

**NATIONAL COLLEGE TESTING ASSOCIATION**

**2017 ANNUAL REPORT**

**INTRODUCTION**

During 2017, the Governing Council of the National College Testing Association continued to work on the goals of the 2014 Strategic Planning Session held in Texas. These goals included providing the membership with additional opportunities for professional development, enhancing the annual conference with a new scheduling format, and increasing the number of sessions offered by the virtual conference. The Governing Council’s reorganized division structure more accurately reflects the work being done as well as better serves all members of NCTA. We continue to make progress on our road to 2020 (NCTA 2020: Focusing on Our Future).

**GOVERNING COUNCIL**

The Governing Council currently consists of eleven individuals whose primary goal is to continue providing the opportunities that will enable NCTA to move forward in its quest to serve as a leader in the area of test administration/proctoring whether online or in person, computer or paper/pencil, national or institutional--always keeping uppermost the need for security and integrity.

The Governing Council’s reorganized divisional structure more accurately reflects the work the Council is doing and what fits in each division. This change allows for greater efficiency and streamlines the work flow of the Governing Council. In addition to the reorganization, a plan was developed for the chair of each division and the placement of new Council members into a division to work under the chair and then become chair when the current chair rotates off.

The six divisions are Finance, which focuses on the financial management and reporting for the organization; Growth and Outreach, which focuses outside the organization with the purpose of recruiting new members and increasing industry awareness of NCTA; Membership Engagement, which focuses on the current NCTA membership with the purpose of increasing networking opportunities, developing the talent and leadership pool, supporting NCTA initiatives, and promoting a sense of ownership and belonging within the organization; Partnerships and Collaborations, which focuses on establishing, promoting, and enhancing our relationship with other testing related professional organizations for purposes of expanding the reach of NCTA, developing resources to assist NCTA members, and advancing the professional community; Professional Development, which focuses on developing and expanding the knowledge, skills, and abilities of NCTA members through SIGs, webinars, the E-Journal, and numerous volunteer opportunities related to the annual conferences and virtual conferences; Professional Services, which focuses on the development of best practices in testing as well as the advancement and development of NCTA programs and services promoting those practices.

The Governing Council meets three times a year, and this year those meetings were held in March at the 2017 Cincinnati conference site, at the end of the 2017 conference, and in November, which was our first electronic meeting. This venue for the meeting was proposed as a way to reduce organization expenses and still continue to get the work done. The all day meeting went well, and the plan is to continue the fall meeting with this venue.

Seven Governing Council members completed their terms at the end of the 2017 conference: Criss Gilbert with University of Wisconsin LaCrosse, Amystique Harris Church with Delaware State University, Tammy Roach with the University of Louisville, (KY), James Wollack with the University of Wisconsin Madison, Theresa Scott with Middle Georgia State University, and Kristen Vickery with Anne Arundel Community College (MD). Jarret Dyer was elected President-Elect in the spring Governing Council Election. Three new individuals were also elected to join the Council: Rachel Hample with Temple University (PA), Bill Thelen with Central Washington University, and Marc Webb with Broward College (FL). Due to new professional responsibilities, Marc had to resign and was replaced by Naora Ben-Dov with Woodbury University (CA).

The Governing Council continues to strive to make every effort to be good stewards of NCTA’s financial situation: we have reduced the size of the Council to reduce meeting costs, conference sites are chosen with the intent of providing attendees with an affordable professional development experience, and conference costs are closely monitored. In addition, we continue to fine-tune the virtual conference option to enable those whose schedules and departmental budgets preclude their in-person conference attendance with a reasonably priced way of participating in sessions; the multi-year purchase of the conference app provides NCTA’s membership with a connection to colleagues at a reduced rate.

**PROFESSIONAL DEVELOPMENT**

**Chairs: Cindy James and James Wollack**

NCTA offers a variety of professional development opportunities for all the members through the annual conference, the E-Journal, Special Interest Groups (SIGs), and webinars.

**Annual Conference**: The annual conference was held in Cincinnati, Ohio, from September 13 – 15 at the Hilton Netherland Plaza. There were 395 participants at the conference and another 67 who participated in the virtual conference.

This year several new initiatives were introduced. The first involved scheduling the conference over three days (Wednesday – Friday), instead of three and a half days (Wednesday to Saturday). The second involved extending the Exhibitors’ Fair from one to two days, providing more time for the sponsors and participants to interact with each other. The third involved a Business meeting during Friday’s luncheon in which Board Chairs presented updates on their division to the membership. All of these changes appeared to be well received by the participants, as was the keynote address given by Meghan Grade, co-author of the book, Generation Z Goes to College. The conference APP was well utilized, providing participants with the latest agenda, updates from the conference planner, speaker information, feedback opportunities, maps, sponsor details, and an attendee list. In addition to this, the virtual conference offered live streaming for some sessions as well as recorded sessions, all of which have been archived and are available to the membership as a part of the webinar service.

Planning is underway for the 2018 conference that will be held in Scottsdale, Arizona, from September 5 – 7 at the Hyatt Regency.

**E-Journal**: This year there was a change in editors for the *Journal of the National College Testing Association (JNCTA)*. The founding editor, James Wollack, was replaced by Sara Rieder Bennett. The journal continues to solicit manuscripts that focus on the trends, practices, research, programs, policies, and activities related to examination development and administration. Prospective authors will find the call for journal submissions on the NCTA website under the Resources tab/eJournal link.

**Special Interest Groups (SIGS)**: Two new SIGs were proposed this year, one related to Distance Learning testing and the other to Academic Integrity. With sufficient interest, the official formation of one or both of these will be take place in the coming year. In the meantime, the existing Universal Access in Testing (UAT) SIG continues to provide targeted professional development and resources related to ideas of non-standard or accommodated testing for students with disabilities with a focus on creating accessible testing experiences for these students.

**Webinars:** The 2017 virtual conference (VC) included eight concurrent sessions and three workshops. These have been archived, so NCTA members have year-round access to them and other archived copies of previous VCs, along with on-demand webinars.

**Volunteers**: A total of 59 members were recognized at the 2017 NCTA conference for donating their time and energy to the PD activities outlined above.

**FINANCE**

**Chair: Alejandro A. Martinez Jr, Treasurer**

In mid-2016, the NCTA Governing Council approved transitioning the organization’s fiscal year reporting period in an effort to best align with that of most post-secondary institutions. NCTA’s new fiscal year is July 1- June 30; however, it’s anticipated that it will take another full year for the actual numbers to align. Once again, during this transition period, we are providing a Calendar Year 2017 Annual Report.

The annual conference continues to be a success in registration numbers. Conference revenue totaled $168,488.50 based on conference registrations, sponsorship, and other contributions; conference expenses totaled $143,715.89. Membership continues to be a solid source of revenue with $126,966.08 received. Governing Council expenses to conduct the business of the association this year amounted to $33,315.96, and expenses for various initiatives by NCTA committees included $9,309.76 for Grants, $990 for webinars, $7,009.08 for Test Center Certification, and $1059.00 for conference travel assistance grants for presenters. For a more complete review of the profit/loss statement for 2017, please refer to the 2017 Financial Reports located under the Resources tab/Annual Reports link on the NCTA website.

As part of the Finance Division, the annual Grants program offers opportunities for professional development and strives to promote the development of resources for NCTA members, to encourage professional support activities, and to support the formation of state testing organizations among the members of NCTA. In 2017, the Grants program funded a total of five applications with a total of $11,023 distributed to applicants. The 2017-2018 grant funds were used to support several projects including regional professional development conferences, staff training, and the creation of state organizations. The Grants Committee follows a very specific set of guidelines regarding how funds can be used. These guidelines can be found on the NCTA website under the Resources tab/Grants Program link.

**GROWTH AND OUTREACH**

**Chair:  Tabatha Spain Phillips**

For the Growth & Outreach (G&O) division, this year’s goals were to solidify the foundations of the newly formed division while starting initiatives that focused on recruitment and increasing credibility. The division re-evaluated its action plan and updated the plan to align with NCTA’s long-range strategic plan spanning Fiscal Year 2018-Fiscal Year 2021.  Additionally, the division identified four focus areas: prospective members, marketing, social media, and an Ambassadors’ program and assigned a lead to each focus area to assist with the management of each area’s initiatives.

The Ambassadors’ program and social media were the target initiatives in 2017.  The Ambassadors’ program pairs adept testing professionals with new professionals.  This connection allows new professionals the opportunity to increase their professional networks, the ability to obtain essential knowledge of the industry through mentorship, as well as the chance to participate in professional development opportunities at the conference and throughout the year.  In 2017, the Growth and Outreach committee envisioned and created the program components.  Currently, the program has 24 participants and 13 ambassadors. A meet and greet was held at the 2017 NCTA conference to initiate the program.  This program is ongoing.

In 2017, the Growth and Outreach committee reviewed all of NCTA’s social media outlets. After reviewing each outlet, the Growth and Outreach committee elected to focus efforts on Facebook for 2017 and move on to revitalizing the other outlets in 2018. The Social Media lead created a Facebook page to increase external visibility and marketing opportunities. Future goals include adding more social media formats throughout the year to make it easier for NCTA prospects and members to stay abreast of current testing topics and trends while learning more about NCTA. The Growth and Outreach committee is working closely with Jody Rosen Atkins, NCTA’s Operations Manager, to facilitate stream-lined marketing throughout the organization and social media.

The Growth and Outreach Division’s goals for 2018 are to create a full marketing and social media plan, enhance the Ambassador’s program by providing three professional development opportunities, initiate a graduation process, recruit new participants/ambassadors, survey participants to evaluate the program for improvements, start a membership prospect database, and initiate a recruitment drive to increase membership by 5%.

**MEMBERSHIP ENGAGEMENT**

**Chair: Jamila S. Maxie**

The Membership Engagement Division focuses on the current NCTA membership with the purpose of increasing networking opportunities, developing the talent and leadership pool, supporting NCTA initiatives, and promoting a sense of ownership and belonging within the organization. The Membership Engagement Division encompasses the following committees: Awards and Recognition, Membership Initiatives (sub-committee: New Member Orientation), Listserve (mailing list moderators), Volunteers, and Website.

During the past year the Membership Engagement Division created an online store through Land’s End that allows member access to a variety of NCTA merchandise year round. The merchandise is shipped directly to the member. The Governing Council approved the renaming of the Merchandise Committee to Membership Initiatives to reflect the actual charge/mission of the committee. The Awards and Recognition Committee has worked hard to create additional awards that will acknowledge the contributions of NCTA members via national awards. New awards include New Professional Award, Outstanding Program/Innovator Award, and Outstanding Committee Volunteer Award. A new Website Committee was added to the Division. The Website Committee acts as a recommender for the development of the NCTA website, including its structure, design, ADA accessibility compliance, policies, and procedures. In addition, the committee will identify, prioritize, and advocate for web needs and services. Volunteer Services continues to place members into available volunteer opportunities within the organization.

**PARTNERSHIPS AND COLLABORATIONS**

**Chair: Kristen Vickery**

The Partnerships and Collaborations Division focuses on establishing, promoting, and enhancing our relationship with other testing related professional organizations for purposes of expanding the reach of NCTA, developing resources to assist NCTA members, and advancing the professional community. Current examples include the ATP Proctoring Committee, the Association on Higher Education and Disability (AHEAD) liaison, and the State and Regional Organizations (SRO) liaison. This division also identifies additional collaborations with other groups that will benefit the profession and determines how best to grow these partnerships.

During 2017 NCTA member Katie Shifflet made a presentation at the AHEAD conference, Jarret Dyer presented at the ATP conference, and NCTA sent promotional material to the COTS conference. Nedra Mahone was appointed as the new CAS alternate. The CAS standards have been completed and submitted for review. NCTA members on the committee are Steve Saladin, Sally Carter, Rachel Shoenig, Kristen Vickery, and Nedra Mahone. The Division has increased its social media activity by posting CAS and NCTA related information.

**PROFESSIONAL SERVICES**

**Chair: Yvette Leverett**

The Professional Services Division focuses on the development of best practices in testing as well as the advancement and development of NCTA programs and services promoting these practices. This division oversees committees on Test Center Certification, the Consortium of College Testing Centers (CCTC), and CAS Standards implementation.

**CAS:** According to the CAS website, the Council for the Advancement of Standards in Higher Education promotes intra-campus collaboration and reflects good practices agreed upon by the profession-at-large through the CAS Standards. Comprised of 43 collaborating professional associations representing over 115,000 professionals in higher education, CAS has developed 45 sets of standards and guidelines within diverse areas of the college student experiences. During 2017, a new CAS alternate was appointed. This appointment will be reviewed on a yearly basis for reappointment. The testing committee created CAS standards. These standards have been completed and submitted to the CAS Board for review. The process should be completed by fall of 2018.Three members were identified as area experts and asked to join NCTA's CAS representative and the alternate during the development of standards.

**CCTC:** The Consortium of College Testing Centers (CCTC) currently has 417 active listings.  With the migration to MemberClicks, the CCTC experienced a few challenges with the integration of the new site. NCTA leadership continues to work diligently to resolve the migration issues. The CCTC transition is still in progress and should be completed by the summer of 2018.  The CCTC also obtained a new manager, April Imhoff, in Fall 2017.  Currently, the CCTC manager and the ADHOC Distance Learning Committee – CCTC task force are working on a CCTC Violations policy that is expected to be implemented fall 2018.

**Test Center Certification:** Happy 10th Anniversary to NCTA Test Center Certification! During the 2017 conference, the 10th year anniversary for test center certification was recognized. In celebration, all schools that had obtained certification within ten years received Ohio Buckeye Chocolates from Graters and perpetual calendars were placed in all conference attendee bags to promote test center certification. The members openly stated their appreciation.

The Test Center Certification Committee was very active during 2017. Committee members volunteered and presented at the 2017 Annual Conference and conducted three open enrollment periods that allowed schools to begin the certification process. Fifty-eight schools applied during the open enrollments, 51 were accepted. During the year, 47 test centers were granted NCTA Test Center Certification and 6 were re-certified. At the end of 2017, 50 schools were in various stages of the certification process. Test Center Re-certification process continued. There are currently 17 schools in the re-certification process, which occurs five years after the original certification date. There will be more re-certifications in 2018 as the schools that were awarded Test Center Certification in 2013 will complete the five year renewal process.

The certification committee has spent a considerable amount of time reviewing the certification process and required materials. As result, the test center certification application was updated and document requirements were revised. Additionally, the committee submitted three recommendations to the Governing Council: **a)** creating one application for both initial and re-certification; **b)** applying an application fee for both initial certification and re-certification (under further discussion); and **c)** redesigning the roles of committee members so that the certification process is streamlined and not as time consuming for the volunteers.

As the number of schools seeking certification increases, the committee is reaching out to all volunteers to determine their continued commitment. Including the Test Center Certification Committee, there are 53 volunteers!

**CONCLUSION**

Since the beginning of NCTA in 2000, the association continues to offer its members professional development activities and professional support services while also supporting collaborative efforts among testing professionals, testing companies, and other policy-making agencies. Membership is at an all-time high, finances are stable, opportunities are available for member involvement, and we are moving forward with plans to be stronger in the future.

Appendix A

Governing Council Members

as of December 31, 2017

Officers

Duane Goupell, University of Wisconsin Oshkosh

2016-2018 NCTA President

Alex Martinez, Texas A&M International University

Treasurer

Jarret Dyer, College of DuPage (IL)

President-Elect

Cindy James, Thompson Rivers University (Canada)

Yvette Leverett, University of Georgia

Tabatha Phillips, Western Kentucky University

Jamila Maxie, University of Houston-Clear Lake (TX)

Kristen Vickery, Anne Arundel Community College (MD)

Rachel Hample, Temple University (PA)

William Thelen, Central Washington University

Naora Ben-Dov, Woodbury University, (CA)

The following Governing Council members served until the expiration of their terms at the

conclusion of the 2017 conference (September 2017):

Criss Gilbert, University of Wisconsin LaCrosse

Amystique Harris Church, Delaware State University

Tammy Roach, University of Louisville (KY)

James Wollack, University of Wisconsin Madison

Theresa Scott, Middle Georgia State University