

**NATIONAL COLLEGE TESTING ASSOCIATION**

**FY20 ANNUAL REPORT**

**INTRODUCTION**

During FY 20, the Governing Council of the National College Testing Association continued to work on the goals of the FY 18-FY 21 Strategic Long Range Plan. These goals included providing the membership with additional opportunities for professional development, enhancing the annual conference, and increasing membership. The Governing Council approved transitioning the fiscal year from January-December to July-June in order to better reflect the organization. This Annual Report will reflect that transition and will therefore encompass the first full cycle of the new fiscal year from July 2019 to June 2020.

**GOVERNING COUNCIL**

The Governing Council consisted of ten individuals whose primary goal is to continue providing the opportunities that will enable NCTA to move forward in its quest to serve as a leader in the area of test administration/proctoring whether online or in person, computer or paper/pencil, national or institutional--always keeping uppermost the need for security and integrity.

The Governing Council’s previously reorganized divisional structure has more accurately reflected the work the Council is doing and what fits in each division. Chairs and Co-chair creation was established with a three year rotational structure to ensure continuity to the organization. New Council members were placed into a division to work under the chair and then become chair when the current chair rotates off.

The six divisions are Finance, which focuses on the financial management and reporting for the organization; Growth and Outreach, which focuses outside the organization with the purpose of recruiting new members and increasing industry awareness of NCTA; Membership Engagement, which focuses on the current NCTA membership with the purpose of increasing networking opportunities, developing the talent and leadership pool, supporting NCTA initiatives, and promoting a sense of ownership and belonging within the organization; Partnerships and Collaborations, which focuses on establishing, promoting, and enhancing our relationship with other testing related professional organizations for purposes of expanding the reach of NCTA, developing resources to assist NCTA members, and advancing the professional community; Professional Development, which focuses on developing and expanding the knowledge, skills, and abilities of NCTA members through SIGs, webinars, the E-Journal, and numerous volunteer opportunities related to the annual conferences and virtual conferences; Professional Services, which focuses on the development of best practices in testing as well as the advancement and development of NCTA programs and services promoting those practices.

The Governing Council convenes three times a year. During this reporting period those meetings were held in August 2019 at the New Orleans conference site and virtually both in November of 2019 and May 2020.

Three Governing Council members completed their terms at the end of the 2019 conference: Kristen Vickery with Anne Arundel Community College, Alejandro A. Martinez Jr, and Nancy Guidry-Hall with the Florida State University. Rachel Hample became President-elect at the end of the 2019 conference. Three new individuals were also elected to join the Council: Arrayon L Farlough-Rollins with the University of Texas at Arlington, Jan Gonzalez with Purdue University Northwest and Chris Dayley with Utah State University.

The Governing Council continues to strive to make every effort to be good stewards of NCTA’s financial situation: We have reduced the size of the Council to reduce meeting costs, both fall and spring Governing Council meetings have transitioned to virtual meetings and conference costs are closely monitored. In addition, we continue bi-monthly webinar portfolio to enable those whose schedules and departmental budgets preclude their in-person conference attendance with a reasonably priced way of participating in sessions; the multi-year purchase of the conference app provides NCTA’s membership with a connection to colleagues at a reduced rate.

**PROFESSIONAL DEVELOPMENT**

**Chairs: Naora Ben-Dov, Arrayon Farlough Rollins**

The professional development committee strives to provide opportunities and experiences for the membership to learn and engage with one another. Although there were many challenges and obstacles this year, all four of the major areas overseen by the Division of Professional Development have been able to produce quality resources and opportunities to learn and improve in the field of collegiate testing. The Journal of the National College Testing Association produced two new editions this year containing scholarly articles on research in the field. The Webinar Series hosted and recorded seven webinars in the last fiscal year on topics that were of importance to the membership based on responses from the professional development survey. A new Special Interest Group (SIG) was created surrounding emergency response preparedness and planning in light of the recent pandemic. Last, but certainly not least, the Annual Conference Committee planned and executed a national virtual conference for the membership that included a virtual exhibits fair for sponsors and vendors and an interactive app so that those who wanted could participate from afar. In all, the Division of Professional Development had a great year despite the many challenges faced and we hope to continue to provide the membership with opportunities to grow and learn in the field testing in the upcoming year.

**FINANCE**

**Chair: Sara Rieder Bennett, Treasurer**

Since the previous NCTA Annual Report, the Finance Division completed transitioning the organization’s fiscal year reporting period from calendar year to best align with higher education institutions. This decision was approved in 2017, and the first fiscal year under the new dates (July 1-June 30) completed with FY 20 on June 30.

*Membership*

Membership fees were reviewed in FY 2019 with approval from the Governing Council to increase fees across categories, to align with increasing expenses associated with managing NCTA operations, and to assure setting balanced budget. Additionally, in response to member feedback, NCTA provided the option for institutional memberships with more than 10 people to add-on additional members at the rate of $30 per members, rather than submitting additional institutional memberships and processing separate invoices. Institutional memberships allow for a single location address. During budget cuts and delays associated with Covid-19, NCTA has provided resources, such as access to webinars, to non-members to assure professional development resources were available to those who were delayed in renewal of membership.

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| --- | --- | --- | --- |
| Membership Category | FY 2018 | FY 2019 | FY 2020 |
| Corporate | $18,000 | $17,850 | $23,550 |
| Emeritus (retired collegiate) | $120 | $120 | $140 |
| Individual Non-Collegiate | $525 | $675 | $1140 |
| Individual | $24,860 | $25,520 | $27,915 |
| Institutional Non-Collegiate | $900 | $2700 | $700 |
| Institutional Collegiate | $66,795 | $75,665 | $75,135 |
| TOTAL | $111,200 | $122,530 | $128,580 |

*Conference*

The NCTA Annual Conference registration numbers rose each year from the previous report, from 395 registrations in 2017, to 439 in 2018, and 456 in 2019. Total sponsorship also increased from $58,000 in 2017, to $63,850 in 2018, and $79,000 in 2019.

Conference revenue for 2018 (Scottsdale, AZ) totaled $217,592.78, including registrations, sponsorship, and other contributions. Platinum Sponsors in 2018 included Castle/Scantron Assessment Solutions, ETS, LSAC, GED/Pearson Vue/Certiport, and RegisterBlast. 2018 Silver Sponsors were CollegeBoard, McGraw Hill Education, Prometric, SmarterServices, and Grade Hub. Bronze included Honorlock, Nocti Business Solutions, ProctorU, QuestionMark, MSSC, and McCann Associates. Concurrently, conference expenses increased from 2017 to 2018, with total expense of $171,293.03, primarily due to projected food/beverage per person cost increases, and higher attendance requiring increased orders. Conference net income for 2018 was $46,299.75.

Conference revenue for 2019 (New Orleans, LA) totaled $225,069.24, including registrations, sponsorship, and other contributions. Platinum Sponsors in 2019 included Akindi, ETS, LSAC, GED/Pearson Vue/Certiport, RegisterBlast, and Scantron Assessment Solutions. Iso-Quality Testing, Inc. sponsored at the Gold level. 2019 Silver Sponsors were CollegeBoard/Accuplacer, McCann Associates, McGraw Hill Education, Prometric, and SmarterServices. Bronze included Examity, Honorlock, MSSC, Nocti Business Solutions, Paragon Testing Enterprises, Prolydian, ProctorU, and Tiburon Lockers. Concurrently, conference totaled $236,608.80, with expenses increasing again primarily in food/beverage, as well as audio/visual. Conference net for 2019 was -$11,539.56.

*Other Revenue and Expenses*

Governing Council expenses to conduct the business of the association in FY 2020 amounted to $17,527.92, down from FY 2019 ($80,537.15) and FY 2018 ($31,778.74). NCTA Executive Council determined to limit travel expenses, prior to COVID-19 travel limitations, through at least the next fiscal year to contribute to balanced budget.

General operating expenses for NCTA totaled $94,728.79, including all banking fees, insurance, accountancy, corporation fees, professional fees (legal and operations management), and postage and printing. Technology costs totaled $14.535.24, including website, e-list, and webinar and meeting software. Finance Division approved increase in expenditures on software to expand attendance capacity in 2020, with record registration requests for webinars.

Committee expenses include Awards and Recognition Committee (in Membership Engagement Division, $1195.90), Outreach Committee (in Growth & Outreach Division, $546.74 for promotional materials), Test Center Certification Committee (in Professional Services Division, $2205.75), Journal Committee (in Professional Development, copy editing and proofreading services, $390.00), and webinar hosting (in Professional Development, $2146.25). Governing Council voted to discontinue external hosting of webinars to reduce recurrent expenses.

Additional revenue sources for NCTA include donations through Amazon Smile ($5 in FY 2020). Donations through Amazon Smile are a new source of income, and Finance is working with Membership Engagement to promote this opportunity. Test Center Certification revenue was $1100, and is another new revenue stream. These fees are directly used to cover expenses associated with certification.

As part of the Finance Division, the annual Grants program offers opportunities for professional development, promotes development of resources for NCTA members, encourages professional support activities, and stimulates research pertinent to the field of testing. NCTA budgets $15,000 per fiscal year to the Grants Committee (Chair, Dr. Wendy Shirey), for grants ranging in amounts from $500 to $3500. During FY 2020, grant expenses totaled $9186.07. Finance Division supported continuance of several grants into FY 2021 due to COVID-19 imposed limitations, so we anticipate delayed expenses for grants awarded during FY 19. Grants were awarded during 2020 to be used in FY 2021 to the following recipients:

* Purdue University Northwest – Great Lakes College Testing Association (GLCTA) Collaborative Testing Professional Development Event
  + Contact:  Jan Gonzalez
  + Grant:  This project is a collaboration between the Great Lakes College Testing Association (GLCTA), Ivy Tech Community Colleges, and Ohio State University to offer a one-day professional development event for testing professionals.  The event will offer professional support, learning and networking opportunities among participants.
* Texas Association of College Testing Professionals (TACTP) – TACTP Mini Conference
  + Contact:  Carita Webster
  + Grant:  The purpose of this mini conference is to provide a professional development opportunity for proctors, Testing Specialists and part-time staff.  The sessions will include TSIA and CLEP updates, Best Testing Practices, Customer Service Basics, Critical Thinking, and a Q&A session.
* University of Houston Clear Lake
  + Contact:  Diana Bidulescu
  + Grant:  The purpose of this grant is to offer four (4) all day trainings throughout the year to cover any gaps, provide updates for all of the testing platforms used to administer tests (Blackboard, ETS, Pearson, PearsonVue, Kryterion, Castle/Scantron, Prometric, Accuplacer, Mobius, ATI, etc.), and to perform a rigorous review of test security processes.

**GROWTH AND OUTREACH**

**Chair:  Jan Kay Gonzalez**

Despite the closing of virtually all centers nationwide due to COVID-19, the Growth & Outreach Division made progress in their annual goals, most notably for the Membership Survey.

• The Membership Survey was distributed to all NCTA members in mid-June 2020. The survey included questions from a survey sent in 2015, establishing a baseline with which comparison and trends could be analyzed over time. The survey was open to all NCTA membership until the end of June. Results are being compiled at this time with anticipated distribution to the NCTA membership in October 2020.

• Growth and Outreach made progress on our prospect database project in spring 2020. The goal of this project is to identify and communicate with those university testing centers not currently members of NCTA the benefits of our organization. The prospect data with emails was uploaded to MemberClicks, which is the tool NCTA uses for all association business, including the website and listserv. The division is currently developing a targeted marketing program for prospects, which will include a web landing page, an introduction video and a narrated Power Point presentation featuring the many benefits of membership. Feedback provided in the Membership Survey will be valuable in building and launching this prospect initiative.

• NCTA Prospect marketing developed – video and brief presentation on NCTA and benefits of membership

**MEMBERSHIP ENGAGEMENT**

**Chair: Mark Ross**

The Membership Engagement Division focuses on the current NCTA membership with the purpose of increasing networking opportunities, developing the talent and leadership pool, supporting NCTA initiatives, and promoting a sense of ownership and belonging within the organization.  The Membership Engagement Division encompasses the following committees:  Awards and Recognition, Membership Initiatives (sub-committee: New Member Orientation), Listserv (mailing list moderators), Volunteers, and Website.

During the past year the Membership Engagement Division was blessed to have a new Committee Chair step in for Volunteer Services, Shannon Fairholm from the University of South Dakota.  Shannon is bringing a new and innovative way to volunteering for NCTA.   The Awards and Recognition Committee has worked hard to create additional awards that will acknowledge the contributions of NCTA members via national awards. A new Website Committee was added to the Division.  The Website Committee acts as a recommender for the development of the NCTA website, including its structure, functionality, design, ADA accessibility compliance, policies, and procedures.  In addition, the committee will identify, prioritize, and advocate for web needs and services.

**PARTNERSHIPS AND COLLABORATIONS**

**Chair: Sally Carter**

The Partnerships and Collaborations Division focuses on establishing, promoting, and enhancing NCTA’s relationships with other testing related professional organizations for purposes of expanding the reach of NCTA, maintaining communication with state and regional testing organizations, and establishing partnerships with test vendors that are mutually beneficial to both the vendor and the NCTA membership. Current examples include the ATP Online Proctoring Standards working group and a CAS representative from NCTA.

During FY 20 Justin Kavanaugh was appointed chair of the SRO committee. The SRO committee established a network of volunteers across the US and held the first meeting for the group. The group is working to develop lists of all test centers within their states. Kristen Vickery represented NCTA as a member of the CAS governing board. Jarret Dyer attended the ENAI Virtual Conference and participated in three debates during the ATP Global Conference. Sally Carter attended the ICAI conference as an NCTA representative and we are currently working to develop an agreement with ICAI as a partner organization.

**PROFESSIONAL SERVICES**

**Chair: William Thelen, Chris Dayley**

The Professional Services Division focuses on the development of best practices in testing as well as the advancement and development of NCTA programs and services promoting these practices. This division oversees committees on Test Center Certification, the Consortium of College Testing Centers (CCTC), and CAS Standards implementation.

**CAS:** According to the CAS website, the Council for the Advancement of Standards in Higher Education promotes intra-campus collaboration and reflects good practices agreed upon by the profession-at-large through the CAS Standards. The Testing Programs and Services Standard was developed and released in March, 2019 and the self-assessment guide followed in April, 2019. NCTA is committed to providing professional development through webinars and conference presentation to support its membership in understanding how to implement self-assessment and to clarify how it accompanies Test Center Certification. Two members were identified as area experts and represent the NCTA with CAS to maintain and update the standards as needed.

**CCTC:** The Consortium of College Testing Centers (CCTC) currently has 363 active listings.  CCTC has made changes to the website and the links to make the process of finding a local test center a better experience. CCTC is currently working to update and clarify the services offered by CCTC. This will be accompanied by a name change that will better portray the purpose of the CCTC.

**Test Center Certification:** The committee has been very active and has made some major changes to the certification process. The biggest change was a restructuring of the committee that spread out the workload and allowed for quicker review and approval of schools for certification. The results of that change can be seen almost every week with the announcement of a new certification or re-certification on the NCTA list serve. Another change is that there are no longer enrollment periods with a limited number of schools accepted each period. Schools may now complete their certification application and submit it at any time. The application is submitted through Dropbox, which allows multiple committee members access to the application. A fee of $200 for initial certification and $100 for re-certification was implemented to defray the cost of plaques and shipping. Committee members volunteered and presented at the recent virtual NCTA conference and are hoping to do it again next year in person. As the number of schools seeking certification increases, the committee is reaching out to all members to consider volunteering to help in this very important task.

**CONCLUSION**

Since the beginning of NCTA in 2000, the association continues to offer its members professional development activities and professional support services while also supporting collaborative efforts among testing professionals, testing companies, and other policy-making agencies. Membership continues to grow, collaborations are increasing, opportunities are available for member involvement, and we are moving forward with plans to be stronger in the future. In FY 20, further engagement of the membership was offered by providing frequent webinars for professional development and participation and presentations at industry conferences.

Appendix A

Governing Council Members

June 30, 2020

NCTA Executive Committee

Jarret Dyer, College of DuPage

NCTA President

Rachel Hample, Temple University

President-elect

Sara Rieder-Bennett, University of Akron

Treasurer

NCTA Board Members

Mark Ross, College of Central Florida

Naora Ben-Dov, Woodbury University

Sally Carter, Southeast Missouri State University

William Thelen, Central Washington University

Arrayon L Farlough-Rollins, University of Texas at Arlington

Jan Gonzalez, Purdue University Northwest

Chris Dayley, Utah State University

The following Governing Council Members served until the expiration of their terms at the

conclusion of the 2019 NCTA Conference:

Duane Goupell, University of Wisconsin Oshkosh

Alex Martinez, Texas A&M International University

Kristen Vickery, Anne Arundel Community College

Nancy Guidry-Hall, Florida State University