



**Institute for
Credentialing Excellence**

Community. Competence. Credibility.



I.C.E. Annual Report

2023-
2024

*Community. Competence.
Credibility.*



From Our Executive Director

Dear I.C.E. Members,

Each year I report with great pride the year-round achievements of the Institute for Credentialing Excellence (I.C.E.).

It's been an excellent year! Our community is strong with 434 organizations, representing over 3,200 individuals. In addition, many of the programs that we envisioned are finally coming to fruition. I hope you have noticed and benefited from the programs we recently introduced.

Over the past few years, the I.C.E. Board of Directors has charted a bold course for the future, and we are enjoying the impact of that vision as we reach our goals. One of I.C.E.'s priorities is the [Future of Credentialing](#) project that will continue to inspire our work for several years to come. We hope you will enjoy this exploration of what's possible for the credentialing field along side us.

We could not accomplish our goals and achieve success in 2024 without the contributions of our members. THANK YOU to all who have contributed their time and energy to I.C.E. Over 200 individuals volunteer for service each year on a committee, a board, a council or special task force. Our volunteers bring their time, talent, energy and experience to the benefit of the entire community. Sharing experiences, knowledge, and lessons learned with professional colleagues is the foundation of I.C.E.

Thank you for your continued support throughout the year. We are so thankful for our members and the people we serve every day.

Sincerely,



B. Denise Roosendaal, FASAE, CAE
Executive Director



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2024 Highlights

Future of Credentialing Projects:

I.C.E. developed tools to help member organizations and executive directors use the paper with their boards of directors and staff. The prioritization tool is helping member organizations prioritize the concepts in the paper for their strategic discussion and future planning. Since the launch of the report, there have been over 450 downloads of the paper, and over 115 downloads of the facilitators guide. This project continues to have relevancy within these boards as they grapple with what the future holds.

Certification Program for the Credentialing Professional (ICE-CCP):

The I.C.E. Certified Credentialing Professional (ICE-CCP)

allows credentialing professionals to demonstrate their knowledge, skills and abilities in governance, program operations and assessment development and validation. I.C.E. hosts two regular testing windows annually, one in the spring and fall.

The I.C.E. Certification Services Council is the governing body, made up of 12 experienced members of the credentialing community, who meet monthly to work with I.C.E. staff to review and refine the program.

- **ICE-CCP Certification Prep Materials:** I.C.E. offers a self-study guide and an ICE-CCP prep workshop to support individuals interested in pursuing their ICE-CCP. In 2024, 30 individuals participated in the prep workshop. I.C.E. is grateful for the support and expertise of subject matter experts who contributed to the development and delivery of all resources.
- **ICE-CCP Certificants:** A total of 260 individuals have been awarded the ICE-CCP since the beta exam in October 2021, including 47 in 2024. [Click here for a full list of ICE-CCP professionals.](#)
- **ICE-CCP Recertification:** To support ICE-CCP recertification, I.C.E. worked with micro volunteers to develop four microbundles around the ICE-CCP content areas. In addition, I.C.E. developed several internal systems and processes to support the individuals seeking to recertify their credentialing, including an Approved CE Directory to identify and easily upload educational programs.

Professional Certification Coalition (PCC):

The PCC continues to address the proliferation of state legislative threats to certification and licensures. The PCC was created in 2018 in partnership with the American Society for Association Executives (ASAE) along with guidance from the Pillsbury Law Firm.

As of the printing of this publication, approximately 100 member organizations have joined to monitor and, when necessary, fight state legislative attempts to limit the ability for certifications to exist and function in the open market. This legislative session saw 121 bills in 31 states that impact certification. The coalition is also monitoring various federal legislation that impacts certification and the workforce. Visit the [I.C.E. website](#) to learn more about the coalition's accomplishments.

DE&I Resources: The DE&I Committee released The Current State of DE&I in Credentialing Bodies Report. The report focuses on where our credentialing bodies are in their DE&I journeys. This research illustrates the various practices that organizations have developed to enhance their organization's commitment to DE&I as well as integrate DE&I practices into their credentialing work.

In addition, the committee developed a safe space for conversations where members can come together on any topic related to DE&I through quarterly Coffee Chats. Three have been held thus far in 2024 with an additional one planned for the end of the year. The healthy attendance and engaged conversation indicate that this is a popular program that addresses a specific need of members.

Value of Accreditation: The Accreditation Services Council (ASC) continues to champion this cause, through new resources like the ACAP Case Studies, the Value of NCCA Brochure, and their session at the 2024 I.C.E. Exchange focused on using the Value Statements to position your program.

2024 Highlights

Professional Development: I.C.E. continues to offer education to meet our member's needs:

- **Certificate Program for Credentialing Specialists:** Released in November 2014, this Certificate Program is an assessment-based, multi-modal online self-study course with an online community of resources. This year, the course saw 199 participants. After 19 enrollment periods, the program has attracted more than 1,600 credentialing professionals.
- **Leadership Development Program:** I.C.E. hosted its third cohort of the [Leadership Development Program](#) in 2024. I.C.E. selected **19 leaders** in the credentialing community to discuss leadership concepts, expand their network and prepare for new leadership roles and responsibilities. This year-long program promises to grow our future leaders. This third cohort will complete the program at the I.C.E. Exchange. Registration for the 2024-2025 cohort opened in October.
- **Webinars, Town Halls, and Member Conversations:** I.C.E. hosted eight webinars in 2024 on topics such as Supporting Your Members in Crisis, Recruiting and Retaining Your Public Members, Increasing the ROI of Your Item Writing Process, and more. I.C.E. also hosted a town hall for our Sustaining and Affiliate members in the Spring.
- **Workshops:** I.C.E. saw 113 registrants for our live events: three workshops on accreditation to the NCCA Standards in March, May, and September; two ICE-CCP Prep Workshops; and two Psychometrics and Test Development Workshops in partnership with Meazure Learning.
- **2024 Exchange:** The I.C.E. Exchange is an annual gathering for the credentialing community to exchange ideas on industry trends and best practices; connect with credentialing professionals and industry partners, and participate in high quality education. I.C.E. is hosting the 2024 Exchange in Miami Beach, Florida, November 17-20. Based on registration, we expect a record number of attendees at the 2024 Exchange.

Research & Development: I.C.E. continues to develop the Research Think Tank structure to build a modernized approach to research. The Think Tank is conducting market research to identify compelling topics that will resonate with internal and external stakeholders alike. A subgroup of the

Research Think Tank has been examining how I.C.E. research papers are designed and disseminated to enhance readability and usage. In addition to this work, the I.C.E. R&D Committee released a report on [Test Disruption](#) and SME Practices in 2024. [Visit our website](#) to learn more.

Committee and Other Programming:

I.C.E.'s committees and task forces develop an abundance of individual projects throughout the year. Here are just a few released in 2024:

- **Public Member Resources:** Under the direction of the Public Member Committee, I.C.E. continued to offer quarterly Public Member networking calls open to all public members and interested parties of the I.C.E. community.
- **Member Coffee Chats:** In collaboration with committees, I.C.E. introduced member-only coffee chats to dig into trending topics. The Government Affairs hosted three conversations on various topics related to regulatory and legislative engagement. The DE&I Committee also hosted three conversations on a variety of topics. Each Coffee Chat was well attended.

Online Community: I.C.E.'s online community serves as an open forum for members to connect with their peers on program practices, requests for resources and networking, and other challenges facing our community. Over 100 credentialing professionals are active in the online community, posting over 500 inquiries and responses thus far.



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Accreditation Services

Accreditation Services

I.C.E. extends its gratitude to the 2024 volunteer Accreditation Services Council (ASC), National Commission for Certifying Agencies (NCCA) and Assessment based Certificate Accreditation Council (ACAC) for their unwavering dedication and invaluable contributions to the credentialing community. Your tireless efforts continue to elevate industry standards and inspire excellence across the profession.

Accreditation Services Council (ASC):

Formed in 2017, the Council addresses strategic issues related to accreditation, accreditation processes, growth potential, customer service, marketing advice, and policy improvement recommendations related to I.C.E. Accreditation Services components. In 2024, the Council completed its second high-level evaluation of each Accreditation Services component, presenting the findings to the Board for its consideration. The Council is now focused on supporting implementation of its recommendations to promote the value of accreditation, foster brand recognition, and advance long-term standardization efforts.

National Commission for Certifying Agencies (NCCA):

The NCCA hosted a concurrent session at the I.C.E. Exchange focused on key challenges with compliance with the Standards. This session provided clarity and practical insights to organizations seeking or maintaining accreditation.

Additionally, the NCCA introduced a revised [Subject Matter Expert \(SME\) Demographic & Activity Template](#) and released a new Guidance Document on [Quantifying Panel Targets](#), designed to offer clearer expectations regarding the composition of panels, helping organizations set and achieve appropriate targets that align with accreditation standards. I.C.E. staff hosted three virtual NCCA Workshops.

NCCA Highlights:

(between September 1, 2023-August 31, 2024)

- New applications reviewed: 22
- Renewal applications reviewed: 38
- Newly accredited programs: 7
- Total accredited programs: 310

Assessment-based Certificate Accreditation Program (ACAP):

The ACAP program allows certificate programs to be accredited to the ICE 1100: 2019 - Standard for Assessment-Based Certificate Programs. The Assessment-based Certificate Accreditation Council (ACAC) had a record number of applications submitted in 2024.

I.C.E. also announced the launch of a comprehensive project to review and update the ICE 1100 Standards. This initiative aims to ensure that the standards remain current, relevant, and reflective of best practices in the industry. The main committee officially began its work in August 2024 and is actively engaging in the revision process. The committee plans to complete the draft revisions and anticipates submitting them for public comment in 2025, inviting feedback from the broader credentialing community to ensure the standards meet the evolving needs of the profession.

ACAP Highlights

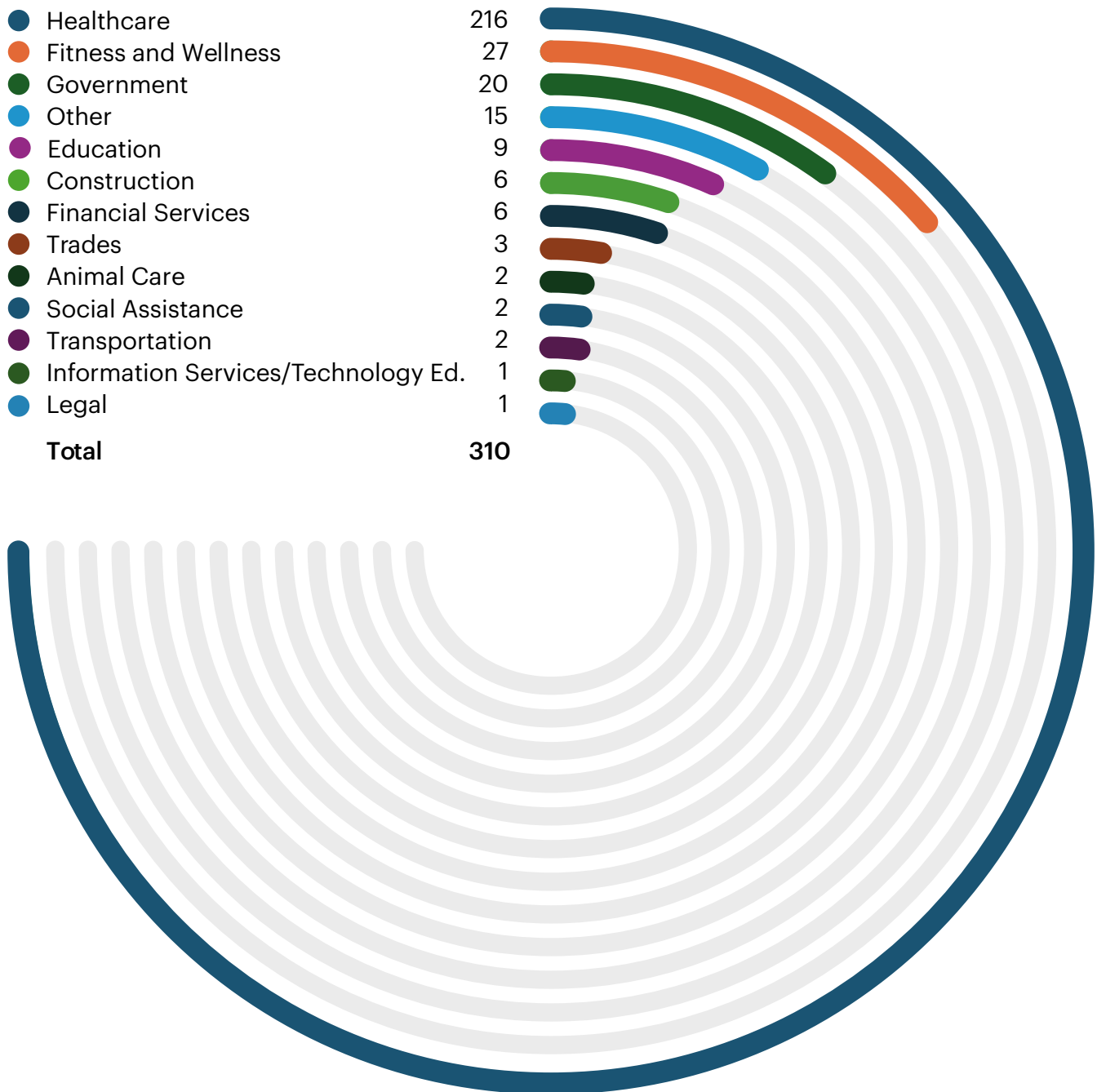
(between September 1, 2023-August 31, 2024)

- Applications received: 11
- Number of programs: 17



Accredited Programs by Industry

NCCA Accredited Programs by Industry



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Looking Ahead to 2025

The I.C.E. Board of Directors and Management continue to shape the organization along the strategic vision established in the organization's Ends Statements. In this pursuit, the Board and Management are focusing on the following projects for 2025.

Membership Growth: In 2025, I.C.E. will continue to expand the member community and improve on our 2024 growth. We thank the many members who have introduced new organizations and companies to the I.C.E. community.

Future of Credentialing Project: The Future of Credentialing report provides a stream of research and resources to empower credentialing leaders to create a culture of foresight in their organizations, leading to a vibrant culture of foresight across the credentialing community. I.C.E. will build on past work to introduce scenario planning and test the concepts in a possible Phase II report. [Learn More.](#)

Research & Development: I.C.E. continues to re-structure its research and development work with a new Research Think Tank. This group has evaluated the marketplace for what research is needed and will deploy that intelligence into the planning for 2025.

Value of Accreditation: I.C.E. will be examining tools and building resources to better articulate the value of accreditation of all related accreditation services.

Education Updates: Through the work of a task force, I.C.E. is launching an update of the Certificate Program for the Credentialing Specialist and the Fundamental Topics in Certification. I.C.E. is also launching a new workshop focused on the ICE 1100 Standards.

Instructional Designer Community: In 2024, I.C.E. engaged in conversation with the instructional designer community to raise awareness around I.C.E.'s focus on best practices from the ICE 1100 Standards for Assessment Based Certificate Programs. This dialogue has resulted in terrific information exchange that will continue into 2025. This community will inform I.C.E.'s focus on resource development for instructional designers and ways to connect members to those services.



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2023 Financial Report



Statement of Activities and Changes in Net Assets based on the annual audit performed by Jones, Maresca, & McQuade, P.A. and overseen by the Board of Directors and I.C.E. Finance Committee.

	2023 (Actual)	2022 (Audited)
REVENUE		
Membership Dues	\$563,033	\$575,295
Accreditation Services	\$1,043,897	\$898,026
Annual Conference	\$866,910	\$778,091
Education Events	\$315,554	\$286,229
Publications	\$32,887	\$24,514
Investment Income	\$162,506	(\$244,382)
Research Sponsorship	\$56,851	\$53,746
Total Revenue	\$3,072,787	\$2,407,770
EXPENSES		
Administrative	\$850,278	\$807,920
Accreditation Services	\$667,938	\$603,089
Annual Conference	\$862,464	\$779,290
Education Events	\$72,739	\$85,726
Publications	\$10,915	\$11,676
Marketing/Communications	\$72,739	\$85,726
Research Study	\$24,591	\$35,460
Total Expenses	\$2,899,896	\$2,692,165
Change in Net Assets	\$172,891	(\$284,395)
Net Assets at Beginning of Year	\$1,378,239	\$1,662,634
Net Assets at End of Year	\$1,551,130	\$1,378,239

Based on 2022 and December 31, 2023 Audited Financial Statements.

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2024 Membership

2024 Membership Stats

10
Individual members

38
Sustaining/Affiliate members
31 (sustaining) 7 (affiliate)

250
Organizational members
(credentialing bodies)

128
Accredited organizational members

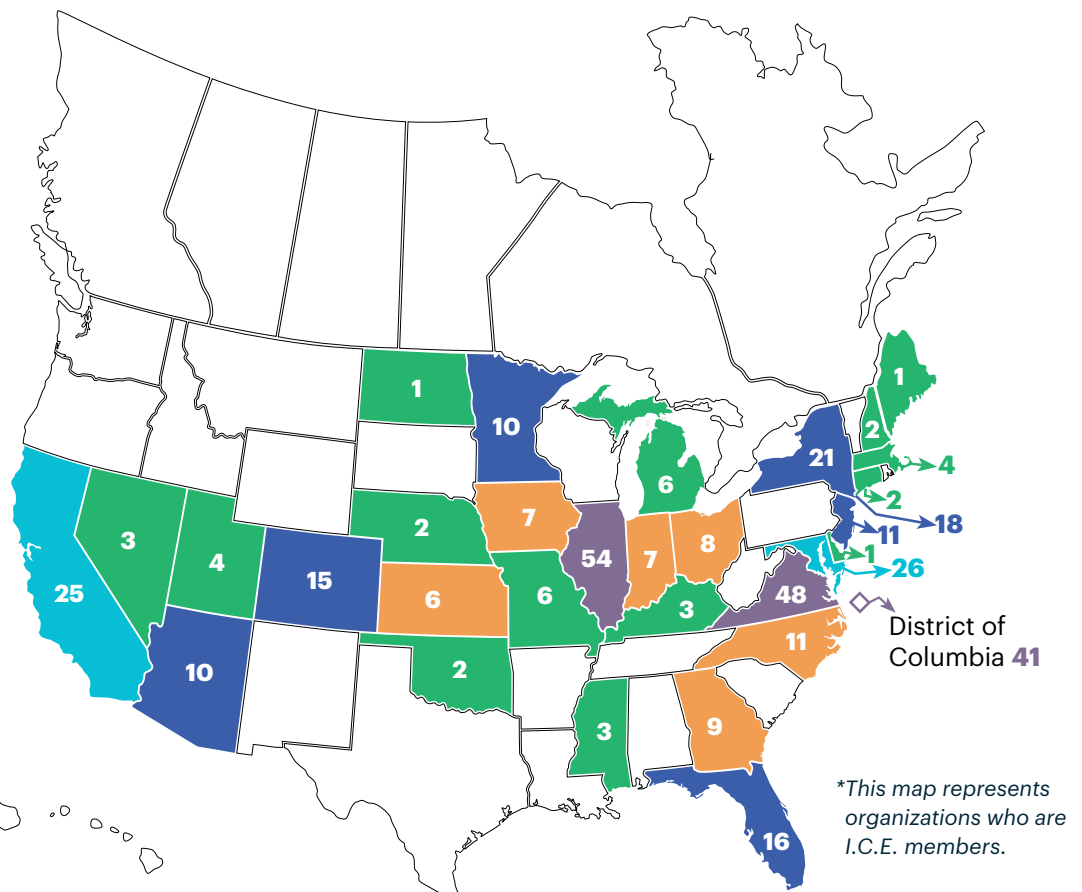
14
Lifetime members

Total Members = **440**

Number of Members

0 1-5 6-10 11-20 21-40 40+

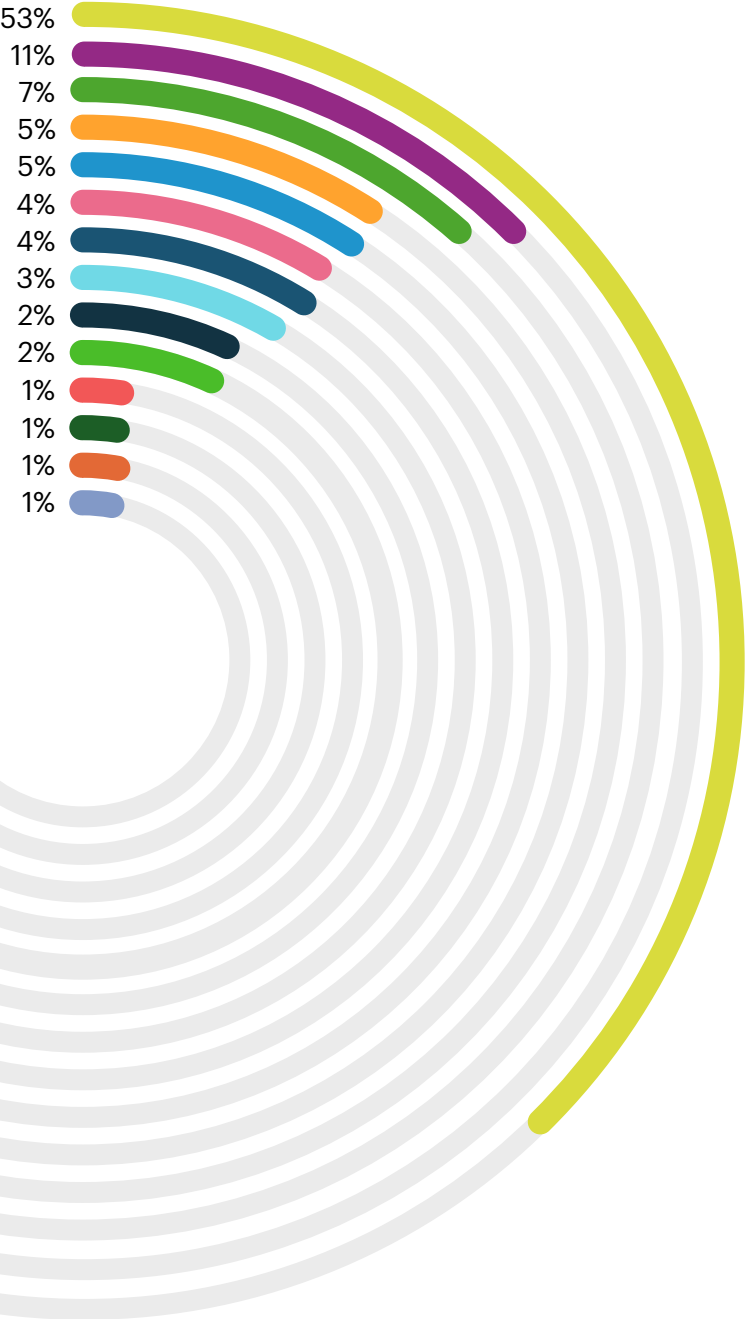
Australia **1** Germany **1** Canada **18** Netherlands **1**



2024 Membership

Members by Industry

- Healthcare
- Administration/Management
- Other
- Financial Services
- Construction
- Information Services/Technology
- Fitness and Wellness
- Animal Care
- Government
- Trades
- Legal
- Transportation
- Social Assistance
- Recreation and Culinary



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2024 Board of Directors

Chair

Sheri Sesay-Tuffour, PhD, FASAE, CAE, ICE-CCP

Pediatric Nursing Certification Board

Vice Chair and Sustaining Member Representative

Bill West, MBA, ICE-CCP

Cornerstone Strategies

Secretary-Treasurer

Marya Ryan, PhD, CAE, PMP, ICE-CCP

Board of Certified Safety Professionals

NCCA Representative

Diane Tyler, PhD, CAE, FAAN, FAANP, FNP, RN

American Academy of Nurse Practitioners Certification Board (AANPCB)

Public Member Representative

Mark Bertler, CAE

Director

Amy Dufrane, CAE, EdD, SPHR

HRCI

Tony Ellis, CAE, ICE-CCP

Oncology Nursing Certification Corporation

Terri Hinkley, CAE, EdD, MBA, BSN, RN

National Association of School Nurses

Todd Philbrick, CAE, ICE-CCP

American Speech-Language-Hearing Association

Ex Officio Member

Denise Roosendaal, FASAE, CAE

Institute for Credentialing Excellence

2024 Assessment-based Certificate Accreditation Council (ACAC)

Chair

Instructional Design Reviewer

Bobbi Losee Vernon, ICE-CCP

Global Skills X-Change

Vice Chair

Psychometric Reviewer

Shelly Segre McDowell-Porter, PhD

Instructional Design Reviewer

Julie Patrick

JP Learning Associates

Psychometric Reviewer

Tara Myers, PhD, ICE-CCP

Measurement Services American Nurses Credentialing Center

Psychometric Reviewer

Jeff Kelley, PhD, ICE-CCP

Alpine Testing Solutions

Psychometric Reviewer

Jill van den Heuvel, PhD, ICE-CCP

Psychometrics & Research

Administrative Reviewer

Heather Rich, MPA, ICE-CCP

American Board of Genetic Counseling

Administrative Reviewer

Avis Bullard, MS, ASQ-CSSBB

Quality Assurance Board of Pharmacy Specialties

I.C.E. Leadership

2024 NCCA Commission

Chair

Diane O. Tyler, PhD, FNP, CAE, FAAN, FAANP, RN
American Academy of Nurse Practitioners Certification Board

Vice Chair

John Wickett, PhD, ICE-CCP
Wickett Measurement Systems Inc.

Administrative Commissioner

Matthew Green, CAE
Community Association Managers International Certification Board

Administrative Commissioner

Brian Lawson, PharmD, ICE-CCP
Board of Pharmacy Specialties

Administrative Commissioner

Natalya Mytareva, ICE-CCP
Certification Commission for Healthcare Interpreters

Administrative Commissioner

Ben D. Price, CAE, ICE-CCP
National Board for Certification in Occupational Therapy, Inc.

Administrative Commissioner

Jessica Rapey, ICE-CCP
Commission on Dietetic Registration

Administrative Commissioner

Michelle Starkey
Association for Financial Counseling and Planning Education

Psychometric Commissioner

Sarah Carroll, PhD
National Board for Certification in Occupational Therapy, Inc.

Psychometric Commissioner

Paul Jones, PhD
Pearson Vue

Psychometric Commissioner

Mihaiela Gugiu, PhD
National Registry of Emergency Medical Technicians

Psychometric Commissioner

Maria Incrocci, PhD
Meazure Learning

Psychometric Commissioner

Andrew Wiley, PhD
ACS Ventures

Public Member

Michele M. Warholic, Esq., CAE

Public Member

Becky Sulik, RD, LD, CDCES

2024 Accreditation Services Council

Chair

Stakeholder Representative
Isabelle Gonthier, PhD, ICE-CCP
PSI Services

Vice Chair

Accredited Program Representative
Ibidun (Ibi) Layi-Ojo, ICE-CCP
CFP Board

Accredited Program Representative
Xiaohui (Dawn) Zhao, PhD
Pharmacy Technician Certification Board

Accredited Program Representative
Donald A. Balasa, JD, MBA
American Association of Medical Assistants

Component Representative
Todd Galati, CAE

Component Representative
Ben D. Price, CAE, ICE-CCP

Component Representative
Bobbi Losee Vernon, ICE-CCP

I.C.E. Leadership

Assessment-based Certificate Accreditation Council (ACAC) Representative

ICE Board Representative

Todd Philbrick, CAE, ICE-CCP

American Speech-Language-Hearing Association

Stakeholder Representative

Mark Franco, J.D., ICE-CCP

Rimon PC

Public Member

Nancy Ahluwalia

2024 Certification Services Council

Chair

William Ellis, RPh, MS, ICE-CCP

Board of Pharmacy Specialties

Vice Chair

Nicholas Soto, CAE

Construction Management Association of America

Gemma Beierback, CAE

Canadian Chiropractic Examining Board

Danny Breidenbach, PhD, ICE-CCP

PSI Services

Andy Dwyer, PhD, ICE-CCP

American Board of Pediatrics

Terri Hinkley, EdD, MBA, BSN, RN, CAE

National Association of School Nurses

Linda Lysoby, MS, MCHES®, CAE

Allied Professional Association

Sheila Mauldin, MNM, ICE-CCP

National Commission on Certification of Physician Assistants

Janice Moore, ICE-CCP

SeaCrest

Liberty Munson, PhD

Microsoft Corporation

James Ponto, MA, RPh

University of Iowa (retired) (Public Member)

Michelle Porter, CAE

CGi

Thank you to all our Committee Members!

[View All Committee Members Here](#)

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I.C.E. Staff

Operations and Membership

B. Denise Roosendaal, FASAE, CAE

Executive Director

Katie Scott, CAE

Associate Executive Director

Linda Anguish

Director, Accreditation Services

Liz Dombrowski, ICE-CCP

Manager of Accreditation Services

Candice Young

Membership Outreach Coordinator

Grace Calloway

Senior Education and Accreditation Associate

Munira Hanaffi

Operations and Accreditation Services Associate

Marketing, Communications, and Creative Services

Kevin Hurley

Director

Jayne Kramer

Manager

Sarah Chen

Associate

Editorial and Content Service

Kristin Frankiewicz

Manager

Juliana Ludema McPherron

Coordinator

Angela Apicella

Senior Associate

Sales Services

Everett Lightle

Senior Coordinator

Amber McKnight

Accounts Receivable Coordinator

Event Services

Corie Sunder, CMP

Manager

Angie Avendaño

Coordinator

Kayla Hamilton

Coordinator

Event Registration

Gioia Guevara

Coordinator

Financial Management and Accounting Services

Johnathan Culbreath

Manager

Lilian Montesinos

Accountant



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