

Building a Community of Credentialing Leaders

2009 – 2010 Annual Report



Dear Members,

In our message to you in the 2008 – 2009 ICE Annual Report we focused on new opportunities, new offerings and of course, our new name. We are pleased to inform you that the accomplishments achieved by ICE in 2009 – 2010 far exceeded our expectations. As always, the successes highlighted in this report are thanks to the dedicated volunteers and staff. These individuals work so hard to ensure that all ICE members and the entire credentialing community receive the maximum value from ICE.

We noted in last year's Annual Report that ICE was "poised for significant growth." In just one year, ICE has indeed grown in so many ways:

- **Accreditation Services:** Our organization was formed over 30 years ago based on the development of national standards and accreditation services to the credentialing community. NCCA accreditation continues to achieve growth in both numbers of accredited programs and recognition. Over the last 12 months, NCCA has received the highest number of applications in its history – more than 40 – and has increased the number of accredited programs to 245, a 5% growth. NCCA is referenced in at least one statute in 49 states. In addition, ICE implemented a pilot accreditation program for certificate providers based on the requirements of ICE-1100, with four programs participating.
- **Research and Development:** The hard work of the ICE Research and Development Committee over the last two years has paid off with the publication of three new ICE products: revised *Guidelines for Performance Examinations*; survey tools to help determine the value of a certification program; and *the first* ever valid job analysis for the credentialing professional.
- **ICE Academy:** In 2010 we launched an expanded ICE Academy, encompassing all educational and professional development opportunities available to the credentialing community throughout the year, outside of the Annual Educational Conference. Over the last two years, this important service has grown by almost 120%. This growth is based largely on new and innovative educational programs and services centered on needs identified within the credentialing community.
- **Vendor Partnership Program:** ICE announced a new program in 2010 to provide vendors an opportunity to offer products and services to ICE members at discounted rates. Our credentialing organization members can save and gain significant value through this program. We are proud to have CastleBranch and the Hays Group participating in this new program, and look forward to additional growth in the future.

We are pleased to inform you of ICE's tremendous growth and even more pleased to recognize the fact that this growth is based on our core mission and vision.

Again, thanks to the many volunteer leaders and to the ICE staff for their commitment and passion for ICE and its mission. Your efforts and achievements are measured by the growth of ICE in both numbers and increased value to the credentialing community.

Sincerely,



Paul Grace, MS, CAE
President



Jim Kendzel, MPH, CAE
Executive Director

A New Anniversary, a Longstanding Tradition of Excellence and Value

Our first full year as the Institute for Credentialing Excellence (ICE) would not have been possible without the guidance, dedication, and expertise of our volunteer leaders, committee chairs, and committee members. Their efforts and accomplishments are highlighted throughout this report, and exemplify their commitment to advancing the credentialing community through education, standards, research, and advocacy.

EDUCATION

2009 Annual Educational Conference

More than 500 attendees took advantage of the workshops, exhibits, and networking opportunities offered at the 2009 Annual Educational Conference, *Shine On: Exploring the Spectrum of Credentialing*. The conference offered a mix of popular longstanding workshops along with exciting new offerings, making the learning experiences as valuable as ever for attendees.

The conference's wide variety of educational sessions focused on relevant issues such as ethics, test development, international growth, and standards development. The *Governance Excellence for Certifying Organizations* workshop, along with new pre-conference workshops on security, international credentialing and psychometric principles, provided a broad range of best practices for staff and board members.

ICE launched the Special Interest Group (SIG) meetings at the 2008 conference and continued them in the 2009 with interest areas focusing on small credentialing organizations, large credentialing organizations, international issues, and a CEO forum. 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

In addition to the education offered at the Annual Educational Conference, ICE expanded ongoing educational offerings to the industry through the *ICE Academy*. Through Web seminars, face-to-face workshops, and instructional courses, ICE provided practitioners with expert guidance on a variety of critical topics.

ICE offered its highly successful *Governance Excellence for Certifying Organizations* workshop in conjunction with the timely and relevant seminar *Social Media: The Value to Credentialing* in May 2010. ICE partnered with the Association Forum of Chicagoland to offer this combined two-day seminar as a package or in two parts. Participants engaged in meaningful discussions on best practices in governance and building stronger board and staff relationships as well as heard case studies and testimonies from fellow industry members regarding their experience and success with various types of social media.

As an effort to continue online education such as Certification 101, ICE launched its new program, *Credentialing Marketing for Non-Marketing Professionals* in September 2010. This interactive online course welcomed 20 participants in its first session. Designed to help those who work for smaller organizations that don't necessarily have the budget for marketing professionals, this course teaches the basics of how to put together a marketing plan for your credentialing organization.

In 2010, the ICE Academy Web Seminar Series featured eight seminars covering a multitude of topics from social media to international program offering opportunities. The Web seminars appealed to a broad range of professionals, from those new to certification to advanced professionals. Seminar recordings are available for download and purchase on the ICE Web site.

STANDARDS AND ACCREDITATION

National Commission for Certifying Agencies (NCCA)

Certifying agencies offering professional certification programs continue to seek accreditation from the NCCA as recognition of the quality of their certification programs. To date the NCCA has accredited more than 240 certification programs representing over 100 different certifying organizations, thus maintaining its role as the leader in providing accreditation to personnel certification programs.

In August 2010, the U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) recognized the NCCA as a top national accrediting agency approved to accredit crane operator certification programs in the United States. The new OSHA rule on cranes and derricks in construction requires all crane operators in the United States to be accredited by a nationally recognized accrediting agency and cites the NCCA as a primary example.

ICE 1100 – Standard for Assessment Based Certificate Programs

In 2010, ICE launched its pilot program to accredit certificate programs based on the ICE 1100 standard. Four organizations are participating in the pilot, which will run through the end of 2010. ICE's education staff and volunteers have worked diligently to develop policies and procedures to build an accreditation program around the standard. Once the pilot program has concluded, ICE intends to implement the full accreditation program in early 2011.

Through the commitment and dedication of the Commissioners, the following statistics were achieved (as of November 2010):

36

New applications reviewed in 2010

27

Renewal applications reviewed in 2010

13

Newly accredited programs in 2010

245

Total accredited programs

114

Total organizations represented

14

Industry sectors represented

COLLABORATION

ICE staff attended numerous industry events this year, including Association of Test Publishers, ASAE & The Center for Association Leadership, Certification Networking Group, and the Department of Defense Worldwide Education Symposium. Having a presence at these events helps to solidify ICE's role as the leader in the credentialing community as each of these groups serves different segments of our industry and affords us the chance to interact with these key stakeholders.

In December 2009, ICE hosted the Credentialing Leadership Summit, a gathering of leaders from the various organizations that serve the credentialing community. Attendees sought opportunities to network and collaborate for the benefit of the community, while at the same time better fulfilling their individual missions. A significant success resulting from the meeting includes the development of a common understanding of credentialing:

A process utilizing an assessment component to validate an individual's knowledge and/or competence. The term is an umbrella term covering such activities as: licensure, certification, certificate issuance, and accreditation.

In addition, the group agreed to develop a framework for an open networking forum for credentialing organizations to discuss key topics of interest and when appropriate, seek and develop collaborative efforts to address the outcome of those discussions. Specific topics for collaboration that were discussed included analyzing and improving certification models, marketing the value of credentialing to employers, and continuing competency.

PUBLICATIONS

Certification: The ICE Handbook, 2nd Edition, our step-by-step guide to designing and implementing effective professional certification examinations was released at the 2009 Annual Educational Conference. The 2nd Edition updates and expands on the chapters in the first version and includes new chapters including Governance, Program Policy and Procedures, and International Certification.

The Publications Committee revamped the review process for white paper proposals to standardize the evaluation of abstracts as well as draft white papers and accommodate interested authors by adding submission deadlines throughout the year. The Committee continues to work with volunteer authors on several papers to be completed in 2011.



RESEARCH

The Research and Development Committee has been working on several projects with the focus of improving the practice of credentialing.

- **Certification Best Practices:** A report identifying best practices for the development and management of quality professional certification programs will be released in 2011. The Committee has been working over the past two years to gather information through expert interviews and focus groups using the NCCA Standards as a template for discussion.
- **Value of Credentialing:** The Committee has developed tools for members to assess the value of their credentialing programs through multiple perspectives. The tools were piloted with member organizations in fall 2010 and will be available to members at the end of the year.
- **Credentialing Benchmarking Survey:** The Committee has been developing the bi-annual benchmarking survey to be released to members in January 2011 and a report of findings available in the spring.
- **Guidelines for Performance Examinations:** The Committee updated the *NCCA Guidelines for Non-Written Examinations*, originally published in 1991, covering current information about various types of non-written examinations, their development, use, scoring, reporting, and evaluation.
- **ICE Job Analysis of a Credentialing Professional:** The Committee completed a Job Analysis report for the credentialing professional that will be used to develop ICE educational programs in the future.

More information about these projects can be found on the ICE Website, www.credentialingexcellence.org.

ADVOCACY

ICE continued its efforts to advocate at the state and federal level on behalf of its members. In February 2010, ICE staff provided both written and oral testimony to the Maryland House of Delegates on HB747, Health Occupations – Personal Trainers Act regarding the licensing of personal trainers.

ICE staff attended the Pennsylvania Crane Operators Certification Board meeting on August 10th and the Board approved moving ahead with regulation that would require NCCA accreditation as one of the accreditation programs for crane operator certification boards.



Financial Report

STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS (AUDITED)

	For the Year Ended December 31	
	2009 (Actual)	2008 (Actual)
Revenue		
Membership Dues	\$268,662	\$267,693
Accreditation Services	360,210	331,050
Annual Conference	407,602	390,884
Education Events / Publications	114,826	89,900
Investment Income	62,181	(70,326)
Research Sponsorship	3,000	0
Miscellaneous	11,620	2,099
Total Revenues	\$1,228,101	\$1,011,300
Expenses		
Administrative	\$480,921	\$442,657
Accreditation Services	176,563	150,067
Annual Conference	337,377	276,625
Education Events / Publications	182,406	148,548
Marketing / Communications	16,574	12,770
Government Relations	24,583	47,083
Research study	13,189	
Total Expenses	\$1,231,613	\$1,077,750
Change in Net Assets	(3,512)	(66,450)
Net Assets at Beginning of Year	506,178	572,628
Net Assets at End of Year	\$502,666	\$506,178

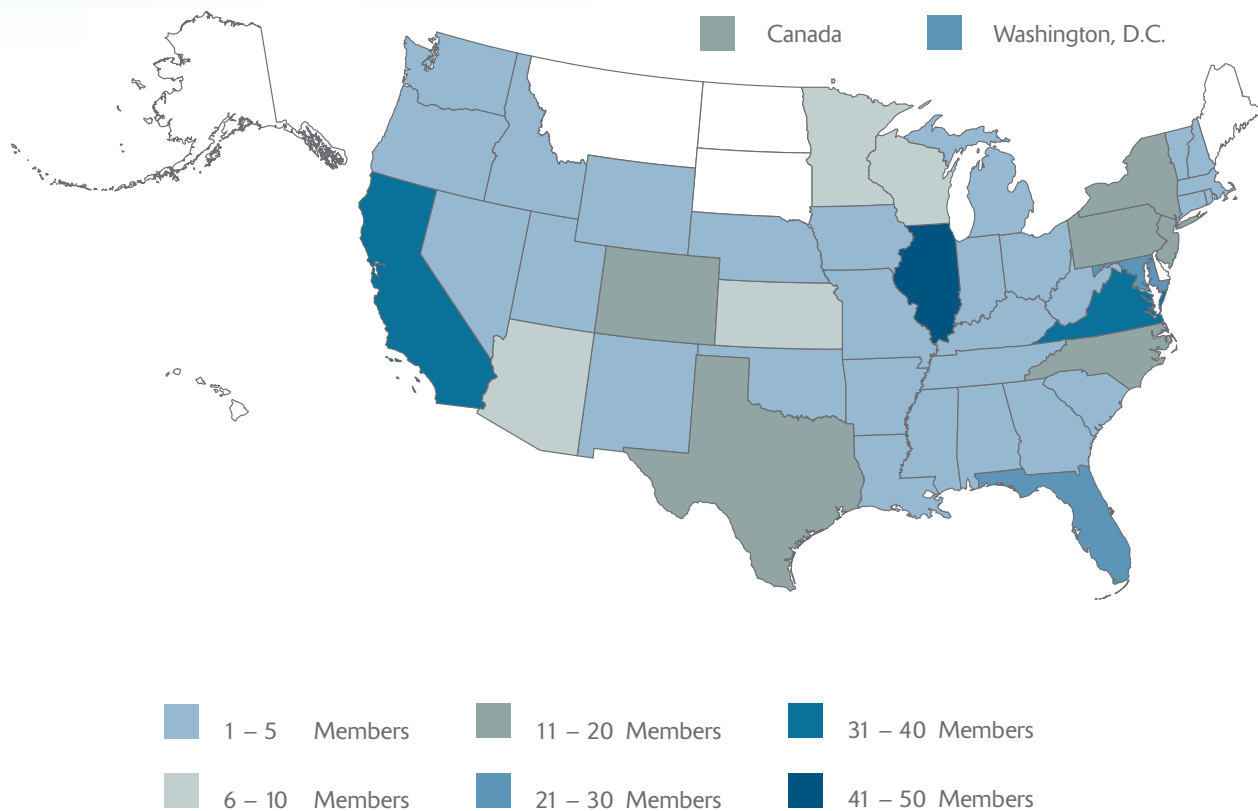
ICE Membership

ICE is comprised of the following members (as of November 1, 2010)



*Organizational members represent more than 150 occupations

ICE membership by state



ICE Board of Directors and NCCA Commissioners

2010 ICE Board of Directors

President

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

President-Elect

Melissa Murer Corrigan, RPh
Pharmacy Technician Certification Board

Secretary/Treasurer

Margaret Gallagher, BS, MS, RN, CIC
Certification Board of Infection Control and Epidemiology, Inc. (CBIC)

NCCA Chair

Denise Fandel, CAE
NATA Board of Certification, Inc.

Sustaining Member

Jim Hogan, PhD
ACT, Inc.

Directors-At-Large

Linda Lysoby, MS, CHES, CAE
National Commission for Health Education Credentialing

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

Appointed Board Director

Cynthia Miller Murphy, RN, MSN, CAE
Oncology Nursing Certification Corporation

Public Member

Robert A. Hotchkiss

Ex Officio Member

Jim Kendzel, MPH, CAE
Executive Director, ICE

2010 NCCA Commissioners

Chair

Denise Fandel, CAE
NATA Board of Certification, Inc.

Co-Chair and Public Member

Rebecca LeBuhn
Citizen Advocacy Center

Public Member

Catherine Dower, JD
UCSF Center for the Health Professions

Elected Commissioners

Ida Darragh, CPM
North American Registry of Midwives

Don Balasa, JD, MBA
American Association of Medical Assistants

Judy Ahn-Ewing, R.EEG/EP T., CNIM
ABRET Board of Directors

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

ICE Board Appointee

Karen Nason, CAE
Rehabilitation Nursing Certification Board

NCCA Appointees

Reed A. Castle, PhD
Global Psychometric Services

Paul D. Naylor, PhD
Psychometric Consultant

Sandra Neustel, PhD
National Board of Examiners in Optometry

Thomas O'Neill, PhD
American Board of Family Medicine

General Counsel

Philip O'Neill
Jacobsen Holman PLLC

2010 Committees and Task Forces

Assessment-Based Certificate Accreditation Program

Chair:

Michael Niederpruem, MS, CAE

American Health Information Management Association

Members:

Richard Cotton
American College of Sports Medicine

Tina Freilicher
Financial Industry Regulatory Authority

Judith Hale, PhD, CPT
International Society for Performance Improvement

Michael Hamm, JD
Michael Hamm and Associates

Joe Lualhati, PhD
Global Skills Exchange Corporation

Michelle Nolin Flewell
BioSoteria, Inc.

Angela Parks
Alabama State Bar Association

Rick Philips, PhD
Castle

Ben Roberts
American Snowsports Education Association

John Schene
Prometric

Adrienne Segundo
National Board for Certification in Dental Laboratory Technology

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

Finance Committee

Chair:

Marge Gallagher, BS, MS, RN, CIC
Certification Board of Infection Control and Epidemiology, Inc.

NCCA Appointee:

Reed Castle, PhD
Global Psychometric Services, Inc.

Members:

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

ICE 1100 - Standard for Assessment-Based Certificate Programs Main Committee

Chair:

Lenora Knapp, PhD
Knapp and Associates International

Members:

MaryMoon Allison
American Nurses Credentialing Center

John Bridges
Federal Emergency Management Agency

Niamh Byrne
Motorola

Shannon Carter
Competency and Credentialing Institute

Maribeth Casey
American Hospital Association Certification Center

Angela Corcoran
American Academy of Personal Training

John Coumb Lilley
Practice Transformation Institute

Jeff Dang
Consulting Measurement Group

Cynthia Durley, MEd, MBA
Dental Assisting National Board

Roger Earle
Human Kinetics

Donald Ford, PhD, CPT
Training Education Management LLC

Susan Fry
Human Resources Research Organization

JoAnne Garza-Cunningham
J. Garza Consulting & Associates

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

Judith Hale, PhD, CPT
International Society for Performance Improvement

Beryl Harman

James Henderson, PhD
Castle

Bob Hunt, PhD
Western Governors University

Julianna Kazragys
HIMSS

Charles Keil
Federal Government

Karol Keiser
US Green Building Council

Kristine LeFebvre
Oncology Nursing Society

Jim Lewis
NSF International

Judith Lothian
Lamaz International

Joselito Lualhati
Global Skills Exchange Corporation

Greg Melia, CAE
ASAE & the Center for Association Leadership

Janice Moore
Seacrest

Liberty Munson
Microsoft Corporation

Kris Nasiatka
Society of Manufacturing Engineers

Ayana Nickerson
National League for Nursing

Dwayne Norris
American Institutes for Research

Loretta Reeves
Office of Personnel Management

Barbara Sadek
Society for Human Resource Management

Sondra Schneider
Security University

Chuck Smit
Alberta College of Paramedics

Sue Stein
Defense Acquisition University

John Stone
Department of Defense

Loraine Truten
University of Pennsylvania

John Weiner
PSI Services, LLC

Walt Woerheide, PhD., CFP(r)
The American College

International Committee

Chair:

Gwen Henderson
American Registry for Diagnostic Medical Sonography

Board Liaison:

Linda Lysoby, MS, CHES, CAE
National Commission for Health Education Credentialing

Members:

Dawn Bauman, CAE
National Board of Certification for Community Association Managers, Inc.

Kenneth Doucet
Professional Examination Service

Horace Elliott
National Board of Chiropractic Examiners

Rob Gnaedinger, PMP
Forum for International Trade Training

Lenora Knapp, PhD
Knapp and Associates International

Gerald Shook, PhD, BCBA-D
Behavior Analyst Certification Board

Daniel Zanth
Advocis

Marketing and Membership Committee

Chair:

Stephanie Dille, MBA
Pearson VUE

Board Liaison:

Robert Hotchkiss

ICE Public Member

Members:

Cynthia Allen, MA
SeaCrest

Paulette Anthony
Financial Planners Standards Council

Stacy Baines
American Registry for Diagnostic Medical Sonography

David Dickter, PhD
PSI Services, LLC

Patrick Gallagher, MBA
Applied Measurement Professionals

Cheryl Gross, MA, CAE
American Osteopathic Association

Julie Kernan
Prometric

Annette Parry Bush
Oncology Nursing Certification Corporation

Mark Roozen, M.ED, CSCS, *D, NSCA-CPT, FNCSA
National Strength and Conditioning Association

Barbara Russell, RN, MPH, CIC
Certification Board of Infection Control and Epidemiology

Nominating Committee

Chair and Board Liaison:

Cynthia Miller Murphy
Oncology Nursing Certification Corporation

NCCA Representative:

Judy Ahn-Ewing
ABRET Board of Directors

Board Appointed:

Jeffrey Lariche
Castle

Elected:

Phara Rodrigue, MA
Registry of Interpreters for the Deaf

Lynn Anderson, PhD
Joint Commission on Allied Health Personnel in Ophthalmology

Program Committee

Chair:

Jeff Sebastianelli
Castle

Board Liaison:

Denise Fandel, CAE
NATA Board of Certification

Members:

Joan Campbell, CAE
American Board of Multiple Specialties in Podiatry

Dania Eter, MBA
National Council of State Boards of Nursing

Todd Galati, MA
American Council on Exercise

Johnna Gueorguieva, BS
Dental Assisting National Board

Michael Hechter
National Cancer Registrars Association

Debra Hecker, RN, MBA, WCC
National Alliance of Wound Care

Julia Leahy, PhD
Prometric

Janice Moore
SeaCrest

Rebecca Rabbitt, RPh
Institute for the Certification of Pharmacy Technicians

K. Jarin Schmidt
Pearson VUE

Publications Committee

Chair:

Sandy Greenberg, PhD
Professional Examination Service

Board Liaison:

Melissa Murer Corrigan, RPh
Pharmacy Technician Certification Board

Members:

Thomas Adams, LHD, CAE
Board of Certified Safety Professionals

Claude Balthazard, PhD, CHRP
Human Resources Professionals Association

Mark Franco
Pharmacy Technician Certification Board

Deirdre Knapp, PhD
Human Resources Research Organization

Ronald Kruzel, CST, MA
National Board of Surgical Technology and Surgical Assisting

Dale LaCasella, JD
American Construction Inspectors Association

Felicia Lembesis, CAE
Medical Dosimetry Certification Board

Donna Merritt, MS
Measurement Incorporated

Heather Terrence, CAE
Financial Planners Standards Council

John Weiner, MA
PSI Services, LLC

Research and Development Committee

Chair:

James Henderson, PhD
Castle

Board Liaison:

Jim Hogan, PhD
ACT, Inc.

Members:

Bhaskar Dawadi, PhD
(ISC)2

Cynthia Durley, MEd, MBA
Dental Assisting National Board

Lawrence Fabrey, PhD
Applied Measurement Professionals

Sandy Friend
American Culinary Federation

Lucinda Harman, RN, PhD
American Chiropractic Neurology Board

Patricia Muenzen
Professional Examination Service

Shawn O'Brien
National Board for Certified Counselors

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

John Wickett, PhD
Financial Planners Standards Council

Cheryl Wild, PhD.
Wild & Associates, Inc.

Shannon Willison, MA
Human Resources Research Organization

Patricia Young, MA
CPS Human Resource Services

Anthony Zara, PhD
Pearson VUE

Seminar Development Committee

Chair:

Linda Waters, PhD
Prometric

Board Liaison:

Janet Wyatt, PhD, RN, NP-C
Pediatric Nursing Certification Board

Members:

Christopher Butcher
Heuristic Solutions

Elizabeth Carlton, MSED
Knapp and Associates International

Kari Glennie
National Institute for Certification in Engineering Technology

Meenakshi Gupta
Information and Communications Technology Council

Jacquelyn Kelly Marshall
Board of Pharmacy Specialties

Kathy Maka, MS
National Inspection Testing Corporation

Julisara Mathew, MA
U.S. Office of Personnel Management

Tancy Stanbery, MSED, CAE
Board of Certification for Emergency Nursing

ICE Headquarters Staff

Executive Director

Jim Kendzel, MPH, CAE

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Anna B. Hildreth, Sr. Manager

Elizabeth Grater, Sr. Coordinator

Becky Morgan, Associate

Marketing and Creative Services

Amy Goetz, Sr. Director

Amanda McLafferty, Sr. Manager

Andrew Younger, Sr. Coordinator

Event Services

Melissa Huston, Director

Daniel Tadesse, Manager

Thomas Farquhar, Coordinator

Monica Nolden, Associate

Sales Services

Alex Aaron, Coordinator

Education and Program Services

Claire Darmanin, Sr. Manager

Tricia Wisneski, Coordinator

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Financial Management and Accounting Services

Sarah Alcock, Coordinator



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