



**National College Testing Association
2013 Annual Report
January 1, 2013 – December 31, 2013**

While the Governing Council of the National College Testing Association makes every effort to keep members informed of various initiatives, goals, and needs throughout the year, the NCTA 2013 Annual Report serves as a consolidated overview of the association's efforts during the past year. It is designed to provide the membership with a "one stop" resource for NCTA activities.

What follows is an overview of each of NCTA's seven divisions focusing on their efforts during 2013 and prospective goals for 2014 as well as updates on additional initiatives.

Questions or concerns regarding the content of this annual report should be directed to Steve Saladin, 2012-1014 NCTA President, via email: ssaladin@uidaho.edu

ADMINISTRATION

The Administration Division encompasses three areas: Archives, Awards and Recognition, and Volunteer Services.

The 2013 goal of Archives was to streamline all of the documents collected over the years. Many were scanned to store on the NCTA website, and others were destroyed due to their age (over 10 years old). The chair of the Archives Committee has agreed to hold on to the photo books from past years until we can find a permanent home for them.

The Awards and Recognition Committee assisted Division Heads in recognizing approximately 70 members of various committees with the Service Recognition Awards at the annual conference in Nashville. Neither the Service and Leadership Award nor the Lifetime Achievement Award was presented in 2013. The President's Award was presented to Susie Morgan, NCTA Secretary, by Steve Saladin for her assistance and support of the office of the President.

The Volunteer Service Program (VSP) was developed in 2009 in an effort to provide members with opportunities to volunteer. Since 2009, between 60 and 75 NCTA members (both collegiate and non-collegiate) have volunteered their services each year working with committees, ad-hoc projects, and special initiatives. Since the 2013 VSP chair accepted another position within the association, the goal for 2014 is to appoint a new chair and to continue to support this volunteer organization with as many members as possible.

ANNUAL CONFERENCE

The Annual Conference Division, under the leadership of two conference coordinators, worked on four conferences in 2013. The 2013 conference, held in Nashville, had the highest attendance on record at 420 and was the first time financial assistance was offered to a group of first-time attendees selected on the basis of applications and essays. Of the 24 applications, 10 were approved for the \$1500 maximum award. The conference committee structure, started in 2011, continued and evolved. The committee, under the auspices of the conference coordinators, includes a core group of volunteers who work on various aspects of all conferences (program, on-site registration, moderators, sponsors and exhibitors, etc.) and a host committee, a group of volunteers local to the site of the annual conference, who provide the conference theme and logo, hospitality, etc.

This model has worked well to assure continuity from one conference to the next and allows the committee to build on strengths of previous conferences, imbue each conference with local flavor, and expand our program and other conference offerings each year. At the Nashville conference, the host committee provided information and “hype” for the 2014 Denver Conference, the first time NCTA is returning to a previous conference city (NCTA 2001 Denver). Plans were also underway for the 2015 Conference at the TradeWinds Resort on St Pete Beach in Florida. Finally, the fall site visit to Seattle confirmed that city as a terrific site for the NCTA 2016 conference, with the Westin Seattle selected as the conference hotel.

COMMUNICATION

The Communications Division consists of communications-related groups including editing, the mailing list, news features, social networking, and the website.

The editing committee edits all printed and digital material for NCTA including conference-related materials, official documentation, website posts, and correspondence sent on behalf of the organization. Because of the increasing workload for this committee, it hopes to add four new members in 2014.

While the mailing list is active and largely self-governing, on occasion the mailing list moderator steps in to identify inappropriate content, remind participants of the decorum of the list, and answer procedural questions regarding how to participate or not on the mailing list. The mailing list moderator role will continue in 2014.

In 2013, the NCTA newsletter transitioned from the previous newsletter format produced quarterly to a system of rotating news articles on the NCTA home page. This allowed news to be shared immediately. In 2014, a concerted effort will be made to seek volunteer submissions for this feature.

During 2013, NCTA incorporated social networking sites into its means of communicating with members. NCTA has a Facebook group and a LinkedIn group, which currently has 162 members. The 2014 goal for the current NCTA Twitter feed includes displaying a rotating ticker of tweets on the webpage: https://twitter.com/NCTA_Testing

Plans for 2014 include updating the look and content of the website and working with several app developers to design a conference app for 2015 and beyond.

FINANCE

The annual conference continues to be a success with the 2013 Nashville conference bringing in revenue of \$141,825.00 based on conference registrations, sponsorships, and other contributions; conference expenses totaled \$119,148.49. Membership continues to be a solid source of revenue with \$85,065.00 received. Board expenses to conduct the business of the association this year amounted to \$63,209.78, and expenses for various initiatives by NCTA committees included \$12,527.68 for grants, \$6,169.26 for webinars, \$3,715.53 for test center certifications, \$15,000 for conference travel assistance grants for first time attendees, and \$4,080.26 for awards/service recognition. For a more complete review of the profit/loss statement for 2013, please refer to the 2013 NCTA Financial Report located under the Division Reference Documents on the NCTA website.

GRANTS

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 2013-2014, the grants program funded a total of 7 applications with a total of \$16,000 distributed to applicants. This was slightly down from the 2012-2013 grant cycle when 7 applications were funded for a total distribution of \$18,186. The 2013-2014 grant funds were used to support several projects including regional professional development conferences, staff training, and the creation of state organizations. In addition, the Grants Committee recommended a number of changes to the annual program that were approved by the Governing Council. These included a fixed yearly July 1- June 30 grant cycle, a yearly set amount of \$25,000 for grant funding, and an increase in the total amount of funds that can be requested per application to \$3500.

MEMBERSHIP SERVICES

The strength of any association lies within not only its leadership but also its membership. NCTA is fortunate that in 2013 it continued to maintain a strong membership base with members spanning the United States, Canada, and several overseas countries. While most of NCTA's 2,000 members represent post-secondary institutions, there is also a strong contingent of members affiliated with testing companies and companies which provide test support. Effective January 1, 2014, NCTA membership fees will be increased for the first time in our organization's history in order to cover the cost of additional member services.

OUTREACH

The Outreach Division consists of Marketing, Recruitment, and State and Regional Organizations (SRO).

In 2013, the Marketing Committee launched the selling of NCTA branded merchandise for the first time during the Nashville conference; the project was moderately successful and provided insight into future planning. The committee intends to work with task forces launched to build NCTA credibility through rebranding, updating the website, and developing an enhanced social media presence.

The Recruitment Committee worked diligently to identify potential new members, starting with states that had a low number of NCTA members. The committee completed its work on the first tier of states in 2013 and will focus on the second tier for 2014.

The State and Regional Organizations (SRO) Committee accomplished several goals in 2013: it presented for the first time a general session at the conference, it established selection criteria for and responsibilities of SRO representatives, it developed an SRO survey, and it developed the SRO website. For 2014, the committee will concentrate on identifying additional resources to support State and Regional Organizations, develop an NCTA State and Regional Affiliation Program, develop a mini-grant program to support SRO-related travel and meeting expenses, and continue to identify new SROs.

PROFESSIONAL DEVELOPMENT

Although the most well-known professional development opportunity in NCTA is the annual conference, less than one-quarter of all NCTA members attend. In 2013, the PD Division focused on building services to all NCTA members, with an informal theme of “Outside of the Conference.”

To assist with this endeavor, the first Webinar Committee was formed to solicit presentations, coordinate the delivery of the webinars through the third-party vendor, and promote the webinars to NCTA members. NCTA produced two webinars in 2013: “Rural Testing Centers as Hubs for Community Outreach,” a discussion of rural policy initiatives that are at work now and how those initiatives are impacting rural college testing centers; and “Test Security: Informed and Respectful,” an overview of clothing and selected practices related to Orthodox Jewish and Muslim spiritual tradition as well as an overview of selected medical, disability, and assistive technology-related devices (hardware and software) within the context of an informed respect for tradition and needs in conjunction with test security.

For 2014, the webinar committee’s goals are to produce 3-4 webinars, consistently assess attendee satisfaction with webinars and solicit ideas for future topics, and work with the 2014 Conference Committee to produce NCTA’s first “Virtual Conference,” which would allow parts of the NCTA annual conference to be streamed as an option for those unable to attend.

Also a part of the PD Division is the Committee on Universal Access and Design in Testing, formerly the Non-Standard Test Committee. UADT split its focus in two parts. One was a sub-committee to work on the enhancement of online resources found on the NCTA website’s resources page; plans in 2014 are to work with the NCTA Webmaster to create a robust online resource for NCTA members and non-members, which includes an electronic mailing list. The

second was a sub-committee to further partnerships with the Association of Higher Education and Disability (AHEAD); this was accomplished in part when four NCTA members were invited to speak on NCTA and Non-Standard Testing at the AHEAD annual conference and met with its leadership to talk about possible partnerships and the creation of a best practices document.

TEST CENTER CERTIFICATION

Under the umbrella of the Professional Development Division, the Test Center Certification Committee was very active during 2013 conducting 2 open enrollment periods that allowed schools to begin the certification process; 34 schools applied. During the year, 26 test centers were granted NCTA Test Center Certification bringing the total number of certified centers since the project began in 2010 to 58. Currently there are 56 schools in various stages of the certification process. The Committee met every 2-3 weeks via conference call, and the plan is to continue that schedule. During 2013, the committee began working on putting the entire certification process on the NCTA website. Round 1 of the testing was completed in September, and the plan is to continue testing with 2 additional rounds during 2014. The committee also began working on test center recertification and will have that process available online as well. During the year, 21 NCTA volunteers worked on different aspects of the certification process. The committee will add 2 members in 2014 and intends to add 6-10 new volunteers to the project.

ADDITIONAL INITIATIVES

BYLAWS REVISIONS

The year 2013 saw a major revision to the NCTA bylaws. This revision separated the office of President from the sitting Governing Board (creating a Governing Council consisting of the President, President Elect/Past President and the Board of Directors), reduced board term limits to 3 years, established term limits (2 terms for the board, 1 term as president), instituted a nominating committee to prepare a slate of qualified applicants for board positions, and clarified a number of procedures. A complete copy of the new NCTA bylaws is available on the website.

STRATEGIC PLANNING

As our organization continued to grow in both size and scope, the leadership decided that there was a need to approach decisions in a more strategic manner. As a result, the first ever NCTA strategic planning process was implemented in 2013. With the aid of leadership consultant Ray Wells of Wellbeing Systems, the Governing Council, 8 non-board collegiate members, and 2 corporate members developed and began the strategic planning process. An intensive 3-day summit entitled “NCTA 2020: Focusing on our Future” is scheduled for early 2014 in order to flesh out goals and objectives for the future of the organization.

CONSORTIUM OF COLLEGE TESTING CENTERS GUIDELINES

The Consortium of College Testing Centers (CCTC) underwent a number of changes that largely reflected clarification and acknowledgement of the criteria needed to be listed. While the CCTC

was designed to be a listing for college or university-based testing centers, over the years a number of listings not associated with post-secondary institutions have shown up. The CCTC guidelines now make it clear that collegiate members are eligible to list on the CCTC at no additional cost, corporate members are able to purchase a listing (maximum of one per membership), and non-collegiate members are not eligible to list. There was also some confusion about what it meant to “subscribe” to the NCTA Standards and Guidelines as a prerequisite for joining. Over the course of the year, the Governing Council developed a checklist of specific criteria that one must agree to adhere to in order to list on the CCTC. Another change was the implementation of an annual renewal process (including re-completion of the checklist) in order to ensure that information for each site is up-to-date. This is communicated to users by the listing’s date stamp identifying the latest revision date.

SUMMARY

This past year saw the National College Testing Association continue in its mission to provide members with networking and professional development opportunities. It also brought with it the realization that for NCTA to continue to grow and remain effective as an association at the forefront of the testing and assessment industries, it must begin to think and act strategically. A strategic planning process was begun in 2013 with the intention of developing and implementing a series of initiatives that will move us forward. Initiatives developed as part of this process will be launched in 2014.

Submitted on behalf of the NCTA Governing Council

Steve Saladin, President