Remembering Our Mission

Concurrent Sessions
Presentation Descriptions

1A   *Remembering Our Mission, Surviving the Battle*

Long-time testing professionals have experienced significant changes in the scope of their duties, and even those new to testing find themselves regularly facing changes that affect their workday. Come join this trio of test center directors as we relive the past and its seemingly simpler times, as we live in the present and cope with issues that present themselves, and as we look to the future and what it holds. Through it all, our mission remains the same: maintaining the integrity of the testing process while providing a setting and atmosphere which enables examinees to perform to the best of their abilities. It's the battle that changes: reductions in staff/budget, the technological creativity of examinees, the need for cost-cutting without cutting services, the growing population of physically and learning disabled students advocating for accommodations. We'll share what we've done to survive the battle while remembering our mission, and we'll invite the session attendees to show us their battle scars.

Sherry Jones, Georgia College and State University
Sharon Long, Clayton State University (GA)
Francesca Taylor, University of West Georgia

1B   *The Online Assessment Advantage*

Online assessments offer a creative way to build learning into the testing process through the use of easily accessible practice tests and other low-stakes self-tests, flexible testing schedules, and instant feedback. In addition, online assessments also provide a secure means of administering higher-stakes tests without sacrificing the flexibility gained by this type of test management and delivery. Come learn how Tyler Junior College has seen a tremendous increase in the use of its on-campus testing center as a result of online assessments and has developed best practices for managing test security by using Questionmark Perception online assessment software to administer and deliver online quizzes and tests across its curriculum.

Ken Craver, Tyler Junior College (TX)

1C   *The Journey to Find a Comprehensive Online Scheduling System*

After previewing several on-line scheduling systems, UT Arlington determined a customizable scheduling platform developed by TimeTrade Systems was its best option. How this software was selected, how new business practices were determined, and how payment of test fees is managed will be discussed. The presenters will also discuss the cost-effectiveness of this solution and what they wish they had known before starting the process. Information on how this scheduling platform can be customized to meet customer needs will be shared.

Connie Lorick, University of Texas at Arlington
Glen Hoffman, TimeTrade Systems

2A   *FERPA and IRB*

Come learn the importance of FERPA information and its protection in testing and education. Aspects of FERPA such as directory versus non directory information will be reviewed. Also covered are important issues to look for in designing consent forms when conducting studies with students utilizing testing instruments and the function of Internal Review Board offices on college campuses.

Dr. Judith Grant, University of Texas at San Antonio

2B   *Identification + Intervention = Retention*

Retention is now an even more important topic for colleges because of the economic downturn. Using testing information to target specific groups and to determine a plan of action can increase the percentage of students who continue their education. This session examines the use of SAT/ACT scores to identify two groups--at-risk and above average students--and through intervention give each group the maximum opportunity to persist to graduation. Liberty uses a highly successful Academic Opportunity Program to assist both academically at-risk incoming freshmen and the top freshmen to give them a head start on their academic career. The net result is that both groups are retained at a higher-than-average rate. An in depth presentation will explain both programs.

Jim Wagner, Liberty University (VA)

2C   *An Ounce of Prevention: Strategies and Technologies to Ensure Test Security*

Cheating on tests and breaches of security jeopardize the foundations of fair and equitable testing. This session will explore how customizable software tools, technologies, and services proactively address security challenges at every stage of authoring, scheduling, delivering, and reporting. This session will demonstrate real-life situations and describe how Questionmark technologies and services can address these and other security-related issues.

Jeff Place, Questionmark
Greg Pope, Questionmark

3A   *The Early Math Placement Tool: Articulating with High Schools about College Level Math Expectations*

The Wisconsin Early Math Placement Tool (EMPT) program is a new mathematics articulation effort between the University of Wisconsin System, the Wisconsin Technical Colleges System, the Wisconsin Department of Public Instruction, and Wisconsin high schools. In the EMPT program, high school juniors complete a shortened version of the UW Math Placement Test and receive detailed feedback on their readiness to transition to college-level math in Wisconsin. The program aims to increase the number of high school seniors taking college preparatory math and to improve students' mathematics placement at the post-secondary level. This presentation will discuss the purpose and history of the program, provide a demonstration of the EMPT assessment, including the registration system, the test, and both the student- and instructor-level feedback, and provide an overview of the first year program evaluation.

James Wollack, University of Wisconsin Madison

3B   *Planning and Developing a Computer and Internet-Based Testing Services Center*

With the continuing implementation of technology throughout the testing industry, many test centers find themselves wrestling with the idea of making the transition from administering predominantly paper/pencil exams to integrating more computer- or internet-based testing technologies into their centers. As more test centers make this adaptation, remembering our mission to our students of providing quality assessment and testing services grows more important daily. This presentation will outline some planning and development strategies used to expand the UTEP testing department from a largely paper/pencil test center into a predominantly computer/internet based testing department with the hope of easing the misgivings of others who may also face this challenging transition.

Ed Gerber, University of Texas at El Paso
Andrew MacDonald, University of Texas at El Paso

3C   *Test More with DSST*

The DSST credit by exam program is growing and becoming even more popular with the increasing number of students pursuing a college degree after their experience in the workforce or as a military service member. Offering DSST exams at your test center brings incremental revenue with no investment other than an internet-enabled workstation to deliver the exams. The software is user friendly for both the administrator and test taker. Offering DSST exams is another way to serve your community and increase foot traffic for your institution. This workshop will outline the benefits and the process for becoming an internet-based test center for the DSST program. The session also applies to those currently delivering DSST in paper and pencil format who wish to convert to IBT.

Janet McCormick, Prometric
Jean Steinke, Prometric

4A   *Using Technology to Improve Staff Training*

Are your staff training methods effective? How would you like to deploy a training tool that uses multimedia and built-in assessments, the best instructional methods, and launch anywhere/anytime capabilities? This session will discuss how to develop cutting edge training tutorials for testing personnel using Camtasia Studio, including how to plan, shoot, edit and produce tutorials, how to capture screen shoots, videos, sound effects, and voice-over narrations. Assessment techniques that measure learning and skill attainment will be illustrated as well as how to render the production in formats that run on the web, ipod, and computer. Come interact with your colleagues and have fun.

Joseph Fenty, Washtenaw Community College (MI)

4B   *The Writing of a Treaty (MOU) between High Schools and College Partners*

Come learn how El Paso Community College and the University of Texas at El Paso negotiated with the twelve El Paso area Independent School Districts (ISDs) in writing a Memorandum of Understanding (MOU) to exchange student data. Hear about the battles over compliance with FERPA laws and the colleges' Institutional Review Board (IRB) regulations protecting the rights and welfare of human research. Are the laws preventing the willing parties from drawing up a treaty that will better serve students as they transition to higher education? After reviews from various committees, the MOU has been finalized and sent to the ISDs superintendents for their approval. If your institution partners with high schools and is thinking about writing an MOU, you will not want to miss this session.

Carolyn Buntyn, El Paso Community College
Ed Gerber, University of Texas at El Paso
Gloria Palos, El Paso Community College

4C   *CLEP 101: An Orientation for New Test Administrators*

This session is specifically for the new CLEP test administrator. During this session, participants will see a demonstration of the CLEP software. Participants will learn how to register students, collect payment, and become familiar with the exam functionality that students see when taking a live exam. Program policies and procedures, test center staff roles and responsibilities, scheduling, security procedures, navigating the CLEP Web site, and technical questions will be discussed.

Janet Swandol, The College Board

5A   *From Good to Great--Administering a Successful LSAT Administration*

Successfully administering a standardized paper-based test is an ongoing challenge. Securing space, identifying staff, providing training all require time and attention. Is this all really necessary? Ever wonder why? A panel of presenters from Law School Admission Council will offer a general information session aimed at defining what it takes to administer a successful Law School Admission Test (LSAT). Join a discussion of how to take your center from good to great.

Frances Mercedes, Law School Admission Council
Anne McKernan, Law School Admission Council
Terri Neuman, Law School Admission Council
Dawn Troutman, Law School Admission Council

5B   *Remembering Our Mission in Lean Times*

As states face huge deficits and universities are required to make deep budget cuts, we testing directors are asked to justify our departments' contributions to the institution. This workshop will demonstrate how test centers can provide visibility, transparency, and accountability consistent with "economic restraints"; enhance focus and clarity on setting priorities; and make sound decisions reflecting budgetary reductions, cost avoidance, and revenue enhancement without losing sight of our mission.

Lea Brown, East Tennessee State University

5C   *Placement and Diagnostic Testing Directly in the High Schools? How to Get Started*

As high school outreach programs gain popularity, many testing directors are being asked by upper administration to "take their show on the road." This panel discussion features several testing directors who will discuss the hows, whens, and whys associated with successful placement and diagnostic testing in high schools. This interactive session encourages testing directors to share their experiences with testing in the high schools and to share how their successes have assisted upper administration with attaining specific enrollment goals.

Carita Hayes, San Jacinto College (TX)
Shannon Seibler, Northwest Arkansas Community College
Karen Stowe, University of Texas-Brownsville
Hank Vigel, University of New Mexico
Don Pitchford, ACT, Inc.

6A   *Learning Outcomes Assessment: Is It Possible in a Testing Environment?*

Are you being asked to assess student learning or program outcomes in your testing center? San Juan College in Farmington, New Mexico, has developed and implemented a model for assessing student learning across Student Services areas, including the Testing Center. This model includes a substantial training piece, templates for writing outcomes, both formative and summative assessment, as well as methods for closing the feedback loop to make improvements. While it focuses on student learning outcomes, it is easily adaptable for program outcomes as well.

Jill Carlson, San Juan College (NM)

6B ***Everything You Always Wanted to Know about COMPASS but Were Afraid to Ask***

Nearly two million students take COMPASS tests each year. You are probably familiar with the basics of COMPASS placement tests, but are you aware of how you can use the rich features set of the COMPASS program to evaluate your programs and help your students achieve academic success? In this session, you will be introduced to COMPASS diagnostic tests, demographic profiles, routing rules, and research reports that can help you fine-tune your cutoff scores. Senior staff from ACT will provide an update on the COMPASS program, what developments have taken place over the past year, and what's in store for the future. Time will be allocated for questions.

Tim Osborn, ACT, Inc.
Don Pitchford, ACT, Inc.
Frank Potter, ACT, Inc.
John Roth, ACT, Inc.

6C ***The Testing Industry: Its Evolution and Future Directions***

This presentation will look at the forces that gave birth to today's testing industry and the challenges it has faced in the past and continues to face today. The role of technology in facilitating the industry's evolution will be highlighted along with a look at what may lay ahead for testing professionals.

Lou Woodruff, Bucks County Community College (PA)

7A ***Debunking the Myths: Assessment of a Community College's Challenged English Language Learners***

Students whose primary language is not English are entering community colleges at a steady rate. At Erie Community College-City Campus, English as a Second Language (ESL) students from 63 countries representing 50 languages take degree credit courses in a unique program designed to improve their language skills. These ESL students are challenged by family and job responsibilities, a new language, and a new culture. They are eager to improve their skills to better themselves while challenged to perform well among native English speakers. Debunking some of the most common myths regarding computerized testing and English language learners, this session will review how ECC uses a computerized assessment to successfully build, discover, and develop the skills of these students.   Course placement using COMPASS/ESL assists faculty and staff in better predicting student success while helping students meet their academic challenges. Learn how ESL faculty and staff assess skill levels by comparing scores with a writing sample plus an oral interview.

Dr. Eleanor Patterson, Erie Community College-City Campus (NY)
Pam Murray, ACT, Inc.

7B ***Best Practices in Testing and Academic Integrity***

"New" is the theme at Brookdale Community College, a large suburban community college. A new staff, a new testing system, and new office cannot stop this college from implementing new best practices in the testing center while administering over 30,000 exams per year via paper/pencil and computers to both students and community members 65 hours per week. In addition, this presentation will discuss how ever-changing and ever-advancing technology can pose both challenges and solutions to educators in battling academic integrity violations.

Nancy O'Shea, Brookdale Community College (NJ)

7C ***How Online Scheduling Can Help Testing Centers Focus on Their Mission***

Online scheduling can help testing centers eliminate phone tag and long wait lines, optimize resources to manage multiple exams and different exam lengths, better communicate schedule changes, automatically track exam data, accept online payments if needed, and much more. Learn how the assessment/testing centers represented by this panel use "Online Scheduling" differently to manage their diverse testing environments. Ask them how "Online Scheduling" is working for them and what recommendations they would give to other assessment/testing centers.

Carol Boger, Lake Superior State College (MI)
Shannon Siebler, Northwest Arkansas Community College
Kathleen Turner, Foothill College (CA)
Carol Arakaki, ServiceBuzz Corporation

8A *Surviving the Onslaught: Managing Your Stress against Overwhelming Odds*

This session will explore the causes of stress, its effects, and some techniques to get it under control. Join this group as we peel away the layers of frustration and anxiety and get to the business of staying sane.

Wendy Gruver, Texas A&M University-Commerce
Steve Saladin, University of Idaho

8B *Becoming a Prometric Center*

Learn from the experiences of others. This presentation will highlight one testing center's experiences in becoming a Prometric test center. These experiences include surprises, delays, the process, what went well, and what did not go so well from the perspective of test center personnel as well as Prometric management.

Beverly Hilliard, University of North Dakota
John Krucenski, Prometric

8C *Advance Your Students' College Readiness Skills with A+dvancer*

Do you want to increase the retention of your incoming students? Join us for an informative session to learn the benefits of using A+dvancer, an online tutorial that helps identify college readiness proficiencies, performs skill level diagnostic reporting, and also has optional prescriptive instruction. The presenter will share how Hennepin Technical College has expanded the use of A+dvancer from an online placement review for both first time testers and retesters, to utilizing the program in our tutoring lab while working with multiple students, to partnering with area High Schools and ABE's to improve the success rate of students who are underprepared for college coursework. We will provide an overview of what we did, how we did it, and lessons learned as we created a more efficient and effective placement process in reading, writing, and mathematics. Join the discussion to learn the many uses of A+dvancer to foster students' chance for success in higher education.

Kathie Montognese, Hennepin Technical College (MN)