

Session Submission Guidelines

Program Information

The Call for Presentations will open July 7, 2010 and will close August 6, 2010.

Submission Guidelines for the Association of Test Publishers (ATP) 2011 Innovations in Testing Conference

One-hour breakout sessions, two-hour interactive workshops, and the innovation showcase (traditional poster and electronic demonstrations) are the foundation of the ATP Conference's educational program. These presentations give conference attendees an opportunity to learn about testing and assessment research, best practices, and practical applications. Remember that ATP is about Innovation!

All abstracts must be submitted via the ATP Conference's Online Session Submission Tool by midnight Eastern Daylight Time, August 6, 2010.

Here are some key points to remember as you develop your proposal and submission:

- In order to save your abstract submission you must complete all of the abstract fields. You will be able to return to edit your submission via the ATP Conference's Online Session Submission until **midnight Eastern Daylight Time, August 6, 2010**.
- Each session abstract may have a maximum of 2400 characters (including spaces). The abstracts of accepted sessions will be placed on the ATP Conference website and printed in the Conference Program Guide.
- All presenters must attend the Conference on the assigned day of their presentation.
- Breakout session presenters, workshop presenters and innovation showcase presenters must register and pay the registration fee to attend the ATP Conference. Presenters are offered a discount conference registration rate of \$625.00.
- Sessions should include innovative ideas or approaches in the industry, cutting edge technologies, or best practices in technology-based testing applications. Submissions judged by ATP reviewers to be simply advertisements for products and services or overly promotional in nature will be rated lower and may not be accepted. Topics should fit within the following tracks: (See page 3 of this document for more information on these tracks)
 - Federal, Legislative, Judicial Mandates
 - Innovative Item and Test Formats
 - International Activity
 - Relationships with Stakeholders
 - Security, IP and Privacy
 - Standards and Best Practices
 - Technical Psychometric Issues
 - Unproctored Testing, Distance Education, Alternate Delivery Models
 - Other Innovations and Trends

Session Submission Guidelines

- ATP reserves the right to combine session proposals and to balance the number of breakout sessions, interactive workshops, and/or poster sessions submitted by any given individual company or organization. ATP also reserves the right to edit session titles and abstracts for marketing purposes.
- ATP encourages session submitters to collaborate with other testing innovators by submitting a symposium proposal or a session with a common theme or focus.
- It will not be possible to guarantee a particular day and time for each presentation.
- For questions regarding the ATP Conference breakout sessions, interactive workshops or poster sessions, please [e-mail](#) us.

An **Interactive Workshop** is a 2 hour block of time where participants learn and interact through structured group exercises. Workshops cover a variety of interest areas for individuals who want hands-on experience. Workshops include multiple individuals or a panel of presenters. Interactive Workshops will take place during the following time slots (schedule is subject to change):

Monday, February 28, 2011

10:00 AM – 12:15 PM

Tuesday, March 1, 2011

8:30 AM – 10:45 AM

Innovation Showcase may be a traditional paper-based poster or electronic (displayed on a computer) with content in keeping with the theme of "Innovations in Testing". A poster session typically lasts about 6 minutes, and runs throughout the course of the 2 hours allotted for this special joint reception and session. Attendees are encouraged to review the poster session displays while enjoying the Reception with the Exhibitors. Conference attendees will mingle with Poster Presenters, so you are encouraged to stay with your poster to discuss your poster and to answer questions. Poster sessions in conjunction with the Reception with Exhibitors, will take place (schedule is subject to change):

Monday, February 28, 2011

5:00 PM – 7:00 PM

A **Breakout Session** is a 60 minute interactive presentation on topics that are of interest to the attendees of ATP's Annual Innovations in Testing Conference. Each session typically includes one or more individual presenters or a panel of presenters. Some sessions may be selected as "Highlight Breakout Sessions" and presenters will be asked to present the same session twice during the conference. Breakout sessions will take place (schedule is subject to change):

Monday, February 28, 2011

10:00 AM – 11:00 AM

11:15 AM – 12:15 PM

2:45 PM – 3:45 PM

4:00 PM – 5:00 PM

Tuesday, March 1, 2011

8:30 AM – 9:30 AM

Session Submission Guidelines

9:45 AM – 10:45 AM
11:00 AM – 12:00 PM
1:30 PM – 2:30 PM
4:00 PM – 5:00 PM

Wednesday, March 2, 2011

9:45 AM – 10:45 AM
11:00 AM – 12:00 PM

Abstracts will be evaluated against the following criteria:

Clarity: Are the session's objectives, outcomes and intended audience described in the abstract? Weighted as (4).

Relevance: Does the session provide key content to the testing industry and have a significant bearing to the work done by the intended audience? Weighted as (3).

Innovative: Does the session provide information and learning experiences that are innovative and align with the conference tracks? Weighted as (5).

Breadth: Does the session cross two or more divisions? Weighted as (2).

Breakout, Workshop and Poster Sessions

These are the ATP 2011 Session Tracks. Note that while each track includes examples of topics that might be presented, these are just examples and do not comprise an exclusive list.

- **Federal, Legislative, Judicial Mandates**
 - e.g., NCLB, RTT, standards-based reform, NAEP, Ricci, Vulcan, Enyart, EEOC
- **Innovative Item and Test Formats**
 - e.g., Simulations, videos, multiple choice variations, performance testing, memorability issues, LOFT, MST, MFT, new perspectives on CAT
- **International Activity**
 - e.g., Localization/translation, determining demand, marketing new or existing testing programs
- **Relationships with Stakeholders**
 - e.g., Marketing, branding; with candidates, boards, vendors and others
- **Security, IP and Privacy**
 - e.g., New threats, novel approaches, implications for test development, statistical analyses, IP protection, sanctions, privacy protection
- **Standards and Best Practices**
 - e.g., Status of standards, impact across the testing process and on organizational structure, program management
- **Technical Psychometric Issues**
 - e.g., IRT advances, measurement for nonmeasurement professionals, innovative uses of testing data, algorithms for item banking, cloning, etc
- **Unproctored Testing, Distance Education, Alternate Delivery Models**
 - e.g., How to, technology, mobile testing, security
- **Other Innovations and Trends**