



Providing the Tools for Growth  
in Credentialing and Beyond

## Moving Forward and Ready to Grow

Dear Members,

In a year that has seen economic challenges across all sectors of our nation, the importance and value of credentialing has become increasingly evident for professionals, companies, and industries. This is largely thanks to the outstanding programs that ICE member organizations have been able to offer to professionals in their field. Over the past year, ICE has continued to provide best practices and resources for credentialing organizations and their employees to build on the quality of their programs. In a year where many have struggled, we have strengthened our core offerings and we have developed a solid foundation for increasing awareness of the role credentialing plays in workforce development. Below are a few highlights of ICE's accomplishments this year.

- » **Workforce Development** – ICE launched a press release series focused on the role of credentialing in today's workforce. Through this series, ICE has been able to highlight several member organizations and the importance of credentials in their industry as well as emphasize ICE's commitment to the workforce development initiatives of the President of the United States.
- » **ICE Academy** – Through our On-Demand Webcast Series, in-person workshops and online training, ICE continues to provide credentialing education throughout the year in a variety of formats and at varying levels. In 2011 the webinar series grew 10% over the prior year and we added technological improvements to enhance the member experience.
- » **Research** – ICE's research and development committee released the Best Practices in Certification document, based on three years of surveying and interviewing credentialing experts about the practices of their organization. Additionally, several benchmarking surveys were conducted throughout the year, providing members valuable information for members.
- » **Collaboration and Advocacy** – ICE continued to reach out to the greater credentialing community, bringing other accreditation organizations to the table to discuss the field as a whole. ICE has also worked directly with various sectors of the US Economy, including military, culinary, and scientific fields. This year we have also been honored to provide information to White House advisory committees on the importance of credentialing.

With a strong foundation in place, ICE looks forward to 2012 and is ready for growth under the leadership of our new Executive Director.

Sincerely,



Melissa Murer Corrigan, RPH  
President

B. Denise Roosendaal, CAE  
Executive Director

## Building the Value of Credentialing, Year After Year

With the dedication of volunteers, leaders and members, the Institute for Credentialing Excellence (ICE) and its accreditation body, the National Commission for Certifying Agencies (NCCA), continue to support the credentialing community through education, standards, research and advocacy. This report highlights the accomplishments of ICE, the NCCA, and its members during the twelve months following November 2010.

### Education

#### 2010-2011 Annual Educational Conference

ICE hosted another successful conference with ICE 2010: *Strategies for Excellence in Credentialing*. The conference opened on a high note with keynote speaker Ron Clark giving a humorous and passionate address about his work as an educator and innovative leader during the opening plenary session. As one of the most highly rated keynote speakers to date, Ron's energy and enthusiasm got attendees excited about new ideas and innovation within their own organizations as they attended sessions throughout the week.

The 2010 conference offered a wide variety of educational opportunities – from pre-conference workshops on governance, research, and test security strategies to concurrent sessions on the business of certification, test development, legislative and regulatory issues, social media, and more. These sessions combined with networking events and peer-to-peer discussion groups made the conference a valuable experience for the nearly 500 credentialing industry professionals in attendance.

The Special Interest Group (SIG) meetings were launched at the 2008 conference and continued in 2009 with interest areas focusing on small certification organizations, large organizations, and international expansion. Participants gathered with other like-minded professionals to discuss best practices and benchmarking.

Many thanks to the 2009 Program Committee for continuing the trend of creating a bigger, better, and more valuable annual conference each year.

#### ICE Academy: Credentialing Education All Year Long

The ICE Academy continued to offer relevant educational opportunities throughout 2011 with a focus on hot topics within the credentialing industry. ICE concentrated its 2011 Webcast series on research being conducted by the Research and Development Committee. These were well received and ICE saw some of its highest attendance to date on each Webcast. This year's series covered a range of topics including: guidelines for performance examinations; using industry media to promote credentialing programs; recertification and continuing competence; and ethics in credentialing. In addition, the ICE Academy changed the format of its web seminars from live one-time Webinars to recorded Webcasts with unlimited, anytime access over a 30-day period. This new format allows greater flexibility for attendees to access the Webcast at a time that best fits their busy schedules.



ICE also continued to offer the online Certification 101 course as well as its popular *Governance Excellence for Certifying Organizations* workshop. Both of these resources have become core onboarding tools as we see organizations building the Certification 101 modules into training and development for new employees and using the Governance workshop to orient incoming board members. Additionally, now in its second year, the *Credentialing Marketing for Non-Marketing Professionals* course continues to perform well and be a great resource for small organizations that do not have a designated resource for marketing. These online educational offerings provide valuable ongoing training to credentialing industry professionals, board members, and committee members. And, with launch of ICE's new online store, registering for ICE Academy events has never been easier.

## Standards and Accreditation

### The National Commission for Certifying Agencies (NCCA)

The NCCA has maintained its standing as the leader in providing accreditation services to personnel certification programs, having now accredited more than 250 certification programs from over 100 different organizations. The accreditation program continues to grow as more and more organizations seek third-party recognition of their programs.

### ICE 1100 – Standard for Assessment Based Certificate Programs

ICE continued the pilot program for accreditation of certificate programs based on the ICE 1100 standard. The pilot is expected to conclude at the end of 2011, and the full accreditation program will be implemented in summer 2012.

Through the commitment and dedication of the Commissioners, the following statistics were achieved (as of October 2011):

**24**

New applications reviewed in 2010

**23**

Renewal applications reviewed in 2010

**12**

Newly accredited programs in 2010

**259**

Total accredited programs

**120**

Total organizations represented

**23**

Industry sectors represented

## Collaboration

ICE hosted the second Credentialing Summit, which focused on how credentialing organizations can collaborate and best serve their constituents for the benefit of the credentialing community as a whole. ICE is participating on The American Legion's National Credentialing Summit panel to bring together key stakeholders to identify ways to improve credentialing opportunities for veterans as they transition to civilian life. Additionally, ICE was been invited to speak with several groups about the benefits of certification and accreditation, including providing a keynote address at the American Culinary Federation Annual Conference, and the Interagency Working Group (IWG) on Accreditation and Certification (AC), part of a Subcommittee on Forensic Science, Committee on Science out of the National Science Technology Council of the White House.

## Research and Publications

The ICE Research Agenda for 2011 focused on the latest on recertification trends, gathering organizational benchmark data and best practices, and developing an online repository for all research in the credentialing industry. Below is information about each of the specific projects.

### » **Best Practices in Certification**

ICE spent the past three years gathering data through surveys and conducting interviews for this comprehensive report on best practices in certification. The best practice topic areas are based on the NCCA Standards for the Accreditation of Certification Programs.

### » **Research into Codes of Ethics**

ICE surveyed member organizations about their ethics policy and procedure's for certification programs. The research and development is conducting the analysis and a report will be available in the future so organizations have a benchmark for their own ethics practices.

### » **Methods for Ensuring Continued Competence**

ICE is conducting an analysis of continuing competence and recertification programming. This project will continue into 2012 with the resulting outcomes to include a tool kit for developing a continue competence program.

### » **What the Chief Financial Officer Needs to Know**

ICE surveyed member organizations to gather data on the business side of operating a certification organization. The report resulting from this data will be an extremely useful tool for members to use as a benchmark to evaluate their own programs. A final report will be available in 2012.

### » **Credentialing Industry Library**

ICE is developing an online repository of all research documents available in the credentialing industry. Visit the ICE website to learn more including how to submit research.



## Advocacy

In February 2011, ICE submitted information to the South Carolina Department of Transportation (SC DOT) in support of recognizing NCCA-accredited certification programs for crane operators certified in the state. The SC DOT intends to follow the U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) guidelines for crane operators, which, in August of 2010, recognized the NCCA as a top national accrediting agency approved to accredit crane operator certification programs in the United States.

ICE also provided support to the Commission on Dietetic Registration related to New York State's Dietetics Licensure Practice Act in its efforts to support using NCCA-accredited certification programs as a means towards licensure for dietetics professionals in the State.

In addition, in 2011 ICE issued a series of press releases related to the role of credentialing in work force development. With President Obama focused on job creation and expanding the Skills for America's Future program, it is clear that now is the time to ensure that the nation's workforce is prepared to fill existing and future jobs. Credentialing plays a critical role in allowing job seekers to demonstrate that they have the necessary skills and training required in a competitive job market.



## Financial Report

### Statement of Activities and Changes in Net Assets

	For the Year Ended December 31	
	2010 (Actual)	2009 (Actual)
<b>Revenue</b>		
Membership Dues	\$298,381	\$268,662
NCCA	460,480	360,210
Annual Conference	420,741	407,602
Education Events / Publications	96,224	114,826
Investment Income	27,345	62,181
Research Sponsorship	18,500	3,000
Miscellaneous	22,559	11,620
Total Revenues	\$1,344,230	\$1,228,101
<b>Expenses</b>		
Administrative	\$385,913	\$480,921
Accreditation Services	213,772	176,563
Annual Conference	417,408	337,377
Education Events / Publications	94,413	182,406
Marketing / Communications	14,133	16,574
Government Relations	0	24,583
Research study	24,214	13,189
Total Expenses	\$1,149,853	\$1,231,613
Increase in Net Assets	194,377	(3,512)
Net Assets at Beginning of Year	502,666	506,178
Net Assets at End of Year	\$697,043	\$502,666

## ICE Membership

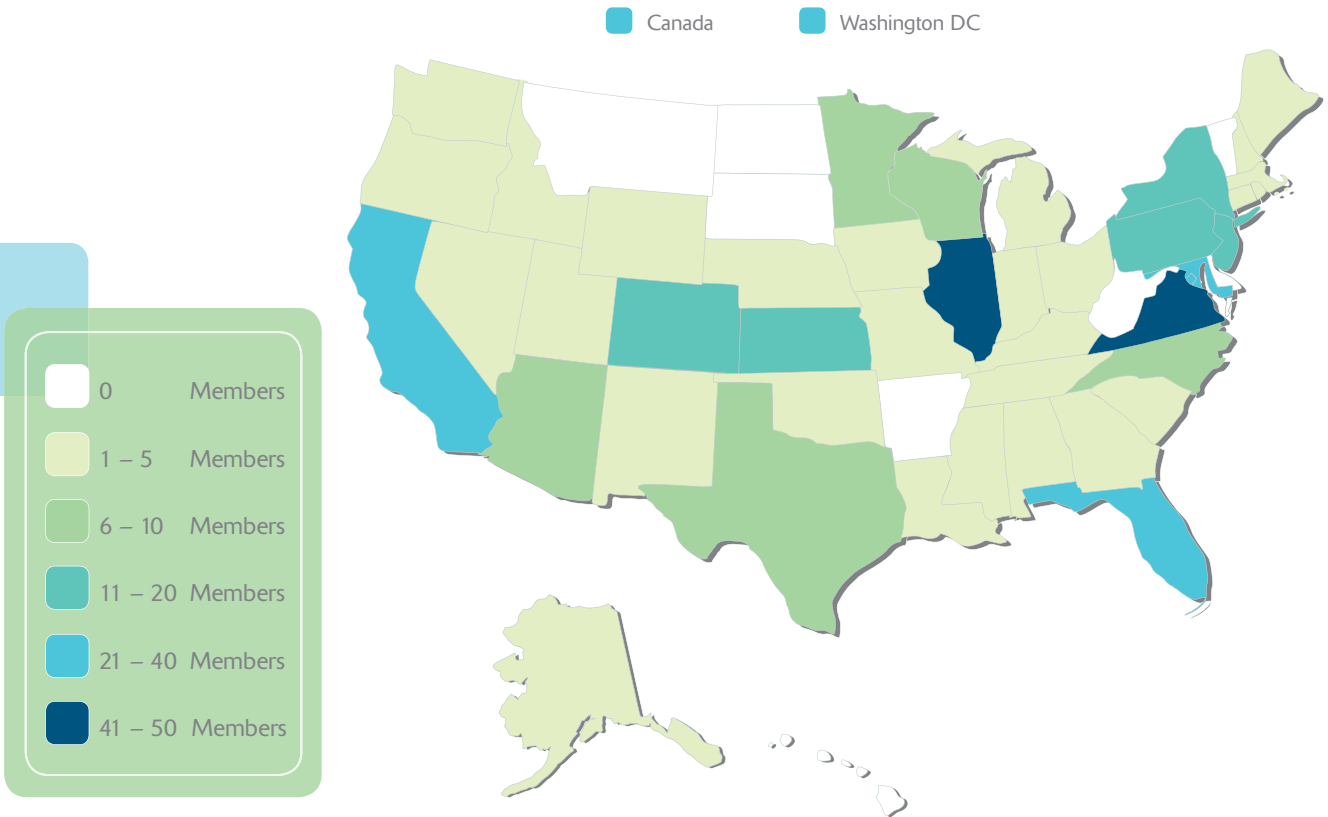
### ICE is comprised of the following members

(as of November 1, 2011)



\*Organizational members represent more than 150 occupations

### ICE membership by state





## ICE Board of Directors and NCCA Commissioners

### 2011 ICE Board of Directors

#### President

Melissa Murer Corrigan, RPh  
*Pharmacy Technician Certification Board*

#### President-Elect

Cary List, CFP, CA  
*Financial Planning Standards Council*

#### Immediate-Past President

Paul Grace, MS, CAE  
*National Board for Certification in Occupational Therapy*

#### Secretary/Treasurer

Ronald G. Havlik  
*Operating Engineers Certification Program*

#### NCCA Chair

Donald A. Balasa, JD, MBA  
*American Association of Medical Assistants*

#### Sustaining Member

Jim Hogan, PhD  
*ACT, Inc.*

#### Directors-At-Large

Linda Lysoby, MS, MCHES, CAE  
*National Commission for Health Education Credentialing*

Jan Wyatt, PhD, RN, NP-C  
*Pediatric Nursing Certification Board, Inc.*

#### Public Member

Rebecca Lebuhn  
*Citizen Advocacy Center*

### 2011 NCCA Commissioners

#### Chair

Donald A. Balasa, JD, MBA  
*American Association of Medical Assistants*

#### Co-Chair

Judy Ahn-Ewing, R.EEG/EP T., CNIM  
*American Board of Registration of Electroencephalographic and Evoked Potential Technologists*

#### Public Members

Catherine Dower, JD  
*UCSF Center for the Health Professions*

Robert Oshel, PhD  
*Retired*

#### Elected Commissioners

Ida Darragh, CPM  
*North American Registry of Midwives*

Liz Koch, MPH, MEd  
*Dental Assisting National Board, Inc.*

Ron Kruzel, CST, MA  
*National Board of Surgical Technology and Surgical Assisting*

#### ICE Board Appointee

Karen Nason, CAE  
*Rehabilitation Nursing Certification Board*

#### NCCA Appointees

Chad Buckendahl, PhD  
*Alpine Testing Solutions, Inc.*

Timothy J. Muckle, PhD  
*National Board on Certification & Recertification of Nurse Anesthetists*

Sandra Neustel, PhD  
*National Board of Examiners in Optometry*

Thomas O'Neill, PhD  
*American Board of Family Medicine*

#### General Counsel

Philip O'Neill, JD  
*Jacobson Holman, PLLC*

## 2011 Committees and Task Forces

### Assessment-Based Certificate Accreditation Program Task Force

Richard Cotton, MA  
*American College of Sports Medicine*

Michelle Nolin Flewell, CPLP  
*Infoma Training Partners*

Tina Freilicher  
*Financial Industry Regulatory Authority*

Judith Hale, PhD  
*International Society for Performance Improvement*

Joe Luathati, PhD  
*Global Skills Exchange Corporation*

Mike Niederpruem, MS, CAE  
*American Health Information Management Association*

Rick Philips, PhD  
*Castle Worldwide*

Chandra Purnell-Bond, CPLP  
*Raytheon Company*

Eric Sanders  
*Organization Development Economist*

John Schene  
*Prometric*

Bobbi Vernon  
*CFA Institute*

Kory Ward-Cook, PhD, CAE  
*National Certification Commission for Acupuncture and Oriental Medicine*

### Marketing and Membership Committee

#### Chair:

Tracy Lofty, MSA CAE  
*American Association of Colleges of Nursing*

#### Board Liaison:

Donald A. Balasa, JD, MBA  
*American Association of Medical Assistants*

#### Members:

Cynthia Allen, MA  
*SeaCrest Company*

Karen Barnett  
*Professional Landcare Network*

Joanna Carlson  
*Commission for Case Manager Certification*

Lois Davis, RN, MSN  
*Association for Vascular Access*

Molly Eggleston, MPH, CHES, CPH  
*National Board of Public Health Examiners*

Sandra Greenberg, PhD  
*Professional Examination Service*

Claudia Zacharias, MBA, CAE  
*Board of Certification/Accreditation International*

### Nominating Committee

#### Chair and Board Liaison:

Paul Grace, MS, CAE  
*National Board for Certification in Occupational Therapy*

#### NCCA Representative:

Ida Darragh, CPM  
*North American Registry of Midwives*

#### Board Appointed:

Steve Barkley, CAE  
*Certified Financial Planner Board of Standards*

#### Elected:

Stephanie Dille, MBA  
*Pearson VUE*

Todd Galati, MA  
*American Council on Exercise*

### Program Committee

#### Chair:

Johnna Gueorguieva, PhD  
*Dental Assisting National Board*

#### Board Liaison:

Linda Lysoby, MS, MCHES, CAE  
*National Commission for Health Education Credentialing*

#### Members:

Annette Parry Bush, RN, BSN, MBA, OCN  
*Oncology Nursing Certification Corp.*

Ame Enright  
*Child Life Council*

Michael Hechter  
*National Cancer Registrars Association*

Debra Hecker, RN, MBA, WCC  
*National Alliance Wound Care Certification Board*

Sherry Keramidas, PhD, CAE, FASAE  
*Regulatory Affairs Professionals Society*

Julia Leahy, PhD  
*Regulatory Affairs Professionals Society*

Patricia McConkey  
*American Registry for Diagnostic  
Medial Sonography*

Janice Moore  
*SeaCrest Company*

Barbara Nytko, MSc  
*Board of Canadian Registered Safety  
Professionals*

Rebecca Rabbitt, Pharm. D.  
*Institute for the Certification of  
Pharmacy Technicians*

K. Jarin Schmidt  
*Pearson VUE*

Adrienne Segundo  
*National Board for Certification in Dental  
Laboratory Technology*

Lisa Trofe  
*Commission for Case Manager Certification*

## Publications Committee

### Chair:

Ida Darragh, CPM  
*North American Registry of Midwives*

### Board Liaison

Jan Wyatt, PhD, RN, NP-C  
*Pediatric Nursing Certification Board, Inc.*

### Members:

Paulette Anthony  
*Financial Planning Standards Council*

Joan Campbell, CAE  
*American Board of Multiple Specialties  
in Podiatry*

Kari Glennie  
*National Institute for Certification in  
Engineering Technologies*

Robert Mahlman  
*The Ohio State University, Center on Education  
and Training for Employment*

Sheila Mauldin  
*National Commission on Certification of  
Physician Assistants*

Anthony Zara, PhD  
*Pearson VUE*

## Research and Development Committee

### Chair:

James Henderson, PhD  
*Castle Worldwide*

### Vice Chair:

John Wickett, PhD  
*Financial Planning Standards Council*

### Board Liaison:

Jim Hogan, PhD  
*ACT, Inc.*

### Members:

William Cordes, CMA, CFM, CPA  
*Institute of Certified Management Accountants*

Bhaskar Dawadi, PhD  
*ISC2*

Cindy Durley, MEd, MBA  
*Dental Assisting National Board*

Larry Fabrey, PhD  
*Applied Measurement Professionals*

Tara Fitzpatrick-Navarro, CTRS, CPRP  
*National Recreation and Park Association*

Cheryl Gross, MA, CAE  
*American Osteopathic Association*

Lucinda Harman, PhD  
*American Chiropractic Neurology Board*

Felicia Lembesis  
*Medical Dosimetrist Certification Board*

Dennis McLeavey, DBA, CFA  
*CFA Institute*

Karen Plaus, PhD, CRNA, FAAN  
*National Board on Certification and  
Recertification of Nurse Anesthetists*

Jerry Reid, PhD  
*American Registry of Radiologic Technolog*

William Schimmel  
*Pharmacy Technician Certification Board*

Jeffrey Weaver, OD, MS  
*American Board of Optometry*

Patricia Young, MA  
*Kryterion, Inc.*



## Headquarters Staff

### Executive Director

B. Denise Rosendaal, CAE

### Operations and Administrative

Anna B. Hildreth, Director  
Elizabeth Grater, Sr. Coordinator  
Becky Morgan, Sr. Associate  
Jillian Ahrens, Associate

### Marketing and Creative Services

Amanda Wood, Sr. Manager  
Andrew Younger, Manager  
Erica Lucca, Associate

### Event Services

Melissa Huston, Sr. Manager  
Apyrl Alexander, Manager  
Monica Nolden, Sr. Associate  
Michael Jordan, Associate

### Sales Services

Alex Aaron, Coordinator

### Education and Learning Services

Carrie Johnson, Coordinator

### Financial Management and Accounting Services

Victor Lee, Coordinator



### Main Office

2025 M Street, N.W.  
Suite 800  
Washington, D.C. 20036  
202.367.1165 (ph)  
202.367.2165 (fax)  
[info@credentialingexcellence.org](mailto:info@credentialingexcellence.org)  
[www.credentialingexcellence.org](http://www.credentialingexcellence.org)