



**NATIONAL COLLEGE TESTING ASSOCIATION  
FY22 ANNUAL REPORT  
July 1, 2021 – June 30, 2022**

## **INTRODUCTION**

The Annual Report provides a narrative, highlighting actions, projects, and strategic priorities accomplished over the past fiscal year. During FY 22, the Governing Council of the National College Testing Association continued to work on the goals of the FY 18-FY 21 Strategic Plan, while the Strategic Planning Committee finalized the FY 22 – FY 25 Strategic Plan. The FY 18 – FY 21 Strategic Plan goals included providing the membership with additional opportunities for professional development, enhancing the annual conference, and increasing membership. Priorities for the next year will be guided by the FY 22 – FY 25 Strategic Plan.

## **GOVERNING COUNCIL**

The Governing Council consisted of eleven 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 consists of a President and Past-President/President-Elect and the Board, which consists of individuals leading six divisions. Each division consists of Division Head who serves a three-year term. Newly elected Board Members are assigned a division and serve as co-Division Head alongside the current Division Head. The result is one year of overlap between Division Head transitions, which helps provide continuity to the organization.

The six divisions are the following:

- 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 Special Interest Groups (SIGs), webinars, the E-Journal (*Journal of the National College Testing Association*), and numerous volunteer opportunities related to the annual conferences and virtual conferences; and,
- 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.

New for FY 22 – FY 23, is the addition of the Administration Division. The Administration Division will focus on the creation, organization and distribution of documents and communication, as well as organization and maintenance of historical documents and timelines of the organization. A significant impetus for the new division was termination of contract with The Association Source, LLC, which provided administrative support for NCTA for the last seven years. The contract will end no later than December 30, 2022. In addition to creating the Administration Division, NCTA is in the process of reviewing association management vendors to provide administrative support to the organization. A search committee is reviewing options and will present a recommendation to the Governing Council in the fall. A vendor is expected to start soon after.

The Governing Council convenes three times a year. During this reporting period those meetings were held in August 2021, November 2021, and March 2022. Typically, two of these meetings are held in person, however, only the March 2022 meeting was held in person with some members remaining virtual as a result of the current health situation.

Two Governing Council members completed their terms at the end of the 2021 conference: Mark Ross with Miami Dade College (Membership Engagement Division Head) and Jarret M. Dyer with College of DuPage (Past-President). At the end of the 2021 conference, Sara Rieder Bennett became President-Elect. Three individuals were also elected to join the Governing Council: Naora Ben-Dov with Woodbury University (Growth and Outreach Division), Sally Carter with Southeast Missouri State University (Professional Development Division), and Charity Chia with California State University Northridge (Professional Services Division).

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, fall Governing Council meetings have transitioned to virtual meetings and conference costs are closely monitored. The recent health situation has also furthered cost savings as two meetings of the Governing Council were virtual. We continue to evaluate costs of services versus membership benefits.

## **FINANCE**

### **Division Head: Cindy Meza, Treasurer**

The NCTA Finance Division focuses on the financial management and reporting for the organization with a primary charge of preparing and monitoring annual budgets. The NCTA Treasurer serves as the Division Head, with a 3-year term, the first year as Treasurer-Elect, second as Treasurer, and third as Treasurer mentoring the new Treasurer-Elect. The Comptroller provides support to the Finance Division. The Fiscal Year for NCTA runs from July 1 to June 30 to best align with higher education institutions. This report covers Fiscal Year 2022 (July 1, 2021-June 30, 2022).

The Finance Division includes:

- The Grants Committee, which promotes the awareness and reputation of the organization. The purpose of the committee is to offer opportunities for professional development, to promote the development of resources for NCTA members, to encourage professional support activities, and to support members of NCTA. During FY 2021, the Chair of the committee, Dr. Wendy Shirey, stepped down due to leaving higher education. Co-Chairs Kimberly K. Bright and Alex Martinez were appointed in spring 2021 and continue to serve as the committee co-chairs. Members of the committee include Erik Arroyo, Dr. Amystique Church, Kim McCrackin, Bill Thelen, and Roberto Voci.
  - The 2022-23 grants cycle included 3 applications which the Grants committee reviewed and sent forward their recommendations to approve. The NCTA Governing Council is currently reviewing them before submitting their recommendation. Recipients will be contacted after Council vote, and announcements to the NCTA membership-at-large will be made via e-blast and on the website.
- Sponsors and Exhibits Committee, which works with NCTA's corporate partners to promote sponsorship at the annual conference. The work includes establishing levels of sponsorship, recruiting potential sponsors, and soliciting financial support for the organization. The sponsor workshops and exhibitor's fair at the annual conference are managed by this committee. Comptroller Jody Atkins oversees the committee, along with Treasurer and Treasurer-Elect. Members include the NCTA Corporate Committee.
- The Duane P. Goupell Conference Travel Scholarship, which offers limited funding to lead presenters at the annual conference who would be unable to attend the face-to-face conference without financial support. The scholarship was awarded to three recipients this year.

### *Membership*

Membership fees were last 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. The Finance Division is responsible for biennial review of membership fees which was set to occur in FY 2021. Due to financial impacts

of COVID-19 on higher education institutions, discussion regarding fees continue and review will be delayed until FY 2023.

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.

<b>Membership Category</b>	<b>FY 2018</b>	<b>FY 2019</b>	<b>FY 2020</b>	<b>FY 2021</b>	<b>FY 2022</b>
<b>Corporate</b>	\$18,000	\$17,850	\$23,550	\$24,305	\$19,800
<b>Emeritus (retired collegiate)</b>	\$120	\$120	\$140	\$120	\$160
<b>Individual Non-Collegiate</b>	\$525	\$675	\$1140	\$570	\$665
<b>Individual</b>	\$24,860	\$25,520	\$27,915	\$26,410	\$24,481.25
<b>Institutional Non-Collegiate</b>	\$900	\$2700	\$700	\$1050	\$375
<b>Institutional Collegiate</b>	\$66,795	\$75,665	\$75,135	\$79,610	\$82,625
<b>TOTAL</b>	\$111,200	\$122,530	\$128,580	\$132,065	\$128,106.25

### *Conference*

Conference revenue for the 2021 Virtual Conference totaled \$81,475. Expenses for the 2021 conference were slightly higher than the previous virtual conference in 2020 (\$41,000.30 for 2021) year due to a new conference app platform. However, the virtual conference was still significantly lower than previous in-person years (e.g., \$205,357.19 for 2019) as a result of common conference expenses (e.g. food and beverage, audio/visual equipment, internet access, etc.) associated with in-person events.

Gold Sponsors in 2021 were RegisterBlast, Examity, ETS, and Scantron Assessment Solutions. CollegeBoard, Law School Admission Council, and Honorlock were Silver Sponsors. Bronze Sponsors included Proctor360, ProctorU, and PSI.

### *Other Revenue and Expenses*

Governing Council expenses to conduct the business of the association in FY 2022 amounted to \$93,698.62 which is similar FY 2019 (\$80,537.15), pre-covid. NCTA Executive Council determined to limit travel expenses, prior to COVID-19 travel limitations, through end of FY 2020 and into FY 2021 to contribute to balanced budget and reduction in expenses.

General operating expenses for NCTA totaled \$102,865.83. Operating expenses include all banking fees, insurance, accountancy, corporation fees, professional fees (accounting and operations management), and postage and printing. Expenses do not reflect legal fees which are

pending. Technology costs totaled \$, 15,916.71, up from FY 2021 (\$12,627.19), including website, e-list, and webinar and meeting software.

Committee expenses include Test Center Certification Committee (in Professional Services Division, \$2413.63), Proctor Certification in (ad hoc committee (\$53,611.00), conference registration (in Partnerships & Collaborations, \$3,783.41), Journal Committee (in Professional Development, copy editing and proofreading services, \$45.00), and webinar hosting (in Professional Development, \$450.00).

Test Center Certification revenue was \$7,100.00. These fees are directly used to cover expenses associated with certification and recertification, and are reimbursed to NCTA through Test Center Certification applicant fees.

NCTA's philanthropic effort this year focused on supporting the American Red cross as a way to give back to communities across the U.S. that experienced devastating tornados. Members donated \$320 for the Red Cross which NCTA agreed to match up to \$500.

NCTA budgets \$15,000 per fiscal year to the Grants Committee (Co-Chairs, Kimberly K. Bright and Alex Martinez), for grants ranging in amounts from \$500 to \$3500. During FY 2021, grant expenses totaled \$6,393.80.

## **GROWTH AND OUTREACH**

### **Division Heads: Jan Kay Gonzalez & Naora Ben-Dov**

The Growth & Outreach Division made excellent strides on annual goals and projects in spite of continued challenges of COVID-19. The division's central focus has been the development and execution of a prospect marketing program to increase membership and more fully cement the role of NCTA as an authority in the testing industry. Accomplishments this past year included the following:

- Created a new flyer for prospective members to be utilized for marketing purposes.
- Finalized membership growth goals for the upcoming 2022-2023 year.
- Completed a targeted marketing program for NCTA member prospects. This project can be found on the NCTA website and includes an introduction to NCTA video, a landing page on the NCTA website, a series of emails and a printed mailer and short video testimonial videos featuring current members.
- Continue disseminating Testing Times newsletter as a vehicle for communication for NCTA.
- Reviewed current social media outlets and additional outlets were discussed. We will continue to use Facebook, Twitter and LinkedIn for communications and announcements. We are considering other outlets. We continue to formulate and review plans for social media use and increased usage by NCTA membership and member prospects.

## **MEMBERSHIP ENGAGEMENT**

### **Division Head: Diane Patterson**

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), Mailing List (Advisors), Volunteers, and Website.

**Website Committee.:** We recently welcomed Lisa Holben and Holly Banes as co-chairs to this committee. We now have two volunteers keeping the website up to date.

**Volunteer Committee:** We recently welcomed Heather Tesreau as the chair of this committee. Heather is creating an updated spreadsheet to keep track of all volunteers. Remember, to volunteer go to [ncta-testing.org](http://ncta-testing.org) to complete an application.

**Mentorship Program:** This program is growing, and plans are to continue with it. Valentina Burton is chair of this committee and has it running well. We kicked off an updated First Time/First Time in a While Session!

**Awards Committee:** At the 2021 Annual Conference, NCTA recognized Kimberly Brunnert and Jan Gonzalez who received the President's Award, Arrayon Farlough-Rollins who received the Service and Leadership Award, and Georgia Southern University with the Program Innovation Award. In 2022, we will be awarding our first Volunteer of the Year award.

Remember the Awards Committee needs your assistance with these awards. Please review the requirements and nominate a deserving individual in 2023.

## **PARTNERSHIPS AND COLLABORATIONS**

### **Division Heads: Kimberly Bright**

Partnerships and Collaborations has been working throughout the year developing processes for adding international partners to NCTA. Three international universities have been contacted with more contacts planned over the next year.

The biggest step that this division has made is finalizing the process of state and regional organizations becoming an official NCTA associate member has been finalized and the online form for applying will be available on the NCTA website soon.

Partnerships and Collaborations' State Representatives Committee was chaired by Amy Maurice, who recently stepped down. Amy did a wonderful job and many thanks go her way. The goal of the State Representatives Committee is to have a mechanism for disseminating NCTA

information to constituents within their geographic area. With the move to NCTA Association memberships, the division will discuss potential changes to this committee.

The Academic Integrity and Testing Committee was created in 2021, moving it from Special Interest Group (SIG) under Professional Development. Jarret Dyer chairs this committee, focused on providing resources to align academic integrity programs and testing centers, as well as advocating best practices through partnership with other professional organizations.

## **PROFESSIONAL DEVELOPMENT**

### **Division Heads: Arrayon Farlough-Rollins & Sally Carter**

The Professional Development Division consists of four standing committees. Each committee focuses on a different aspect of professional development for NCTA members.

**JNCTA:** This year saw a change in editor for the *Journal of the National College Testing Association (JNCTA)*. As former editor, Sara Rieder Bennett, prepares to take office as the new President of NCTA, the journal has named Steve Saladin, Ph.D., the new Editor-in-Chief. The *Journal of the National College Testing Association* produced a volume this year, [Volume 5, Issue 1](#), shining the spotlight on “Cheating in College” and providing an in-depth study on essay scoring for a widely used test program. The journal continues to solicit manuscripts that focus on the trends, practices, research, programs, policies, and activities related to examination development and administration. Prospective authors will find the call for journal submissions on the NCTA website under the Member Resources tab.

**Special Interest Groups (SIGS):** Special Interest Groups received a major revamp and revitalization during FY 22. One of the original SIGs, Academic Integrity, was promoted to a free standing committee, now housed under the Division of Partnerships and Collaboration and chaired by former NCTA President, Jarret Dyer. There are now three active SIGs: Distance Learning, which focuses on issues and concerns involved with testing students who are not physically present; Emergency Continuity and Planning, which provides guidance for strategic and emergency planning for testing centers; and Universal Access in Testing, which provides targeted professional development and resources related to ideas of non-standard or accommodated testing for students with disabilities with a focus on creating accessible testing experiences for these students.

New leadership teams for the Special Interest Groups have been formed, including Tay McEdwards and Emily Camp leading the Distance Learning SIG, Alex Martinez, Kelsey Jordan, and Lara Roberts LeBeau leading the SIG for Universal Access, and Lindsay Jansen and Andrea Burton leading the Emergency Contingency and Planning SIG. The new leadership teams are tasked with developing resources for NCTA members. As part of the SIG revamp, the co-chairs were provided with goals and metrics that would lead to their continued contributions to professional development throughout the year which included, but was not limited to, representation at the conference during the Resource Fair, participation in a conference session, and lastly the creation and dissemination of one webinar per SIG, per year. With these

measurable goals in place, it is our hope that these Special Interest Groups continue to engage members and hopefully those involved become content matter experts providing professional development on these specific topics.

**Webinars:** The 2021 virtual conference (VC) sessions have been loaded onto the NCTA website providing 28 new videos on best practices in testing on a host of topics. Additionally, NCTA hosted two webinars providing information regarding the conference, along with a two part book study series on effective management. All of these items can be viewed on-demand under the conference and webinar tabs of the NCTA website. NCTA Webinars Committee has appointed a new chair, Dr. Shakila Farmer, and will be returning post conference. The goal is to host 10 webinars per year. We are currently researching a list of possible topics to plan webinars that meet the needs of our members.

**Annual Conference:** The Annual Conference Committee has been planning this year's conference since October 2021. This was our first year back to a face-to-face conference post-pandemic. There were many challenges facing our return but many NCTA volunteers worked diligently to prepare an amazing professional development experience. The 2022 Annual Conference was held August 15-17, 2022 in Chicago, IL, at the Chicago Marriott Downtown Magnificent Mile.

Planning is underway for the 2023 annual conference that will be held in Las Vegas, Nevada at the Tropicana Las Vegas-Doubletree by Hilton on Tuesday, August 15-Friday, August 18, 2023.

## **PROFESSIONAL SERVICES**

### **Division Heads: William Thelen & Charity Chia**

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 NCTA Proctoring Network, 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. CAS is now a full committee focusing on helping NCTA members on how they can meet CAS standards. A new website is under construction to provide more insight on how CAS can help our NCTA members. Committee members will present at the 2022 Annual Conference.

**NPN:** The NCTA Proctoring Network (NPN) currently has 363 active listings. NPN has made changes to the website and the links to make the process of finding a local test center a better



experience. NPN is currently working to update and clarify the services offered by NPN. Actively seeking a new committee Chair.

**Test Center Certification:** The changes to the certification process and restructuring of the committee has allowed for quicker review and approval of schools for certification and recertification. Application and documents are submitted through a Dropbox link which allows for a streamlined review process. Committee members volunteered and presented at the last year's virtual NCTA conference and will once again be at this year's conference offering walk-in one-on-one meeting opportunity to have all your questions/concerns addressed by an active TCCC member. As the number of schools seeking certification and recertification increases, the committee is reaching out to all currently certified members to consider volunteering to help in this very important task.

**Proctor Certification:** Proctor Certification Exam Development is underway as an ad hoc committee reporting to the President. As exam development nears completion, the Proctor Certification Committee will be proposed under Professional Services to manage operations. Completion of the test blueprint is complete with Scantron. Looking for volunteers to help create the exam content. Cindy James and Sara Rieder Bennett will remain as co-chairs until the exam is ready. They will then seek to have a Chair and Co-Chair take over to complete the process of how and when the certification will be set up and completed by NCTA members. The new chairs will be in charge of creating a handbook and application and managing post-exam information.

## **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. With the changing landscape of the testing industry and higher education, NCTA will continue to promote professionalism and quality in the administration of testing services and programs. We are moving forward with plans to be stronger in the future.

## Appendix A

### Governing Council Members as of June 30, 2022

#### NCTA Executive Committee

Rachel Hample, Temple University  
2021-2023 NCTA President  
Sara Rieder Bennett, The University of Akron  
President-Elect  
Cindy Meza, Arizona State University  
Treasurer-Elect

#### NCTA Board Members

Naora Ben-Dov, Woodbury University  
Kimberly Bright, University of Arkansas at Little Rock  
Sally Carter, Southeast Missouri State University  
Charity Chia, California State University Northridge  
Arrayon L Farlough-Rollins, the University of Texas at Arlington  
Jan Gonzalez, Purdue University Northwest  
Diane Patterson, Three Rivers College  
William Thelen, Central Washington University

The following Governing Council Members served until the expiration of their terms at the conclusion of the 2021 NCTA Conference:

Jarret Dyer, College of DuPage  
Mark Ross, Miami Dade College