

Wednesday Conference Program

► **Breakfast with Exhibitors, 7:30 AM – 9:00 AM**

Location: Sun Ballroom C - D

► **ATP Keynote Address, 9:00 AM – 10:00 AM**

Location: Sun Ballroom A - B

Keynote: Ronald Berk, Ph.D., Professor of Biostatistics and Measurement, School of Nursing, The Johns Hopkins University

"Humor as a Coping Strategy to Reduce Professional Stress"

As a newbie or veteran in test publishing or academia, do you ever experience stress? Nope! "You're kidding." Yup. There seem to be multiple stressors in our careers, such as: workload, deadlines, meetings, travel, technology glitches, test security issues, a bunch of blood-thirsty competitors, an endless barrage of tasks, and a frantic pace. The major ones cannot be eliminated. But we have choices in how we respond to them. The simplest solution is (Are you ready? Isn't this exciting?): Thorazine®. Kidding. Short of controlled substances, consider: humor and laughter. You will assess your own use of humor on the Coping Humor Scale. Nearly 40 years of research on the psychological and physiological effects of humor and laughter will be summarized and then applied to your life. This session will describe several systematic humor strategies you can use daily to cope with your stressors. You will walk out of this session with concrete methods to "deal" with whatever or whoever is driving you nuts!!!



► **Breakout Sessions, 10:15 AM – 11:15 AM**

Computer Based Approaches to Diagnostic Testing

10:15 AM – 11:15 AM

Location: Miami 3

Type: Cross Divisional

Level: Intermediate

Diagnostic assessment is gaining momentum in a broad range of testing settings from education to profession certification and licensure. This session will address some of the key issues related to defining diagnostically useful measurement information and cover three relatively new technological approaches to extracting and scaling multidimensional information for diagnostic purposes: (1) using scoring evaluators for incorrect distractor patterns (Luecht, 2005); (2) modeling diagnostically relevant item data using the hierarchical attribute method (Leighton, Gierl, & Hunka, 2004); and (3) scoring using a multidimensional item response theory model (e.g., Luecht, 2003; Tate, 2004).

Presenter: Richard Luecht, Professor, Educational Research Methodology, University of North Carolina at Greensboro

Using Statistical Evidence to Fight Cheating

10:15 AM – 11:15 AM

Location: Miami 2

Type: Cross Divisional

Level: All

What can statistics tell you about cheating? Can you rely on statistical evidence for tough decisions about test results and testing center performance? This session will provide a high-level overview of the types of information about cheating and piracy that statistical analysis of test response data can provide, and examine different strategies and qualifications regarding its use to manage test results, test delivery providers, and other test security efforts.

Presenters: Bob Hunt, Vice President, Product Development & General Counsel, Caveon Test Security
Matt Lundy, Microsoft

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Virtually Seamless: Administering Exams Using Virtual Labs

10:15 AM – 11:15 AM

Location: Miami 1

Type: Cert/Lic

Level: Intermediate

Testing using virtual labs offer a true performance testing experience without the expense of traditional lab-based exams. Candidate travel costs are minimized and exam hardware and other resources can be efficiently shared across multiple testing projects. This session will cover the considerations when implementing a virtual lab exam. It will also highlight the presenter's experience when multi-purposing an existing virtual lab training environment into a dual-purpose training and testing solution.

Presenters: Mike Reid, CISCO
Maryjo Swenson, Novell

Software Development: How to Keep Up With the Jones Without Going Broke

10:15 AM – 11:15 AM

Location: Sanibel 2

Type: Clinical

Level: All

Maintaining your CBT software gets more difficult every time Microsoft releases a new operating system or service pack update. How do you maintain a quality release across the spectrum of Microsoft's Operating Systems? This session will explore: • Microsoft's current Operating Support Policy • Upcoming Microsoft releases • Testing strategies to minimize costs while delivering quality software. This session is designed for people who are releasing software that must operate across Microsoft Windows operating systems.

Presenter: Gary Therens, Manager, Delivery Systems, Pearson Assessments

Comparability of Computerized Tests - Results of New Research

10:15 AM – 11:15 AM

Location: Tallahassee 1

Type: Education

Level: Intermediate

Increasing numbers of state education departments are exploring or implementing online assessments as part of their statewide programs. In virtually all of these states, the infrastructure to test all students online does not exist. For this reason, paper and online versions of the same tests must be offered side-by-side. In such settings, professional testing standards indicate the need to ensure comparable results across paper and online mediums. This session will present data from two comparability studies conducted in spring 2005 for a state assessment program. These studies involved approximately 15,000 students across four subjects and two grade levels. The comparability results include score-level comparisons, analyses of item-level mode effects, and analyses of typed and handwritten essay responses using automated essay scoring technology. In addition, results of surveys administered to students and online test administrators will be shared. The implications of these comparability findings will be discussed in the general context of high-stakes state assessment programs.

Presenters: Denny Way, Director of Consulting Research Services, Pearson Educational Measurement
Laurie Davis, Psychometrician, Pearson Educational Measurement
Steve Fitzpatrick, Research Scientist, Pearson Educational Measurement

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Legislative and Regulatory Issues for 2006 - How Clear Is That Crystal Ball?

10:15 AM – 11:15 AM

Type: Education

Location: Sanibel 3

Level: Intermediate

This session will review key federal legislative and regulatory actions that affect educational test publishers – implementation of the Individuals with Disabilities in Education Act (IDEA); reauthorization of Head Start, the Workforce Investment Act (WIA), the Higher Education Act (HEA); NCLB; and government competition with test publishers. Presenters Larry Snowwhite and Alan Thiemann will look back at their predictions for the 109th Congress and the second Bush administration, and will analyze the prospects for 2006 and what they might mean for educational test publishers.

Presenters: Larry Snowwhite, Vice President, Government Relations, Houghton Mifflin Company
Alan Thiemann, Senior Partner, Thiemann Aitken & Vohra, LLC

What Would ATP Companies Like to See in RFPs They Respond To?

10:15 AM – 11:15 AM

Type: Education

Location: Tallahassee 3

Level: All

With the best of intentions, states and districts often issue RFPs that do not elicit from potential vendors their most accurate responses. Clients want goods and services that meet their needs, but by not understanding the entire cycle of test development and administration from a vendor's point of view, clients may unintentionally make statements in their RFPs that place unreasonable limits on vendor activities and thus "get in the way" of efficiency and/or effectiveness. For instance, states may over-specify the shipping procedure to be used to deliver assessment materials. The state may not actually care how materials are shipped, they simply want to guarantee delivery on a certain day. But by specifying a particular method, they may lose out on savings that would get them the same result for less money. This session will explore these and other issues. It is the intention of the presenters to compile the information from this session and format it into a brief document that could be given to our clients. Come join our discussion.

Presenters: Stephanie Gertz, Consultant
Debbie Willis, Director, American Printing House for the Blind
Adam Beck, General Manager, Manna Distribution Services, Inc.
Rachel Slaughter, Assistant Director, Measured Progress

The Impact of Sarbanes Oxley on the Management of Personal Data

10:15 AM – 11:15 AM

Type: I/O

Location: Sanibel 1

Level: Intermediate

It is not uncommon to hear of the different challenges that organizations face when trying to get their financial back-office in alignment with the legislature of Sarbanes Oxley. While the spirit of the legislature was intended to increase fiscal responsibility and accountability, the authors of this legislature were not always detailed in their descriptions of the technological compliance requirements. This has created a situation where corporate counsel may be making their interpretations of the legislature - in some cases, requiring that the technological infrastructure of their service providers meet some level of audit compliance. As "data trustees", test publishers may find themselves subject to these compliance issues.

Presenter: Andre Allen, VP of Technology, Pearson Performance Solutions

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The Implications of Revisions of the SIOP Principles for Test Publishers

10:15 AM – 11:15 AM

Type: I/O

Location: Tallahassee 2

Level: Advanced

The publication of the 4th edition of the SIOP Principles for the Validation and Use of Personnel Selection Procedures has had diverse impacts on Test Publishers. Through real-life scenarios, this session will describe some of these situations and highlight the different guidelines found in the old and new Principles. Scenarios illustrating these differences and their possible impact on test publishers will include discussions on validity as a unitary construct and multiple sources of evidence, predictive bias and measurement bias, cut scores, and the transportability of validity and use of meta-analysis. Audience participation in the discussions is encouraged.

Presenters: Marcia Andberg, President, Marcia Andberg Associates LLC
Wanda Campbell, Director-Employment Testing, Edison Electric Institute

Platinum Sponsor Session (ATA): A Psychometric Evaluation of Simulation Items – Microsoft MCP Program Case Study

10:15 AM – 11:15 AM

Type: Sponsor

Location: Captiva 1

Level: All

Performance based assessment through simulation technologies has always been requested by test sponsors in the testing/assessment profession; the practicality, reliability and validity of such new test types were the key elements for the wide acceptance by the industry. The new MCP exams with simulation contents for Windows 2003 Server were launched globally for almost a year. This session is to give an overview of the project from a psychometric perspective about the design, implementation and the result analysis of simulation-based test items for IT skills.

Presenter: Alex Tong, Vice President, Business Development and Testing Services, ATA Testing Authority Inc.

Platinum Sponsor Session (Caveon Test Security) CSI: Orlando – Data Forensic Tools for the Testing Industry

10:15 AM – 11:15 AM

Type: Sponsor

Location: Captiva 2

Level: All

It's the perfect crime. Test items are about to be stolen and then sold on the Internet. Except... there is a way to stop this crime, before it happens. Test security strategies and tools exist that can help you monitor and anticipate test theft and fraud. Come learn about Caveon's data forensic approaches for solving test security issues and minimizing test theft. Hear from test program sponsors who use these tools to thwart cheating.

Presenter: Bob Hunt, Vice President, Product Development & General Counsel, Caveon Test Security

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Platinum Sponsor Session (Integral7, Inc.): Everyone Wins with Credential Management

10:15 AM – 11:15 AM

Type: Sponsor

Location: Daytona 1

Level: All

In relevant-to-you examples, this presentation will explain and demonstrate the value in implementing a credential management system. Through a real-life case study, you'll hear and see how the Integral7 Learning Profile (I7LP) offering provides a complete and cost-effective solution where everyone involved in credential management wins: Credential Sponsors (executives, program managers, psychometricians, etc.), Candidates and Employers. Learn about the suite of tools that automate the management of credential data including data from test service providers, learning management systems and other internal business support systems. See how you can automate the entire credentialing process from importing and evaluating exam results and granting credentials to program fulfillment, candidate and program management and data analysis and reporting. This presentation will clearly establish the true return on investment of implementing the Integral7 Learning Profile as well as showing you how to further enhance the adoption of your credential programs, promote their on-going value and increase candidate satisfaction.

Presenters: Clarke Porter, Co-Founder, CEO, Integral7, Inc.
Kurt Waltenbaugh, Co-Founder, Integral7, Inc.

► Breakout Sessions, 11:30 AM – 12:30 PM

Innovation in Item Response Theory

11:30 AM – 12:30 PM

Type: Cross Divisional

Location: Miami 1

Level: Intermediate

This session will address innovative theoretical directions and research results in item response theory. Presenters are internationally known for unique contributions to the theory and practice of IRT.

Presenters: Daniel Segall, Chief of the Personnel Testing Division, Defense Manpower Data Center
Terry Ackerman, Professor, University of North Carolina, Greensboro

A New ATP Security Initiative

11:30 AM – 12:30 PM

Type: Cert/Lic

Location: Tallahassee 3

Level: All

Test security is top of mind for many testing programs today. The Certification/Licensure Division is working on a new security initiative that focuses on developing a forum for sharing best practices, discussing emergency issues, and coordinating efforts around test security. Learn how the activities of the former Council for Secure Testing will be integrated in to this new ATP security initiative. Come join the C/L leadership in learning more about these initiatives and activities and how you can get involved.

Presenters: Casey Marks, Associate Executive Director, National Council of State Boards of Nursing, Inc.
Jamie Mulkey, Senior Director, Test Security Services, Caveon Test Security
Julie Wineberg, VP Client Services, Pearson VUE

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Channel Management: Implementing a High-Stakes Certification Program Using your Training Centers for Proctored Examination Delivery

11:30 AM – 12:30 PM

Location: Miami 2

Type: Cert/Lic

Level: Intermediate

Companies in the Information Technology market make large investments to train their users and strategic partners. Leveraging a training center channel for proctored certification delivery is one way to deliver application specific tasks while recouping some of these expenses. This session will discuss the Authorized Training Center (ATC) network Autodesk, Inc. has built with over 1100 centers worldwide. Through this network, AutoDesk delivers performance-based testing through the use of its ATC facilities. Since these facilities already train users in Autodesk applications, the centers have the suite of Autodesk applications necessary for certification testing. Companies and organizations considering how to use their existing training center network for certification delivery will benefit from learning how to build a secure, stable, and scalable certification infrastructure.

Presenters: Philip Koneman, Senior Manager, Global Certification, Autodesk, Inc.
Patrick Ward, President, Internet Testing Systems

Trends in Testing: The US, UK, Europe and Beyond

11:30 AM – 12:30 PM

Location: Tallahassee 1

Type: Education

Level: All

Each of the presenters will draw on their education, experience, and expertise to describe trends that they have observed in Educational, Occupational, and other areas of testing. Both well established and emerging activities will be noted and the presenters will offer their views on where we are heading in each area. Dave Bartram will draw on his roles in academic, test publishing, and international collaboration settings to comment on developments in test publication and use, including attention to the role of standards in building tests and encouraging productive uses of tests, and the problems associated with using tests across languages and cultures. Wim van der Linden will draw on his own research and his knowledge of the work of others in both academic and operational testing environments to comment on the development and implementation of psychometric models and procedures: areas where much progress has been made; areas where research and development are particularly active at this time, particularly hard to resolve problems of development and use of tests. Carol A. Dwyer will draw on her experience as a test and program developer and leader of policy research efforts as well as her familiarity with a large body of other work to comment on trends in the evaluation of the impact and role of testing in different domains, especially in education, identifying policy issues that have been looked at closely, as well as relatively new areas now being investigated or in need of further study.

Presenters: John Fremer, VP of Client Services, Education, Caveon Test Security
Carol Dwyer, Educational Testing Service
Dave Bartram, Research Director, SHL Group
Wim J. van der Linden, Professor of Measurement and Data Analysis, University of Twente, Netherlands

Value-Added Models in Educational Testing

11:30 AM – 12:30 PM

Location: Sanibel 2

Type: Education

Level: Intermediate

A great deal of attention has been directed towards the use of value-added models for accountability in education. In this session, Dr. Braun will review current efforts to introduce value-added models into school and teacher accountability at both the federal and state levels. He will describe some of the key models and provide a critical analysis of the pros and cons associated with such models.

Presenter: Henry Braun, Educational Testing Service

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Integrated Assessments: The Role of HR-XML Standards

11:30 AM – 12:30 PM

Type: I/O

Location: Sanibel 1

Level: Intermediate

Employers are increasingly using the assessment instruments, tools, and expertise offered by third-party assessment companies. While many third-party assessment tools have been established as valid predictors of performance, it can be difficult and expensive to integrate a collection of these third-party assessments within HRMS and applicant tracking and recruiting systems. This presentation will review and demonstrate how the HR-XML Consortium's Assessment specification is simplifying the integration of assessments across different systems.

Presenter: Chuck Allen, Director, HR-XML Consortium, Inc.

The Big Five and Personality Research: Current Findings and their Implications

11:30 AM – 12:30 PM

Type: I/O

Location: Tallahassee 2

Level: All

Changing workplace phenomena have cast the role of personality in a new and dynamic light. As work has become less structured, as organizations increasingly use teams to organize work, and as person-organization "fit" is taken more seriously, understanding individual differences in personality and their implications for behavior at work has become more critical. Research conducted over the past decade has provided clear evidence that the broad traits represented in the five factor model of personality predict such important outcomes as job satisfaction, job performance, deviance, turnover, leadership effectiveness, and organizational citizenship behavior, underscoring the importance of personality. However, today a thorough understanding of personality in work settings requires us to move beyond these bivariate relationships to think broadly about the role of situations, behaviors, and attitudes on the personality – performance link. This presentation is designed to provide an in-depth understanding of the major research questions on personality at work. In addition to discussing the major conceptual frameworks for the study of personality variables in I/O psychology (in particular, the Big Five model), we will seek to answer the following questions: • Where did the Big Five Model come from and is it sufficient? • How does personality affect various outcomes, behaviors, and attitudes including happiness, motivation, and performance? • What is the relationship between personality and behavior in specific work settings? And how does "fit" affect these findings? • How can you apply this knowledge as a manager?

Presenter: Murray Barrick, University of Iowa, Wonderlic, Inc.

Platinum Sponsor Session (Alpine Testing Solutions): Innovative Performance Testing Solutions

11:30 AM – 12:30 PM

Type: Sponsor

Location: Captiva 1

Level: All

Performance testing has historically been beyond the budget and resources of the majority of testing programs. That is changing as technology and methodology continue to drive down the cost and time required to develop a performance test and at the same time expand the viable delivery footprints. In this session, we will examine performance testing solutions that are available today and in the near future. We will also discuss how a program can determine if performance testing is a good fit and, if so, how to ensure that the additional cost and effort required of a performance test results in better measurement decisions rather than simply adding technical "ooh" and "aah."

Presenters: James Olsen, Vice President & Chief Scientist, Alpine Testing Solutions
Brian Adams, President and CEO, Alpine Testing Solutions
Lanny Lin, Principal Program Analyst, Alpine Testing Solutions

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Platinum Sponsor Session (CASTLE Worldwide, Inc): Advanced Item Types and Internet-Based Testing

11:30 AM – 12:30 PM

Type: Sponsor

Location: Daytona 1

Level: All

As organizations move to Internet-based testing, they discover the increased availability of advanced item types, including drag-and-drop, simulation, and practical/performance tasks. This session highlights the psychometric and practical issues involved in the implementation of these advanced item types into Internet-based examinations. The presenters will discuss the impact of these item types on the test design, development, and scoring processes, the involvement of the information technology department, the level of appropriateness to the organization's candidates and content, and other topics.

Presenters: James Henderson, Executive Vice President, CASTLE Worldwide, Inc.
Rick Phillips, Chief Technical Officer, CASTLE Worldwide, Inc.

Platinum Sponsor Session (Company Q): The Future of High-Stakes, Computerized Testing Today

11:30 AM – 12:30 PM

Type: Sponsor

Location: Captiva 2

Level: All

Technology is changing at a faster and faster rate yet our high-stakes, computerized test delivery options do not seem to be keeping up-to date. Why can't test delivery be less painful? More flexible? More secure? More manageable? And less expensive? Come discover what innovation and technology are doing to turn the testing industry on its head and take a quantum leap into the future.

Presenter: Quinn Sutton, Industry Veteran

► *Boxed Lunch, 12:30 PM – 1:30 PM*

Location: Sun Lobby

End the conference by enjoying lunch with your colleagues, or just pick up a box to go.

► *Post Conference Session, 1:00 PM – 3:00 PM*

New ATP Secure Testing Committee Meeting

Location: Miami 3