



NATIONAL COLLEGE TESTING ASSOCIATION

Fiscal Year 2025 ANNUAL REPORT

July 1, 2024 – June 30, 2025

INTRODUCTION

The NCTA Annual Report provides a narrative, highlighting actions, projects, and strategic priorities accomplished over the past fiscal year (FY). During FY 25, the Governing Council of the National College Testing Association continued to work on the goals of the FY 22 – FY 25 Strategic Plan. The Governing Council operates within the [bylaws](#) established for the organization. The FY 22 – FY 25 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 continue to be guided by the [FY 22 – FY 25 Strategic Plan](#).

GOVERNING COUNCIL

The Governing Council consisted of 11 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:

- Administration, which focuses on the NCTA website, communications, and assisting the Executive Committee and Division Heads with projects;
- Finance, which focuses on the financial management and reporting for the organization. Finance Chairs serve as Treasurer and also sit on the Executive Committee;
- 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 Outreach, 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.

The Governing Council convenes at least three times a year. During this reporting period those meetings were held in August 2024 in-person following the annual conference in Savannah, GA, and virtually in October 2024, and February 2025. Division heads also held monthly virtual meetings with the President and Past-President.

Two Governing Council members completed their terms at the end of the 2024 conference: Naora Ben-Dov (Woodbury University; Growth & Outreach), Charity Chia (California State University Northridge, Professional Development). Holly Banes joined the Governing Council as Treasurer-Elect. In addition, four individuals were elected to join the Governing Council: Cathy Jackson (University of Tennessee at Chattanooga; Co-Chair of Growth and Outreach Division), Lindsay Jansen (University of Kentucky, Chair of Partnerships and Collaborations Division, completing remaining 2-years of term), Theresa Novotny (Georgia Southern University, Co-Chair of Professional Development Division), and Tabatha Spain (Western Kentucky University, Co-Chair of Professional Services Division).

NCTA Governing Council Members as of July 1, 2024

NCTA Executive Committee

Sally Carter, Southeast Missouri State University, President

Sara Rieder Bennett, The University of Akron, Past-President (2022-2024)

Valentina Burton, Treasurer

Holly Banes, Treasurer-Elect

NCTA Board Members

Jan Gonzalez, Purdue University Northwest, Administration

Alan Dixon-Hurd, California State University Sacramento, Administration Co-chair

Arrayon L. Farlough-Rollins, the University of North Texas at Dallas, Membership Engagement

Francine Feero, University of Alaska Anchorage, Membership Engagement Co-chair

Cathy Jackson, University of Tennessee Chattanooga, Partnerships & Outreach Co-chair

Lindsay Jansen, University of Kentucky, Partnerships & Outreach Co-chair

Theresa Beebe Novotny, Georgia Southern University, Professional Development Chair

Tabatha Spain, Western Kentucky University, Professional Services Chair

ADMINISTRATION

Division Head: Alan Dixon-Hurd

The Administration Division has played a key role in supporting all organizational divisions and the Executive Council.

This year, the division focused on several key areas:

- Communications: Streamlined communications by managing membership eblasts, listserv messages, and other announcements.
- Executive Support: Provided comprehensive support to the Executive Committee, handling meeting logistics, agendas, and minutes.
- Website Management: Successfully launched a new Volunteer Jobs Board on the NCTA website, which allows Division Heads to post clear position descriptions with responsibilities and skills, making it easier for members to find leadership opportunities. We also continued to oversee the overall management of the NCTA website.
- Quick Bites: Continued to coordinate and distribute the monthly digest, "Quick Bites," which highlights upcoming events, resources, and avenues for members to get involved.

Looking ahead, our goals include:

- Building the Conference website earlier in the planning process.
- Assisting the Professional Development Division in securing a conference keynote speaker.
- Developing a webinar on Testing Accommodations in July to coincide with Disability Pride Month.

FINANCE

Division Head: Valentina N.T. Burton, Treasurer

NCTA's Finance Division shares in the fiduciary responsibilities of the organization alongside the President and the elected board members. Its overarching focus is the Organization's financial management and reporting, with the primary charge of preparing and monitoring annual budgets.

The Treasurer serves a three-year term as the Division Head. The first year of the term, the member serves as Treasurer-Elect, apprentice to the current Treasurer; the second year as Treasurer, and the third year as Treasurer and mentor to the new Treasurer-Elect. In 2025, Holly Banes stepped down as Treasurer-Elect due to unexpected circumstances, so the current Treasurer's term was extended, resulting in a second and consecutive term in the Treasurer position.

The Head of the Finance Division works hand in hand with the Comptroller, the designated Financial Specialist for Impact, the current Association Management Company (AMC). The comptroller is responsible for the day-to-day financial operations as they relate to the fiscal needs of NCTA. This includes, but is not limited to, processing approved reimbursement, refund, payment requests; reconciling credit/debit card transactions; reconciling bank statements; receiving and depositing income; paying and sending invoices; ensuring proper documentation and recording for all expenditures; maintaining financial records; coordinating with the accountant to file tax documents; and sending financial reports and records to the Treasurer for review.

Fiscal Sustainability. In 2025, Finance Division launched the **NCTA Donor Program** which serves to support NCTA's mission by creating another financial source to supplement funding NCTA initiatives, members'

professional development and research projects. By the end of FY 2025, the Division completed the necessary work to achieve the goals set by the NCTA Strategic Plan (FY 2022 – FY 2026).

NCTA Strategic Plan – Finance Divisions Goals. The Finance Division achieved its goals outlined in the current NCTA Strategic Plan:

- Continue annual approved budget and budget projections – Annual (FY) Budget
- Review opportunities for grant funding – Annual (FY) Budget
- Review and adjust membership dues – 2023 (Due for review in 2026)
- Review and adjust sponsorship fees – 2025
- Develop and fund an NCTA Donor Program – 2025
- Create Finance Terms and Definitions – 2024-2025
- Complete Report Review/Reconciliation of NCTA Grants Program – 2024-2025
- Complete review and update of the DPG Travel Scholarship – 2024-2025

In addition to these accomplishments, the Division established and ensured the growth of NCTA’s savings account with the following express purposes.

- Sustain NCTA tax-exempt compliance by keeping a separate business or nonprofit savings account to ensure we have “clean” financial records. “This separation is vital for transparent reporting to the IRS and for maintaining tax-exempt status”.
- Improve NCTA’s financial stability by increasing our savings account to allow us to build our cash reserve or emergency funds.

The Division’s focus for FY2026. The main goals for the Division for FY2026 are:

- Balance NCTA’s budget.
- Launching the first Day of Giving for the Donor Program.
- Generate additional income by taking advantage of high-yield or interest-bearing accounts to allow NCTA to earn additional revenue from funds that are not needed for immediate operational expenses.
- Establish financial credibility by managing our dedicated accounts (checking and savings) to demonstrate NCTA’s professionalism, and to build our Business FICO Score, which can be advantageous when seeking donations or applying for grants or loans.

Division Reporting

The Fiscal Year for NCTA runs from July 1 to June 30 to best align with higher education institutions. This report covers Fiscal Year 2025 (July 1, 2024 - June 30, 2025). Below are the reporting details for the Division for FY 2025.

Committees and other responsibilities.

The Finance Division oversees the following Committees:

- The Grants Program Committee
 - Rebecca Piety, Committee Chair, Marc Louchez, Co-Chair; Committee Members, Helen Scott, Lisa Borre. There is a new volunteer undergoing the review process.
- **Goal:** Promote awareness and the purpose and mission of NCTA.

- **Purpose:** 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.
 - **Activities:** The 2025-2026 Grants Cycle started January 4, 2025. Application deadline was moved to the end of March because original deadline coincided with the start of most institutions' spring break session. The Committee accepted and recommended approval for two applications totaling approximately \$10000.00.
 - Other activities included:
 - Updating Grants Program webpage
 - Addition of a revised Frequently Asked Questions Section to share samples of grant projects to help interested members.
 - Annual revision of Terms and Conditions Agreement
 - 2025 conference presentation
 - NCTA Virtual Q&A Session on the Grant Program for FY2026.
 - Sponsors and Exhibits Committee

Finance Division, and Partnerships and Collaborations Division, along with the Impact Events Planning Team, comprised of the Director of Events Kristen Nixon, and Meeting Planner Crissy Zak.
 - **Goal:** Promote NCTA conference; grow the corporate partners membership; attract partners and exhibitors by developing benefit-focused portfolios.
 - **Purpose:** Work with NCTA's corporate partners to promote sponsorship at the annual conference and manage the sponsor workshops and exhibitor's fair at the annual conference for participating members of the NCTA Corporate Committee.
 - **Activities** for FY 2025:
 - Review levels of sponsorship; improve sponsorship portfolio benefits to attract more sponsors; collaborate with Finance and Program Planning to upgrade sponsorship packets to include price increases.
 - Continue efforts to recruit potential sponsors and enlist financial support for NCTA.
 - **2025 Conference Accomplishments.**
- Total of 15 Exhibitors generated \$71,500
- **Sponsorship – 10 Sponsors - \$61,250**
 - Platinum – Pearson, Proctorio and RegisterBlast
 - Gold – Inspira and Meazure Learning
 - Silver – Brainseed Testing, College Board, Honorlock and PSI
 - Bronze Sponsors – Prov, Inc
 - **Exhibit Only – 5 Exhibitors – \$10,250**
 - ACT
 - NOCTI
 - SmarterServices
 - Surpass Assessment
 - Yondr
 - Pre-conference objectives for 2026: Officially begins October 1, 2025
- The NCTA Travel Scholarship
 - **Purpose:** Extend financial support to Board Members for travel in conjunction with NCTA business unrelated to conference travel.
 - The Duane P. Goupell Travel Scholarship

- **Purpose:** Offer financial support up to \$1500 lead presenters for the annual conference who are unable to meet the overall financial commitment to present in person. No awards for 2025 conference.

Membership

Having reviewed and set new membership fees in FY 2023, no new review of fees was planned for FY 2025. Membership fees will stand as approved in FY 2023 until such time when the Finance Division, along with the members of the General Council, complete a new review at a time to be determined in the future. Current membership fees are as listed in the table below.

Category	Individual	Group
Collegiate (Individual or Institutional)	\$125	\$500
Corporate (Institutional)	Not available	\$800
Affiliate (Individual or Institutional)	\$145	\$425
Collegiate Emeritus (Individual)	\$25	Not available
Associate (Organizations)	Not available	\$75

Five Year Membership Generated Income Correlation

Membership Category	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025
Corporate	\$24,305	\$19,800	\$21,800	\$26,435	\$21,100
Emeritus (retired collegiate)	\$120	\$160	\$195	\$200	\$150
Individual Non-Collegiate **	\$570	\$665	\$1,110	\$270	\$0
Individual	\$26,410	\$24,481	\$39,335	\$45,246	\$41,300
Institutional Non-Collegiate**	\$1,050	\$375	\$850	\$425	\$0
Institutional Collegiate	\$79,610	\$82,625	\$101,135	\$115,320	\$124,176
Individual Affiliate	-	-	-	\$435	\$1,595
TOTAL	\$132,065	\$128,106	\$164,925	\$188,331	\$188,321

Conference(s)

The **2025 Annual Conference** in Buffalo, NY, generated \$232,488 in revenue, which is \$40,051 less than revenue generated from the 2024 conference in Savannah (\$272,539). Expenses for the 2025 Annual

Conference totaled \$158,409: a decrease of over \$104,714 from the previous year (\$263,112). (Compare conference expenses to conference registrations).

The **2024 Annual Conference** in Savannah, GA, generated \$272,539 in revenue, which was \$2,536 less than the 2023 conference in Las Vegas (\$275,075). The 2024 Annual Conference expenses totaled \$263,123: an increase of \$13,783 from the previous year (\$249,340). Increases in three areas stood out when compared to the previous year's expenses. The difference in expenses can be attributed to the difference in service fees for AV equipment rental which was \$7,000 more; food and beverage were \$19,000 more, and supplies, mostly related to NCTA's 25th Anniversary celebrations, were \$9,000 more than for the 2023 conference.

Other Expenses as of FY2025 Reporting

Governing Council

Expenses associated with executing NCTA business in FY 2025 totaled \$23,911. This includes \$6,145 in board expenses and \$17,766 in division expenses. For the third year in a row, reported expenses are lower as compared to previous years, where FY 2024 expenditures totaled \$28,042.

The NCTA Governing Council continues its commitment to balancing the budget in FY 2026 and continues to identify additional decreasing limits for such expenses as Board and AMC travel, as well as realigning workload distribution to leverage hours paid to the AMC with volunteer hours provided by members.

General operating expenses: NCTA's FY 2025 general operating expenses totaled \$199,777, a decrease from the previous fiscal year (\$223,870). Operating expenses include all banking fees, insurance, accountancy, corporation fees, professional fees (accounting, legal and Operation's management), and postage and printing. In large part (\$20,000+), this fiscal year's decrease correlates to the restructuring of the services agreement between NCTA and Impact AMC.

Divisions and Committees' Expenses:

- **Professional Services Division:** \$12,156.65 for Proctor Certification, and \$975.00 was spent by the Test Center Certification Committee, with other Division expenses totaling \$211.00.
- **Partnerships & Collaborations Division:** \$691 for ATP Conference travel and registration as well as for Council for the Advancement of Standards (CAS) in Higher Education Membership.
- **Finance Division:** Disbursed \$2,209 as part of the NCTA Grants Program.
- **Partnership and Outreach Division:** \$691.24 for marketing.
- **Membership Engagement Division:** \$1,048.54 for awards and recognition.
- **Professional Development Division:** \$0

Divisions and Committee Revenue:

- **Finance Division: \$212.04** -Member donation \$20.00; Grant award refund \$192.04
- **Professional Services Division**
 - Test Center Certification Committee generated \$7,240 in revenue through Test Center Certification and Recertification applicant fees.
 - Proctor Certification Exam Fees generated \$17,400 in revenue
 - Webinar Revenue \$790
 - Revenue generated for the Division covered all expenses for FY 2025.

** FY 2025 Financial Statements Available Upon Request.

PARTNERSHIPS AND OUTREACH

Division Heads: Lindsay Jansen & Cathy Jackson

The division of Partnerships and Outreach focuses on establishing, promoting, and enhancing our relationships with other testing related professional organizations for the purposes of expanding the reach of NCTA, developing resources to assist NCTA members, and advancing the professional community. This includes liaisons who promote NCTA to other testing professionals in their states and regions.

The Special Interest Groups “SIGs” have become a great addition to NCTA and our members. We offered multiple “Coffee dates” throughout the 2025 year and will continue.

We hope to continue to focus on developing and executing various marketing programs. Accomplishments this past year include:

- Updated flyers and other outreach materials for prospective members to be utilized for marketing purposes.
- Development of a list of schools in each state to work on updating and reaching out to non-NCTA members and sending them an informational flyer about what we can provide them as a collective group of staff. The work is ongoing each year.
- Filled marketing roles with two volunteers and all eight SIG position.
- Created the management SIG.
- State specific outreach in NY surrounding the conference and reached out to those colleges multiple times letting them know NCTA was coming to their area and would like to personally invite them out to the conference.
- Utilized 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. (Ongoing)

Outreach is our biggest project each year, so we strive to find ways to reach new members and push current members to help us. In doing this, we created a conference competition for the 2025 NCTA Conference in Buffalo, NY – “Tell a Friend”. This allowed our current members to compete against each other to spread the word about 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.

We also hosted membership questions session at the 2025 conference.

P&O’s new mantra is REACH: Recognition & Reward, Encourage & Envision, Achieve & Aspire, Confident & Capable, Helpful & Hardworking

MEMBERSHIP ENGAGEMENT

Division Head: Francine Feero

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 division encompasses the following committees: Awards and Recognition, Committee for Connections and Collaborations (CCC), Mentorship Program, NCTA Listserv, and Social Media.

Awards and Recognition Committee

The committee includes Rosie Summerhays as Chair, Llesmin Gonzales and Mary Vaughn.

This year, NCTA recognized the following award recipients:

- Innovation Award - Carrie Solomon

Committee for Connections and Collaborations

The committee has two members, Cherry Williams, Chair, and Emily Camp.

The Committee for Connections and Collaborations organized two weeks this year to recognize Testing Professionals and to foster engagement. The first event was held in May 2025 and the second event will be held the second week of November 2025.

Mentorship Program

Valentina Burton has continued as chair for the Mentorship Program Committee, which continues to thrive. The program adopted a committee structure at the beginning of 2025 and now consists of the Chair, Co-Chair and four committee members. Their work in the past year resulted in the recruitment of two new mentors, bringing the total number of mentors to seven actively serving and one prospect currently onboarding. The number of mentees has increased from 6 to 10 as a result of their recruitment efforts during the 2025 Annual Conference.

Activities and accomplishments for FY 2025 includes the introduction of a program logo, a program flyer to advertise the program, and the addition of a program email address to communicate among committee members, mentors, and mentees. Other activities and goals include the review of the existing Program Manual, development of an official NCTA webpage, and forging a collaboration with Partnership and Outreach to connect with new NCTA members in furtherance of fostering mentorship by introducing new members to the Mentorship Program and offering support by sharing available NCTA resources.

NCTA Listserv

Melanie Marine is the newly appointed advisor for the listserv; she has replaced long time advisor Criss Gilbert, who retired at the end of May 2025. Melanie will ensure the listserv is used responsibly, effectively and in accordance with NCTA mission and values. She will enforce guidelines for appropriate content, frequency and misuse.

Social Media

This group has a newly elected chair, Katie Laws, who replaced Jamie Howerton. The aim of social media is to help the organization grow and achieve its mission, raise awareness about NCTA policies and procedures, educate people about NCTA, share stories, facts and updates, and build a community space where members feel connected. The program is active year-round on Facebook and X and will be creating an Instagram page as well. The Facebook page is updated regularly with NCTA information about activities and events. During the 2025 conference in Buffalo, there were six social media games with several winners. Each game asked members to post photos about themselves at conference events. Overall participation in the games was 155 members.

PROFESSIONAL DEVELOPMENT

Division Head: Theresa Novotny

Professional Development committees include Webinars, Book Studies, the Journal of the National College Testing Association (JNCTA), and the annual NCTA conference. NCTA hosted five webinars and two book studies during FY 25.

Book Studies:

The fall book discussion focused on *The Checklist Manifesto* by Atul Gawande. Danny Walter at Southeast Missouri State University led the discussion. The spring book discussion focused on *Dare to Lead: Brave Work. Tough Conversations. Whole Hearts* by Brené Brown. The discussion was led by Dana Davis at the College of Central Florida.

Webinars

Seven webinars listed:

1. *How to Articulate the Assessment Lifecycle Around Diversity, Equity, and Inclusion*, by Isabell Gonthier
2. *Smartphones in the test Room? No way! Yes way.* By John Hosterman
3. *Something out of Nothing*, by Stephen Morphet
4. *Undistracted: Creating a Phone-Free Testing Environment*, by Benji Spanier & David O'Brien
5. *Empowering Student Success: Navigating the Educational Journey with College Board* by Kathie Montognese & Gini Beran
6. Conference Kick-Off
7. Moderator Training

JNCTA

The JNCTA did not publish articles for FY 25. Authors are working on revisions to publish in FY 26. At the Governing Council meeting in July 2025, the Governing Council voted to move from a journal format to a magazine-type publication that is published twice a year. The JNCTA will continue to publish until all the submissions are revised and submitted.

Annual Conference

The 2025 Annual Conference was held in Buffalo, New York, from July 7-10, 2025. Dr. Venu Govindaraju, Vice President for Research at the University of Buffalo, was the keynote speaker on *AI or Humans - Who Has the Edge? Perspectives on Exceptional Education*. The conference hosted 37 concurrent sessions and five sponsor workshops. Conference attendance reached 307. Planning for the 2026 Sacramento, California, conference continued throughout the year. Additionally, site visits and contracting were completed for the 2027 and 2028 conferences.

PROFESSIONAL SERVICES

Division Head: Tabatha Spain

Co-Chair: Kelsey Jordan

The Professional Services Division is dedicated to advancing best practices in testing and supporting the development of NCTA programs and services that promote these practices. The division oversees Test Center Certification, the NCTA Proctoring Network (NPN), CAS Standards implementation, and Proctor Certification.

Test Center Certification

The Test Center Certification program continues to be a key focus. To date, 288 testing centers have achieved certification. Over the past year, 19 centers earned new certifications, and 19 centers completed recertification. Internal processes are currently being reviewed to ensure the program continues to run smoothly and provide value to members, while also aligning with the revised NCTA Standards and Guidelines.

NCTA Proctoring Network (NPN)

The NPN is undergoing improvements to enhance its value to members. Website updates are in progress to improve usability and search functionality. A new annual renewal process will be implemented to align with membership renewals, ensuring consistency and efficiency. As part of a larger membership database cleanup, the NPN will be taken offline in October 2025 to address backend issues. Once resolved, the NPN will be relaunched with these updates and improvements in place.

CAS Participation

The Council for the Advancement of Standards in Higher Education (CAS) promotes intra-campus collaboration and reflects good practices agreed upon across the profession through the CAS Standards. NCTA has re-established its participation with CAS under the leadership of the new chair, Hannah Wollack. NCTA is actively attending meetings and serving as a liaison. In the coming year, the association will evaluate the benefits of continued CAS membership to ensure alignment with organizational goals. Additionally, NCTA will be featured in a CAS Member Spotlight in October 2025.

Proctor Certification

The Proctor Certification program, now in its second year, continues to grow. Testing is offered three times annually in February, June, and October. A total of 52 proctors were certified across the June/July 2024, October/November 2024, and February/March 2025 testing cycles. Current procedures are under review to streamline processes, and new testing dates for 2026 have been established in partnership with Meazure Learning. The program is also updating materials and preparing a comprehensive overview of revision and recertification procedures. In addition, work is underway to establish clearer guidelines and documentation for incident reporting, processing, and historical recordkeeping.

The Professional Services Division has made consistent progress in strengthening certification programs, refining internal processes, and improving resources for members. These efforts provide a strong foundation for continued growth and ensure alignment with NCTA's mission and commitment to advancing best practices in testing.

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.