape assessment and certification in Asia. The audience will be invited to respond to questions such as: what are the current initiatives and roles we can play for designing assessment to address the skills development needs in Asia? What are the funding resources available for the skills development programs? How do we extend the assessment capability to recognize formal and non-formal learning skills and soft skills in Asia?

PRESENTERS:

Changhua Rich ACT
Alex Zhang Russell Reynolds Associates
Alex Tong ATA
Naotomi Umezawa KUMON Institute of Education
Charles Singh CompTIA Thailand

Mensor™ Test Development Services

MEASURING TOMORROW'S FUTURE TODAY

MENSOR provides its clients with a highly skilled team of professionals that will partner with you to develop, update, and maintain your certification, licensure, assessment, and other exam-based projects.

Services

- Global Program Analysis
- Job Task Analysis
- Item Development
- Item Editing
- Item Bank Review
- Psychometric Services
  - In-service Analysis
  - Cut Score Setting
  - Form Assembly
- Test Delivery Preparation
- Item Bank Hosting/Archiving
- Exam Maintenance

Software Tools

Modus™ — Client and Web-based item development

Phone: (801) 478-3681
E-mail: info@mensor.biz
www.mensor.biz

Breakout Sessions

MONDAY MARCH 18TH

10:15 AM - 11:15 AM

Perform vs. Practice - A Case Study in Two Different Item Development Strategies

ROOM: Bayhill 25 & 26

TOPIC: Trending or Disruptive Technologies

After establishing the expectations of a job role, the goal of a certification exam is to assess whether a qualified candidate meets the stated objectives associated with that job role. So it naturally follows that a practice test based on that certification exam would meet the same goal, right? Not so much, as it turns out.

In this session, follow the similarities and differences in how a certification body and their practice test partner approach the following processes:

- Content development goals and audience;
- Objective analysis and weighting;
- Item alignment, rationale, and remediation;
- Content delivery goals and methods; and
- Errata and feedback management.

This session will also dissect the relationship between certification and practice test providers, and offer attendees a rare glimpse into how exam readiness and high-stakes testing overlap and diverge in unexpected ways within the certification industry.

PRESENTERS:

Joshua Hester Kaplan IT Training

Laurent Goldstejn Oracle University

Transform Your Test Security by Upgrading Your Items

ROOM: Bayhill 29 & 30

TOPIC: Trending or Disruptive Technologies

Despite the great lengths test sponsors and delivery vendors go to, there is still an extraordinary amount of cheating occurring on multiple types of exams in both the education and certification markets. Aside from the security offered by proctoring, lockdown browsers, and various test designs, there is a newer, simple solution to protecting your test content - upgrading your items to Discrete Option Multiple Choice (DOMC) or SmartItems.

In this session, the presenters will explain the concept of DOMC and SmartItems, how to create DOMC and SmartItems, as well as how to convert your current items. Hear from new and established information technology certification programs about how they have implemented DOMC and SmartItems in their exams and the additional security they have provided for their internationally administered programs.

PRESENTERS:

David Foster Caveon

Kate O'Connor Caveon

Arthur Altman SailPoint Technologies

Beverly Bone IBM

PEAS IN A POD

Security: Will it Matter in 2023?

ROOM: Bayhill 31 & 32

TOPIC: Program Design

A round table will explore the idea of measurement without testing with a focus on related security concerns. Specific questions put to the panel include:

- How might we measure without testing?
- Which of today's security risks would cease to concern us?
- Which of today's security risks would continue to concern us, and how might we address them?
- What new security risks would emerge, and how might we address them?

PRESENTERS:

Brian Adams Alpine

John Fremer Caveon Consulting Services

EXAM STUDIO

THE ALL IN ONE TESTING SOLUTION

Item Banking

Test Development

Test Delivery

- Improve your testing processes by using solutions that work.
- Examstudio is an advanced item banking, test development and test delivery platform.
- Deliver exams with advanced items on Windows, Mac, iPad, iPhones and Android.
- Leaders in advanced item technology.

RedPandaX ADVANCED ITEMS

Glass3D ADVANCED ITEMS

ZOOMORPHIX SYSTEMS

Melbourne, Australia Michigan, USA

www.zoomorphix.com

Contact: sales@zoomorphix.com

Call: +1 877 210 3099

Breakout Sponsor Sessions

MONDAY MARCH 18TH

10:15 AM - 11:15 AM

SPONSOR SESSION

KRYTERION™ GLOBAL TESTING SOLUTIONS

The Four Immutable Laws of Certification Success: A Psychometrician Speaks

ROOM: Bayhill 17

Certification programs can be tough to start and even tougher to maintain. Imagine how much easier things would be if an industry expert with decades of experience shared her best advice for building and maintaining successful certification programs. Our presenter will be Kryterion's Chief Psychometric Officer, Leslie Thomas, Ph.D. For years, Leslie and her team have helped clients make the best decisions possible for new and existing certification programs in industries like IT/ software, healthcare, financial services ,and professional/trade associations. If you're a program manager or certification stakeholder in any sense, this plain-English presentation on the laws of certification success—and the consequences of ignoring them—will reveal the hard-won strategies and tactics for maximizing the impact of your first or next certification.

Here are a few things you'll discover when you attend:

- How to design a successful and sustainable credentialing program and/or improve an existing one
- The best strategies to communicate the value of your credentialing program to your stakeholders
- How to recruit the best people to help with your program
- Practical tips on creating a higher-quality program in less time

Don't miss this opportunity to discover the laws that others have used to build successful certification programs and that you can use, too!

PRESENTER:
Leslie Thomas Kryterion, Inc.

SPONSOR SESSION

proctorU

ATP 2019 Expert Panel: Online Proctoring & Professional Testing

ROOM: Bayhill 18

Online proctoring has been a hot topic in the testing industry for the last several years. But is anybody really using it for professional testing?

Join thought leaders from four different organizations that have decided to use online proctoring to provide a secure testing environment for their professional certification programs or pre-hire assessments. This session brings thought leaders from several different industries together to discuss the merits and challenges of online proctoring and why they are confident it is the right choice for their program. Panel participants will share stories about how they are implementing online proctoring and its impact. The session will be a moderated discussion format with plenty of time for audience interaction. Whether you are new to exploring what online proctoring is all about or a testing program trying to decide if it might be right for you, everyone will learn something from hearing how these industry leaders use online proctoring to improve or grow their credentialing programs.

MODERATOR:
Jarrod Morgan ProctorU

PRESENTERS:
Todd Thibodeaux CompTIA
Ian Browne Chartered Accountants Ireland
Bryan Chapman Above Training
John Grubbs Google Cloud

SPONSOR SESSION

Professional Testing

MIND THE GAPS! – The Paradox of the "Skills Gap" in a Low Unemployment Economy

ROOM: Bayhill 19

Opportunities for credentialing organizations to find value by addressing unmet needs Despite today's low unemployment economy, large numbers of unfilled job openings contribute to the assumption that the United States faces a persistent "skills gap." But is this skills gap perception or reality? The challenge to identify skilled workers is intensified by the tremendous growth and diversity of credentials – including certificates, micro credentials and certifications – that lack transparency, quality assurance, or outcome data to signal market value to the industry. This interactive discussion will highlight a nationwide research study examining the effectiveness of credentials conducted by Workcred, an affiliate of the American National Standards Institute (ANSI). The study reveals that multiple "gaps" exist, not singularly in skills but in common language/ definitions, transparency, quality assurance, employment practices, and public policy – all contributing to mismatches in labor market supply and demand. Closing these gaps is essential to providing credentials of value to all stakeholders. The study's recommendations are applicable to many certification and credentialing bodies and call for re-examining some of our sacred assumptions about personnel certifications. The nearly uncontested premise that demand for post-secondary credentials will only increase must also be predicated on creating a new reality. Much has been learned about what will bring value to credentials, but we have to build the practices and policies to support that future. Come and join this dialogue with Dr. Roy Swift of Workcred/ANSI. We invite you to discuss the study and challenge the long-held assumptions it illuminates. You can help create the "new reality" that allows certifications to take a more prominent role in creating the new workforce for tomorrow.

PRESENTER:
Roy Swift Workcred

Challenge. Transform. Evolve.

Break & Breakout Sessions

MONDAY MARCH 18TH

11:15 AM - 12:30 PM

11:15 AM - 11:30 AM

Networking Coffee Break with Exhibitors

ROOM: Windermere Ballroom

11:30 AM - 12:30 PM

✓ A Case Study Comparing Item Writing Training Methodologies: One Organization's Journey from In-Person to Remote Subject Matter Expert Training

ROOM: Celebration 7 & 8

TOPIC: Measurement and Psychometrics

Efficiency and cost-effectiveness are crucial elements of any item writing training program. This session explores different subject matter expert item writing training methodologies used in a collaboration between the American Nurses Credentialing Center (ANCC) and Castle Worldwide, Inc., including in-person meetings, remote full-day webinars, and remote partial-day webinars.

Attendees will gain a greater understanding of the value and potential drawbacks associated with each methodology, including:

- Differences in item quality.
- Cost comparisons and budgetary considerations.
- Subject matter expert engagement.
- Strategies to motivate meeting attendees.

This session, which will include presentations followed by an analysis of related key topics and audience discussion, will provide attendees with valuable information to help them achieve the balance between comprehensive, effective subject matter expert item writing training and budgetary responsibility.

PRESENTERS:
Jeanna Krissel Castle Worldwide, Inc.
Daniel Jacobson Castle Worldwide, Inc.
Anthony Wilson American Nurses Credentialing Center (ANCC)

A New Way to Test: Creating and Using Animated Scenarios for a Licensure Exam

ROOM: Celebration 9 & 10

TOPIC: Trending or Disruptive Technologies

Animated Scenarios are changing the way we assess a candidate's true knowledge and skills. In this session, we'll dive into the initial launch of a new psychology exam, showing you how Animated Scenarios put a candidate in a simulation of a licensed psychologist and assess whether they use their skills to react appropriately. This secondary skills-based exam allows for more item types than just a basic multiple choice item and will better test candidates' skills. The Animated Scenario may present multiple stimuli and multiple items associated with the animation, and items are non-branching in nature.

We'll discuss how items and animations from the initial launch were created, including timelines and the processes used. In addition, we'll show how we identified areas of the blueprint where Animated Scenarios might apply and we'll discuss our initial successes and opportunities for improvement in the future.

PRESENTERS:
Tina Riner Pearson VUE
Matt Turner Association of State and Provincial Psychology Boards
Taylor Sullivan HumRRO

Enhancing the Candidate Test-taking Experience: What Are We Doing?

ROOM: Celebration 12 & 13

TOPIC: Test Administration and Delivery Models

Test-takers' experiences while completing assessments can have important implications for publishers and organizations using assessments, as well as candidates themselves. Assessment design and delivery features related to user experience (UX), content, technology, calibration/adaptation, reporting/interpretations, and branding may contribute to creating a good experience for test-takers. Panelists representing four test publishers that span employment, workforce, and certification assessments will share their expert perspectives, experiences, and best practices.

Topics addressed will include:

- Why is candidate experience important to publishers and organizations?
- What sort of features are important when thinking about candidate/examinee experience?
- How does the candidate experience affect measurement?
- How have you, as a publisher, enhanced candidate/examinee experience?
- How is candidate/examinee experience measured?

PRESENTERS:
Kelly Dages FifthTheory LLC
John Weiner PSI Services
Kimberly Nei Hogan Assessments

FEATURED SPEAKER SESSION

Envisioning Future Exam Security in Response to Evolving Technologies

ROOM: Celebration 1 & 2

TOPIC: Security and Privacy

Artificial intelligence. Gamification. Stealth testing. Wearables. Technology is changing how test takers are assessed, what we are assessing, and how assessments are built. Are we prepared, as an industry and as exam security professionals, for the future? Are there potential ethical and legal implications concerning the use of these new technologies, or our methods of ensuring security? How must we transform our thinking to embrace or defend against new technologies? Will transformative assessment measures simply eliminate the need for exam security? This session will explore the evolution of threats to assessment, the impact of technology, and how we can chart a course to meet the challenges that lie ahead.

PRESENTERS:
Rachel Schoenig Cornerstone Strategies
Jim Sconing Cornerstone Strategies

Proud
Platinum
Sponsor

Visit Us In
The Exhibit Hall

THE **RIGHT** TEST DEVELOPMENT & THE **RIGHT** DELIVERY SOLUTIONS

At Prometric, you can count on us for the right test development and delivery solutions – the perfect blend of expertise, advanced technologies and best practices.

+ **Unprecedented flexibility, specialized expertise, dedicated experts, proven methodologies**
+ **Unparalleled testing locations, global offices, delivery options, security, exam administration**

www.prometric.com | @PrometricGlobal

PROMETRIC

Breakout Sessions & Fireside Chat

MONDAY MARCH 18TH

11:30 AM - 12:30 PM

FEATURED SPEAKER SESSION

Workforce Skills from an Employer's Perspective

ROOM: Celebration 3 & 4

TOPIC: Business Strategy and Operations

Workforce skills assessments provide valuable information to employers as they look to verify that an individual has the skills needed to be successful in a position. As industries and the labor market transform, it's important for the testing industry to keep its pulse on how those changes impact employers' needs to ensure that assessments continue to provide value. Join us as a panel of employers and workforce experts share their perspectives concerning current workforce needs, how credentials are impacting those needs, and how the industry can better support both employees and employers.

PRESENTERS:

Debra Lyons Lyons Workforce, LLC
Jennifer Oddo IBM
Patrick Craven City & Guilds

Improving the Authenticity of Medical Licensure and Certification Exams With Innovative Tools and Item Types

ROOM: Celebration 5 & 6

TOPIC: Measurement and Psychometrics

Exam programs must innovate to appropriately reflect changes in the profession and add value to the exam. Examinees desire and demand more authenticity in the assessment setting that more closely represents real life. Recently, a medical licensure and a medical certification program have undertaken initiatives to address recent changes in medical practice that enhance the authenticity of the exam experience for physicians. Some of these initiatives have been item-based, focused on adding authenticity for skills that physicians in training should be able to demonstrate. Other initiatives have been tool-based, focused on replicating tools available to physicians in practice to assist in point of care decisions. This presentation will review each innovation, its development process, and its importance in providing fidelity to practice and increasing the value of the exam.

PRESENTERS:

Bryn Herrschaft-Eckman American Board of Internal Medicine
Kimberly Swygert National Board of Medical Examiners
Kieran Hussie National Board of Medical Examiners
Cynthia Parshall Touchstone Consulting

Industry Standards for the Implementation of Automated Scoring Technologies

ROOM: Bayhill 21 & 22

TOPIC: Trending or Disruptive Technologies

The use of automated scoring technology is becoming more and more prevalent in today's testing programs. As this technology evolves and becomes more frequently used in large-scale testing programs, it is crucial that robust standards for its implementation exist and are used. Four organizations who are industry leaders in automated scoring technologies have collaborated to create an initial version of industry-wide standards that can be used as a guideline for testing programs to consider as they implement automated scoring in their programs. Standard topics to include: evaluating the performance of automated scoring models, monitoring operational automated scoring systems, maintaining automated scoring models, and how to communicate and demonstrate the validity of automated scoring to assessment stakeholders.

PRESENTERS:

Erin Yao ACT
Andre Rupp ETS
Scott Wood ACT
Susan Lottridge American Institutes of Research
Cathy Wendler ETS
Karen Lochbaum Pearson

Fireside Chat with 2019 ATP Award Winners

ROOM: Celebration 14 & 15

ATP honors two distinguished individuals from the assessment community each year at the Innovations Conference. These individuals' career achievements and contributions to testing have changed the face of assessment. Please join our two honorees for a fireside chat moderated by ATP Board member and Awards Committee Co-Chair Robert Pedigo. You will get to know the individuals and learn how these assessment leaders understand the present and the future of assessment.

MODERATOR:

Rob Pedigo Pedigo and Associates

PRESENTERS:

Career Achievement Award:

Andre T. Allen, MBA

Executive Vice President, Operations and Technology

FifthTheory, LLC

Professional Contributions and Service to Testing Award:

David Foster, Ph.D.

CEO Caveon

Breakout Sessions

MONDAY MARCH 18TH

11:30 AM - 12:30 PM

The Promise and Practice of Next Generation Assessment

ROOM: Bayhill 23 & 24

TOPIC: Learning Science

Is assessment entering the next generation? If so, how is this different from current generation measures? How should current practices be integrated with a next-generation approach? Is a next generation assessment entirely new, such as a new technology or item type? Can the next-generation of assessment incorporate the old and the new in ways that benefit test takers to a greater degree?

This session stakes out the position that no single assessment is sufficient to capture most of the complex phenomena that are the focus of assessment today. The next-generation of assessment will, indeed, incorporate new methods and techniques and simultaneously retain much of what has gone before. However, it will also combine results from multiple measures in new ways for new purposes, with a greater emphasis on the degree to which results contribute valid information useful to test takers in an area of importance to the test taker.

PRESENTERS:
David Conley EdImagine
Mary Seburn Quantiful

The Use of Artificial Intelligence and Testing in Early Detection of At-Risk Learners

ROOM: Bayhill 25 & 26

TOPIC: Trending or Disruptive Technologies

Saudi Commission for Health Specialties (SCFHS) and Education Management Solutions (EMS) are interested in leveraging capabilities of a COMPETENCY. AI solution for various assessment systems data integration and Competency Dashboards, and analysis of key strengths and weakness of individual learners. This will create a method to improve the performance of individuals using machine learning and artificial intelligence to reinforce key areas where the system identifies potential weaknesses.

PRESENTERS:
Arwa Alsughayyer Saudi Commision for Health Specialties
Fadi Munshi Saudi Commision For Health Specialties
Alok Saxena Education Management Solutions, LLC
Anurag Singh Education Management Solutions, LLC
Heba Almaneea Saudi Commission for Health Specialties
Ghaida Alhathloul Saudi Commission for Health Specialties

Who, What, When, Where, and Why: The Five W's of Score Reporting

ROOM: Bayhill 29 & 30

TOPIC: Data Analytics and Management

Technological innovations have not only dramatically increased the amount and types of data collected during testing but also opened the door for new methods of analyzing and reporting results to test takers and other stakeholders. The arrival of newer methods, however, exacerbates the challenges of identifying the relevant pieces of data and representing it in such a way that facilitates valid interpretations and uses of score information. In this session, presenters will discuss several traditional questions regarding the reporting of test results (e.g., "To whom should different pieces of data be reported? What data should be reported and why? How and when should results be communicated?"). The presenters will address those questions in the context of recent experiences and challenges they have faced in the design and implementation of several new approaches to score reporting.

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

PEAS IN A POD

Medical Devices in the Test Room

ROOM: Bayhill 31 & 32

TOPIC: Legislation, Policy, and Accessibility

Candidates with medical conditions are increasingly asking to bring their medical devices into the test room with them. Newer devices often include Bluetooth technology, and the newest diabetic testing/monitoring devices actually connect to a person's smartphone, making the smartphone itself "medically necessary." While innovative and helpful to individuals, these devices are causing consternation among testing organizations who need to ensure test security.

In August 2018 a "blue ribbon panel" convened in a summit to discuss these issues. The panel consisted of representatives from testing organizations, diabetes advocates, physicians, and the device manufacturers. The goal of the summit was to discuss these issues and come to a consensus on "best practices" that would both ensure that candidates are able to manage their medical conditions during testing, as well as ensure that test security is maintained. This session will share the panel's recommendations.

PRESENTERS:
John Hosterman Paradigm Testing
Heather Case International Council for Veterinary Assessment

Breakout Sponsor Sessions

MONDAY MARCH 18TH

11:30 AM - 12:30 PM

SPONSOR SESSION

Assessment Alliance

Cultural Barriers, Legal Impositions and Technological Solutions in High-Stakes Exams

ROOM: Bayhill 17

There exist several important barriers that may pose complications in the migration from PBT to CBT delivery, in relation to cultural, technological and geographical factors. In the case of the former, this may involve legal restrictions or impositions applied by the local courts.

1) One key cultural barrier in many places is the "right" of candidates to file appeals and challenge any test items, or whole tests themselves. This "right" has arisen from practice over many years in traditional PBT programs; whether they be civil-service/university entrance exams or professional ones, such as the bar exam. And it is this "right" that can lead to restrictions being placed on test publishers and their delivery platforms by the courts. We will therefore, share with you:

   a. case studies related to past technological solutions for this

   b. how these have sometimes given rise to interesting solutions in other areas, such as academic assessments

   c. how delivery platforms have been forced to innovate and provide ever more complex solutions in order to satisfy the courts.

2) Testing security and integrity are of course of utmost importance to awarding bodies, and emerging technologies play a key role in minimizing the instances of cheating, including the use of:

   a. facial recognition

   b. computer proctoring

   c. use of biometrics

3) When awarding bodies plan to deliver their assessment globally, geographical location brings its own set of challenges. Not only do cultural differences come into play, but accessibility, power supply, connectivity issues, and often outdated hardware as well. This is where emerging technologies also help test providers to overcome these challenges.

We welcome all to share their own experiences with everyone in the session.

PRESENTER:
Giuseppe Ruggieri ITTS
Mel Nethercott Certify Assessment Solutions
Marco Tyler-Williams Prepona

SPONSOR SESSION

CollegeBoard

Effects of Compromised Items in Computer-Adaptive Tests: Providing Guidance for Future Assessments

ROOM: Bayhill 19

Test security is one of the most touted advantages of computer-adaptive tests (CATs) when compared to paper-and-pencil tests. This advantage accrues for the fact that when taking a CAT, different examinees are exposed to different sets of items. Consequently, there is only a small likelihood that if an examinee were to divulge the test items they took, another examinee taking the same test will be presented with the same set of items and therefore will have no advantage of receiving a higher score relative to their actual ability by virtue of illicit item exposure. Despite this characteristic, it is common for a CAT assessment program to adopt the very conservative practice of deactivating items when there is reason to believe that they have been shared. Such practice is observed to guarantee constituencies a secure assessment and assure the public that the validity of the test is not threatened. For the testing company, observance of this practice is both costly and disruptive.

Using data from a computer adaptive assessment program, we studied whether the disruption and logistical issues associated with removing compromised items from the item pool, recognizing the resources it required, was warranted. Analyses on the percentages of item overlaps with sets of items taken by randomly selected students were computed. We also studied how much exposure an item string needs to have before it has material effects on the average score of the student population, with variation on the ability level associated with the item string.

In this session, we will discuss how items are compromised in CATs and how such compromise could be a threat to validity. We will present the results of our analysis with respect to robustness against test security threats. We will use an ample portion of the session for discussion and to allow audience members to ask questions. We hope that the results of our research can provide guidance when developing computer adaptive tests.

PRESENTER:
Luz Bay The College Board
Kevin Sweeney The College Board

Challenge. Transform. Evolve.

Monday Afternoon Schedule

12:30 PM – 2:00 PM

- [ ] **Lunch with Exhibitors & Product Demonstrations**
  ROOM: Windermere Ballroom & Foyer

12:45 PM – 1:30 PM

- [ ] **ATP Practice Area Division Luncheon: Certification/Licensure – All Are Welcome!**
  ROOM: Bayhill 21 & 22
- [ ] **ATP Practice Area Division Luncheon: Education – All are Welcome!**
  ROOM: Celebration 5 & 6
- [ ] **ATP India Regional Division Luncheon – All are Welcome!**
  ROOM: Celebration 7 & 8

2:00 PM – 3:00 PM

- [ ] **SPONSOR SESSION (Netlogon): 20 Most Important Things Every Certification Program Should Implement In Test Development!**
  ROOM: Bayhill 17
- [ ] **SPONSOR SESSION (Pearson VUE): The Computer-Based Testing Industry is Constantly Evolving. Are You?**
  ROOM: Bayhill 18
- [ ] **SPONSOR SESSION (Yardstick Assessment Strategies): Practice Exams: Leveraging What You Have and Packaging it as a Must-Have Tool for your Candidates**
  ROOM: Bayhill 19
- [ ] **Leveraging Your Testing Ecosystem**
  ROOM: Bayhill 21 & 22
- [ ] **How Many Retakes Should a Licensure Examination Candidate be Allowed?**
  ROOM: Bayhill 23 & 24
- [ ] **The Benefits and Challenges of Moving Traditional Assessments into the Digital World**
  ROOM: Bayhill 25 & 26
- [ ] **FEATURED SPEAKER SESSION: A Survey of Recertification and Renewal Practices in Credentialing**
  ROOM: Celebration 1 & 2
- [ ] **Finding a Suitable Task Analysis for Developing Competency-Based Statements**
  ROOM: Celebration 12 & 13
- [ ] **Fully Automated Assessment**
  ROOM: Celebration 14 & 15
- [ ] **FEATURED SPEAKER SESSION: Current Trends in Digital Learning Systems**
  ROOM: Celebration 3 & 4
- [ ] **Comparability or equivalency: The parallels between remote proctoring and test centre exam delivery through data and lessons learned**
  ROOM: Celebration 5 & 6
- [ ] **Accommodations Research: What the Data Tells Us**
  ROOM: Celebration 7 & 8
- [ ] **Gathering Standard Setting Validity Evidence for a High-Stakes Assessment: Planning and Practical Experiences**
  ROOM: Bayhill 31 & 32

3:00 PM – 4:00 PM

- [ ] **Dessert with Exhibitors**
  ROOM: Windermere Ballroom

4:00 PM – 5:00 PM

- [ ] **SPONSOR SESSION (Alpine): TLX - Eyes on the Future of Test Development and Credentialing**
  ROOM: Bayhill 17
- [ ] **SPONSOR SESSION (ITS): Tales from the Testing Industry - How Did We Get Here and Where Do We Go?**
  ROOM: Bayhill 18
- [ ] **SPONSOR SESSION (Prometric): Alternative and High Fidelity Item Types**
  ROOM: Bayhill 19
- [ ] **Demystifying SME Engagement: Practical Tools and Tips**
  ROOM: Bayhill 21 & 22
- [ ] **Multistage Testing: Theory and Practice**
  ROOM: Bayhill 23 & 24
- [ ] **Performance-Based Testing: Microsoft's Journey from Desktop to Cloud**
  ROOM: Bayhill 25 & 26
- [ ] **Pioneering a New Approach to Test Design and Development**
  ROOM: Bayhill 29 & 30
- [ ] **FEATURED SPEAKER SESSION: The Future of Apprenticeships and Assessments**
  ROOM: Celebration 1 & 2
- [ ] **Choosing Wisely: So Many Options for Assessment Administration. Which will Enhance Your Exam's Validity and Fairness?**
  ROOM: Celebration 12 & 13
- [ ] **Lessons Learned from Delivering a Performance-Based Test in China**
  ROOM: Celebration 14 & 15
- [ ] **FEATURED SPEAKER SESSION: What You Need to Know about Data Privacy Laws: International, Federal, State and Local**
  ROOM: Celebration 3 & 4
- [ ] **Upsetting the Item Writing Apple Cart via Rapid Item Generation: Lessons Learned from Developing AIG and AE Models for High-Stakes Certification and Licensure Exams**
  ROOM: Celebration 5 & 6
- [ ] **Accessibility - The Challenge of Inclusion**
  ROOM: Celebration 7 & 8
- [ ] **Assessing Professional Judgement in the Information Age**
  ROOM: Celebration 9 & 10
- [ ] **Avoiding Test Day Latency: Preventing Internet Interruption for Performance-Based Assessment**
  ROOM: Bayhill 31 & 32

5:30 PM – 7:00 PM

- [ ] **Reception with Exhibitors and ePoster Sessions**
  ROOM: Windermere Ballroom

全美在线 ATA

YOUR ULTIMATE PARTNER FOR TESTING AND EDUCATION SERVICES IN CHINA

- More than 1.1 million people participate in the recruitment of talents of various enterprises through ATA's assessment service
- Network of 3000+ authorized test centers across China
- Technological and operational support for 500+ test titles

您在中国最可靠的教育服务合作伙伴

- ATA testing technologies deployed globally in 161 countries and regions
- Annual delivery of 12 million tests without security incidence
- Integrated Learning and Assessment products and services

www.ata.net.cn

Lunch & Product Demonstrations

MONDAY MARCH 18TH

12:30 PM - 2:00 PM

12:30 PM - 2:00 PM

Lunch with Exhibitors and Product Demonstrations

ROOM: Windermere Ballroom & Foyer

12:45 PM - 1:30 PM

ATP India Regional Division Luncheon – *All are Welcome!*

ROOM: Celebration 7 & 8

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

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

ROOM: Celebration 5 & 6

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

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

ROOM: Bayhill 21 & 22

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

DEMO

JOIN US FOR THE DEMO COMPETITION AND VOTE ON THE MOST INNOVATIVE AND INDUSTRY CHANGING DEMO.

PRODUCT DEMONSTRATIONS

All Product Demos take place in the Windermere Ballroom

PRODUCT DEMO #1

ACE (Adolescent Comprehension Evaluation)

TOPIC: Measurement and Psychometrics

Adolescent Comprehension Evaluation (ACE) is a patent-pending web-based application teachers can use to monitor reading comprehension for students in grades 6-8. Developed using the Lean Start Up to address the underserved middle years market, ACE consists of 20 original reading passages each for grades 6-8. ACE is undergoing an iterative validation process that evaluates the assessment for five types of validity evidence: test content, response processes, internal structure, relationship to other variables, and consequences of testing. In what it is believed to be the first use of brain-based technology in internal structure validation, fNIRS is used to ensure that all multiple-choice questions are text-based and not able to be answered correctly based solely on an individual's background knowledge. The distractors for each of the multiple questions are constructed to reflect common errors students make, providing teachers with immediate feedback and diagnostic data.

PRESENTERS:
Lori Severino Drexel University
Alia Ammar Drexel University
Paul Edelblut Vantage

PRODUCT DEMO #2

Ada: AI Driven Assessment

TOPIC: Measurement and Psychometrics

Artificial intelligence and automation are clearly changing the way that most people work. While it is unlikely that test developers and psychometricians will be completely replaced by a robot, there are still exciting possibilities to automate much of our work, thereby producing higher quality assessments with less effort and freeing our time for more innovative and creative work. One study estimated that 40% of the legal profession, a similarly intellectual field, will be automated.

Ada is designed to be a single ecosystem with which to develop, deliver, and analyze tests within the core principles of sound psychometrics and process efficiency. A microservice architecture is employed to facilitate API connections and automation of key components. How can we improve processes such as item writing, item review, standard setting, form assembly, equating, essay marking, and psychometric analysis? This product presentation will discuss how Ada has uniquely tackled this possibility.

PRESENTER:
David Saben, ASC

PRODUCT DEMO #3

Breaking Down Blockchain: Is It Right for Your Credential?

TOPIC: Trending or Disruptive Technologies

With current adoption rates of digital badges rising among credential issuers, open badge technology is rapidly moving from trend to standard tool for issuing verified recognition of credentials and achievements. With this shift toward the normalization of badges, blockchain technology is now filling that "hot new trend" position in the credentialing industry.

In this product demonstration, we will share how test publishers are issuing digital badges through a blockchain integration, and how badge earners and employers interact with credentials on blockchain. Whether you are well-versed in blockchain or just getting up to speed, join us as we explore current use cases, future applications, benefits and possible drawbacks of utilizing badges and blockchain technology in the credentialing industry.

PRESENTER:
Jarin Schmidt, Credly

Product Demonstrations

MONDAY MARCH 18TH

12:30 PM - 2:00 PM

All Product Demos take place in the Windermere Ballroom

PRODUCT DEMO #4

CASPer: An Online SJT that Assesses People Skills

TOPIC: Test Administration and Delivery Models

CASPer is an online situational judgement test to assess non-academic competencies, containing unique video- and text-based scenarios. Test takers are asked to complete three open-ended probing questions with five-minutes total to respond to all three questions. Questions have no right or wrong answer. Rather they give applicants an opportunity to demonstrate their true nature. It is not a pass or fail test, but rather a way of ranking a large number of applicants on personal characteristics and professionalism.

CASPer has been developed with an evidence base of over 12 years' worth of research, and has been used as a component in admissions decisions since 2010. To date, CASPer has been completed by 225,000 applicants in over 172 countries for admission into 122 academic programs.

PRESENTER:
Alecia Fowler Altus Assessments

PRODUCT DEMO #5

Conserve Resources by Testing Ability & Knowledge in one Mini-Certification

TOPIC: Trending or Disruptive Technologies

By now, you know performance-based testing can elevate a certification program. Many organizations struggle to meet the market demands for high-fidelity assessments, that is, until now! We found a way to make performance-based assessment accessible to everyone by reducing the online time and leveraging the technology to blend a variety of test item types. By offering the ability to re-engineer assessments, testing administrators now have the flexibility of repurposing current multiple-choice questions within a performance-based assessment and, in many cases, this option can be a quicker path to adding performance-based items to an evaluation.

Come to learn how to:

- Design the assessment for a budget
- Measure real skills
- Increase the value of your certification
- How to get online quickly using your existing content
- Make it a smooth transition

PRESENTERS:
Wendy Gratereaux TrueAbility, Inc.
Marcus Robertson TrueAbility, Inc.

PRODUCT DEMO #6

Current State of Mobile Internet Testing

TOPIC: Trending or Disruptive Technologies

The focus of this session is on the current state of mobile devices as a test administration platform. Returning to predictions and insights offered at the 2010 ATP conference, the presenters will give a status report on the current state of mobile internet testing (MIT): the extent to which it has reached mainstream acceptance, its main benefits and dangers, and the knowns and unknowns. Technology has widely impacted testing, and while new technologies have enabled popular topics such as gamification and simulation, there has also been a substantial amount of research on the impact of MIT on traditional assessment practices. The presenters will review the literature, focusing on key assessment topics including validity, reliability, score differences, applicant reactions, drop-out rates, item formats, and adverse impact. The presenters will also offer data and details surrounding design thinking associated with a mobile optimized testing experience.

PRESENTERS:
Craig Dawson PAR
Sara Gutierrez SHL

PRODUCT DEMO #7

Demonstrating the Power of Open Source and Open Standards

TOPIC: Trending or Disruptive Technologies

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 students to learn faster and more effectively.

This puts a huge demand on the solutions of today; the functional scope is broadened and technologies are advancing rapidly. As a result, former product features like adaptive algorithms and remote proctoring turn into separate product categories, posing integration challenges.

During this product demonstration, you'll learn about the latest developments in TAO, the leading open source assessment platform, and get the latest information about IMS open standards from the creators; QTI 3, Caliper and the Standards on CAT and Proctoring.

We'll demonstrate how to connect systems from multiple vendors to create a true best-of-breed Next Generation Digital Learning Environment (NGDLE), ready for the challenges of tomorrow.

PRESENTER:
Mark Molenaar Open Assessment Technologies

PRODUCT DEMO #8

Digital Asset Remote Item Development Projects - the Evolution of Exhibit Acquisition

TOPIC: Trending or Disruptive Technologies

The popularity of computer-based tests and the expansion of learning management systems to include interactive assessments has created a demand for visual stimuli presentation with assessment items. Simple multiple choice items present images and videos as commonly as advanced item types. Many advanced items are dependent upon image; for example, hotspot items require an image for presentation. The assessment industry's growing usage of simulation items types effects an exponential increase in the demand for images and videos, and a corresponding demand for interfaces to obtain and catalogue them.

This session will discuss what test publishers should know about using digital assets in assessments. It will address how to organize an acquisition campaign keeping the delivery of the assessment as the foremost goal. A sample asset acquisition campaign will illustrate that item development workshops and digital asset acquisition campaigns can have a synergistic project management approach.

PRESENTERS:
Lisa Everts Strasz Assessment Systems
Gary Spivack Strasz Assessment Systems

A new standard in assessment technology is here.

Discover the building blocks of modern learning with Learnosity.

With 9.3 million monthly active users, Learnosity's suite of products are changing the online learning experience.

Affordable, scalable, and fully customizable, see what Learnosity can do for you.

Learnosity®

hello@learnosity.com

Product Demonstrations

MONDAY MARCH 18TH

12:30 PM - 2:00 PM

All Product Demos take place in the Windermere Ballroom

PRODUCT DEMO #9

Dynamic Reporting of Personality Assessment

TOPIC: Trending or Disruptive Technologies

Widespread availability of technology and information calls for new perspectives in personality assessment reporting that address the needs of participants, CBTI users (who get trained in output use but would not be expected to competently write reports) and 3rd parties such as Line Managers, Interviewers and Assessors.

This session presents a dynamic personality assessment report that integrates profile chart, narrative report, construct linkages, hypothesis generation, developmental coaching tips and interview guide content. It features hierarchical "drilling-down" and "collapsing up" construct scoring and visualisation of construct linkages embedded in sophisticated narrative reporting.

The demonstration will highlight features of the current dynamic report offering and explore future avenues for participant and line manager friendly reporting as well as value-add features for assessment experts.

PRESENTER:
Rainer Kurz Cubiks

PRODUCT DEMO #10

Everybody Grows! A Positive Assessment Platform for Math

TOPIC: Test Administration and Delivery Models

This platform doesn't feel like a test at all! We will present a new assessment program that is designed to help teachers use assessment results in their everyday practice. The program combines principles of formative assessment with standardized tests. We experienced that this platform is perceived by users as a useful teaching tool and not as a necessary evil that is used for accountability purposes. The assessment program consists of small math-tests that aim to measure very small learning objectives in math. A student is able to celebrate their learning achievements when a specific learning objective is reached. When a student fails, feedback is available to help.

For a teacher, the dashboard has further insight into the learning objectives that are available per grade. Filter options help to get a better grip on the learning objectives. Teachers can track all the results of students and develop individual learning trajectories.

PRESENTER:
Marleen Oosterink, Cito BV

PRODUCT DEMO #11

Evolution of Continuous Learning and Assessment for Healthcare Professionals

TOPIC: Trending or Disruptive Technologies

In recent years there has been as shift toward Continuous Learning in the healthcare industry. Continuous Learning documents a healthcare provider's ongoing commitment to professionalism, lifelong learning, and practice improvement following initial board certification. New, preferred industry terms include Assessment for Learning, Continuous Certification, and Continuous Assessment.

This session will showcase a new platform that is focused on the landscape for Continuous Learning and Assessment for healthcare professionals with the purpose to shorten the recertification life-cycle. Included in the demo will be these areas: display built-in functionality for learning, automatic display of correctness, rationale, and supporting links, and the ability to deliver second section based on first section results.

PRESENTER:
Kevin Bartley Internet Testing Systems

PRODUCT DEMO #12

Integrating Formative Assessments into Online Class-Based Testing

TOPIC: Test Administration and Delivery Models

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

PRESENTERS:
Eileen Hislop Internet Testing Systems
Jeffrey Spranza Internet Testing Systems
John Hoffmann Internet Testing Systems

PRODUCT DEMO #13

Iteman/Xcalibre: Psychometrics as a Service

TOPIC: Measurement and Psychometrics

Many organizations still use the same test development and psychometrics processes they did 30 years ago, sometimes with the same software. This reduces validity and increases costs. With the current shift towards a microservice architecture and the API economy, the time is perfect to rethink how test development and psychometrics are done.

Iteman and Xcalibre are psychometrics analytics software recently reborn as a scalable cloud-based web service. This not only allows them to be used anywhere with a browser-based interface, but also via an API. The purpose is to automate the manual labor in psychometrics, which makes psychometricians more efficient for large organizations and effectively brings psychometricians to smaller organizations.

Iteman and Xcalibre include a number of other innovations, such as optional integration of item texts into the report, item response time analysis, and psychometric forensics. Both products also include a free version.

PRESENTERS:
Nathan Thompson ASC
Andrew Lunstad ASC

PRODUCT DEMO #14

StoryTell: Assessing Young Childrens' Speaking Ability through Phones

TOPIC: Trending or Disruptive Technologies

In language assessment for young children, speaking is one of the most challenging skills to assess standardized and on a large scale. Fortunately, innovative technology enables us to think of new assessments that could solve some of these challenges. We will present a prototype of a new speaking assessment for children aged 4 to 7. In this digital assessment that is delivered through phone or tablet, students are asked to tell a story. The story is prompted by a picture story and students are invited to tell their version of it aloud. While students talk, their speech is transcribed live with speech recognition software. The written stories that result from this are subsequently send to a teacher for rating. We are validating this prototype with students to evaluate whether this method will make them feel free to talk, whether the claims we are making about speaking ability are valid and whether students are able to use the app fluently.

PRESENTER:
Saskia Wools Cito

MONDAY AFTERNOON

Product Demonstrations

MONDAY MARCH 18TH

12:30 PM - 2:00 PM

PRODUCT DEMO #15

The Learn Feedback Program Version 2

TOPIC: Learning Science

As many individuals know, feedback in the workplace has been a continually discussed topic in various business publications such as Harvard Business Review, Inc., Fortune, and other periodicals. It is believed that organizations lose substantial amounts of money who employ individuals who don't deliver and receive feedback effectively.

Over the two years, AERE has developed and validated an instrument that measures how individuals deliver and receive feedback called the Straehle Feedback Inventory.

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

PRESENTERS:
Manny Straehle Assessment, Education, and Research Experts, LLC
Trushant Mehta, Assessment, Education, and Research Experts, LLC
Joe McClarey, International Association for Continuing Education and Training

PRODUCT DEMO #16

Using AI Robots to Test the Testing Software

TOPIC: Trending or Disruptive Technologies

This presentation presents IQBot, an intelligent test-taking bot. IQBot is intended for use by test vendors responsible for maintaining test delivery engines. Ensuring that high stakes assessment software works in all circumstances is mission critical for testing companies.

IQBot mimics student behaviors in taking computer-based tests, and is intended to cover the breadth of testing functionality, including accommodation usage, tool usage, using navigation systems and review panels, and so on. Thousands of IQBots can be launched to provide comprehensive system-testing even on test forms that have not yet been deployed in the wild. IQBot will automatically log any system errors and provide checks such as ensuring that the answers entered match the answers stored in the database. This presentation will show how the AI-enhanced IQBot, utilizing neural network intelligence, can system-test software in real time by spawning multiple IQBot processes along with actual feedback generated.

PRESENTERS:
Steven Tang eMetric
Vamsi Mukkamala eMetric

Health Sector Special Interest Group (SIG)

Are you a health professional or a test professional within the health sector?

The Health Sector SIG brings together the health care sector with the testing industry. We are a voice for innovation and standards in high stakes and evidenced based health professions.

This year at the ATP Innovations conference, there are many exciting presentations and events focusing on the health sector.

Keep an eye out! We have created a handout of health related conference events that you will find in your conference pack.

Join us at the Health Sector Peas in a Pod to discuss burning issues that are important to all health professions.

Tuesday @ 4:15pm - We want to hear from you to help shape the future of health sector testing and future conferences.

Breakout Sessions

MONDAY MARCH 18TH

2:00 PM - 3:00 PM

2:00 PM - 3:00 PM

Accommodations Research: What the Data Tells Us

ROOM: Celebration 7 & 8

TOPIC: Legislation, Policy, and Accessibility

The ATP Accessibility subcommittee has been working on two research studies. The first study is on the USE of extra time. Most candidates with disabilities request extra time, but are they actually USING that time? And is there any relationship between the amount of time spent on the exam and their scores?

The second study involves candidates with ADHD who request extra time on a high-stakes exam. By definition these individuals are supposed to have trouble sustaining their attention over time, yet almost universally they want extended time on the exam. By examining the supporting documentation these candidates provided, we have a better understanding of this apparent contradiction.

The presenters will engage the audience in a discussion about what these two studies tell us about our candidates who are seeking accommodations, and what we can do as an industry to better communicate our expectations to candidates.

PRESENTERS:
John Hosterman Paradigm Testing
Maria Incrocci American Osteopathic Association
Eric Nepomuceno CFP Board of Standards
Ellen Julian Julian Consulting

Comparability or Equivalency: The Parallels Between Remote Proctoring and Test Centre Exam Delivery through Data and Lessons Learned

ROOM: Celebration 5 & 6

TOPIC: Test Administration and Delivery Models

This presentation will focus on a comparative review between test center and remote proctoring delivery using the International Code Council certification program as a case study. We will be reviewing data points such as item performance, pass and fail results, time spent, number and types of irregularities, geography, and candidate satisfaction. Key elements related to exam security, standardization, proctoring methods, as well as lessons learned on implementation of remote proctoring will be provided and discussed with the audience.

PRESENTERS:
Isabelle Gonthier Yardstick Assessment Strategies
Michelle Porter International Code Council (ICC)

ATP WORD SCRAMBLE

TTIEGSN _____

CLGHEAENL _____

ROASTMRNF _____

VVEOEL _____

NOINAVNTSIO _____

BAOSSAMDRA _____

RAEUTOKB _____

ANSWERS: TESTING - CHALLENGE - TRANSFORM - EVOLVE - INNOVATIONS - AMBASSADOR - BREAKOUT

FEATURED SPEAKER SESSION

A Survey of Recertification and Renewal Practices in Credentialing

ROOM: Celebration 1 & 2

TOPIC: Program Design

We all know there are countless ways to go about the maintenance of credentials (that is, recertifying or renewing a certification or license) – and we know that it is sometimes a controversial topic, especially in recent years! But what do we know about what credentialing programs are actually doing in terms of maintenance of credential requirements? The Association of Test Publishers (ATP) Certification and Licensure division subcommittee on Recertification and Renewal surveyed credentialing organizations to identify trends and innovative ideas in recertification and renewal. Information was collected on recertification and renewal requirements such as continuing education, re-testing, self-assessment, and renewal periods. The survey also gained insights into market trends affecting recertification and renewal rates, other career pathway offerings, and credential-holder engagement strategies. The session presenters will discuss the fundamentals of recertification and renewal from a psychometric, program management, and technology perspective. The presenters will highlight key decision points regarding the development and communication of recertification and renewal requirements, as well as opportunities to engage credential-holders. The session presenters will also present findings from the Association of Test Publishers (ATP) Certification and Licensure division survey along with a live polling of the audience on selected questions from the survey.

PRESENTERS:
Amin Saiar PSI Services
E.W. Looney Brightlink
Michael Peabody American Board of Family Medicine
Kevin Bradley HumRRO

Breakout Sessions

MONDAY MARCH 18TH

2:00 PM - 3:00 PM

FEATURED SPEAKER SESSION

Current Trends in Digital Learning Systems

ROOM: Celebration 3 & 4

TOPIC: Trending or Disruptive Technologies

Several key developments challenge the field of learning and assessment technologies: An improved understanding of how people develop domain-specific and cross-cutting capabilities, evidence-centered design, and advances in artificial intelligence and learning analytics. Learning and assessment are intertwined into engaging and powerful experiences aimed to foster knowledge, skills, and capabilities of all learners. In this Featured Panel Session, speakers from academia and industry will share and discuss key insights on research and development trends focusing on digital learning systems.

PRESENTERS:
Yigal Rosen ACTNext
Chris Dede Harvard University
Dror Ben-Naim Smart Sparrow

Finding a Suitable Task Analysis for Developing Competency-Based Statements

ROOM: Celebration 12 & 13

TOPIC: Measurement and Psychometrics

The lack of agreement to what a competency is in the literature suggests it is a multi-faceted concept. In certification testing, job task analyses (JTA) are widely used for validating the representativeness and importance of specific knowledge and skills of individuals entering a profession. To understand if a JTA sufficiently identifies various kinds of competencies, we compare the outcome statements from two task analysis methods - JTA and cognitive task analysis (CTA) - for the same job.

In a JTA and CTA, subject-matter experts (SME) identify key tasks associated with a job and all knowledge and skills critical to performing those tasks. However, in a CTA, SMEs go a step further to identify the underlying cognitive processes (e.g., decision making, problem-solving, judgment) associated with executing specific tasks.

In this presentation, we provide an overview of competencies and task analyses methods, examples of outcomes from both analyses, and implications for test development.

PRESENTERS:
Li-Ann Kuan Prometric
Darina Scully Dublin City University

Fully Automated Assessment

ROOM: Celebration 14 & 15

TOPIC: Trending or Disruptive Technologies

Time has come to put the pieces together to automate the complete assessment cycle. Using modern computer science methods, it is possible to set up an assessment without any human intervention.We outline a proof-of-concept and demonstrate a prototype assessment in the session. Fully automated assessment (FAA) has a huge potential in different areas like self-assessment, screening, learning and other low-stake assessments. FAA is domain-independent (given some pre-requisites are fulfilled) and scales very well.

The idea behind FAA is to automate all steps of the assessment cycle. Certain steps have already been handled elsewhere, like automated item generation (AIG) and computer-automated testing (CAT). Fewer publications can be found on aspects like automated test assembly of uncalibrated items and automated result evaluation or automated item calibration. In our work, we combine all steps to come to a truly unsupervised, fully automated assessment from start to end.

PRESENTERS:
Heiko Roelke DIPF
Ingo Barkow HTW Chur

How Many Retakes Should a Licensure Examination Candidate be Allowed?

ROOM: Bayhill 23 & 24

TOPIC: Data Analytics and Management

Saudi Medical Licensure Examination (SMLE) score is required by residency programs for matching purposes. SMLE can be retaken multiple times, either to pass or to improve passing score. During postgraduate training, residents are required to pass Part1 exam. The study purpose was to determine if passing SMLE 1st attempt predict better performance in Part1 exam, and evaluate if increased number of attempts in SMLE predict the likelihood of failing Part1. A retrospective study was conducted among residents who took SMLE in 2015/2016, then took Part 1 exam in 2017 (n=1,066). Regression analyses were preformed to explore the association between retaking SMLE and examinees' failing rate in Part1. Results showed that passing SMLE 1st attempt was associated with less odds of failing Part 1 by 72% (p=.03), and the more attempts candidates made, odds of failing Part1 increased by 17% accumulatively. It seems once candidates cross a threshold of 4 attempts, their future exam performance decline.

PRESENTERS:
Arwa Alsughayyer Saudi Commision for Health Specialties
Fadi Munshi Saudi Commission for Health Specialties
Hussam Bin Yousef Prince Sultan Military Medical City
Ranya Alaql Saudi Commission for Health Specialties

Leveraging Your Testing Ecosystem

ROOM: Bayhill 21 & 22

TOPIC: Security and Privacy

Test delivery is fraught with security risks, from surrogate test takers to miniaturized recording devices and negligent or collusive test staff. At the same time, honest test takers and well-trained test staff can be some of your best allies in ensuring a secure test experience and valid scores. How can a testing program enhance security and leverage the honest participants in the testing process? How much will it cost to implement these enhancements? How will a program know if the improvement is worthwhile?

Join leaders in the testing industry as they answer these questions and discuss innovative tools and processes for enhancing secure testing. Together, we'll explore new ideas around proctor certification and training, tools to encourage the support of honest test takers, and new tools for test staff to use in detecting cheating attempts. Presented by experienced professionals, this session provides practical methods for enhancing security by leveraging your testing ecosystem.

PRESENTERS:
Rachel Schoenig Cornerstone Strategies
Camille Thompson College Board
Faisel Alam LSAC
Ray Nicosia ETS
Jarret Dyer College of DuPage
Mike Clifton ACT

Breakout Sessions

MONDAY
MARCH 18TH
2:00 PM - 3:00 PM

The Benefits and Challenges of Moving Traditional Assessments into the Digital World

ROOM: Bayhill 25 & 26
TOPIC: Trending or Disruptive Technologies

Ongoing advances in assessment technology have given rise to a number of new digital-based non-cognitive assessments to allow for large-scale testing in a global context. This is also true for high-stakes testing, where organizations are moving their assessments into the digital space to widen access. Despite these advantages, the movement from traditional assessment methods into the digital world has also introduced some novel challenges for test administrators including, but not limited to, remote proctoring, accommodations, and test security. This session will share several case studies which illustrate the unique challenges of online non-cognitive assessments which have traditionally been administered in person: skills training, interviews, situational judgment tests, and personality assessments. We will then engage with the attendees during an extended Q&A period to discuss the benefits and the obstacles when transitioning into the world of digital-based assessments.

PRESENTERS:
Tina Rooks Bongo
Rich Emrich Altus Assessments
Kevin Petway Enrollment Management Association

THE HUB

NEW THIS YEAR!

The perfect place to hang out, network, and recharge. Home to the ATP Bookstore and our Charity Book Drive.

Located at the back of the exhibit hall and open during all exhibit hall hours.

SPS
Sireci Psychometric Services, Inc.
Facilitating more valid assessment since 1989.
SireciPsychometric.com

MONDAY AFTERNOON

Breakout Sessions

MONDAY
MARCH 18TH

2:00 PM - 3:00 PM

PEAS IN A POD

Gathering Standard Setting Validity Evidence for a High-Stakes Assessment: Planning and Practical Experiences

ROOM: Bayhill 31 & 32

TOPIC: Measurement and Psychometrics

A rigorous and valid process to establish a cut score should be adhered to for all licensing examinations (Cizek, 2012). Challenges to the resulting cut score generally focus on processes and procedures, so careful attention to these aspects during planning can minimize issues arising post-implementation.

In this "Peas in a Pod" session, we will discuss implementation strategies and descriptions of major areas on which to focus your planning activities. Several aspects will be described and discussed including, but not limited to the:

- selection of methods;
- selection of judges;
- definitions of performance level(s);
- training of judges;
- feedback from judges; and
- documentation.

Participants will be encouraged to share their thoughts, experiences, and address other areas of concerns while planning and implementing standard setting within their own organizations.

PRESENTERS:
Andrea Gotzmann Medical Council of Canada
Liane Patsula Medical Council of Canada

EUROPE ATP 2019
Madrid, Spain

25-27 SEPTEMBER
MELIA CASTILLA HOTEL
MADRID, SPAIN

Learn more at
www.eatpconference.org

We're All In.

Strasz is fully committed to the evolution of test publishing.

Attend These Two Sessions to Learn How and Why:

- Product Demo on Remote Digital Asset Acquisition
- ePoster on Automated Test Form Assembly

Then Attend Our Break-Out Sessions

- Natural Language Processing Uses for Item Banking & Test Security
- Building the Right Software for You on Your Budget

Better testing. Better results. One vendor.

855-STRASZ-1 • www.strasz.com

strasz® ASSESSMENT SYSTEMS

Breakout Sponsor Sessions

MONDAY MARCH 18TH

2:00 PM - 3:00 PM

SPONSOR SESSION

netlogon CONTENT DEVELOPMENT

20 Most Important Things Every Certification Program Should Implement In Test Development!

ROOM: Bayhill 17

All programs develop tests, but all tests are not created equally. Why do some items perform so much better than others? What should every program do to maximize their time and cost investment in test development? What should you change in your program development's practices to ensure accuracy, relevance, and overall quality? In this session, the presenter, benefiting from 15 years of test development for some of the largest certification programs in the world, will recommend some of his highest performing tactics in content development, some of the tricks he has used to maximize SME investment, and highlight many of the hidden pitfalls that can exist. Attendees will walk away with actionable content and will be ready to immediately improve the quality of their tests.

PRESENTER:
David Elfassy Netlogon Technologies

SPONSOR SESSION

Pearson VUE

The Computer-Based Testing Industry is Constantly Evolving. Are You?

ROOM: Bayhill 18

While the industry is constantly evolving, one thing is constant: our commitment to advancing the computer-based testing industry by continually investing in core computer-based testing technologies. From cloud technology and security enhancements to dynamic exam development and delivery options, join Pearson VUE for an exciting conversation about where our industry — and our business — is going. We'll help you cut through the noise so you understand the new technologies available to you to diversify and expand your program. Considering online proctoring but wondering whether its security features are stringent enough? Curious about how performance-based testing might add value to your exam, but not sure where to start? Want to know what we're considering for the latest enhancements to ID verification? We're leading the way in the evolution of modern computer-based testing. Join us for a focused discussion to help you navigate the latest options available to you and support you in making strategic decisions about where your program is going next.

PRESENTER:
Peter Pascale Pearson VUE

SPONSOR SESSION

Yardstick Assessment Strategies Stratégies en évaluation

Practice Exams: Leveraging What You Have and Packaging it as a Must-Have Tool for your Candidates

ROOM: Bayhill 19

Preparing for a certification or licensure examination can be very stressful for candidates. Candidates often wonder what to expect, what type of questions are on the exam, and how will the exam be delivered. One way to help them become more familiar with the format and structure of your examination is to provide a practice exam, built from the same blueprint, assessing the same competencies or knowledge statements, and administered on the same platform or tool. Yardstick Assessment Strategies (YAS) has formed strong partnerships with credentialing organizations to ensure the best possible experience for the candidates. Online resources such as practice tests and tutorials have huge advantages for all stakeholders. Information as to the strategies used in developing and implementing practice exams will be shared, including information on uptake, key elements related to marketing and communication, factors considered in establishing eligibility to access the tool, determination of what items to use and how to leverage existing content and processes, and benefits to candidates. In addition, the presenters will discuss how organizations can leverage Automatic Item Generation (AIG) in developing content for practice exams. Participants will get an overview of the technology and key elements to consider in efficiently generating items.

PRESENTERS:
Isabelle Gonthier Yardstick Assessment Strategies
John Hawkins Yardstick Assessment Strategies
Paulette Anthony Financial Planning Standards Council (FPSC)

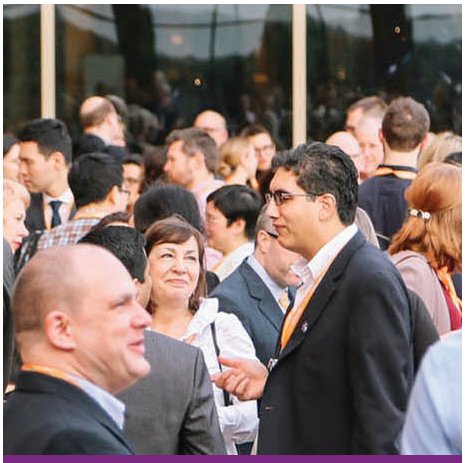
NOTES:

Challenge. Transform. Evolve.

Dessert & Breakout Sessions

MONDAY MARCH 18TH

3:00 PM - 5:00 PM



3:00 PM - 4:00 PM

Dessert with Exhibitors

ROOM: Windermere Ballroom

4:00 PM - 5:00 PM

Accessibility - The Challenge of Inclusion

ROOM: Celebration 7 & 8

TOPIC: Legislation, Policy, and Accessibility

Thomas Edison and Albert Einstein are just two examples of talented innovators that changed the world despite having some form of learning disability. Today's exam providers have both a moral and legal responsibility to actively seek out ways to ensure that the world's next great innovators reach their full potential, regardless of any learning disability they may have. The challenge lies in situations where accessibility accommodations conflict with requirements set to ensure the validity of the assessment. This holds particularly true for high-stakes assessment, where the outcome of the assessment can have serious consequences for the student.

In this session, we will be discussing the importance of accessible design and what can be done to overcome the challenge of inclusion. By exploring our approach in designing accessible online assessment, we will be highlighting the standards and testing approaches that can be used to ensure fairness and validity.

PRESENTERS:
Gavin Cooney Learnosity
Bonnie Hain CenterPoint Education

Assessing Professional Judgement in the Information Age

ROOM: Celebration 9 & 10

TOPIC: Measurement and Psychometrics

Today it is easy to find a spreadsheet to calculate the return on a potential investment or to find out whether the results of blood test are within normal ranges or not. Professionals too no longer need to have everything memorized. But knowing what information to gather and how to use it to make accurate, appropriate decisions still takes a qualified, competent professional.

This presentation will discuss professional judgement and how innovative approaches allow for assessment of the quality, accuracy and efficiency of such judgments.

The first half of the presentation will review actual examples of testing professional judgement in medical and business fields using modified selected response methodologies and innovative scoring algorithms. In the second half, attendees will select a field, discuss what it means to be a professional in that field and then participate in conceptual design and storyboard development of an assessment process for the suggested field.

PRESENTERS:
Clarence Chaffee The Caviart Group
Ellen Julian Julian Consulting

Choosing Wisely: So Many Options for Assessment Administration. Which will Enhance Your Exam's Validity and Fairness?

ROOM: Celebration 12 & 13

TOPIC: Trending or Disruptive Technologies

With advances in assessment, credentialing organizations are presented with myriad options to "enhance" test format and administration. Two organizations have been conducting research and pilot testing to explore some options alone and in combination use of resources while testing, and, high stakes testing in remote proctored conditions.

PRESENTERS:
Mary Browne NBCRNA
Mary Wojnakowski NBCRNA Board of Directors
Dot Horber NBOME

Demystifying SME Engagement: Practical Tools and Tips

ROOM: Bayhill 21 & 22

TOPIC: Program Design

As test developers or end-users, we often rely on the knowledge and experience of subject matter experts (SMEs) to contribute in the development of high-quality content and test materials. In many cases, we also rely on their initial buy-in to ensure the test will be well-received by a broad constituency once deployed. In many ways, the ultimate quality of our tests is dependent on the quality of SME input throughout the process. Thus, we must determine how to best ensure SMEs are engaged to produce high-quality materials, provide thoughtful input, and contribute to the test-development process in a positive way regardless of venue, SME experience level, etc. Using a large, international HR certification testing program as a case study, this session focuses on demystifying SME engagement by sharing observations and recommendations test developers and sponsors can use to promote SME engagement throughout the lifecycle of test development activities.

PRESENTERS:
Taylor Sullivan HumRRO
Nancy Woolever Society for Human Resource Management (SHRM)

ATP Association of Test Publishers The intelligent voice for testing — PROUD MEMBER

We love our sponsor members!

Many of our conference sponsors are also ATP members! Keep an eye out for our member seal in the exhibit hall.

MONDAY AFTERNOON

Breakout Sessions

MONDAY
MARCH 18TH

4:00 PM - 5:00 PM

FEATURED SPEAKER SESSION

The Future of Apprenticeships and Assessments

ROOM: Celebration 1 & 2

TOPIC: Trending or Disruptive Technologies

Many industries are facing challenges due to labor shortages and gaps between the skills workers possess and the needs of employers. Apprenticeships are one tool companies are using to address the growing need to train and upskill employees. Meanwhile, assessment-based workforce skills assessments are also utilized by a number of industries. Are apprenticeships and assessments mutually exclusive, or is there an opportunity for both to play a role in addressing labor shortages and skills gaps? Join us as a panel of experts from a nonprofit online university, a think tank, and one of the world's largest employers explore the pros, cons, and potential impact a growing trend for apprenticeships will have on the workforce skills assessment market.

PRESENTERS:
Michael Prebil Center on Education and Skills New America
Jennifer Oddo IBM
Sarah DeMark Western Governor's University
Rob Pedigo Pedigo and Associates

Bradford & Bigelow

We deliver complex, time-sensitive, mission-critical, zero-defect projects

CORE COMPETENCIES

Traditional Paper-Based Tests
for all grade levels including pre and post-graduate admission exams

Alternative Assessments
including complex assembly, kitting, chain of custody requirements and logistics

Individual Student Score Reports
with the ability to produce finished, personalized reports in one manufacturing pass

Marketing & Branded Test Prep Materials
high-quality materials including branded test preparation material, personalized or generic

978-904-3100
sales@bradford-bigelow.com
www.bradford-bigelow.com

Breakout Sessions

FEATURED SPEAKER SESSION

What You Need to Know about Data Privacy Laws: International, Federal, State and Local

ROOM: Celebration 3 & 4

TOPIC: Legislation, Policy and Accessibility

The proliferation of data privacy laws across international and domestic U.S. jurisdictions creates a significant compliance challenge for testing organizations. Overlapping coverage and differences in definitions or requirements complicate the task of developing a uniform approach to operational compliance procedures. This session will break down the complexity of the data privacy regulatory landscape into meaningful core elements to help reduce confusion and chart a coherent and defensible strategic compliance plan for the evolving data privacy legal environment.

PRESENTER:
Steven Stransky ThompsonHine

Lessons Learned from Delivering a Performance Based Test in China

ROOM: Celebration 14 & 15

TOPIC: Test Administration and Delivery Models

A test sponsor has a growing market in China. Remote proctoring has been an effective solution but with the growing need for certified professionals in China, the sponsor needed to reevaluate its operations. This session will explore the cultural, business, operational, and technical aspects of converting a remotely proctored program to a test center program in China. We will discuss the implications to remote proctoring and the challenges faced during implementation.

PRESENTERS:
Beth Kalinowski PSI Services
Liz Kline The Linux Foundation

Multistage Testing: Theory and Practice

ROOM: Bayhill 23 & 24

TOPIC: Measurement and Psychometrics

MST is an adaptive way of administering a test where, through multiple stages, a preassembled group of items for the next stage is selected based on an examinee's performance on the items administered in previous stage(s). As large-scale testing programs such as Graduate Record Examination, American Institute of Certified Public Accountants, and Executive Assessment have made the transition to MST as their testing platform, research and practices in MST has recently gained more attention.

This breakout session aims to provide an overview of MST from its fundamentals to advanced topics, along with demonstrating two computer programs for MST development. For practitioners in testing companies that currently use or consider MST as their testing platform, the session will provide an opportunity to acquire basic knowledge about MST and its implementation in practice. Furthermore, measurement professionals will be able to use the computer programs and facilitate their research studies.

PRESENTERS:
Hyung Jin Kim The University of Iowa
Won-Chan Lee The University of Iowa
Kyung (Chris) Han Graduate Management Admission Council

Upsetting the Item Writing Apple Cart via Rapid Item Generation: Lessons Learned from Developing AIG and AE Models for High-Stakes Certification and Licensure Exams

ROOM: Celebration 5 & 6

TOPIC: Trending or Disruptive Technologies

Many certification and licensure assessments, irrespective of profession, face similar test construction challenges that require faster, more efficient methods of item production. Two options for this are Automated Item Generation, which uses computer technology to generate test items from cognitive models, and Assessment Engineering, which supports test development within the evidence-centered design framework. The three organizations represented in this session are each at different stages of utilizing one or both of these rapid item generation methods for their large-scale examinations. This session will provide an overview of lessons learned in implementing these methods that ranges from training existing item writers to generating items to revamping test specifications, with the goal of the session being to provide expertise and helpful information to other organizations interested in rapid item generation and implementing modeling approaches.

PRESENTERS:
Kimberly Swygert National Board of Medical Examiners
Andre De Champlain Medical Council of Canada
Matthew Schultz American Institute of Certified Public Accountants
Joshua Stopek American Institute of Certified Public Accountants
Jean D'Angelo National Board of Medical Examiners

Performance-Based Testing: Microsoft's Journey from Desktop to Cloud

ROOM: Bayhill 25 & 26

TOPIC: Trending or Disruptive Technologies

Performance-based testing is emerging as an effective way of assessing candidates' skills, allowing them to demonstrate their breadth of knowledge in a particular area. Although incorporating scored lab activities into assessments provides a higher fidelity to the real-world task that candidates will perform, doing so often introduces challenges in integrating multiple live systems and applications during exam delivery.

This presentation will showcase several innovative solutions for delivering live-in-the-app testing for a diversified set of products. We'll discuss the different challenges and solutions Microsoft applied to a spectrum of performance-based exams from desktop to cloud applications. We'll also navigate considerations for implementation, such as leveraging different lab providers and modality of deliveries for lab exams, and provide ideas and suggestions for simplifying performance-based exams.

PRESENTERS:
Kishore Vakati Pearson VUE
Casey Kearns Pearson VUE
Dan Tanedo Microsoft
Liberty Munson Microsoft

MONDAY AFTERNOON

Breakout Sessions

MONDAY MARCH 18TH

4:00 PM - 5:00 PM

Pioneering a New Approach to Test Design and Development

ROOM: Bayhill 29 & 30

TOPIC: Measurement and Psychometrics

Demands from states to have more control over their state test designs while taking advantage of high-quality content and more flexible design options are rising. As many states evolve from a consortium model to their own custom test development, test developers are working to meet their unique needs and pioneering a new approach that is innovative and flexible. This principled approach not only allows greater flexibility for each state to develop its own test design, but also enables states to realize economies of scale by incorporating existing, operationally ready, high-quality content into their test designs. The first presenter will discuss the flexible solutions offered to states that license an item bank of high quality content. The second presenter will discuss how the bank can be used in whole or as part of a computerized adaptive testing solution. The third presenter will discuss a framework called the Quality Testing Standards and Criteria for Comparability Claims (QTS).

PRESENTERS:

Tracy Gardner New Meridian Corporation
Leslie Keng Center for Assessment
Stephen Murphy Measured Progress

PEAS IN A POD

Avoiding Test Day Latency: Preventing Internet Interruption for Performance-Based Assessment

ROOM: Bayhill 31 & 32

TOPIC: Test Administration and Delivery Models

Organizations have identified lag and on-screen delay (when the test taker clicks a button or moves a mouse, and it takes a few seconds to register) as one of the most prominent obstacles in achieving desired validity and fidelity with computer-based testing, and especially performance-based assessment solutions. Conducting a global study on latency, TrueAbility published their findings in a 2018 white paper which provides insight to improve end-user experience and achieving validity by meeting recommended networking benchmarks for performance-based assessment. This session will describe how the internet impacts computer-based testing and results of research to eliminate obstacles to hosting global exams of this type.

PRESENTERS:

Wendy Gratereaux TrueAbility, Inc.
Frederick Mendler TrueAbility, Inc.

cApStAn
linguistic quality control

• Maximising functional & cultural equivalence of translations
• Linguistic quality assurance & control for multilingual projects
• Clients: test developers, market research firms, international organisations
• Projects: PISA, PIAAC, PIRLS, TIMSS, ESS, Pew GAP
• Over 300 experts, 150 languages, 85 countries

www.capstan.be
info@capstan.be
Brussels, Belgium

www.capstaninc.us
info@capstaninc.us
Philadelphia, USA

Breakout Sponsor Sessions

MONDAY
MARCH 18TH
4:00 PM - 5:00 PM

SPONSOR SESSION

Alpine Testing Solutions

TLX - Eyes on the Future of Test Development and Credentialing

ROOM: Bayhill 17

Technology and our ability to collect and use data are driving exponential changes in business models and expectations of how we interact with one another, with education and training, with work, with entertainment, with...well...everything. In credentialing, it has always been the case that long-term relevance and success of a program has always required maintaining a high-quality exam(s) and a forward-looking strategy to ensure you anticipate evolving stakeholder needs and technology advances. With today's pace of change, it is clearly more important than ever to focus on forward looking strategy and the future relevance of our programs. In this session, we will look at how Project Management Institute (PMI) is approaching this challenge and we will explore ideas for using non-traditional data sources to reduce the time required of subject matter experts in program design and job-task analysis activities.

Specifically:

- Data Strategies: How can we utilize existing data or easily collect additional data to reduce the amount of time traditionally required of subject matter experts to support the test development process? How can we make better inferences and better decisions by augmenting our processes with additional data? Can we even replace or supplement test results with these other sources of data? How do we address concerns about legal defensibility, validity, and data privacy concerns?

- Credentialing Strategies for the Future: How relevant are monolithic credentials? How do we adapt our methods for informing monolithic credentialing decisions to fit micro-credentials and "choose your own adventure" credentialing programs?

PRESENTERS:
Brian Adams Alpine Testing Solutions
Sierra Hampton-Simmons Project Management Institute
Russell Smith Alpine Testing Solutions

SPONSOR SESSION

iTS internet TESTING SYSTEMS

Tales from the Testing Industry - How Did We Get Here and Where Do We Go?

ROOM: Bayhill 18

Join us for a discussion session between friends, with two people who have seen the electronic testing industry grow from infancy to its current state. Clarke Porter and Pat Ward will have a free-form discussion covering industry history, interesting activities today, and thoughts about the future. Expect plenty of anecdotes from these Career Achievement and Professional Contributions and Service To Testing award winners as they reminisce and prognosticate. This promises to be an enlightening session.

PRESENTERS:
Pat Ward Internet Testing Systems
Clarke Porter Credly, Inc.

SPONSOR SESSION

PROMETRIC

Alternative and High Fidelity Item Types

ROOM: Bayhill 19

Although there are some reservations about their growing influence in the testing industry, Technology Based Assessments (TBAs) offer many opportunities for innovation in the sector. While paper-based assessments are largely restricted to traditional item types like multiple choice or short answer questions, the possibilities for items in TBAs are more extensive and continue to expand as technology develops. As a result, there is now a heightened enthusiasm in the testing industry to devise alternative and novel test items that assess test-takers in more authentic ways. This session will establish a working vocabulary for discussing TBAs including the concepts of construct representativeness and fidelity as well as samples of selected, figural and constructed-response items. In addition, this session will include a discussion about the merits, risks and associated challenges of simulation and game-based assessments.

PRESENTER:
Kathy Champagne Prometric

DON'T FORGET TO DONATE YOUR BOOK TODAY!

OUR DONATION CENTER IS IN THE EXHIBIT HALL, IN THE HUB!

BOYS & GIRLS CLUBS OF AMERICA

Drop your book off and decorate a bookmark. If you didn't bring a book, no worries! Stop by to create a fun bookmark for the kids to use while reading. We will be donating this year's books to the Boys & Girls Club of Central Florida.

The mission of Boys & Girls Clubs of Central Florida is to inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible, and caring citizens.

SPONSORED BY: Alpine Testing Solutions caveon™

Challenge. Transform. Evolve.

5:30 PM - 7:00 PM

Reception with Exhibitors and ePoster Sessions

All ePosters take place in the Windermere Ballroom

ePoster #1

✓ A Primer on Diagnostic Measurement: Obtaining Actionable Score Profiles

TOPIC: Measurement and Psychometrics

This presentation reviews the fundamentals of a newer measurement framework frequently promoted by psychometricians for providing diagnostic and actionable information about individuals. This framework is known as diagnostic measurement. The primary focus of this presentation will be providing the audience with a panoramic and up-to-date picture of the properties, advantages, process, and product of diagnostic measurement. The presentation begins with what diagnostic measurement is and how it differs from traditional measurement frameworks. Then, a national large-scale high-stakes test in the medical licensure field and a personality assessment in the field of psychology are used as two examples for demonstration. In the end, attendees are pointed to different levels of resources and references on diagnostic measurement for future learning.

PRESENTER:
Ren Liu University of California, Merced

ePoster #2

A Story about Qlik and NBME

TOPIC: Business Strategy and Operations

NBME's Quality Operations Management (QOM) team sought to modernize their operational exam delivery reporting and transition from regular timed reports to real-time dashboards and anomaly detections. Led by external consultants, and in close partnership with their IT colleagues, they were able to successfully implement the tool Qlik Sense in a period of 6 months.

PRESENTER:
Ravi Pandian National Board of Medical Examiners

ePoster #3

All Hands on Deck! A Crisis Management Plan for Test Administration Disruptions

TOPIC: Business Strategy and Operations

Administration of computer-based and web-based tests have many points of failure, including servers, network or carrier services, software bugs, and large scale power outages. We developed a crisis management plan for web-based and computer-based testing to efficiently and speedily manage the response to service disruptions. This ePoster covers the need for the plan, the components of the plan, and lessons learned.

PRESENTER:
Sarah Torok NBME

ePoster #4

✓ Automated Test Form Assembly: The Evolution of Test Development

TOPIC: Measurement and Psychometrics

Industry trends in testing necessitate the creation of multiple linear test forms and multi-stage computer adaptive tests. The increase in testing volumes drives the need to create more forms in the interest of test security to reduce item exposure.

Automated test assembly is the use of linear optimization for test construction. Linear optimization is a mathematical technique that finds the best solution in the face of complex tradeoffs. Automated test construction can create complex tests in a matter of minutes. Linear or multi-stage tests can be built with any number of forms, items, classifications, and item types to a maximum or minimum target (or multiples of each).

This presentation will demonstrate how a linear optimization program using a multivariable problem space can create volumes of test forms, freeing up valuable test development time. The process uses metadata, not an item bank, so that forms are created by the process without exposing test items to the process.

PRESENTERS:
Gary Del Duca Strasz Assessment Systems
Gary Spivack Strasz Assessment Systems

ePoster #5

Clustering Clickstream Behaviors to Identify Aberrant Performance in High-Stakes Testing

TOPIC: Data Analytics and Management

Detecting cheaters in assessment contexts is vital to ensuring test-score validity. In this presentation, the use of clickstream clustering techniques is presented as a means to generalize different behavioral patterns exhibited by students. Once a student is assigned to a behavioral pattern cluster, their performance can be compared to the average performance of that respective cluster. Aberrantly high scorers can be identified for further investigation. Existing cheating detection algorithms often rely on response time patterns, which can help mitigate some facets of cheating. This presentation will showcase the potential to cluster students based on tool usage, navigation patterns, answer changing, and other behaviors logged in the clickstream data. The presentation will give details on the types of clustering algorithms used, examples of how to identify an aberrant score based on clustering, and future considerations for data-science driven approaches for cheating detection.

PRESENTERS:
Steven Tang eMetric
Nikita Mirontsev eMetric

psi Testing Excellence

INNOVATIVE AND SECURE CERTIFICATION TESTING WORLDWIDE

- Multi-Channel Test Delivery
- Test Development
- Psychometric Services
- Seamless Candidate Journey

HELP YOUR CANDIDATES REACH THEIR POTENTIAL

At PSI, we make the candidate's experience, and you, our top priority. From exam development to multi-channel delivery, PSI's innovative solutions with built-in security, are designed to meet the unique requirements of diverse certification programs. Partner with PSI and test successfully.

WHERE PEOPLE MEET POTENTIAL

PSIONLINE.COM

Visit us at our booth

ePoster Sessions

MONDAY MARCH 18TH

5:30 PM - 7:00 PM

All ePosters take place in the Windermere Ballroom

ePoster #6

Does It Matter Which Psychometric Software You Use? Yes.

TOPIC: Measurement and Psychometrics

It is undeniable that psychometrics is moving in the direction of open-source and free software. But the old clichés of "buyer beware" and "you get what you pay for" remain sound advice. In this study, we compare the performance of several software platforms for item response theory (IRT) analysis, including Xcalibre, the ltm and irtoys packages in R, jMetrik, IRTPRO, flexMIRT, and Mplus.

The study performed parameter recovery across eight conditions. Results indicate that the quality of the software can vary widely. For example, the root mean squared error of the IRT difficulty parameter ranged in one condition from 0.187 to 1.256. Differences and overall error were reduced with large sample size and longer test length.

This poster will present details on the experiment, use of the software programs, user manuals, types of output files, and detailed comparisons of estimation accuracy. We encourage the innovation in development of new tools, but caution their use in some cases.

PRESENTERS:
Nathan Thompson ASC
Joy Wang University of Minnesota

ePoster #7

East Meets West: Validity-centric Development of a Cultural Agility and Competency Prediction Solution

TOPIC: Measurement and Psychometrics

This poster reports on the adaptation of a well-established personality questionnaire for use in China. A hybrid questionnaire format was developed combining "Free Choice" and "Forced Choice" elements. A Competency-based reporting suite was developed around 18 Core Competencies. Prediction algorithms originally developed for a short form of the questionnaire were adapted in the light of a validation study in China. The adaptation increased observed validity for the Chinese sample by 15% while maintaining validity for the large global sample.

To represent China-specific constructs, a model of Cultural Agility was developed that features Contextual, Political and Holistic Agility strands. The constructs were mapped to facets of the Big 5 personality factors augmented by Need for Achievement.

The product adaptation met Chinese cultural and market needs but also provided a blueprint for "next generation" applied assessment solutions for global use.

PRESENTER:
Rainer Kurz Cubiks

ePoster #8

How Many Items Do I Need to Assess Mastery?

TOPIC: Measurement and Psychometrics

One of the key questions in test design is: “How many items do I need?” In this presentation, techniques are provided to determine the number of items that are necessary in different situations and test designs.

Using Bayesian evaluation of diagnostic hypothesis, we can distinguish between the response behavior of masters and non-masters. Practically, it implies that for a response pattern on a group of items it is evaluated if this pattern is more that of a master or more in line with the behavior of a non-master.

We guide the audience to the steps needed to apply this technique and help them to evaluate their own test or test design. We also provide results of a small simulation study evaluating different hypotheses for mastery and non-mastery, different number of items, and the effect of harder or easier items.

PRESENTER:
Anton Beguin Cito

ePoster #9

Human SME Judgement Accuracy in Predicting Item Statistical Characteristics: Implications For SME Selection, Training, and Item Bank Growth Forecasting

TOPIC: Business Strategy and Operations

Although new approaches to automate the item development process such as Automated Item Generation are gaining traction, the traditional approach of engaging human subject matter experts (SMEs) to develop exam questions remains commonplace. This session will present research regarding how well human SMEs are able to predict the statistical characteristics of new questions that they create for a large-scale, high-stakes national examination program. Question characteristics and SME demographics will be examined to determine what factors influence an SMEs ability to accurately predict how a question will perform statistically once administered. Implications for the selection and training of SMEs engaged in question development will be presented. In addition, innovative methods to use the information to better predict item bank population forecasting will be suggested.

PRESENTER:
Greg Pope APEGA

ePoster #10

Impact on Calibrating Items Using Various Sample Groups

TOPIC: Measurement and Psychometrics

This research aims to compare calibration results, based on the Rasch model for dichotomous data, of multiple-choice questions (MCQs) for a high stakes large scale licensure using three samples. The first group is highest performing and most homogeneous (Canadian graduates). The second group includes both Canadian and international graduates. The third group is comprised of all candidates. The highest percent of poor performing items were found when using CMG-FT data, whereas the lowest percent of poor performing items were found when using data from all candidates. The test reliability varied from 0.74 (CMG-FT) to 0.87 (all candidates). The highest decision consistency and accuracy were found for CMG-FT. All three groups had the same proportion of person-misfit. The differences in results from the three groups are mainly due to a restricted range of scores that affects the groups, especially CMG-FT. The use of samples with larger variances is recommended, unless otherwise advised.

PRESENTERS:
Cecilia Alves Medical Council of Canada
Liane Patsula Medical Council of Canada
Andrede Champlain Medical Council of Canada
Maxim Morin Medical Council of Canada

ePoster Sessions

MONDAY MARCH 18TH

5:30 PM - 7:00 PM

All ePosters take place in the Windermere Ballroom

ePoster #11

Implementing a Simple Text-Mining Analysis to Interpret Examinee Free Text Survey Responses

TOPIC: Data Analytics and Management

Our Quality Operations Management (QOM) team manually reviews every CBT examinee's free text response to several end-of-exam survey questions. These are coded into broader categories like "Staff," "Exam Content," etc. before dissemination to a wider group of exam program stakeholders. This is a labor intensive process and the QOM team developed a process to auto-code these results using a Bayesian classification approach outlined in Mark Lehto et al's paper "Bayesian methods: a useful tool for classifying injury narratives into cause groups."

PRESENTER:
Cynthia Leung National Board of Medical Examiners

ePoster #12

Item Review Face-off: Remote vs. In-person

TOPIC: Business Strategy and Operations

Learn the results from one organization's experiment comparing the effectiveness of remote item review with that of face-to-face review. The percentage of items approved, archived, and reworked between the two conditions will be evaluated, with consideration to the item content areas, group dynamics, and the item types, including the conventional single-best multiple-choice questions and innovative item format (hot-spot, drag and drop, multiple-select and short answer questions). Walk away with information on whether remote review can stand alone or shall continue to co-exist and complement face-to-face review in the foreseeable future of the test development industry.

PRESENTERS:
Katie Gottwaldt NBCRNA
Hao Song NBCRNA

ePoster #13

New Ways to Benefit from Automated Item Generation (AIG)

TOPIC: Trending or Disruptive Technologies

This presentation will describe what automatic item generation (AIG) is and how it was used in a traditional sense in our company's past item development efforts. This introduction will include an analysis of item statistics related to the items generated from the same item model, along with a comparison of time and calibration metrics from traditional item development to items developed using our AIG process. The presentation will then switch focus to how we were able to take AIG to a new level of innovation by incorporating accessibility into item model creation, converting English item models to Spanish item models, and outputting generated items to QTI format. We will discuss why each effort was important and beneficial for our company and to the testing industry, and show that AIG can be used across a variety of content areas and types of assessments to increase efficiency and quality on multiple levels.

PRESENTER:
Sarah Miller NWEA
Justin Mark NWEA

ePoster #14

Open Innovation in Digital Assessments

TOPIC: Trending or Disruptive Technologies

As testing programs transition to digital, opportunities abound for collaboration and sharing of content and digital resources with open technology standards, open source platforms, and open innovation models with the aim of raising program quality while reducing costs. This presentation will demonstrate examples of building shared assessment systems with open components and discuss best practices on how to solve key interoperability challenges. Through participation in interactive discussion, the audience will come away with a stronger understanding of the difference between the key concepts of open source, open standards, and open innovation. Introduction to specific open standards, open source software, and open innovation case studies along with a list of best practices, strategies, and challenges will also be shared to support interested parties as they plan for future reuse and sharing of ideas with other programs.

PRESENTER:
Guillermo Tejeda NYCDOE

ePoster #15

Thinking About the Future - Predictive Analytics in Summative Testing

TOPIC: Data Analytics and Management

Summative test scores are snapshots of a student's ability level in a particular subject and at a particular point in time. In an ideal world, students, teachers, and parents will use these test score snapshots to help guide instruction in the future. In the modern age of data analytics and predictive analytics, there is always the question of whether further insight can be derived from the data that is already available. With additional scores and metrics derived from analytics, stakeholders can be guided to provide the right type of instructional intervention, either at the personal or the curriculum levels. This presentation provides an initial investigation into the potential of using predictive analytics techniques to predict future student performance based on longitudinal history information, such as past scores and past demographic information. Additional factors are also investigated, such as a statistical model's ability to handle missing data.

PRESENTERS:
Steven Tang eMetric
Zhen Li eMetric

All ePosters take place in the Windermere Ballroom

ePoster #16

Using Eye Tracking Data to Investigate the Impact of Testing Interface on Response Processes

TOPIC: Measurement and Psychometrics

Eye tracking studies provide unique types of data for evaluating response processes, including the duration and sequences of eye movements. This study used eye tracking data to investigate how students interacted with an essay task in two different test delivery interfaces. Initial results from the essay planning page show that students spend more time viewing the prompt text which provides the description and context of the specific essay task. They spend less time viewing auxiliary information including general directions and essay planning tips. Results also indicated that students used two primary approaches to constructing their essays, and that these approaches were consistent across interfaces. Also identified are limitations of current eye tracking technology and analysis methods, as well as lessons learned from using eye tracking data for response process research.

PRESENTERS:
Kristin Morrison ACT, Inc.
Sonya Powers ACT, Inc.
Laurie Davis Curriculum Associates

ePoster #17

Using Machine Learning to Score Performance Based Tests: Lessons Learned

TOPIC: Trending or Disruptive Technologies

This week you'll be hearing a lot about machine learning. But what is it actually good for? That's what we wanted to know. So we tried to train a machine learning model to grade a performance-based test (PBT) given only video of the candidate's desktop. Come by to learn a bit about machine learning and PBTs, see what techniques we used in training the grading model, what we learned, and take a quick PBT yourself, to be graded by a trained machine learning model.

PRESENTER:
Patrick Colacurcio DISYS

ePoster #18

Using NLP to Select Items from AIG Output

TOPIC: Trending or Disruptive Technologies

One of the strengths and burdens of automated item generation is the wealth of items generated. This presentation will discuss some psychometric and natural language processing methods for indexing items. By assigning items to clusters, test developers can select items from within a cluster for more homogeneity or from each cluster for more diversity. However, this methodology is particularly powerful if it can be paired with analyses on actual responses to known items, known as training data. These analyses could include unsupervised machine learning techniques such as clustering with TfIdf on vectorized representation of items. By using a combination of AIG and NLP item creation can move from one-at-a-time methods to many-at-a-time and from an assembly line where one item is created and then piloted to a factory where many items are created and the flow through pilot is optimized to meet the test developers needs for specific content and volume.

PRESENTERS:
Kim Brunnert Elsevier
Winona Vesey Elsevier
Brian Cole Elsevier
Kaushik Raha Elsevier
Elia Lima-Walton Elsevier
Hollis Lai University of Alberta
Mark Gierl University of Alberta

NOTES:

Tuesday Morning Schedule

#atpconf

7:30 AM – 5:15 PM

- [ ] **Ambassador and First Time Attendee Meeting Room**
  ROOM: Bayhill 28

- [ ] **Speaker Lounge Open**
  ROOM: Bayhill 33

- [ ] **Registration Open**
  ROOM: Windermere Ballroom

7:30 AM – 8:15 AM

- [ ] **ATP Europe Regional Division Breakfast – All are Welcome!**
  ROOM: Bayhill 21 & 22

- [ ] **Breakfast with Exhibitors**
  ROOM: Windermere Ballroom & Foyer

8:30 AM – 10:00 AM

- [ ] **Testing as a Profession: Should We Be Certified and/or Self-Regulated?**
  ROOM: Bayhill 21 & 22

- [ ] **Finding a Fit: Building a Positive Vendor / Client Relationship**
  ROOM: Bayhill 23 & 24

- [ ] **How Do I Code Thee? Let Me Count the Ways**
  ROOM: Bayhill 25 & 26

- [ ] **Time to Realign! Adapt to the New World of Learning**
  ROOM: Bayhill 29 & 30

- [ ] **FEATURED SPEAKER SESSION: Gamified Assessment in Employee Selection: Development, Validation, and Technology Advances**
  ROOM: Celebration 1 & 2

- [ ] **Models are for More Than Just Psychometrics: Innovations in Content Development That Every Testing Organization Should Still Be Considering Seriously**
  ROOM: Celebration 12 & 13

- [ ] **FEATURED SPEAKER SESSION: Meeting the Data Privacy Challenge: Complying with Multiple Laws in a Global Testing Environment**
  ROOM: Celebration 3 & 4

- [ ] **The Debate Goes On: Differing Perspectives on Recertification and Maintenance of Certification**
  ROOM: Celebration 5 & 6

- [ ] **Innovations Hackathon Part I**
  ROOM: Celebration 7 & 8

10:00 AM – 10:30 AM

- [ ] **Networking Coffee Break with Exhibitors**
  ROOM: Windermere Ballroom

10:30 AM – 12:00 PM

- [ ] **Are We Testing our Kids Too Frequently?**
  ROOM: Bayhill 21 & 22

- [ ] **Guerrilla Tactics for Prototyping and User Testing**
  ROOM: Bayhill 23 & 24

- [ ] **How Do We Develop Effective Scenarios for Assessment?**
  ROOM: Bayhill 25 & 26

- [ ] **Shifting to a Design Science Paradigm to Develop Desirable, Feasible, and Viable Tests**
  ROOM: Bayhill 29 & 30

- [ ] **FEATURED SPEAKER SESSION: Measuring Competency or Redefining the "Test": Games and Simulations as Disruptive Assessment Tools**
  ROOM: Celebration 1 & 2

- [ ] **unConference Workshop**
  ROOM: Celebration 14 & 15

- [ ] **Should We Use Technology and Statistics to Stop Cheating and Item Theft in its Tracks?**
  ROOM: Celebration 5 & 6

- [ ] **Innovations Hackathon Part II**
  ROOM: Celebration 7 & 8

BRITISH COUNCIL

COMPUTER BASED TESTING SERVICES

The British Council is a highly trusted partner, providing access to the world's most reputable qualifications for more than 75 years. Underpinned by principles of integrity, security and fairness, the British Council is one of the leading players in the delivery of high-stakes computer-based examinations in over 100 countries worldwide.

Visit our booth for a consultation about how the British Council can help you to manage the transition from pen-and-paper to computer-based testing, or expand the global reach of your existing CBT assessments into new international markets

Computer-based testing consultancy and delivery services:

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

www.britishcouncil.org/education/exams

YOUR EXAMS, DELIVERED WITH INTEGRITY AND SECURITY WORLDWIDE

The British Council delivers computer-based testing (CBT) in 250+ locations in over 100 countries. Our extensive experience and expansive global network mean we are in a unique position to advise existing and potential clients on how to successfully transition from pen-and paper to computer-based testing, or to expand the global reach of your existing CBT assessments into new international markets.

Our commitments to you:

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

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

Registration, Breakfast & Workshops

TUESDAY MARCH 19TH

7:30 AM - 5:15 PM

7:30 AM - 8:30 AM

Breakfast with Exhibitors

ROOM: Windermere Ballroom & Foyer

7:30 AM - 8:15 AM

ATP Europe Regional Division Breakfast – *All are Welcome!*

ROOM: Bayhill 21 & 22

Join the European Division to discuss the current plans and initiatives in place for 2019 and beyond. Bring your thoughts and ideas. New ideas are encouraged!

7:30 AM - 5:15 PM

Registration Open

ROOM: Windermere Ballroom

Speaker Lounge Open

ROOM: Bayhill 33

Ambassador and First Time Attendee Meeting Room

ROOM: Bayhill 28

8:30 AM - 10:00 AM

FEATURED SPEAKER SESSION

Gamified Assessment in Employee Selection: Development, Validation, and Technology Advances

ROOM: Celebration 1 & 2

In this workshop, Dr. Robert Gibby, Chief Talent Scientist at IBM, and Dr. Matthew Neale, Chief Psychology Officer at psychometric assessment firm Revelian, present a series of case studies covering the development, application, and evaluation of gamified psychometric assessments for employee selection purposes. The case studies illustrate how gamified assessments can be developed and validated, how they contribute to the talent attraction and identification process at IBM, and how they contribute to recruitment outcomes.

In particular, the case studies will explore the unique contribution that gamified cognitive ability assessment can play in a recruitment environment that is increasingly focused on big data and AI and increasingly sceptical of the value of psychometric assessment. Over the past three years, Revelian has been working with IBM and other partners to develop psychometrically robust gamified assessments of cognitive ability. In this workshop, Robert and Matthew describe the gamification process and how it can be used to bring rich behaviour samples, advanced analytics, and engaging candidate experiences to the employee selection process.

Participants can expect an interactive and engaging workshop during which genuine issues, dilemmas, and opportunities in the area of gamified assessment will be discussed.

PRESENTERS:
Robert Gibby IBM
Matthew Neale Revelian

FEATURED SPEAKER SESSION

Meeting the Data Privacy Challenge: Complying with Multiple Laws in a Global Testing Environment

ROOM: Celebration 3 & 4

TOPIC: Security and Privacy Workshop

Data privacy specialists within and outside the testing industry will discuss the challenges faced by assessment programs in complying with a proliferation of data privacy laws around the country and around the world. Panelists will offer pointers and ideas for achieving and maintaining compliance based on experience and insights. Attendees will be invited to ask questions and share perspectives as we seek consensus on the similarities of, and conflicting requirements between, privacy laws in different jurisdictions that may help inform best practices.

PRESENTERS:
Gary Behrens FifthTheory, LLC
Cordell Jung Pearson VUE
Allison Mulford Prometric Inc.
Steven Stransky ThompsonHine LLP
Marc Weinstein Caveon

NOTES:

Workshops & Innovation Debates

TUESDAY MARCH 19TH

8:30 AM - 10:00 AM

✓Finding a Fit: Building a Positive Vendor / Client Relationship

ROOM: Bayhill 23 & 24

TOPIC: Business Strategy and Operations

Maintaining a successful testing program requires a significant level of expertise in exam design and development, publication and delivery, exam security, and regional laws and customs. Vendors allow programs to leverage vendor expertise while cost-effectively enhancing their program and expanding their international reach. Because of the important role vendors play, it's important to select vendors that will be a good fit for your program. So how do you choose? And how do you build and maintain a positive vendor/client relationship that can withstand the ups and downs of testing? This workshop walks attendees through the process of starting, building, and maintaining positive vendor/client relationships. Participants will discuss key considerations for selecting vendors and co-develop tools and processes for ensuring a relationship based on transparency and trust. Join testing professionals as they share practical tools for building and maintaining a positive vendor relationship.

PRESENTERS:
Rachel Schoenig Cornerstone Strategies
Camille Thompson College Board
Ardeshir Geranpayeh Cambridge English
Ray Nicosia ETS

✓How Do I Code Thee? Let Me Count the Ways

ROOM: Bayhill 25 & 26

TOPIC: Measurement and Psychometrics

It is the translation of performance on individual items into useable and accessible information that should drive test development and ultimately the supported uses of a test. Three psychometric procedures for large scale testing -- standard setting, cognitive diagnostic modeling, and alignment studies -- rest to a large extent on how individual items are evaluated by raters. However, those using the results do not always understand how the foundation of these analyses rests on the specific items and the codings of those items. The purpose of this session is to provide experience in examining and coding items for specific analyses, exposure to different viewpoints by collaborating with other attendees and presenters to discuss different codings, and awareness of the effect item codings have on results (results will be prepared in advance, based on multiple likely scenarios) and impact, such as in the percentage of students meeting a proficiency cut score within a state.

PRESENTERS:
Deborah Harris University of Iowa
Catherine Welch University of Iowa
JP Kim Riverside Insights
Yoon Soo Park University of Illinois at Chicago

Innovations Hackathon Part I

ROOM: Celebration 7 & 8

Pre-registration is required.

Show the ATP community your problem-solving skills and acquire some new ones in this collegial, team competition. Using a testing industry challenge as context, our judges will provide an overview of selected phases of the solution design process with your team then creating a solution to address the challenge. In this workshop, your team will be coached by and receive feedback from industry leaders.

In this high energy, interactive workshop, you will have an opportunity to:

- Collaborate with your colleagues;
- Create a high-level business plan for a solution to a testing challenge;
- Learn from industry experts; and,
- Present the plan in a fun environment for critical review.

It doesn't matter if you are new to the testing industry or if you are an expert, this fun, fast-paced, interactive team competition will challenge you to think creatively and lead to insights that you may be able to apply within your own organization!

Time to Realign! Adapt to the New World of Learning

ROOM: Bayhill 29 & 30

TOPIC: Trending or Disruptive Technologies

The modern learner has drastically changed, yet learning program strategies have remained strikingly stagnant. To meet your objectives in both the near and long term, reassessing the current landscape and aligning with today's learners will be required to devise the right learning program that meets both your organization's and learners' needs. In this session, learn how AAMC, CompTIA, GMAC, and HRCI overhauled their strategies to adapt to the new world of learning, and see the results they've been able to achieve.

PRESENTERS:
Ashish Rangnekar BenchPrep
Manish Dharia Gradudate Management Admission Council
Thomas Reilly CompTIA

✓Models are for More Than Just Psychometrics: Innovations in Content Development That Every Testing Organization Should Still Be Considering Seriously

ROOM: Celebration 12 & 13

TOPIC: Trending or Disruptive Technologies

The landscape of high-stakes certification testing is changing. As such, many of today's assessments place greater demands on test developers and push traditional models of content development to the limit. Fortunately, theories of content development are also evolving. One recent innovation, Automated Item Generation (AIG), is a proven method of developing content rapidly and effectively. This innovative approach to solving one of the chief concerns in test development represents an opportunity to modernize the testing industry.

This presentation will address the obstacles encountered and the lessons learned from four organizations that are actively incorporating AIG as part of their content development processes. An emphasis will be placed on providing practical advice to others who are interested in doing the same with their examination programs. The audience will gain tacit knowledge related to the development and use of model-based strategies for developing examination content.

PRESENTERS:
Matthew Burke ABIM
Drew Dallas NCCPA
Roger Fain ABFM
Robert Furter ABP
Naomi Pitkin ABIM

TUESDAY MORNING

Workshops & Innovation Debates

TUESDAY MARCH 19TH

8:30 AM - 10:00 AM

Testing as a Profession: Should We Be Certified and/or Self-Regulated?

INNOVATION DEBATE

ROOM: Bayhill 21 & 22

TOPIC: Program Design

What are some arguments for/against creating certification programs for testing professionals (i.e., psychometricians, test developers or test administrators)? Issues will be addressed along these major themes of certification of professionals and steps toward self-regulation of the industry. Examples of questions that may be considered are: Is a PhD a sufficient qualification for a testing professional? Should the testing profession regulate itself as with other licensed or certified professions? Should we have a code of conduct? Is there consensus around a common core set of KSAs or competencies? Are we harming our industry by not certifying ourselves and allowing anyone with any degree to participate in this profession? What would the industry lose in changing from what has traditionally been an academic model to an explicit certification model? Would certification be overly burdensome for the profession?

MODERATOR:
Jerry Gorham Ascend Learning, LLC

PRESENTERS:
Peter Mackey Peterbridge Communications LLC
Stephen Horan CFA Institute
Susan Davis-Becker ACS Ventures
Steve Sireci University of Massachusetts

The Debate Goes On: Differing Perspectives on Recertification and Maintenance of Certification

INNOVATION DEBATE

ROOM: Celebration 5 & 6

TOPIC: Program Design

Recertification practices differ widely across the measurement industry and have come under increased public scrutiny and opinions appear to have become increasingly entrenched. The session presenters will engage in a debate on issues related to recertification. The session moderator will begin with polling the audience on the following four questions, invite the debate team to discuss the questions, and close with repeat audience polling and final remarks.

Should an assessment component be required for recertification? If used, should the recertification exam be the same as the initial certification exam or a different exam? Should continuing education be a requirement for recertification? Should recertification models differ by subgroup characteristics, such as years of experience, specialty area, or work setting?

MODERATOR:
Rory McCorkle PSI Services

PRESENTERS:
Amin Saiar PSI Services
Andrew Dwyer American Board of Pediatrics
Anjali Weber Board of Pharmacy Specialties
Brett Foley Alpine

Institute for Credentialing Excellence™

Resources for Testing Professionals

The Institute for Credentialing Excellence (ICE) offers a variety of resources, programs, and a dedicated community of colleagues to support testing professionals who work with and manage credentialing programs.

Your ICE membership keeps you up-to-date on benchmarks, trends, and best practices in the field.

ICE also offers accreditation for both certification and assessment-based certificate programs.

Visit www.credentialingexcellence.org to learn more about our services and resources, and see how you can benefit from ICE.

ACCREDITED CERTIFICATE PROGRAM ICE 1100
Assessment-based Certificate Accreditation (ACAP)

NCCA
National Commission for Certifying Agencies Accreditation (NCCA)

IAS INTERNATIONAL ACCREDITATION SERVICE®
ISO 17024 Accreditation *through a partnership with the International Accreditation Service (IAS)*

Break, Workshops & Innovation Debates

TUESDAY MARCH 19TH

10 AM - 12:00 PM

10:00 AM - 10:30 AM

Networking Coffee Break with Exhibitors

ROOM: Windermere Ballroom

10:30 AM - 12:00 PM

Are We Testing our Kids Too Frequently?

INNOVATION DEBATE

ROOM: Bayhill 21 & 22

Frequent assessment of students in the K12 space has become a fairly common practice with call from multiple groups for change. Are we assessing children too frequently, and if so, how much is too much when considering the breadth of formative, interim, and summative assessments being administered to K12 students? What value do these exams provide to stakeholders (e.g., students, parents, teachers, administrators, policymakers)? Are they helping educators evaluate students' needs and meaningfully act on the results, or are they interfering with the learning process? What alternatives would provide more effective assessment and learning for students?

MODERATOR:
Chad Buckendahl ACS Ventures

PRESENTERS:
Amy Riker NWEA
Dianne Henderson Renaissance Learning
Joanne Gorin ETS

FEATURED SPEAKER SESSION

Measuring Competency or Redefining the "Test": Games and Simulations as Disruptive Assessment Tools

ROOM: Celebration 1 & 2

TOPIC: Certification/Licensure, Education, Clinical, Workforce Skills Credentialing

Traditional standardized tests typically take place at a single point in time, for a circumscribed time, and are administered primarily through multiple choice or standard short form responses. These methods simply do not adequately assess the layered, interdisciplinary skills demanded by today's complex connected world. These skills such as systems thinking, inter-cultural competence, collaboration, solving ill-structured problems, and creativity all cross disciplinary or content domains. In his book The Future of Mind, the distinguished physicist Michio Kaku describes how intelligence now correlates best with complexity and that the only effective way to measure intelligence today would be through a game, "Instead of measuring a person's ability to simply assimilate information, this new method [a game based on future scenarios based on current situations] would measure a person's ability to manipulate and mold this information to achieve a higher goal" (pp. 138-139). This is the kind of future assessment more organizations and assessment experts should be working to develop. Game Based Assessments (GBAs) are emerging as a promising alternative to traditional assessments. Three types of GBAs indicate valid new ways to assess learning:

- Evidence-based design - designing a game or game activity around a specific learning task,
- Stealth assessment - a form of embedded assessment where assessment occurs at the time of learning and not post learning, and
- Open World Games - these games allow for multiple learning paths, personalized learning, and the generation of massive learning analytics.

In this session, participants will be introduced to these 3 GBA types and their related theories, experience example GBA application demonstrations, learn about the respective level of effort for development for each example GBA, and then engage in a brainstorming activity around applications of each GBA type for different assessment and organizational needs.

PRESENTERS:
Jennifer McNamara BreakAway Games
David Seelow The College of Saint Rose
Hap Aziz AdventHealth

Guerrilla Tactics for Prototyping and User Testing

ROOM: Bayhill 23 & 24

TOPIC: Trending or Disruptive Technologies

Rapid item prototyping and user testing, like agile development, help you to learn quickly, discover quickly, and pivot quickly. Guerrilla tactics means doing these things as rapidly and inexpensively as possible. For example, an item screen can be prototyped on paper, to save on resources and budget early in the user testing process.

Prototyping and user testing are important activities because any change to the item/test interface will impact the candidate's experience and has the potential to affect validity. To ensure that your innovations make sense to your candidates and support good measurement, you should try things out early and iterate often, leading to valuable improvements.

The workshop will include a heavy emphasis on user testing activities and how-to approaches. Session participants will get hands-on experience creating a paper prototype, observing how people interact with it, and extracting findings to brainstorm improvements for a sample project.

PRESENTERS:
Cynthia Parshall Touchstone Consulting
Ruth Ramstad Pearson VUE
Brittany Johnson Independent Consultant
Ann Evers GED Testing Service

TUESDAY MORNING

Workshops & Innovation Debates

TUESDAY MARCH 19TH

10:30 AM - 12:00 PM

How Do We Develop Effective Scenarios for Assessment?

ROOM: Bayhill 25 & 26

TOPIC: Measurement and Psychometrics

Scenarios are commonly used in testing (e.g., situational judgement tests, autobiographical sketches) and in interviews (e.g., situational interviews, behavioural descriptors) for both educational and employment contexts. While research has generally supported their use in assessments, recent findings have also demonstrated that there is still much more room to improve in scenario development. In this workshop, we will first present a number of practical guidelines for content development following best practices based on theoretical and empirical research. Attendees will then create their own scenario tailored to their individual needs. Subsequently, we will present how to assess the effectiveness of a particular scenario from multiple stakeholder perspectives (psychometrics, diversity, fairness, acceptability). Finally, attendees will assess their own scenario based on various criteria and will have the opportunity at the end to share their scenarios with the group for feedback.

PRESENTERS:

Kelly Dore McMaster University
Briana Knowlton Altus Assessments
Jill Derby Altus Assessments
Katerine Champagne Altus Assessments

Innovations Hackathon Part II

ROOM: Celebration 7 & 8

Pre-registration is required.

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

Questionmark®

Visit us at
Innovations in Testing 2019

Take Control of your Testing Program

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

Create

Colaborative Authoring and Item Banking

Deliver

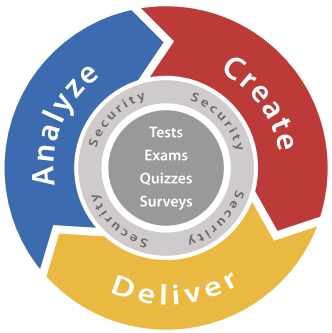
Online Proctoring; Candidate Portals

Analyze

Extensive Reporting and Analytics; Results API

Localize

Translation management; Multilingual interfaces



- Item banking and authoring
- Collaborative, secure environment for item authoring
- Publish directly to server - tests instantly available
- Turnkey candidate portal solutions with e-commerce
- Live Online Proctoring to ensure results integrity
- Translation management for multilingual tests
- Scalable platform for high-volume delivery
- Apps to protect exam content & reduce cheating
- Built-in reporting including test and item analysis

Request a Demo: www.questionmark.com/atp2019

TUESDAY MARCH 19TH

10:30 AM - 12:00 PM

✓ Shifting to a Design Science Paradigm to Develop Desirable, Feasible, and Viable Tests

ROOM: Bayhill 29 & 30

TOPIC: Program Design

In the testing industry, product design and development can experience a number of challenges (e.g., high development costs, dated technology, poor UX, lack of coordination among stakeholders, insufficient validity data) while trying to address market problems and move at the speed of business. In this workshop, we present an introduction to design science, three tenets of design (desirability, feasibility, viability), and the tool of theory of action to guide the design and development of the next generation of testing products. This workshop will provide both "translational" and "hands-on" opportunities for testing professionals to gain exposure for how design science principles and tools can be used effectively by assessment designers. We will conclude by discussing attendees' mini theories of action, as well as pain points in design and how iteration and feedback can be used to address them.

PRESENTERS:
Alex Casillas ACT
Ellen Forte EdCount
Emily Lai Pearson

✓ Should We Use Technology and Statistics to Stop Cheating and Item Theft in its Tracks?

INNOVATION DEBATE

ROOM: Celebration 5 & 6

TOPIC: Measurement and Psychometrics

Computer-based test delivery technology and quantitative methods can be combined to provide real-time information during testing about the probability that a test taker is cheating or stealing test content. However, these methods present both psychometric and legal risks and rewards. In this session, two debate teams, each consisting of an experienced attorney and an experienced measurement expert, will debate the following resolution through a series of motions: Test sponsors should discontinue or alter the testing sessions of test takers suspected of cheating or item theft based upon real-time information gleaned from test delivery technology and quantitative methods. The team in favor of the resolution will explain why and how such a process should be implemented and identify the legal justification for the process, and the team against it will focus on the practical challenges to using real-time data to make wise decisions and the associated liability risks. The audience will have an opportunity to vote on the resolution at the start of the debate and again at the end of the debate to determine the winner. Following the final poll, the debaters will share their actual professional opinions about the resolution and related motions, which will enable more nuanced exploration of the complexity of the issues. Finally, audience members will have the opportunity to ask questions of the debaters.

MODERATOR:
Ada Woo ACT

PRESENTERS:
Marc Weinstein Marc J. Weinstein PLLC
Lorin Mueller Federation of State Boards of Physical Therapy
James Wollack University of Wisconsin - Madison
Jennifer Ancona Semko Baker & McKenzie LLP

THE HUB

NEW THIS YEAR!

The perfect place to hang out, network, and recharge. Home to the ATP Bookstore and our Charity Book Drive.

Located at the back of the exhibit hall and open during all exhibit hall hours.

TUESDAY MORNING

Workshops & Innovation Debates

TUESDAY MARCH 19TH

10:30 AM - 12:00 PM

unConference Workshop

ROOM: Celebration 14 & 15

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

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

• No one can give a presentation – this session is about conversations, and,

• If a discussion does not give you what you are looking for, you should get up and find a different one.

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

FACILITATOR:
Liberty Munson Microsoft

Paradigm TESTING

Affordable services customized to YOUR program's needs.

- Test Accommodations Review
- Remote Proctoring & Event Testing
- Certification Management Solutions
- Test Security Services
- Psychometrics

ParadigmTesting.com

We Know People

Hogan pioneered the use of personality testing to predict job performance more than three decades ago. In the years since, our research has set the global standard, ensuring that our products and services are second to none. There simply is no more reliable and useful source than Hogan for excellence in employee selection, development and leadership practices.

Learn more at **hoganassessments.com**

HOGAN

Tuesday Afternoon Schedule

#atpconf

12:00 PM – 1:15 PM

- [ ] **Lunch with Exhibitor**
  ROOM: Windermere Ballroom & Foyer

12:15 PM – 1:00 PM

- [ ] **ATP Asia Regional Division Luncheon – All are Welcome!**
  ROOM: Bayhill 21 & 22
- [ ] **Health Sector Special Interest Group Lunch**
  ROOM: Celebration 5 & 6

1:15 PM – 2:15 PM

- [ ] **SPONSOR SESSION (Examity): Flipping the Model: How Online Proctoring Can Help Programs Scale for Growth**
  ROOM: Bayhill 17
- [ ] **SPONSOR SESSION (TrueAbility): Understanding Performance-based Assessment: A Guide to Adding Hands-on Exams to Your Program**
  ROOM: Bayhill 18
- [ ] **SPONSOR SESSION (Zoomorphix Systems): Using Inovative Tools in an Advanced Online Item Banking Solution to Enhance your Item Writing and Review Processes**
  ROOM: Bayhill 19
- [ ] **Technology-Based Assessment Guidelines: Present and Future**
  ROOM: Bayhill 21 & 22
- [ ] **Item Authoring at Scale – Combining Technology, Communication, and Agile Thinking to Implement Secure High-Stakes Remote Authoring**
  ROOM: Bayhill 23 & 24
- [ ] **SEL: Assessing Learners' Soft Skills Through Structured Video Workflows**
  ROOM: Bayhill 25 & 26
- [ ] **Translation Is Not Enough: Preparing Your Exam for a Global Environment**
  ROOM: Bayhill 29 & 30
- [ ] **FEATURED SPEAKER SESSION: How is Globalization Shaping Assessment?**
  ROOM: Celebration 1 & 2
- [ ] **Fundamentals of Secure Testing - Security Goals Policies, Training, and Quality Control**
  ROOM: Celebration 12 & 13
- [ ] **Increasing Test Program Efficiency Using Computerized Adaptive Testing (CAT)**
  ROOM: Celebration 14 & 15
- [ ] **FEATURED SPEAKER SESSION: Teacher Leadership and Educator Ethics: Why Assessing These Domains Matters**
  ROOM: Celebration 3 & 4
- [ ] **Is Your Program Ready For Remote Proctoring?**
  ROOM: Celebration 5 & 6
- [ ] **Analyze That! Managing Multiple Job Analyses for a Complex Organization**
  ROOM: Celebration 7 & 8
- [ ] **Back to the Future: Insights from Delphi on the Testing Industry**
  Celebration 9 & 10
- [ ] **Disentangling Scores, Times, and Security Considerations**
  Bayhill 31 & 32

2:15 PM – 4:15 PM

- [ ] **Dessert with Exhibitors**
  ROOM: Windermere Ballroom

2:45 PM – 4:00 PM

- [ ] **Innovation Lab**
  ROOM: Regency Ballroom R-V

4:15 PM – 5:15 PM

- [ ] **SPONSOR SESSION (ACT): Bringing Innovations from Ideas to Life: Examples from ACT**
  ROOM: Bayhill 17
- [ ] **SPONSOR SESSION (ATA): AI-Proctor an Innovative Use of Video Surveillance on Site**
  ROOM: Bayhill 18
- [ ] **SPONSOR SESSION (PSI Services): Innovations in Security: Tried, True & Evolving Methods**
  ROOM: Bayhill 19
- [ ] **Using Nudges for More Effective Exam Programs**
  ROOM: Bayhill 21 & 22
- [ ] **Representing Cognitive Complexity in Test Design and Evaluation**
  ROOM: Bayhill 23 & 24
- [ ] **Using Natural Language Processing to Automated Item Enemy Identification to Improve Item Banking and Test Security**
  ROOM: Bayhill 25 & 26
- [ ] **Who Are You Calling an Outlier? Managing Standard-Setting Data**
  ROOM: Bayhill 29 & 30
- [ ] **FEATURED SPEAKER SESSION: Modern Approaches to Assessment for Employment Selection**
  ROOM: Celebration 1 & 2
- [ ] **Graduate Student Research Award Session – Building Personalized High-stakes Assessments with Recommender**
  ROOM: Celebration 12 & 13
- [ ] **Stories from the Front Lines: A Panel Discussion on Implementing Item Protection Strategies in IT Certification Programs**
  ROOM: Celebration 14 & 15
- [ ] **FEATURED SPEAKER SESSION: Past, Present, and Future With Artificial Intelligence**
  ROOM: Celebration 3 & 4
- [ ] **A Contemporary Take on the Education Triangle: Teaching, Learning and Testing in Digital Environments**
  ROOM: Celebration 5 & 6
- [ ] **Creating a Path to Certification on Trailhead**
  ROOM: Celebration 7 & 8
- [ ] **Developing Situational Judgment Tests: Not as Frightening as You Think!**
  ROOM: Celebration 9 & 10
- [ ] **Health Professions - Assessments and Burning Issues – What's Important to Us!?**
  ROOM: Bayhill 31 & 32

5:15 PM

- [ ] **Sponsor Debrief**
  ROOM: Bayhill 19

6:00 PM – 7:00 PM

- [ ] **ATP Practice Area Division Reception: Industrial/Organizational and Clinical – All are Welcome!**
  ROOM: Upper Pool Deck

Lunch & Breakout Sessions

TUESDAY MARCH 19TH

12:00 PM - 2:15 PM

12:00 PM - 1:15 PM

Lunch with Exhibitors

ROOM: Windermere Ballroom & Foyer

12:15 PM - 1:00 PM

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

ROOM: Bayhill 21 & 22

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

Health Sector Special Interest Group Lunch – *All are Welcome!*

ROOM: Celebration 5 & 6

Join your health profession and assessment colleagues for lunch and an opportunity to network, contribute to a discussion of what is important to us as a group, and shape the future of the ATP Health Sector SIG.

PRESENTER:
Carl Matheson Australian Medical Council (Health SIG Chairperson)

1:15 PM - 2:15 PM

Analyze That! Managing Multiple Job Analyses for a Complex Organization

ROOM: Celebration 7 & 8

TOPIC: Measurement and Psychometrics

Can a standardized approach to job analysis meet the needs of multiple programs, with overlapping and distinct features, in accordance with several accreditation standards and with deference to stakeholder feedback? During this session, the presenters will share lessons learned from conducting job analysis studies for 11 specialty certification programs, spanning three levels of expertise, within the same professional field. This case study highlights similarities and unique aspects across programs, emphasizing the need for a standardized, yet flexible approach to studying each job role, according to methodology that complies with three sets of testing and accreditation standards. Attendees will gain awareness of the possible intersecting and distinctive aspects of multiple certification programs within the same field and insight into the benefits of initiating and maintaining an active dialogue and partnership with colleagues and consultants throughout the job analysis process.

PRESENTERS:
Pamela Ing Stemmer PSI Services
Anthony Wilson American Nurses Credentialing Association

Back to the Future: Insights from Delphi on the Testing Industry

ROOM: Celebration 9 & 10

TOPIC: Trending or Disruptive Technologies

The Delphi method provides an iterative process in which participants answer questionnaires in multiple rounds and feedback is presented from the previous round. This allows participants to discuss and modify their positions, and typically results in more accurate forecasts than large questionnaires or in-person meetings. In 2010, a Delphi study was conducted to explore the likelihood of different trends in the testing industry, and results were presented at ATP. In 2019, we will present a follow-up study on future directions in the testing industry, which will be presented and discussed by a panel of industry experts.

PRESENTERS:
Kirk Becker Pearson Assessments
Joshua Goodman National Commission on Certification of Physician Assistants

FEATURED SPEAKER SESSION

How is Globalization Shaping Assessment?

ROOM: Celebration 1 & 2

TOPIC: Program Design

Globalization has become one of the buzzwords of our time. In the assessment community, globalization provides great opportunities for test owners to extend their influence beyond national borders. This in turn can lead to the creation of global standards and more 'portable' credentials for the workforce. But globalization does not come without its challenges for those involved in assessment and credentialing. It may require an entire re-examination of long-established test development and test delivery practices. What payment methods are commonly used in new geographic regions? What are the cultural norms of testing? How can testing in different languages be accommodated while maintaining comparisons across regions and languages? What different routes to eligibility must be considered? These are just a few of the questions that assessment organizations may be confronted with in a global assessment program. Panelists from assessment organizations at various stages within the globalization process will discuss these questions and more with fellow conference goers who may be facing similar challenges.

PRESENTERS:
T. Jay Gerber CSPO Global Certification Manager Scrum Alliance®
Stephen Flatman Examinations Association of International Certified Professional Accountants
Sarah Pelter Inteleos
Belinda Brunner Inteleos
Cynthia Woodley Professional Testing

TUESDAY AFTERNOON

Breakout Sessions

TUESDAY MARCH 19TH

1:15 PM - 2:15 PM

FEATURED SPEAKER SESSION

Teacher Leadership and Educator Ethics: Why Assessing These Domains Matters

ROOM: Celebration 3 & 4

TOPIC: Legislation, Policy and Accessibility

Through the lens of the State Education Agency, research science, and practitioners, participants will learn about the process for creating professional standards across jurisdictions, the decision-making process that occurs when a state decides to assess a new domain field, and why assessing leadership and knowledge of educator ethics is important for the education profession. This session will include interactive components in which participants will gain understanding of the domains of educator ethics and teacher leadership.

PRESENTERS:
Katherine Bassett Tall Poppy
Kelly Henson Georgia Professional Standards Commission
Troy Hutchings Educational Testing Service

Fundamentals of Secure Testing - Security Goals Policies, Training, and Quality Control

ROOM: Celebration 12 & 13

TOPIC: Security and Privacy

The workshop is built around examples of testing program incidents, policies, and procedures. How were the program staff prepared to handle the issues that they addressed? What worked well and merits consideration by other programs? Each presenter will also offer their guidance on what they would do now if building a new program or undertaking a major review and revision of test security for an existing program.

The presenters have many years of experience in each of the test security areas to be addressed and bring personal and professional history to the topics. Attendees will be provided the time and occasions throughout the session to share their own experiences and perspectives on the topic.

PRESENTERS:
John Fremer Caveon Consulting Services
Matthew Wilcox BYU
Phil Dickison NCSBN
Graham Brent NCCCO

Marc J. Weinstein PLLC

mjweinsteinlaw.com

Drawing on twenty years of practice as a legal adviser and trial attorney, Marc J. Weinstein offers experienced advice, counsel and advocacy to member associations, certification and licensure boards, and companies that provide educational technology and assessment services.

Mr. Weinstein's law practice is dedicated to providing effective legal solutions to organizations that sponsor, operate or service testing programs, and helping clients navigate numerous challenges that are unique to their business, all while minimizing risk. Mr. Weinstein understands the business of testing.

WHAT WE DO:

- ☑ Review, draft and revise agreements for:
  - cloud-based technology platforms
  - test development and/or delivery services
  - interpretation services
  - item writers, reviewers and/or subject matter experts
  - employees and independent contractors.
- ☑ Review, draft and revise candidate agreements and program policies.
- ☑ Assist clients in responding to claims and demands made by candidates.
- ☑ Develop comprehensive privacy programs, and ensure compliance with all applicable and forthcoming privacy regulations, including GDPR, CCPA and FERPA.
- ☑ Prepare and submit applications for copyright and trademark registrations, draft and deliver takedown notices and pursue or defend related federal litigation.
- ☑ Review program decisions on requests for testing accommodations and respond to candidate challenges.
- ☑ Provide legal support for score invalidations and related issues with candidates.

Marc J. Weinstein is admitted to practice in Pennsylvania and Florida and numerous United States District Courts. Mr. Weinstein is also a Certified Information Privacy Professional (CIPP/US) and a Certified Exam Security Professional (CESP).

Breakout Sessions

TUESDAY MARCH 19TH

1:15 PM - 2:15 PM

Technology-Based Assessment Guidelines: Present and Future

ROOM: Bayhill 21 & 22

TOPIC: Measurement and Psychometrics

Assessment methods are evolving rapidly as organizations make use of the latest technologies to design, deliver, and process the results of testing instruments in a range of educational, employment, and credentialing applications. To keep pace with these changing practices and the need for guidance in this area, the Association of Test Publishers (ATP) and the International Test Commission (ITC) have joined forces to develop new international guidelines to promote best practices in the development, delivery, and use of assessments in a global technology-based environment. The presenters in this session will discuss current ATP (2002) and ITC (2005) guidelines for computer-based and internet-based testing, advances in technology-based assessment, and the new joint ATP-ITC Guidelines initiative. An interactive audience discussion will be included, as well as a call for participation in future activities.

PRESENTERS:

John Weiner PSI Services

Steve Sireci University of Massachusetts

Translation Is Not Enough: Preparing Your Exam for a Global Environment

ROOM: Bayhill 29 & 30

TOPIC: Business Strategy and Operations

Certification programs are translating their tests into multiple languages as a means to accommodate the needs of candidates for whom English is a second language, as well as to expand their global footprint into new markets in different regions. A critical objective when translating tests is to ensure that the translated material measures the same knowledge and skills as the original language and does not present a barrier to test takers demonstrating their abilities.

This presentation showcases a data-driven and a holistic approach for preparing high-quality translations. Participants will gain perspectives on how translations may change content and impact test validation, appreciate how concepts and methodologies may be constructed to deliver quality translations, identify a suitable translation model that safeguards linguistic quality assurance, and value difference between straight translation and holistic incorporation of translation methods into the development process.

PRESENTERS:

Ashley Willnecker Prometric

Ibidun Layi-Ojo Prometric

Sierra Hampton-Simmons Project Management Institute

Musab Hayatli cApStAn Linguistic Quality Control, Inc.

Elevate your assessment program.

Learn more at PearsonVUE.com

Pearson VUE

Breakout Sessions

✓ Increasing Test Program Efficiency Using Computerized Adaptive Testing (CAT)

ROOM: Celebration 14 & 15

TOPIC: Measurement and Psychometrics

All test users are under growing pressure for increased efficiency, exam security, improved test formats, flexible scheduling, better measurement, and more efficient administrative processes. Although meeting each of these requirements seems like a daunting task, there is one proven testing methodology has the capability to make inroads to improving all of them: Computer Adaptive Testing (CAT).

This session will discuss the programmatic efficiencies that CAT enables. This session will also provide concrete examples of how one program was able to accomplish changing program modalities from paper-and-pencil to CAT. We will describe the psychometric, technical, and business considerations that resulted in a successful conversion.

Attendees will gain an understanding of the key issues that lead to success and failure in a computer-based testing program conversion and they will have an opportunity to have their conversion-related questions answered by experienced practitioners.

PRESENTERS:
Anthony Zara Pearson VUE
Casey Marks (ISC)2

✓ Is Your Program Ready For Remote Proctoring?

ROOM: Celebration 5 & 6

TOPIC: Test Administration and Delivery Models

In this session, the presenters will discuss whether remote proctoring is a worthwhile pursuit for your organization. The first part of the presentation will define remote proctoring including the various features. After, the presenters will discuss various factors to consider when evaluating remote proctoring. Some of those factors include business considerations (costs, strategic alignment), customer satisfaction, quality, security, comparison to other testing modalities (test site), and technology. While discussing those factors, various pros and cons will be reviewed using real-world examples.

PRESENTERS:
Liberty Munson Microsoft
David Foster Caveon
Manny Straehle AERE

✓ Item Authoring at Scale - Combining Technology, Communication, and Agile Thinking to Implement Secure High-Stakes Remote Authoring

ROOM: Bayhill 23 & 24

TOPIC: Trending or Disruptive Technologies

Large-scale, remotely-managed SME authoring teams can be extremely complex. Wrangling Word document item submissions from large groups of experts is both time-consuming and costly. Therefore, the more support you can provide for remote working and collaboration in one place, the better it will be for the business and productivity. Trying to solve this problem as a test publisher with a large, specialized, time-limited SME community has required a new, secure approach to remote authoring and item review facilitation.

During this engaging session, we will answer questions such as: Can a creative rethink of your authoring process allow you to scale with confidence? Can individuals work together collectively as part of a global workflow? How do we get authors/SMEs to buy into this new and different process? Can technology be accepted as a pivotal means of connecting and managing such a large authoring base?

PRESENTERS:
Melissa Billings NBME
Barry Porter btlSurpass

✓ SEL: Assessing Learners' Soft Skills Through Structured Video Workflows

ROOM: Bayhill 25 & 26

TOPIC: Trending or Disruptive Technologies

Over the past few years, organizations worldwide have made soft skills like communication, collaboration, and critical thinking a top priority. As educational institutions (and eventually businesses) inherit much of the responsibility to develop these competencies, some of the burden also falls on test publishers and other assessment bodies to ensure students possess soft skills upon graduation. Unfortunately, resource constraints and other factors make it difficult to assess learners' soft skills at scale.

Video assessment platforms are a viable solution because they ask students to demonstrate a skill, solve a problem, collaborate with others, or apply their knowledge as part of a workflow. These platforms often leverage asynchronous video technology, which enables multiple assessors to evaluate the same submission. If learners complete these activities successfully, their submissions can also serve as direct video evidence of competency.

PRESENTERS:
Dan Rinn Bongo
John Kessler Accenture

PEAS IN A POD

✓ Disentangling Scores, Times, and Security Considerations

ROOM: Bayhill 31 & 32

TOPIC: Security and Privacy

Short exam times combined with high exam scores typically generate security concerns within the testing industry given the threat posed by item piracy and candidate preknowledge. Methods used to define and evaluate short times and high scores tend to be inconsistent across testing programs. Should analysis of scores and times include all items viewed, or just the items contributing to a reported score? Is it appropriate to have different flagging criteria for different exams? Are there instances where short times and high scores would be expected, and if so, can this be documented to eliminate unnecessary flagging? How do testing programs respond to flags and communication of flagging with candidates?

This Peas in a Pod session invites participants to discuss how they handle these issues within and across the exams in their testing programs. The two facilitators will have information available to illustrate how changing perspectives challenge the status quo for analysis and reporting.

PRESENTERS:
Jill van den Heuvel Alpine Testing Solutions
Angelica Rankin Alpine Testing Solutions

Test Development

Building accurate, relevant, and clear content.

Technology Solutions

Reimagining simple solutions for performance-based testing and publishing.

Credential Management

Blending technical expertise with psychometric standards.

Item Lifecycle Management

Managing content from design to publishing.

netlogon CONTENT DEVELOPMENT

Join us for:

20 Most Important Things Every Certification Program Should Implement in Test Development!
Presented by: David E. - Netlogon

-

To PBT or NOT to PBT: That Depends on the Content
Presented by: David E. - Netlogon and Liberty M. - Microsoft

-

VISIT OUR BOOTH FOR MORE DETAILS

Breakout Sponsor Sessions

TUESDAY MARCH 19TH

1:15 PM - 2:15 PM

SPONSOR SESSION

examity® BETTER TEST INTEGRITY.

Flipping the Model: How Online Proctoring Can Help Programs Scale for Growth

ROOM: Bayhill 17

As a growing number of organizations move beyond the test center model to expand test-taker access and increase flexibility, demand for tools that can ensure the security of online assessments continues to accelerate. By enabling test-takers around the world to access exams when and where they want, online testing solutions have the potential to help organizations achieve unprecedented scale -- but shifting to this new delivery model requires investment in protecting exam content and maintaining the integrity of the assessment experience.

This session will explore the role of learning validation tools -- from online proctoring to ID verification--in streamlining the transition from test centers to an online model. By examining specific case studies and use cases, we will highlight the ways that credentialing and licensure programs have used online proctoring to safely and securely scale for growth.

PRESENTER:
Steve Winicki Examity

SPONSOR SESSION

TrueAbility

Understanding Performance-based Assessment: A Guide to Adding Hands-on Exams to Your Program

ROOM: Bayhill 18

Technology-based exams provide many advantages to a testing program, including the ability to leverage high-fidelity measurement of a candidate's ability by testing real skills in an actual work environment. Using real examples presented by program leaders representing multiple certifications, this session provides a high-level overview of the components necessary to deliver performance-based assessment for exams leveraging software and technology. An open-discussion with real-time Q&A promises to answer all your questions.

PRESENTERS:
Frederick Mendler TrueAbility
Graham Livingstone TrueAbility
Marcus Robertson TrueAbility
Rich Raposa Elastic
Clyde Seepersad Linux Foundation

SPONSOR SESSION

ZOOMORPHIX SYSTEMS

Using Inovative Tools in an Advanced Online Item Banking Solution to Enhance your Item Writing and Review Processes

ROOM: Bayhill 19

This presentation will describe and demonstrate how innovative, user-friendly online tools can enhance your item writing and review processes. Beginning with real-world examples of effective sequential and concurrent review processes, we will demonstrate how those processes can be enhanced by using tools developed with clients in ExamStudio, an advanced online item banking solution. A particular emphasis will be placed on concurrent review processes that accelerate and enhance reviewer output. The demonstration will also include authoring items, and completing final reviews using ExamStudio Online and ExamStudio Web Delivery. You will be invited to discuss how the tools presented could impact the processes of your organization.

PRESENTERS:
John Baker Zoomorphix
Gabriel Thompson Zoomorphix

THE HUB

NEW THIS YEAR!

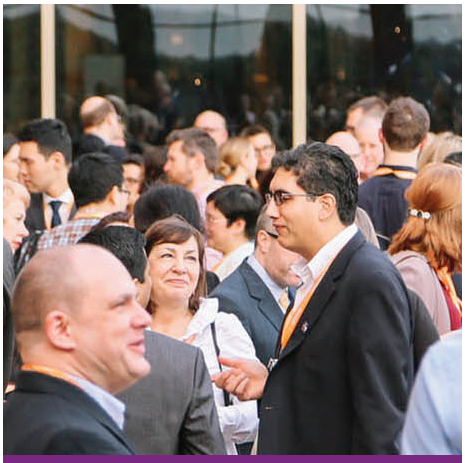
The perfect place to hang out, network, and recharge. Home to the ATP Bookstore and our Charity Book Drive.

Located at the back of the exhibit hall and open during all exhibit hall hours.

Dessert & Innovation Lab!

TUESDAY MARCH 19TH

2:15 PM - 4:15 PM



2:15 PM - 4:15 PM

Dessert with Exhibitors

ROOM: Windermere Ballroom

NOTES:

innovation LAB!

2:45 PM - 4:00 PM

ROOM: Regency Ballroom R-V

Join us for our third Innovation Lab!

The Innovation Lab is an exciting awards competition where we showcase entrepreneurs and inventors whole technology, products, or services that could be “game changers” for the testing industry. Listen to their presentations and the judge’s feedback then cast YOUR vote for the new product or service most likely to be successful.

Leading Innovation Lab Sponsor ACTNEXT BY ACT

Innovation Lab Contributor KRYTERION™ GLOBAL TESTING SOLUTIONS

Breakout Sessions

TUESDAY MARCH 19TH

4:15 PM - 5:15 PM

4:15 PM - 5:15 PM

A Contemporary Take on the Education Triangle: Teaching, Learning and Testing in Digital Environments

ROOM: Celebration 5 & 6

TOPIC: Trending or Disruptive Technologies

Recent advances and the widespread use of education technology have blurred the lines between teaching, learning, and testing. In this session, a panel of experts representing higher education, EdTech start-up, and large-scale assessment will address the role of EdTech at the intersection of these three spheres. The panelists will discuss the importance of technology in designing interactive and engaging courses that support teaching and learning by closing the loop on the holistic measurement of skills and behaviors with personalized and in-real time feedback and analytics to both students and instructors. Panelists will share the lessons they learned through using and developing EdTech from the perspectives of education, large-scale assessment, and adaptive learning. The session will conclude with a discussion of a holistic framework that combines the various perspectives.

PRESENTERS:
Alina von Davier ACT
Dror Ben-Naim Smart Sparrow
Lou Pugliese ASU
Jerry Gorham Ascend Learning, LLC

Developing Situational Judgment Tests: Not as Frightening as You Think!

ROOM: Celebration 9 & 10

TOPIC: Program Design

Situational judgment tests (SJTs) have been popular in employment testing for quite some time, and they seem to be growing in popularity in the certification, credentialing, and licensure arenas. Despite their growing popularity, embarking on an SJT-development process can be downright scary for beginners. This session will present some of the challenges faced when developing SJTs but will also demonstrate why SJT development is not as daunting as it seems. The session will begin with a brief overview of SJTs and their merits, followed by a high-level discussion of some of the design considerations and recommendations based on cutting-edge research and practice. Next, a case study will be presented to enhance the audience's understanding and comfort with the process of developing and implementing an SJT as part of a broader certification testing program.

PRESENTERS:
Taylor Sullivan HumRRO
Nancy Woolever Society for Human Resource Management (SHRM)
Charles Glover Society for Human Resource Management (SHRM)

FEATURED SPEAKER SESSION

Modern Approaches to Assessment for Employment Selection

ROOM: Celebration 1 & 2

TOPIC: Trending or Disruptive Technologies

Assessment for employment selection is high-stakes business with special ethical, societal, and regulatory concerns for fairness and validity. Historically, employment tests and selection procedures have been challenged on grounds that they adversely impact people from certain demographic groups and are not sufficiently job-related. Recent work in this space utilizes advances in assessment techniques and technologies which have the potential to substantially improve fairness and demonstrable job-relatedness. In this session, presenters will provide a broad overview of relevant work in the areas of neuroscience, cognitive, social, and emotional assessment as well as gamification and analytic approaches borrowed from data science and artificial intelligence. Best practices and areas for further development will be highlighted.

PRESENTERS:
Kelly Trindel Pymetrics
Charles Scherbaum Baruch College, City University of New York

Creating a Path to Certification on Trailhead

ROOM: Celebration 7 & 8

TOPIC: Trending or Disruptive Technologies

Four years ago we introduced Trailhead as a marketing platform to reach our audience for enablement. Since then, Trailhead has evolved into an extensive learning and certification enablement platform that is shaking up the industry. Join this session to get an introduction to the birth and evolution of Trailhead, how it has been transformed into an e-learning enablement platform, and how the certification team incorporated certification into Trailhead to better enable our audience to learn and prepare for taking and maintaining certification exams. Come learn why Trailhead is such a win for our certification program!

PRESENTERS:
Rachel Skanson Salesforce
Melanie Wachs Salesforce
Tiffany Powell Salesforce
Diane Kerr Accenture
Danielle Brady Accenture

8				4	9			
				5				
	1					2		
		8		7	3			5
		9			2			
4		7			6			
2								
				6		9		1
6	7					5		4

TUESDAY AFTERNOON

Breakout Sessions

TUESDAY MARCH 19TH

4:15 PM - 5:15 PM

FEATURED SPEAKER SESSION

Past, Present, and Future With Artificial Intelligence

ROOM: Celebration 3 & 4

Five years ago, data science and artificial intelligence (AI) was a whisper in the assessment space. Today it is top of mind, with assessment companies quickly adopting data science practices and new technologies like Deep Learning. In this session, we will cover what is hype and what is real by covering real deep-learning case studies with results. We will also demonstrate some concerning results to introduce AI ethics. The session will end with insights and methods that can be used to safely protect these new methods from bias and unwanted behavior.

PRESENTER:

Ben Taylor Ziff

Graduate Student Research Award Session – Building Personalized High-stakes Assessments with Recommender

ROOM: Celebration 12 & 13

PRESENTER:

Saed Qunbar
University of North Carolina at Greensboro

Recommender systems are typically used for sales and marketing by training machine learning models to efficiently predict user preferences. Advancements in recommender system technology present an opportunity within the testing industry to personalize a wide range of assessment and learning instruments. Personalized instruments can be used on relatively heterogenous groups to serve material appropriate for specific individuals. This presentation outlines an application of recommender system technology in the assessment industry. The presentation discusses the development, efficacy, and implications of the American Board of Pediatrics Maintenance of Certification Assessment for Pediatrics recommender system.

Your Credential Resource!

Unmatched Customer Service • Demonstrated Track Record • Diversified Services

NOCTI® OFFERS 100+

industry-driven credentials for job-ready, pathway, and employability skills.

Consider using one of our industry partner certifications which capitalizes on NOCTI's delivery and reporting services.

www.nocti.org
800.334.6283

Other Available Services:

- Job & Task Analysis
- Test Development Services
- Psychometric Services
- Third-Party Assessment Delivery
- Professional Development
- Digital Badges
- College Credit Recommendations
- Prior Learning Assessment

TUESDAY AFTERNOON

Breakout Sessions

TUESDAY MARCH 19TH

4:15 PM - 5:15 PM

Representing Cognitive Complexity in Test Design and Evaluation

ROOM: Bayhill 23 & 24

TOPIC: Measurement and Psychometrics

For the past two decades, assessment developers in education have typically defined test and item construction on a two-dimensional matrix that represents content and cognitive complexity, using various Depth of Knowledge (DOK) rubrics to characterize the latter. More recently, with the emergence of three-dimensional science standards and growing interest in competency-based assessments in the K-12 environments, subject matter experts and cognitive and educational psychologists have recognized that this approach may undermine measurement goals by allowing content and cognitive processes to become far too separated from one another. This session will focus on how cognitive processes and cognitive complexity are typically treated in test design and development and offer alternatives that support full integration of content and thinking dimensions. Presenters will offer options for building integrated cognitive models applicable to standards-based and competency-based measurement targets.

PRESENTERS:

Ellen Forte edCount, LLC
Aneesha Badrinarayan Achieve, Inc.
Howard Everson SRI International
Sara Christopherson Wisconsin Center for Education Products and Services
Susan Davis-Becker ACS Ventures

Stories from the Front Lines: A Panel Discussion on Implementing Item Protection Strategies in IT Certification Programs

ROOM: Celebration 14 & 15

TOPIC: Trending or Disruptive Technologies

Protection. In its most elemental form, the basic principle of securing a program's exams comes down to protection. What happens when the item theft and cheating are so prevalent, it makes it nearly impossible protect your most prized possessions?

Developed by Foster and Miller (2009), the Discrete Option Multiple Choice (DOMC) item type is an alternative to the traditional multiple-choice items which limits test takers' exposure to item content.

Join us for this panel discussion as three different IT (Information Technology) certification programs discuss their journeys in designing, creating, and implementing protective item usage for high stakes assessments.

PRESENTERS:

Jamie Mulkey Caveon
Beverly Bone IBM
Janet Lehr HPE
John Sowles Ericsson

Learning Validation.

Online proctoring, on your terms.

examity®

BETTER TEST INTEGRITY.

examity.com

Content Security
Protect your investment

Candidate Convenience
Anytime scheduling and around the clock support

Identity Verification
ID check, challenge questions and biometrics

Cheating Prevention
Tailored instructions, environment scan, full monitoring and recording

Credential Protection
Preserve quality, value and reputation

Interested in learning more? Visit us at our booth to hear how we can support your testing goals.

855.EXAMITY | info@examity.com

Using Natural Language Processing to Automated Item Enemy Identification to Improve Item Banking and Test Security

ROOM: Bayhill 25 & 26

TOPIC: Trending or Disruptive Technologies

Item enemy identification can play a role beyond traditional use, which is to prevent similar items from being presented to a test taker in the same session. A test publisher may use item enemy identification to assist in item development or as a sleuthing tool when a breach is suspected. Traditional item enemy identification relies on an editor proofreading an item bank or test form.

To help test developers find these weaknesses, our team designed an on-demand interface to use the cosine similarity index concept of Natural Language Processing. Text is processed and the score is evaluated as parallel, distant, or obtuse indicating the degree of similarity. The test developer sets a desired degree of similarity and the process returns a list of possible item enemies to evaluate. Because item harvesting relies on memorization, and a curated list of memorized items may not be a direct text match, the cosine similarity index score is helpful in detecting a test security breach.

PRESENTERS:
Gary Spivack Strasz Assessment Systems
Jessica Lucas AICPA

Using Nudges for More Effective Exam Programs

ROOM: Bayhill 21 & 22

TOPIC: Business Strategy and Operations

Nudges are small, deliberate tactics we can use to help our test-takers (and our SMEs) do the things they want to do. While our testing programs have many points that can derail candidates, through small and subtle changes we can help them persist through the life cycle of application, testing (and retesting), and ongoing certification. For example, framing tactics in messaging can effectively decrease the number of test-takers who fail to show. Nudges can also be used with SMEs to increase JTA survey response rates and committee volunteer numbers. Join us for a panel discussion with researchers and practitioners using nudges in testing.

PRESENTERS:
Cynthia Parshall Touchstone Consulting
Ellen Julian Julian Consulting
Dot Horbe, NBOME
Sarita Parikh GED Testing Service

Who Are You Calling an Outlier? Managing Standard-Setting Data

ROOM: Bayhill 29 & 30

TOPIC: Data Analytics and Management

Who you call an "outlier" can affect the passing score for your professional assessment and your perception of the success or failure of the standard-setting exercise. This session will begin with presentation of common methods of identifying outlier judges within the panel of experts setting the criterion-referenced standard to pass a professional assessment. There is a variety of statistical procedures to determine if any judges are outliers, and the reasons and procedures for common practices will be presented.

Examples from several standard-setting exercises will be used to present methods for identifying outliers and the impact on criterion-referenced passing scores. The presenters' attempts to demographically categorize the subject matter experts who have been identified as outliers will encourage the attendees to look further at who they are calling outliers.

PRESENTERS:
Lynn Webb Lynn Webb Consulting, LLC
Sara Clark NICET
Adrienne Cadle Professional Testing

PEAS IN A POD

Health Professions - Assessments and Burning Issues – What's Important to Us!?

ROOM: Bayhill 31 & 32

ATP provides an opportunity for all health professions, coupled with assessment professionals, to discuss and address important issues that impact our individual organisations and the health professions more broadly. Join your colleagues to discuss and identify what is most important to us.

The aim of this Peas in a Pod is to provide participants with a voice, encourage a collaborative discussion, and help guide the future Health Sector Special Interest Group work to be aligned to your needs.

You are welcome to:

- Share your experiences and innovations
- Identify priorities and present current areas of work
- Discuss emerging trends and challenges, and
- Raise matters of importance which could help us as a profession in providing better outcomes for test takers, patients and communities, and our organisations.

On completion of this Peas in a Pod we will aim to create a summary together with insights to take back to our own organisations and also help craft future presentations/workshops/ and initiatives for the ATP Health Sector Special Interest Group.

PRESENTER:
Carl Matheson Australian Medical Council

Breakout Sponsor Sessions

TUESDAY MARCH 19TH

4:15 PM - 5:15 PM

SPONSOR SESSION

ACT®

Bringing Innovations from Ideas to Life: Examples from ACT

ROOM: Bayhill 17

Innovation is journey! It is titillating and challenging. Many companies talk about bringing innovations to life, and at ACT, we actually did it. In this session the panelists will discuss the newly developed innovations that are being successfully deployed in operational settings at ACT and which are ready to scale-up and power other companies' offerings. In particular, the panelists will discuss the new capabilities such as the ACT's Recommendation and Diagnostic (RAD) engine delivered via an API, the ACT's Automatic Scoring and Automatic Item Generation (AIG) capabilities, and their evolution from idea to life. The panelists will address questions such as "How was the journey?" "What are the lesson learned?" "How did we mitigate innovation with fast launch?" "Now what? How can these capabilities be commercialized?"

PRESENTERS:
Marten Roorda ACT
Suzana Delanghe ACT
Alina von Davier ACT
Ada Woo ACT

SPONSOR SESSION

全美在线 ATA

AI-Proctor an Innovative Use of Video Surveillance on Site

ROOM: Bayhill 18

AI Proctor – an intelligent system to ensure test security in test centers Proctoring has always been an essential part of test administrations to ensure integrity and compliance to security requirements throughout the test delivery process. As an innovative leader in test delivery industry, ATA has created a video-based artificial intelligent proctoring (AI-Proctor) system that manage the on-site test administration process integrating technologies like facial recognition for authentication, real-time video recording of the entire test process and the latest behavioral pattern analysis of each candidate's on-site behaviors throughout each part of the test administration. With the powerful GPU sitting in each test room analyzing every behavior of test takers in real time, any abnormal or suspicious behavior are being recorded, flagged and sent to the human proctor on site to take appropriate actions. Currently the algorithm and the behavioral pattern taxonomy is being built and refined through feeding video streams from thousands of test sessions recorded in live tests of various kinds to the learning system. These raw footages are being categorized and vetted by ML algorithms with the help from experienced human proctors. Such AI-Proctor is currently installed in 100+ test rooms around China since its launch in August 2018, the system will gradually be installed in 1000+ test rooms within 2019 and it is planned to be widely used by most testing format (paper or computer) of most test types (written, speaking, listening and reading) to be serviced by ATA by end of 2019. Session will cover the overall features of the system and to share usage case with video clips to demonstrate the effectiveness of such automation brought to the test administrative process.

PRESENTER:
Alex Tong ATA Online (Beijing) Education Technology Co., Ltd.

SPONSOR SESSION

psi Testing Excellence

Innovations in Security: Tried, True & Evolving Methods

ROOM: Bayhill 19

When ATP hosted the first Innovations in Testing Conference 20 years ago, we rented movies from a brick-and-mortar store, bought books from a brick-and-mortar store, and took tests in a brick-and-mortar building. Everything has since moved online and into the cloud – including all our personal, financial, and professional data. With every digital innovation in our industry comes the corresponding security question: "How do we secure this?" In this interactive session, attendees will hear from a panel of PSI experts and customers on how PSI has challenged the status quo of testing security and evolved its technology and products for today and tomorrow, including:

- Using data forensics to create a proactive auditing and channel management strategy
- Creating Linear on-the-fly testing that can even be used for lower volume programs
- Leveraging next-gen security technology like facial recognition biometrics and AI/machine learning in proctoring concepts.

Two PSI customers will share their experiences with PSI's products and the successes they have seen and are looking forward to implementing. Be prepared to share your thoughts, too, as we will poll the audience on trending security concerns, innovations, and more. With 70 years' experience in a constantly changing world, PSI's flexible technology platforms and rigorously validated testing content deliver clients' exams in the mode that best suits their users, confident that their data will be secure.

PRESENTERS:
Rory McCorkle PSI Services
John Weiner PSI Services
Amin Saiar PSI Services
Kim Cohen ISACA
Jerry Gorham Ascend Learning

Challenge. Transform. Evolve.

TUESDAY AFTERNOON

Debrief & Receptions

TUESDAY
MARCH 19TH

5:15 PM - 7:00 PM

5:15 PM

Sponsor Debrief

ROOM: Bayhill 19

All sponsoring organizations are invited to join ATP for cocktails as we debrief this year's conference and look ahead for 2020!

6:00 PM - 7:00 PM

ATP Practice Area Division Reception: Industrial/Organizational and Clinical

All are welcome!

ROOM: Upper Pool Deck

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

KRYTERION™
GLOBAL TESTING SOLUTIONS

Webassessor™

Your easy-to-use software solution for developing and delivering exams. **FREE** Webassessor™ demos in our booth !

- **Secure**
- **Flexible**
- **Affordable**
- **Convenient**
- **24/7 Online Proctoring**

VISIT US IN BOOTH 514!

602.659.4660

Sales@KryterionOnline.com
www.KryterionOnline.com

Wednesday Schedule

#atpconf

7:30 AM – 12:15 PM

- [ ] **Registration Open**
  ROOM: Windermere Ballroom Foyer

7:30 AM – 8:30 AM

- [ ] **Continental Breakfast**
  ROOM: Windermere Ballroom & Foyer

7:30 AM – 8:15 AM

- [ ] **Networking with the Innovation Lab Participants**
  ROOM: Windermere Ballroom Foyer

7:30 AM – 10:00 AM

- [ ] **Ambassador and First Time Attendee Meeting Room**
  ROOM: Bayhill 28
- [ ] **Speaker Lounge Open**
  ROOM: Bayhill 33

8:30 AM – 9:30 AM

- [ ] **When Good Data Goes Bad: Misuse of Assessment Data and How to Combat It**
  ROOM: Bayhill 21 & 22
- [ ] **Strategic Practice Analysis: Beyond the Basics**
  ROOM: Bayhill 23 & 24
- [ ] **The Ins and Outs of Introducing Alternative Item Types**
  ROOM: Bayhill 25 & 26
- [ ] **What Makes a Difference for Candidates Taking Computer-Based Tests? The Impact of Devices and User Interface Tools**
  ROOM: Bayhill 29 & 30
- [ ] **Audience Engagement Beyond Certification**
  ROOM: Celebration 1 & 2
- [ ] **It's Not You, It's Me: Knowing When To Move To A New Test**
  ROOM: Celebration 12 & 13
- [ ] **CAT in a Box: Implementing a Standard on Computer Adaptive Testing**
  ROOM: Celebration 3 & 4
- [ ] **So You're Thinking About Implementing Automated Item Generation at Your Organization? Practical Issues You'll Wish You Considered Beforehand**
  ROOM: Celebration 5 & 6
- [ ] **Cheating Networks: A Case Study in Cheating Detection**
  ROOM: Celebration 7 & 8
- [ ] **Does Virtual Reality Have a Role to Play in High-Stakes Certification**
  ROOM: Celebration 9 & 10
- [ ] **Improving Access and Equity as a Goal of Testing**
  ROOM: Bayhill 31 & 32

9:30 AM – 9:45 AM

- [ ] **Break**
  ROOM: Windermere Ballroom Foyer

9:45 AM – 10:45 AM

- [ ] **Why Do We Need to Talk About Threatening Test Taker Behavior?**
  ROOM: Bayhill 17 & 18
- [ ] **Communicating Technical Testing Concepts to Non-Technical Audiences: Key Elements to Consider**
  ROOM: Bayhill 21 & 22
- [ ] **Test Security Breaches: Establishing Policies and Enforcing Decisions**
  ROOM: Bayhill 23 & 24
- [ ] **The Role of Psychometrics in Assessment-based Certificate Programs: Crank it up or dial it back?**
  ROOM: Bayhill 25 & 26
- [ ] **To PBT or NOT to PBT: That Depends on the Content**
  ROOM: Bayhill 29 & 30
- [ ] **Standard Setting from the Perspective of Facilitator, Participant, and Decision Maker**
  ROOM: Celebration 12 & 13
- [ ] **Test Development As A Profession: Attracting and Retaining Top Editorial Talent, and Their Role in Programmatic Success**
  ROOM: Celebration 14 & 15
- [ ] **Disruptions in Assessment**
  ROOM: Celebration 1 & 2
- [ ] **Legislative Impacts on Certification**
  ROOM: Celebration 3 & 4
- [ ] **Assessment Innovation and the Validity-Diversity Dilemma: Challenges and Opportunities**
  ROOM: Celebration 5 & 6
- [ ] **Online Proctoring & High Stakes Certifications: Best Practices for Securing Your Exams**
  ROOM: Celebration 7 & 8
- [ ] **Sensors, Devices, and Assessments, Oh My!**
  ROOM: Celebration 9 & 10
- [ ] **How is Assessment Failing in Education, Workplace and Other Areas?**
  ROOM: Bayhill 31 & 32

10:45 AM – 11:00 AM

- [ ] **Coffee Break**
  ROOM: Windermere Ballroom Foyer

11:00 AM – 12:15 PM

- [ ] **Closing General Session**
  Regency Ballroom R-V

2:00 PM – 4:00 PM

- [ ] **Post Conference Workshop - Presenting Data Effectively**
  ROOM: Bayhill 23 & 24

7:30 AM - 8:30 AM

Continental Breakfast

ROOM: Windermere Ballroom & Foyer

7:30 AM - 8:15 AM

Networking with the Innovation Lab Participants

ROOM: Windermere Ballroom Foyer

Don't miss the opportunity to talk with our 2019 Innovation Lab Participants to learn more about their innovative products while joining them for breakfast!

7:30 AM - 10:00 AM

Speaker Lounge Open

ROOM: Bayhill 33

Ambassador and First Time Attendee Meeting Room

ROOM: Bayhill 28

7:30 AM - 12:15 PM

Registration Open

ROOM: Windermere Ballroom Foyer

8:30 AM - 9:30 AM

Audience Engagement Beyond Certification

ROOM: Celebration 1 & 2

TOPIC: Program Design

Your certified audience is only as good as their current expertise. Our software was born in the Cloud, so our certifications had to keep up from the start. We'll explore our lessons learned from a decade of having a recertification model requiring our users to keep their credentials up-to-date multiple times a year, how we have been able to continue engaging our audience on the importance and value in maintaining their certifications, as well as some key operations to assist us in our engagement strategies. Now we are transitioning recertification to our own enablement platform, which has transformed the process from a short multiple choice exam into a learning journey that includes performance-based learning and recertification.

PRESENTERS:
Melanie Wachs Salesforce
Rachel Skanson Salesforce
Kulbir Sabharwal Cognizant

CAT in a Box: Implementing a Standard on Computer Adaptive Testing

ROOM: Celebration 3 & 4

TOPIC: Test Administration and Delivery Models

Computer Adaptive Testing (CAT) has been around for a long time. Unfortunately, implementations of CAT have always been proprietary and by definition not interoperable.

To address this, IMS Global formed a workgroup to formulate a standard on CAT: a set of best practices to extend QTI to include all required (psychometric) data and define a common approach for integrating adaptive engines.

The general consensus was not to define one generic sequencing engine or an elaborate standard which defines all possible variations in CAT, but to treat an adaptive engine as a "black box" and define a common language (API) to communicate with these engines. During this session, you will learn about this new open standard from its creators. We will showcase first implementations illustrating vastly different types of adaptive assessment, ranging from summative assessment to multi-player gaming applications. With the new standard on CAT, the possibilities are virtually endless.

PRESENTERS:
Mark Molenaar Open Assessment Technologies
Jason Carlson ACT
Saskia Wools Cito

Cheating Networks: A Case Study in Cheating Detection

ROOM: Celebration 7 & 8

TOPIC: Security and Privacy

What happens when sophisticated cheating rings mix new technology with old school cheating tactics? Journey with a leading testing organization as it investigates a rapidly emerging cheating trend and, in the process, develops advanced methods for cheating detection. It starts with the discovery of a single cheat sheet. But as the investigation progresses and the number of examinees involved grows, it becomes clear a new type of cheating scam has emerged. Mining the data creates a sophisticated network analysis tool for identifying the extent of the breach. Of course, detecting the breach is just one part of the journey. The next step is to decide how to act upon the evidence gathered. Testing professionals present an actual case study that stretches from a seemingly unconnected cheat sheet to the cancellation of hundreds of scores. Attendees will learn about a rapidly emerging threat to testing, methods for detecting the threat, and decision-making criteria to address invalid scores.

PRESENTERS:
Rachel Schoenig Cornerstone Strategies
Camille Thompson College Board
Joseph Grochowalski College Board
James Sconing Cornerstone Strategies

NOTES:

Breakout Sessions

Does Virtual Reality Have a Role to Play in High-Stakes Certification?

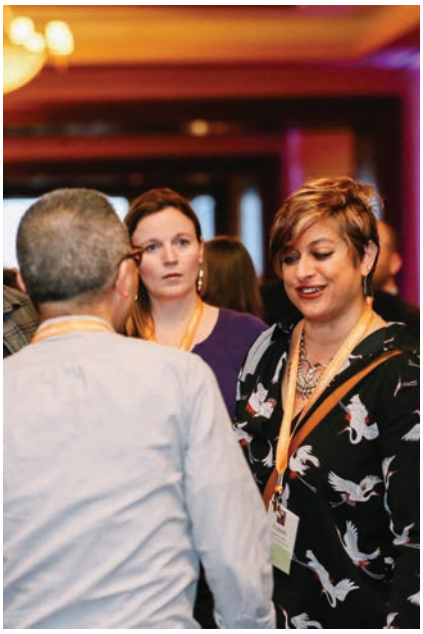
ROOM: Celebration 9 & 10

TOPIC: Trending or Disruptive Technologies

The National Commission for the Certification of Crane Operators (NCCCO) desired to explore the feasibility of using Virtual Reality (VR) simulators as part of its certification program. NCCCO designed a research study to determine if VR simulators could be used in place of an actual crane for the practical exam element of the most popular CCO certification program, the Mobile Crane Operator. The use of VR simulators could significantly reduce the costs of the practical exam, as well as increase the standardization of the test administration conditions.

The presenters will describe the study designed to answer the central question: whether or not a candidate's performance on a VR simulator could be considered equivalent to performance on an actual crane. The presenters will describe the research design, data collection and analysis, as well as research limitations. Results and insights from this ground-breaking study will be shared as well as plans for future research.

PRESENTERS:
Denny Smith National Commission for the Certification of Crane Operators
Robert Mahlman National Commission for the Certification of Crane Operators
Wallace Judd Authentic Testing Corporation



PEAS IN A POD

Improving Access and Equity as a Goal of Testing

ROOM: Bayhill 31 & 32

TOPIC: Legislation, Policy, and Accessibility

Testing permeates our lives, including academic and workforce preparation and professional licensure/certification. At the same time, equity issues have become increasingly important as societies and organizations attempt to design systems that are equitable and inclusive of all people. However, this goal faces a number of challenges, such as: increased socioeconomic discrepancies in access to high-quality education, differences in access to technology and learning tools, reduced access to STEM pipelines for ethnic minority and female individuals, lower rates of workforce promotions for underrepresented minorities, and others. As testing professionals, we have responsibility to help improve access and equity through the products and services that we design and deliver. Experts in education and workforce will lead a discussion on how testing organizations can take the lead in addressing some of these issues by considering access and equity as a core goal of testing programs.

PRESENTERS:
Audry Hite Ascend Learning
Lynn Webb Lynn Webb Consulting, LLC

It's Not You, It's Me: Knowing When To Move To A New Test

ROOM: Celebration 12 & 13

TOPIC: Program Design

Food has an expiration date. Sunscreen has an expiration date. Even car seats and beer have an expiration date. But tests, beyond item exposure concerns, don't have a generally agreed-upon expiration date. Imagine tests, used by the education market for placement using Reading and Math items to still derive an IQ scores. Would most test publishers agree that a test like this is past its expiration?

In this session, we will discuss assessments that appear to be past a reasonable expiration date. We will explain how we used a unified approach to address a refresh of the new psychometric, delivery, and reporting elements. We will explain how two organizations engaged each other beyond their typical area of expertise leading to interesting evolution of the product. Attendees will hear how the Agile framework was applied. We will address element of test design including non-curricular elements, mode of delivery, technological enhancements, and revolutionary reporting.

PRESENTERS:
Paul Edelblut Vantage Labs
Ashleigh Crabtree University of Iowa, College of Education

So You're Thinking About Implementing Automated Item Generation at Your Organization? Practical Issues You'll Wish You Considered Beforehand

ROOM: Celebration 5 & 6

TOPIC: Program Design

Model-based content development techniques are becoming increasingly common in the industry. Many presentations have discussed the technical aspects of building item models. These presentations raise the question: How do you go about implementing this initiative?

This session will answer this question by sharing lessons learned from two large certification testing organizations in the process of operationalizing Automated Item Generation. From the initial steps of recruiting and training subject matter experts, to transforming thinking among staff and other key stakeholders, to ultimately bring about an evolution in the process used to support the production of 20 examinations, everything will be covered in detail. Audience members will leave this session with a practical understanding of how to make the decisions critical to the success of this approach. Ultimately, this presentation will inform a concerned audience about the practical aspects of bringing this innovation to bear.

PRESENTERS:
Naomi Pitkin ABIM
Matthew Burke ABIM
Drew Dallas NCCPA

✓Strategic Practice Analysis: Beyond the Basics

ROOM: Bayhill 23 & 24

TOPIC: Measurement and Psychometrics

Practice analysis studies allow organizations to create a critical link between examinations and the work performed on the job. The fundamentals of a practice analysis study are essential to its success, but there's still opportunity to innovate and think strategically to optimize the data collected and application of results. This workshop will highlight the strategic approach taken for recent practice analysis studies performed for multiple certification programs. At the outset of each of these studies, a set of key questions and strategic goals were developed, and presenters challenged themselves to use proven techniques in innovative ways to answer the study questions and meet the goals. Attendees will leave this presentation with the ability to envision a more strategic approach to their next practice analysis study and consider will be able to incorporate innovative ways to use proven data collection techniques.

PRESENTERS:
Christine Mills Ascend Learning
Nick Winston National Healthcareer Association
Carla Caro ACT- ProExam
Jacqueline Carpenito ACT-ProExam

✓The Ins and Outs of Introducing Alternative Item Types

ROOM: Bayhill 25 & 26

TOPIC: Measurement and Psychometrics

Alternatives to multiple-choice items are becoming increasingly popular in credentialing assessments. Although there are many potential benefits of using alternative item types (AITs), the process of developing, pilot testing, and implementing AITs requires a great deal of consideration and coordination from all aspects of the testing program. In this interactive presentation, we will share the experiences of one certifying organization that has successfully incorporated several AITs into its assessments alongside multiple-choice items. We will walk attendees through the process of implementing AITs and share key considerations and lessons learned with respect to item design, item development, exam delivery, and stakeholder communication. We will also provide an overview of some psychometric issues that should be considered when introducing AITs (e.g., scoring models, item and exam analysis and factors relating to setting and maintaining the performance standard).

PRESENTERS:
Joshua MacInnes Castle Worldwide, Inc.
Sarah Carroll National Board for Certification in Occupational Therapy
Margaret Bent National Board for Certification in Occupational Therapy

DON'T FORGET TO DONATE YOUR BOOK TODAY!

OUR DONATION CENTER IS IN THE EXHIBIT HALL, IN THE HUB!

BOYS & GIRLS CLUBS OF AMERICA

Drop your book off and decorate a bookmark. If you didn't bring a book, no worries! Stop by to create a fun bookmark for the kids to use while reading. We will be donating this year's books to the Boys & Girls Club of Central Florida.

The mission of Boys & Girls Clubs of Central Florida is to inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible, and caring citizens.

SPONSORED BY: Alpine Testing Solutions caveon™

Breakout Sessions

WEDNESDAY MARCH 18TH

8:30 AM - 9:30 AM

What Makes a Difference for Candidates Taking Computer-Based Tests? The Impact of Devices and User Interface Tools

ROOM: Bayhill 29 & 30

TOPIC: Test Administration and Delivery Models

The use of digital devices to conduct high stakes assessments in workplace settings has become more prevalent in recent times. While desktops were once the only devices used for online tests, the use of other devices like laptops, tablets, and smartphones have become more common. Yet devices with different screen sizes or input mechanisms can cause significant variations in test-taker experience which can potentially impact on test-taker performance. Personalizing the test-taker interface to the user's preferences or device type by modifying fonts or by activating tools such as timers may also cause changes in the presentation of and response to test items. Therefore, the comparability of scores produced by test-takers taking the same test on different devices requires greater attention. This presentation will provide an overview of current research examining online test design and device comparability. Implications for test developers and researchers will also be explored.

PRESENTERS:
Linda Waters Prometric
Paula Lehane Dublin City University

When Good Data Goes Bad: Misuse of Assessment Data and How to Combat It

ROOM: Bayhill 21 & 22

TOPIC: Data Analytics and Management

Dissemination of data is a key component of testing. However, even with clear and concise reporting, users/customers/clients/parents are still prone to misunderstand and misuse testing data. Combatting data misuse is a constant for testing professionals throughout their careers. This session brings together several testing professionals to talk about this topic through a question-and-answer-style panel discussion. Testing professionals from many industries get together to discuss testing data use and misuse. They will answer questions like:
Can you please share a story of the most blatant or harmful testing data misuse you have heard?

People seem to misuse test results in the absence of a better solution. How can we as testing professionals help users identify the most appropriate data?
How can we highlight the value of standardized testing while discouraging data misuse?
What is one thing that you are doing to combat test data misuse?

PRESENTERS:
Kim Brunnert Elsevier
Winona Vesey Elsevier
Joanna Gorin ETS
Walt Drane Caveon
Laurie Davis Curriculum Associates

Riverside Insights

Elevate Potential.

At Riverside Insights, we share your commitment to helping individuals elevate their cognitive and learning potential — from early childhood, throughout their academic journey, and for the rest of their lives.

Assessments play a critical role in this effort with actionable insights derived from accurate, reliable, and consistent data that create opportunities to help people thrive. That's why we offer proven, trusted, and precise assessment solutions that provide the clarity and perspective needed to create a meaningful impact.

Learn more about all of our instruments at riversideinsights.com!

Battelle Developmental Inventory 2nd edition
Batería IV
CogAT®
Gates-MacGinitie Reading Tests Fourth Edition
Iowa Assessments
WIIIP™
Logramos Tercera Edición
Woodcock Johnson ECAD
Woodcock Johnson IV
Woodcock-Muñoz Language Survey III

9:30 AM - 9:45 AM

Break

ROOM: Windermere Ballroom Foyer

9:45 AM - 10:45 AM

Assessment Innovation and the Validity-Diversity Dilemma: Challenges and Opportunities

ROOM: Celebration 5 & 6

TOPIC: Measurement and Psychometrics

Organizations that use test scores to make high stakes decisions about people, such as college admissions and employee selection, often face challenges in balancing competing goals. For example, validity in predicting scholarship and effectiveness, utility, and diversity. This is especially true with cognitively-loaded assessments that tend to be the most predictive of important outcomes related to academic and job success. At the same time, these measures by themselves may manifest exclusionary impact for certain demographic groups with respect to test performance, resulting in lower selection rates and less diversity (i.e., adverse impact). In this session, three experts in Education, Credentialing and Workplace assessment will examine recent trends, such as technology-enhanced measurement, increased use of noncognitive measures, and scoring techniques (e.g., stealth measurement), and their potential to help address the validity-diversity dilemma.

PRESENTERS:
John Weiner PSI Services
Wayne Camara ACT
Neal Schmitt Michigan State University

Communicating Technical Testing Concepts to Non-Technical Audiences: Key Elements to Consider

ROOM: Bayhill 21 & 22

TOPIC: Measurement and Psychometrics

Navigating through the world of testing and assessment can be challenging and overwhelming at times, especially for newcomers in the testing industry, policy bodies, subject matter experts involved in test development activities, and even test takers. Presenters in this session will review key elements to consider in developing materials, documents, articles, training, or presentations to ensure that the information presented is relevant, clear, informative, and accessible by broad and diverse audiences. The presenters will illustrate these different elements by providing concrete examples using documents available in the public domain, to further highlight recommended approaches, and provide some context and food for thought for testing programs as to what and how they communicate with test takers, their volunteers, policymakers, and other stakeholder user groups.

PRESENTERS:
Gregory Cizek University of North Carolina at Chapel Hill
Isabelle Gonthier Yardstick Assessment Strategies
Andrew Wiley ACS Ventures

Disruptions In Assessment

ROOM: Celebration 1 & 2

TOPIC: Trending or Disruptive Technologies

The passenger beside you glances at a vibrating watch.

“Good news?”

“Yes, I just received an update on my credential. It reminded me of my parents talking about when doctor visits were in-person and measurement required people to take tests. Ridiculous!”

Join us as we share and consider experiences and ideas regarding:

- **Data Strategies:** Could we make better inferences and therefore better decisions if we augment or even replace test results with other sources of data?
- **Emerging Technology:** Can AI and xR simply add automation and realism to current testing processes and models, or do they offer opportunity to move beyond current processes and models?
- **Credentialing Models:** How do we adapt (or replace) our methods for informing monolithic credentialing decisions to fit micro-credentials and “choose your own adventure” paths?

PRESENTERS:
Brian Adams Alpine Testing Solutions
Paul Edelblut Vantage
Robert McHenry Independent Consultant
Theresa Manier Cisco

Legislative Impacts on Certification

ROOM: Celebration 3 & 4

TOPIC: Legislation, Policy, and Accessibility

The legislative environment is rapidly changing for certification organizations. ICE and a variety of coalitions have been monitoring the legislative landscape. This session will speak to the overall environment that is reflective in statewide measures (approved and proposed) as well as various issues present in the federal regulatory environment. Being knowledgeable of this landscape can better equip certification organizations for speaking with their own stakeholders about the value of certification.

PRESENTERS:
Denise Roosendaal Institute for Credentialing Excellence
Bill Ellis Board of Pharmacy Specialties

Online Proctoring & High Stakes Certifications: Best Practices for Securing Your Exams

ROOM: Celebration 7 & 8

TOPIC: Test Administration and Delivery Models

This session will take a retrospective look at how a large Fortune 25 IT organization with many different stakeholders chose and implemented an online proctoring solution for their certification program. Using the past year of transition and roll out as a case study, this session will look at the factors certification organizations should consider when selecting an online testing provider and provide best practices for implementing online proctoring into your testing program.

PRESENTERS:
Debra Fowler-Sandford ProctorU
Scott McFarland ProctorU
Taryn Hartzell Google
John Grubbs Google

Sensors, Devices, and Assessments, Oh My!

ROOM: Celebration 9 & 10

TOPIC: Trending or Disruptive Technologies

The internet of things (IoT), artificial intelligence (AI), and gamification all are elements of "The Future of Assessments." Yet this digital technologies and techniques all have at their core a dramatic disruptive power that needs to be understood and strategically applied. This talk uses an actual case study of an AI-based IoT device, the Re-vibe Connect, along with gamification techniques to improve ADHD behaviour management and to create learning moments for ADHD diagnosed students and their caregivers and teachers to further self-develop personalized care plans. The future is wearables and this session will "show me how it works!"

PRESENTERS:
Hazel Wheldon MHS Inc.
Mike Sparling MHS Inc.
Rich Brancaccio Re-Vibe Inc.

Standard Setting from the Perspective of Facilitator, Participant, and Decision Maker

ROOM: Celebration 12 & 13

TOPIC: Measurement and Psychometrics

Issues related to standard-setting studies from the perspective of a psychometrician, a panelist, and the organization's board will be discussed. The psychometrician's role will include an overview of the steps involved in a criterion-referenced passing point study, highlighting psychometric standards related to such studies. The panelist's role will report on research on resolving the cognitive complexity required for a study, including a potential solution for managing that complexity. The need for the board to maintain accountability for a final decision related to the standard will be emphasized. All three presenters will address controversies related to the role of each participant in the process.

PRESENTERS:
Lawrence Fabrey PSI Services
Jerry Reid American Registry of Radiologic Technologists
Robert Furter American Board of Pediatrics

Test Development As A Profession: Attracting and Retaining Top Editorial Talent, and Their Role in Programmatic Success

ROOM: Celebration 14 & 15

TOPIC: Business Strategy and Operations

In our industry, psychometrics and the measurement aspects of test development generally first come to mind. The role of professional content/test developers is equally important in ensuring content development best practices, directing the training of SMEs, and maintaining the quality of exams. This presentation examines test development as a profession - how do we recruit people for these roles? What should we look for in prospective test developers? What is their role in the overall success of serving SMEs and clients, and in educating on best practices?

PRESENTERS:
Melissa Billings NBME
Chris Westwood Prometric

Test Security Breaches: Establishing Policies and Enforcing Decisions

ROOM: Bayhill 23 & 24

TOPIC: Security and Privacy

Breaches in test security are common occurrences in the testing industry. With the introduction of new methods of cheating deterrence, increasingly creative means to sidestep security processes and protocols are invented. This presentation will first focus on providing recommendations for establishing policies and procedures related to test security breaches. We will then engage attendees in an exercise to address gray areas in enforcing security breach policies.

Finally, we will provide a forum for attendees to present situations encountered in their testing organizations and solicit feedback from the presenters and others. These situations may be real or hypothetical. The purpose is to foster collaboration among testing organization representatives, measurement experts, security professionals, and others, on a difficult issue, recognizing that many in the industry have encountered or will encounter a breach in security that sometimes necessitates a difficult decision.

PRESENTERS:
Sean Gasperson Castle Worldwide, Inc.
Brian Greenlee American Council on Exercise

The Role of Psychometrics in Assessment-Based Certificate Programs: Crank it Up or Dial it Back?

ROOM: Bayhill 25 & 26

TOPIC: Learning Science

Assessment-based certificate (ABC) programs that integrate education/training with a summative assessment are becoming increasingly common. Currently there are two accreditation pathways for ABC programs: the ICE 1100 Standard for Assessment-based Certificate Programs and the ANSI/ASTM E2659-18 Standard Practice for Certificate Programs. Both standards require that programs use a summative assessment to test the achievement of the learning outcomes, but how to build a program in compliance with the standards is not specified. Because ABC programs integrate education/training with an assessment, different methodologies and levels of psychometric rigor are required relative to certification programs. But what are those methodologies? And is assessment development the domain of instructional design, psychometrics, or both? In this session, an instructional designer and a psychometrician take a collaborative approach to discussing best practice for assessment development in ABC programs.

PRESENTERS:
Michelle Nolin Learn Ethos LLC
Sarah Carroll National Board of Certification in Occupational Therapy

NOTES:

Breakout Sessions

WEDNESDAY MARCH 18TH

9:45 AM - 11:00 AM

10:45 AM - 11:00 AM

Coffee Break

ROOM: Windermere Ballroom Foyer

To PBT or NOT to PBT: That Depends on the Content

ROOM: Bayhill 29 & 30

TOPIC: Trending or Disruptive Technologies

Performance-Based Testing (PBT) means something quite different depending on one's testing program. Whether you are looking to simulate a laboratory with augmented reality, emulate a cloud-based technology solution, or provide simulated interfaces, many testing programs are either implementing some type of PBT program, evaluating PBT, or at the very least discussing its validity and appropriateness for their program.

The presenters will provide an overview of their journey to PBT, focusing largely on the challenges encountered when ensuring that the appropriate item type is used to test each task, skill, or ability that has been identified as critical for the assessment process. Session attendees will leave with a better understanding of how to think about content in relation to item types.

Whether you are beginning your journey toward PBT or have already released hundreds of performance items, attendees of this session will walk away with best practices and notes from the field.

PRESENTERS:
David Elfassy Netlogon
Liberty Munson Microsoft Corp.

Why Do We Need to Talk about Threatening Test Taker Behavior?

ROOM: Bayhill 17 & 18

TOPIC: Legislation, Policy, and Accessibility

Unfortunately, in the world we live in, threatening behavior is a reality. People are angry and they are taking it out on everyone. In this session, we will discuss how to identify and deal with threats from test takers when they are in the process of applying for accommodations or processing through the test center.

We will look at threats from candidates that call because they aren't happy about their accommodation determination or their test scores. Inappropriate or disruptive behavior at the test center will be discussed. Whether you do your own testing, or your candidates test somewhere else, if there is misbehavior, you will likely be asked to weigh in on the situation.

There will be a discussion of the legal ramifications of how we deal with threatening behavior. We will explore a threat assessment policy. Do you or should you have one? Join us and share.

PRESENTERS:
Debbie Bergtholdt Pearson VUE
Kendra Johnson Graduate Management Admission Council

PEAS IN A POD

How is Assessment Failing in Education, Workplace and Other Areas?

ROOM: Bayhill 31 & 32

Assessments are becoming more common from education and life-skills to hiring and recertification. As the assessment market grows, the industry must consider the shortfalls of current assessment methods. What drives the medical industry's shift from 10-year specialty recertifications to continuous learning? How do certification programs stay relevant as technology rapidly evolves? Are the current methods for staying up-to-date with technological advances working? As pre-employment screening becomes more technical, how can hiring managers determine whether job candidates are a good fit the organization's culture? Join this open discussion of testing professionals to share your perspective of the current market. Explore new approaches and recommend changes to improve assessments across the test taker life-cycle.

PRESENTER:
Brodie Wise Internet Testing Systems

Words to Find

CHALKBOARD
CLASSROOM
CLOCK
DESK
DETENTION
GYMNASIUM
HALLWAY
INCINERATOR
JANITOR
LIBRARY
LOCKER
LUNCHROOM
NURSE
PRINCIPAL
SCHOOLYARD
SECRETARY
STUDENT
TEACHER

N	D	Y	R	A	T	E	R	C	E	S	R	M	R	A	Y
S	U	K	C	Y	D	N	Y	S	U	N	O	L	C	C	R
H	D	R	Y	B	A	N	A	C	O	O	C	A	A	J	A
M	S	I	S	G	E	W	O	H	R	T	T	P	A	E	R
P	O	R	N	E	Y	R	L	S	O	U	R	I	R	A	B
D	S	O	K	C	T	M	S	L	E	B	C	C	A	H	I
U	C	A	R	A	I	A	N	D	A	H	I	N	L	R	L
I	H	T	C	H	L	N	Y	A	A	H	R	I	T	E	S
T	O	E	T	C	C	E	E	L	S	A	N	R	I	T	O
L	O	A	I	S	N	N	K	R	E	I	E	P	U	R	A
N	L	C	L	E	I	B	U	R	A	K	U	D	R	L	T
E	Y	H	C	L	O	C	K	L	C	T	E	M	C	A	D
K	A	E	U	A	I	S	I	O	S	N	O	S	K	S	E
O	R	R	R	R	S	A	L	O	T	N	T	R	I	E	S
U	D	D	E	T	E	N	T	I	O	N	I	M	A	N	K
C	H	I	N	I	L	R	R	O	T	I	N	A	J	Y	N

Closing & Post Conference Workshop

WEDNESDAY MARCH 18TH

11:00 AM - 4:00 PM

11:00 AM - 12:15 PM CLOSING GENERAL SESSION

Challenge, Transform, and Evolve: What Does the Future Hold for the Assessment Industry?

ROOM: Regency Ballroom R-V

Technology has enabled and necessitated widespread changes in the assessment industry in the past few decades. Every step of the assessment process is driven by technological advances, including test constructions, exam delivery, physical and digital security, and data management. The same large scale changes are occurring in the learning and education space. Learners of all ages are increasingly engaging with technology enhanced education platforms. Recent advances in machine learning, intelligent tutoring systems, and multimodal data collection, are blurring the boundary between learning and assessment. Ideas that were once firmly in the realm of science fiction are now closer than ever to becoming reality.

In this session, an expert panel composed of education technologists, learning scientists, and assessment industry practitioners will discuss challenges and opportunities in this new environment. The panelists will share their visions for the future, and ideas on how the assessment industry will get there. Join us in this discussion and consider perspectives that will challenge the status quo.

MODERATORS:
Ada Woo ACT
Chad Buckendahl ACS Ventures

PRESENTERS:
Ardeshir Geranpayeh Cambridge Assessment
Dianne Henderson Renaissance Learning
Dror Ben-Naim Smart Sparrow
Gregory Cizek University of North Carolina at Chapel Hill
Rory McCorkle PSI Services
Jerry Gorham Ascend Learning, LLC

2:00 PM - 4:00 PM

Post Conference Workshop - Presenting Data Effectively

ROOM: Bayhill 23 & 24

Crystal clear graphs, slides, and reports are valuable – they save an audience's mental energies, keep a reader engaged, and make you look smart. In this workshop, attendees will learn the science behind presenting data effectively and will leave with direct, pointed changes that can be immediately administered to significantly increase impact. The workshop will address principles of data visualization, report, and slideshow design that support legibility, comprehension, and retention of our data in the minds of our clients. Together we will focus on how to make visual sense of data and distribute it in a way that readers will discuss, remember, and love. Grounded in visual processing theory, the principles will enhance attendees' ability to communicate more effectively with peers, colleagues, and stakeholders.

Attendees will receive materials exclusively available to workshop participants that will guide you through the tried-and-true process of developing visuals that teach, engage, and make you look like a rockstar.

PRESENTER:
Stephanie Evergreen Evergreen Data

Challenge. Transform. Evolve.

Thoughts, Notes, Etc.

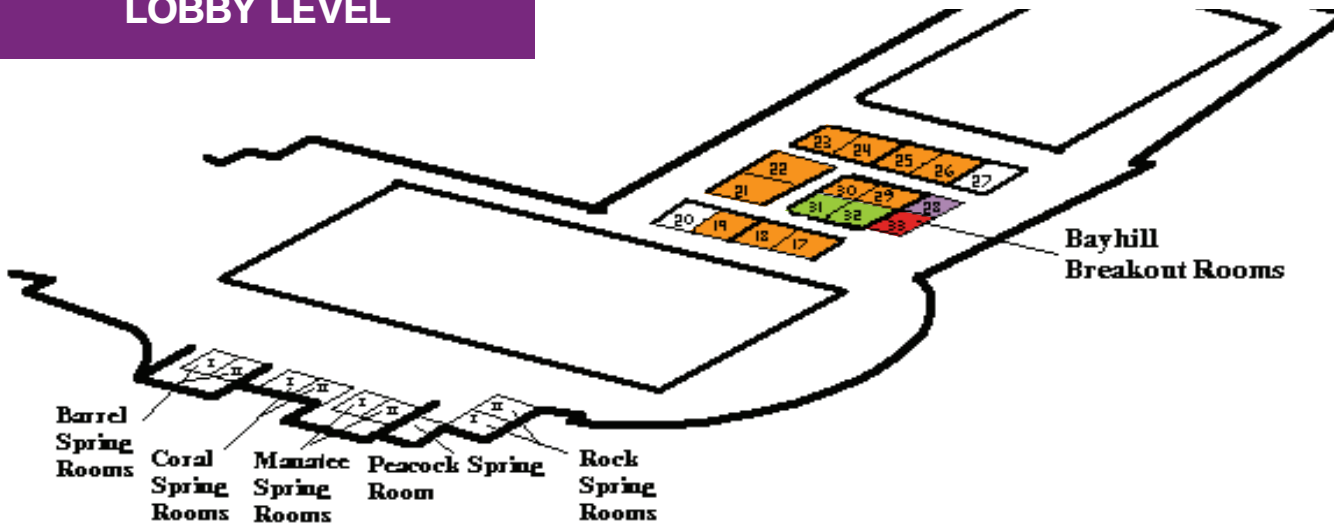
ATP Members

ACS Ventures, LLC
ACT, Inc.
Academic Therapy Publications
A&D Resources
Administration Du Personnel
AICPA
Alpine Testing Solutions
Altus Assessments
American Association of Medical Assistants
American Dental Association and Joint Commission on National Dental Examinations (JCNDE)
American Board of Surgical Assistants
American Institutes for Research (AIR)
American National Standards Institute (ANSI)
American Printing House for the Blind
American Society of Agronomy
Anmol Enterprises
Ascend Learning
Assessment, Education and Research Experts
Assessment Systems Corporation
ATA Testing Authority, Inc.
Authentic Testing Corp.
Autodesk, Inc.
Australian Medical Council
Behavior Analyst Certification Board
Bongo
Brightlink
Btl Surpass
Capstan Lqc., Inc.
Caveon Test Security
CASAS
Center for Credentialing & Education, Inc.
Center for Advanced Studies in Measurement and Assessment (CASMA)
Center for Applied Axiometrics
Center on Education and Training for Employment
Certify Assessment Solutions, Ltd.
Cicek Svensson Consulting
Cirrus Assessment, Inc.
Cisco
Cito B.V.
The College Board
Comms Multilingual Ltd.
Cornerstone Strategies, Llc.
Dainis and Company, Inc.
Dansk Psykologisk Forlag
Data Entities
Directional Insight International
Edcount Llc
Educational Testing Service (ETS)
EMC Corporation
Empleos.net
Ericsson
E-stimate International
Examity
Exam Specialists
Excelsoft Corp.
Executive Development Assessment Centre
Facebook, Inc.
FifthTheory, LLC
FINRA
Fry It
Fundacao Cesgranrio
Furstperson
General Dynamics Information Technology
Global English Learning and Achievement Testing (GELAT)
Global Learning and Assessment Development
Global Testing Turkey
Graduate Management Admission Council
Great People Inside
Hewlett Packard
Hogan Assessment Systems
Hogrefe Publishing
Hougton Mifflin Harcourt
IBM
IDS Publishing Corporation
IELTS USA
Industrial Psychology International, Ltd.
Institute for Credentialing Excellence (ICE)
Inteleos Psychometric Services
IT Certification Council
International Testing and Training Services (ITTS)
Internet Testing Systems
Julian Consulting
Kryterion Inc.
Law School Admissions Council (LSAC)
Lapt
Linux Professional Institute
Measured Progress, Inc.
MeritTrac Services Pvt. Ltd.
MetriTech, Inc.
Metro Institute Inc.
Microsoft Corporation
Morris & McDaniel, Inc.
Mountain Measurement, Inc.
Multi-health Systems, Inc.
National Accountant Assessment & Certification Center, PRC
National Association of Student Financial Aid Administrators
National Center on Educational Outcomes, University of Minnesota
Naklada Slap
Nanyang Business School
NATA Board of Certification, Inc.
National Association of Boards of Pharmacy
National Board of Medical Examiners (NBME)
National Registry of Food Safety Professionals
National Council of State Boards of Nursing
New Meridian Corporation
Netlogon Technologies, Inc.
Nichols & Molinder Assessments
Northwest Evaluation Association (NWEA)
NOCTI
NPC Inc.
Open Assessment Technologies S.A.
Organization Analysis & Design
Pakistan Innovative Services Pvt. Ltd.
Paradigm Testing
Pearson VUE
Peoplecert International
Performance Programs, Inc.
Performanse
Prepona Sistemas De Testagem E Avaliao S.a.
Prevue Assessments
Proctorio
ProctorU, Inc.
Professional Testing, Inc
Prometric
Prometriks
PSI Services LLC
Psychological Services Bureau, Inc.
Psychometrics Canada Ltd.
Questar Assessment, Inc.
Questionmark Corp.
Rad Science Solution
Ramsay Corporation
Randa Solutions
Responsive Translation
Robert Pedigo, Llc.
Rm Results
Scantron
School Development and Student Assessment Research Academy
Seiu 775 Benefits Group
Seoulfull Technology
Shenzhen Sea Sky Land Technologies
Sigma Assessment Systems, Inc.
Sireci Psychometric Services
Sophia Testing Gmbh
Software Secure, Inc.
Strasz Assessment Systems
Talentbridge Technologies Pvt. Ltd.
Talent Chaser
Televic Education
TestReach
Tests.com
Tests for Higher Standards
The Linux Foundation
Trifork Learning Solutions
Trueability
UBC Real Estate Division, Sauder School of Business
Uexams
Uw Center for Placement Testing
Western Psychological Services
World Class Instructional Design (WIDA) at WCER
Xtreme Consulting Group, Inc.
Yardstick
Zoomorphix Systems

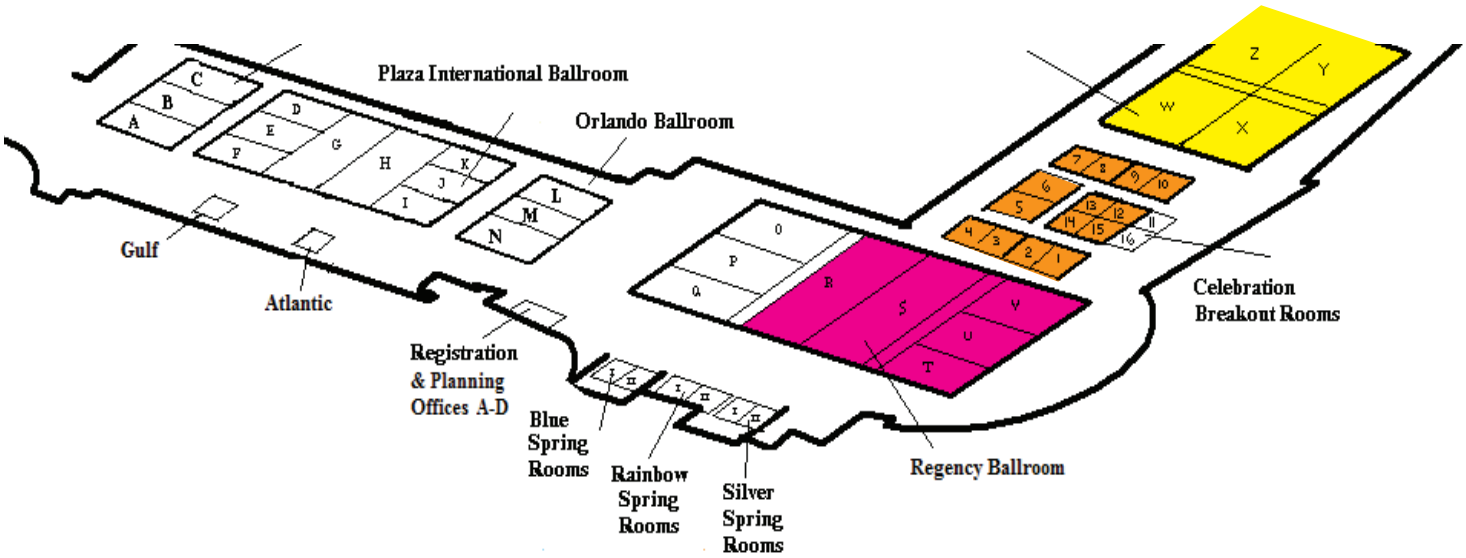
Adams, Brian 30, 53, 88
Alam, Faisel 45
Alaql, Ranya 45
Alhathloul, Ghaida 35
Allen, Andre 25, 34
Almaneea, Heba 35
Alsughayyer, Arwa 35, 45
Altman, Arthur 30
Alves, Cecilia 56
Ammar, Alia 39
Anthony, Paulette 48
Aziz, Hap 64
Badrinarayan, Aneesha 79
Baker, John 75
Barkow, Ingo 45
Barney, Matt 27
Bartley, Kevin 42
Bassett, Katherine 71
Bay, Luz 36
Becker, Kirk 70
Beguin, Anton 56
Behrens, Gary 61
Ben-Naim, Dror 45, 77, 91
Bent, Margaret 86
Bergtholdt, Debbie 90
Billings, Melissa 73, 89
Bin Yousef, Hussam 45
Bone, Beverly 30, 79
Bradley, Kevin 44
Brady, Danielle 77
Brancaccio, Rich 89
Brent, Graham 71
Broome, Devin 28
Browne, Mary 49
Browne, Ian 31
Brunner, Belinda 70
Brunnert, Kim 58, 87
Buckendahl, Chad 64, 91
Burke, Matthew 62, 85
Cadle, Adrienne 80
Camara, Wayne 88
Carlson, Jason 84
Caro, Carla 86
Carpenito, Jacqueline 86
Carroll, Sarah 86, 89
Case, Heather 35
Casillas, Alex 66
Chaffee, Clarence 49
Champagne, Katerine 53, 65
Champlaign, Andrede 56
Chapman, Bryan 31
Christopherson, Sara 79
Cizek, Gregory 88, 91
Clark, Sara 80
Clifton, Mike 45
Cohen, Kim 81
Colacurcio, Patrick 58
Cole, Brian 58
Conley, David 35
Cooney, Gavin 49
Crabtree, Ashleigh 85
Craven, Patrick 34
Crawford, Jim 27
Dages, Kelly 32
Dallas, Drew 62, 85
D'Angelo, Jean 51
Davis, Laurie 58, 87
Davis-Becker, Susan 63, 79
Dawson, Craig 40
de Champlain, Andre 51
Dede, Chris 45
Del Duca, Gary 54
Delanghe, Suzana 81
DeMark, Sarah 50
Derby, Jill 65
Dharia, Manish 62
Dickison, Phil 71
Dore, Kelly 65
Drane, Walt 87
Dwyer, Andrew 35, 63
Dyer, Jarret 45
Edelblut, Paul 39, 85, 88
Elfassy, David 48, 90
Ellis, Bill 88
Emrich, Rich 46
Evergreen, Stephanie 91
Evers, Ann 64
Everson, Howard 79
Everts, Lisa 40
Fabrey, Lawrence 89
Fain, Roger 62
Flatman, Stephen 70
Foley, Brett 63
Forte, Ellen 66, 79
Foster, David 25, 30, 34, 73
Fowler, Alecia 40
Fowler-Sandford, Debra 88
Fremer, John 30, 71
Fu, Yan 26
Furter, Robert 35, 62, 89
Gardner, Tracy 52
Gasperson, Sean 89
Geranpayeh, Ardeshir 62, 91
Gerber, T. Jay 70
Gibby, Robert 61
Glover, Charles 77
Goldstejn, Laurent 30
Gonthier, Isabelle 44, 48, 88
Goodman, Joshua 70
Gorham, Jerry 63, 77, 81, 91
Gorin, Joanne 64, 87
Gottwaldt, Katie 57
Gotzmann, Andrea 47
Gratereaux, Wendy 40, 52
Greenlee, Brian 89
Grochowalski, Joseph 84
Grubbs, John 31, 88
Gutierrez, Sara 40
Hain, Bonnie 49
Hampton-Simmons, Sierra 53, 72
Han, Kyung (Chris) 51
Harris, Deborah 62
Hartzell, Taryn 88
Hawkins, John 48
Hayatli, Musab 72
Henderson, Dianne 64, 91
Henson, Kelly 71
Herrschaft-Eckman, Bryn 34
Hester, Joshua 30
Hislop, Eileen 42
Hite, Audry 85
Hoffmann, John 42
Horan, Stephen 63
Horber, Dot 49, 80
Hosterman, John 35, 44
Hussie, Kieran 34
Hutchings, Troy 71
Incrocci, Maria 44
Ing Stemmer, Pamela 70
Jacobson, Daniel 32
Jassal, Parminder 25
Johnson, Brittany 64
Johnson, Kendra 90
Jones, Andrew 35
Judd, Wallace 85
Julian, Ellen 44, 49, 80
Jung, Cordell 61
Kalinowski, Beth 51
Kearns, Casey 51
Keng, Leslie 52
Kerr, Diane 77
Kessler, John 73
Kim, JP 62
Kim, Hyung Jin 51
Kline, Liz 51
Knowlton, Briana 65
Krissel, Jeanna 32
Kuan, Li-Ann 45
Kurz, Rainer 42, 56
Lai, Emily 66
Lai, Hollis 58
Layi-Ojo, Ibidun 72
Lee, Won-Chan 51
Lehane, Paula 87
Lehr, Janet 79
Leung, Cynthia 57
Li, Zhen 57
Lima-Walton, Elia 58
Liu, Ren 54
Liu, Lucy 26
Livingstone, Graham 75
Lochbaum, Karen 34
Looney, E.W. 44
Lottridge, Susan 34
Lucas, Jessica 80
Lunstad, Andrew 42
Lyons, Debra 34
MacInnes, Joshua 86
Mackey, Peter 63
Mahlman, Robert 85
Manier, Theresa 88
Marks, Casey 73
Matheson, Carl 70, 80
McClarey, Joe 43
McConnachie, Mac 27
McCorkle, Rory 63, 81, 91

McFarland, Scott 88
McHenry, Robert 88
McNamara, Jennifer 64
Mehta, Trushant 43
Mendler, Frederick 52, 75
Miller, Sarah 57
Mills, Christine 86
Mirontsev, Nikita 54
Mixon, Clay 28
Molenaar, Mark 40, 84
Morgan, Jarrod 31
Morin, Maxim 56
Morrison, Kristin 58
Mueller, Lorin 66
Mukkamala, Vamsi 43
Mulford, Allison 61
Mulkey, Jamie 79
Munshi, Fadi 35, 45
Munson, Liberty 51, 67, 73, 90
Murphy, Stephen 52
Neale, Matthew 61
Nei, Kimberly 32
Nepomuceno, Eric 44
Nerthercott, Mel 36
Nicosia, Ray 45, 62
Nolin, Michelle 89
O'Connor, Kate 30
Oddo, Jennifer 34, 50
Oosterink, Marleen 42
Oswald, Marc 28
Pandian, Ravi 54
Parikh, Sarita 80
Park, Yoon Soo 62
Parshall, Cynthia 34, 64, 80
Pascale, Peter 48
Patsula, Liane 47, 56
Peabody, Michael 35, 44
Pedigo, Rob 34, 50
Pelter, Sarah 70
Petway, Kevin 46
Pitkin, Naomi 62, 85
Pope, Greg 56
Porter, Michelle 44
Porter, Barry 73
Porter, Clarke 53
Powell, Tiffany 27, 77
Prebil, Michael 50
Pugliese, Lou 77
Qunbar, Saed 78
Raha, Kaushik 58
Ramstad, Ruth 64
Rangnekar, Ashish 62
Rankin, Angelica 73
Raposa, Rich 75
Reid, Jerry 89
Reilly, Thomas 62
Ricci, Roberto 28
Rich, Changhua 29
Riker, Amy 64
Riner, Tina 32
Rinn, Dan 73
Robertson, Marcus 40, 75
Roelke, Heiko 45
Rooks, Tina 46
Roorda, Marten 81
Roosendaal, Denise 88
Rosen, Yigal 45
Ruggieri, Giuseppe 36
Rupp, Andre 34
Saben, David 39
Sabharwal, Kulbir 84
Saiar, Amin 44, 63, 81
Saxena, Alok 35
Scherbaum, Charles 77
Schmidt, Jarin 39
Schmitt, Neal 88
Schoenig, Rachel 32, 45, 62, 84
Schultz, Matthew 51
Sconing, James 32, 84
Scully, Darina 45
Seburn, Mary 35
Seelow, David 64
Seepersad, Clyde 75
Semko, Jennifer 66
Severino, Lori 39
Shah, Neel 27
Singh, Charles 29
Singh, Anurag 35
Sireci, Steve 63, 72
Skanson, Rachel 77, 84
Smith, Russell 27, 53
Smith, Denny 85
Song, Hao 26, 57
Sowles, John 79
Sparling, Mike 27, 89
Spear Carter, Shannon 27
Spivack, Gary 40, 54, 80
Spranza, Jeffrey 42
Stopek, Joshua 27, 51
Straehle, Manny 43, 73
Stransky, Steven 51, 61
Sullivan, Taylor 32, 49, 77
Sweeney, Kevin 36
Swift, Roy 31
Swygert, Kimberly 34, 51
Tanedo, Dan 51
Tang, Xiaodan 26
Tang, Steven 43, 54, 57
Taylor, Ben 78
Tejeda, Guillermo 57
Thibodeaux, Todd 31
Thiemann, Alan 27
Thomas, Leslie 31
Thompson, Camille 45, 62, 84
Thompson, Nathan 42, 56
Thompson, Gabriel 75
Tong, Alex 29, 81
Torok, Sarah 54
Trindel, Kelly 77
Turner, Matt 32
Tyler-Williams, Marco 36
Umezawa, Naotomi 29
Vakati, Kishore 51
van den Heuvel, Jill 73
Vesey, Winona 58, 87
von Davier, Alina 77, 81
Wachs, Melanie 77, 84
Wang, Joy 56
Ward, Pat 53
Waters, Linda 87
Webb, Lynn 80, 85
Weber, Anjali 63
Weiner, John 32, 72, 81, 88
Weinstein, Marc 61, 66
Welch, Catherine 62
Wendler, Cathy 34
Westwood, Chris 89
Wheldon, Hazel 27, 89
Wilcox, Matthew 71
Wiley, Andrew 88
Willnecker, Ashley 72
Wilson, Anthony 32, 70
Winicki, Steve 75
Winkley, John 27
Winston, Nick 86
Wise, Brodie 90
Wojnakowski, Mary 49
Wollack, James 66
Woo, Ada 66, 81, 91
Wood, Scott 34
Woodley, Cynthia 70
Woolever, Nancy 49, 77
Wools, Saskia 42, 84
Yao, Erin 34
Zara, Anthony 73
Zhang, Alex 29

LOBBY LEVEL



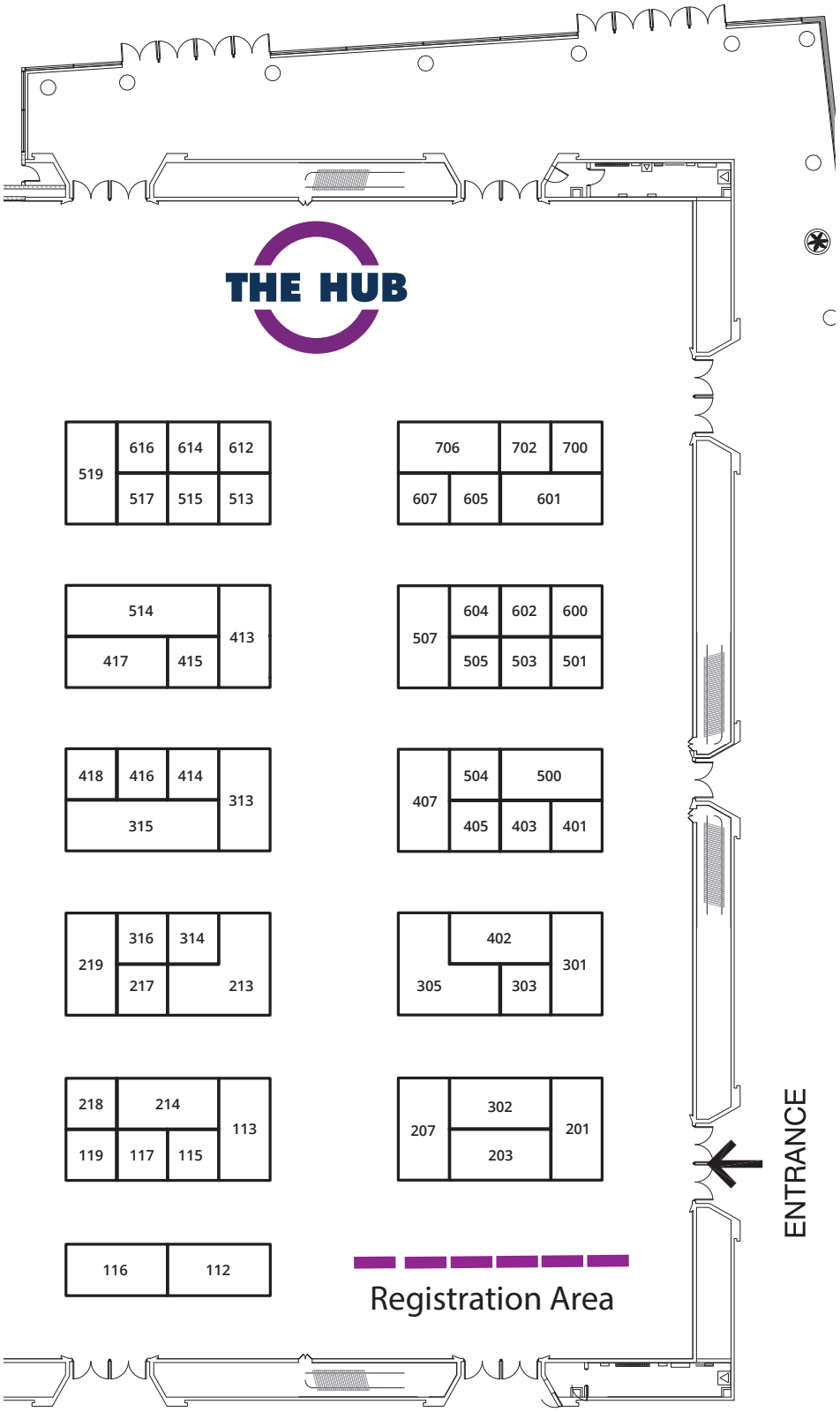
CONVENTION LEVEL



ATP INNOVATIONS IN TESTING 2019 CONFERENCE KEY:

- Keynotes & General Sessions
- Speaker Lounge
- Peas in a Pod
- Exhibit Hall & Registration
- Ambassador/ First Time Attendee
- Breakout Sessions

Exhibit Hall Map



PSI Services 112
Yardstick Assessment Strategies 113
Proctorio 115
Scantron 116
Data Solutions International Inc. 117
Hogan Assessments 119
ATA Testing Authority (Beijing) Limited 201
Internet Testing Systems (ITS) 203
Pearson VUE 207
Netlogon 213
Open Assessment Technologies 214
Comms Multilingual 217
BenchPrep 218
ACT, Inc. 219
ProctorU 301
GrandMasters 302
Vantage 303
Alpine 305
Prometric 313
Bongo 314
Certify Assessment Solutions 315
Arcadia Inc. 316
Excelsoft 401
American National Standards Institute (ANSI) 402
Mensor 405
Examity 407
TrueAbility 413
CApStAn 414
Institute for Credentialing Excellence (ICE) 415
NPC, Inc. 416
BTL Surpass 417
Strasz 418
Caveon Test Security 500
Questionmark 501
Bradford and Bigelow 504
Lineup 505
Zoomorphix Systems 507
Paradigm Testing 513
Kryterion, Inc. 514
Certica Solutions 519
Learnosity 600
Certification Management Services (CMS) 601
Credly 604
British Council 614
Biometric Signature ID 706

Platinum Sponsors

#atpconf

ACT

Alpine Testing Solutions

Assessment Alliance

全美在线 ATA

BenchPrep

CollegeBoard

examity
BETTER TEST INTEGRITY.

GRANDMASTERS

iTS internet TESTING SYSTEMS

KRYTERION
GLOBAL TESTING SOLUTIONS

netlogon CONTENT DEVELOPMENT

Pearson VUE

proctorU

Professional Testing

PROMETRIC

psi Testing Excellence

TrueAbility

Yardstick Assessment Strategies Stratégies en évaluation

ZOOMORPHIX SYSTEMS

www.innovationsintesting.org