

## NOCA News

### Tap the Source for Certification Solutions

NOCA's 2005 annual educational conference is aptly themed, *The Source for Certification Solutions*. What exactly are the solutions attendees are looking for? With the click of a mouse, the word *solution* is defined initially as "a homogeneous mixture of two or more substances, which may be solids, liquids, gases, or a combination of these." Not exactly the solution the Program Committee had in mind when they developed this year's session schedule. The second definition, however, more appropriately communicates their goal: the method or process of solving a problem; the answer to or disposition of a problem.

Another way to look at the word solution is to think like an IT professional. Technology solutions don't always solve a "problem" like your computer shutting down due to a catastrophic error. Technology solutions often refer to streamlining procedures or installing software that eliminate a step, enhance a resource or improve data management. As you navigate the registration materials in print and online in July, keep this idea in mind and customize the program to the solutions you need.

This year's conference will open with the *Certification Forecast 2015*. In 1996, NOCA published *Certification: A NOCA Handbook* as a thorough guide to credentialing practitioners. The book included a chapter forecasting *Future Trends in Credentialing*. Have those trends come to pass? After meeting with the CEOs and Executive Directors of certifying organizations, NOCA Executive Director Wade Delk will discuss predictions for the next 10 years. For the remainder of the opening session, a business futurist will provide a counter perspective on general business trends you can adapt to your own organization.

The NOCA conference attendees are largely comprised of Executive Directors and CEOs of certifying agencies offering anywhere from one to 20 credentials. Beyond sessions discussing exam development and recertification/continued competence, they need additional resources to find solutions to high-level issues such as governance, strategic planning, staffing issues and more. To meet this need, NOCA launched the Certification CEO Roundtable group in 2005. This elite group of leaders in the industry will meet for the second time at the November conference to discuss issues similar to those outlined above.

The program also features two advanced pre-conference workshops geared toward developing solutions. The first on strategic planning, led by Paul Grace, MS, CAE, a certification veteran and Executive Director of the National Board for Certification in Occupational Therapy, will provide participants with fundamental tools they can use to improve their organization's performance and link their strategic plan to their annual budget. In the second session a panel of testing gurus from NOCA sustaining members will discuss security issues by engaging participants through analysis of actual case studies.

In addition to the Certification CEO Roundtable, a second open roundtable discussion session is schedule for Saturday morning and will feature tables to discuss:

- The Americans with Disabilities Act (ADA)
- Diploma mills
- Certification eligibility
- Recertification/continued competency
- Getting your certification program recognized in State or Federal regulation
- Remediation/discipline
- Equating

Logistically, NOCA implemented solutions this year to help you navigate the program and register for the conference quickly and easily. Online registration for the conference will go live in July to coincide with the registration brochure mailing. The online conference site will also include information on speakers, learning objectives for the sessions, session descriptions, scheduling information and recreational activities available in Long Beach.

Solutions come in all sizes, shapes and colors. They vary based on the organization's mission, goals, budget and staff size but can often be adapted and molded to suit very specific needs. Attend the 2005 NOCA annual conference and tap the source for certification solutions.

### **President's Message**

In the next month you will receive a copy of the registration materials for ***NOCA 2005: The Source for Certification Solutions***. The annual educational conference has traditionally been the highlight of NOCA's educational programming year—and this year is no different. The programming will once again focus on relevant issues, discuss future trends and enable participants to connect with fellow practitioners. This issue of *NOCA News* will review the highlights of the conference before you see them in more detail in the registration brochure.

I encourage you to look deeper into the program and take advantage of the opportunities to learn from original research and develop your board members through advanced sessions geared toward volunteer leaders. Data is the backbone of our organizational decisions. Our boards and volunteer leaders look to data in some form (whether it is anecdotal knowledge or number-rich reports) to make strategic decisions. NOCA will complete two benchmark studies and present the data to attendees. The first study on compensation for certification professionals is the first of its kind for our industry. The second is another first—an investigation into the role of public members. In this ever-changing world of professional certification, current research is essential.

As NOCA's 2005 President, I invite you to join me, the Board of Directors and NCCA Commission to expand your focus and learn from colleagues. Stay tuned for conference details and new online registration in July.

Bill Kersten  
NOCA President

### **Executive Director's Message**

Linking members and certification professionals together ranks as one of NOCA's most important strategic goals. This goal is achieved through various avenues including conferences, seminars, electronic listservs, online resources and more. Our industry, like others, grows, develops and changes at a rapid pace. Procedures quickly emerge as a "best practice" and then just as quickly they can become obsolete. The challenge is to stay loyal to organizational values and update tactics that support those values as times change. To stay loyal to our organization value of connectivity among our members, NOCA will unveil the newly renovated, Members-Only online resource center.

To fit the dynamic needs of a dynamic industry, NOCA designed the Members Only resource center with the following new features:

- Policy/template library – Are you looking for a sample confidentiality policy? Do you need to develop a policy that addresses the misuse of your certification mark? Visit this growing library of sample policies and templates. NOCA welcomes submissions and encourages participation to make this a valuable tool.
- Poll question archive – Since 2003, NOCA has conducted online polls gathering data on how you administer your exam, the cost of the exam, international credentialing, board structure and much more. An archive of the poll questions and results is now available.
- Upcoming deadlines – One click and you can see registration and housing deadlines for NOCA 2005, due dates for the awards nominations and the next NCCA accreditation application deadline. We know you are busy, so centralizing the essential information you need was essential in the design.

The new section has numerous features that include old favorites such as the NOCA Network and new information on how to get involved in NOCA. The new Members Only section is designed for you. Visit

the page and let us know your feedback and suggestions so we can continue to develop and improve this new resource.

### **The Washington Report**

The House Education and the Workforce Committee immediately took up the reauthorization of the Workforce Investment Act (WIA), the Federal government's primary workforce training program. The House passed H.R. 27 on March 2<sup>nd</sup>; it now awaits action in the Senate. The bill is essentially the same as passed by the House in the last Congress. Both the House and the Senate passed their own versions of WIA in the last Congress. The House version consolidated workforce training programs and created "personal reemployment accounts" that would allow displaced workers to use funds to purchase job training services, as well as costs for certification.

NOCA's government relations team met with senior legislative staff on the House Education and the Workforce Committee to discuss how certification provisions might be incorporated into H.R. 27. We then continued to work closely with staff on specific language that was then inserted into the final bill. The House bill contains provisions, authored by NOCA, which allow governors to include organizations which grant occupational certifications to potentially participate as an authorized training provider within the WIA system.

NOCA's government relations team also met with senior staff on the Senate Health, Education, Labor and Pensions Committee to express NOCA's support of provisions that had been included in the Senate WIA bill in the last Congress. The Senate version contained provisions granting governors more flexibility to decide who will provide training services at One Stop Centers and directed governors to take into consideration training programs that will lead to industry certifications. Another provision provided for a national study of the benefits of occupational certification programs. The measure also authorized \$30 million to carry out pilot projects designed to create a "system of industry-validated national certification of skills" targeting the high tech and homeland security sectors. Senator Mike Enzi (R-WY), who chairs the Senate HELP Committee, has indicated that he would like to finish WIA this year.

Senator Jeff Bingaman (D-NM) has introduced a bill, S. 833, which incorporates many provisions from the Senate WIA bill. S. 833 would provide for five-year pilot projects to establish a system of industry-validated national certifications of skills in high-technology industries and a cross-disciplinary national certification of skills in homeland security technology. We expect a bill authorized by the Senate HELP Committee Chairman Enzi to represent the vehicle for Senate action.

NOCA's government relations team also met with staff from the House Veterans Affairs Committee to show support for H.R. 463, a proposal to expand the Montgomery G.I. bill to cover the cost of obtaining a certification for reservists. The legislation's sponsor, Rep. Lane Evans (D-IL), is hoping to incorporate the measure into the Fiscal Year 2006 defense authorization bill. NOCA has sent letters to House Armed Services Committee members asking for their support for the Evans provision. We encourage NOCA members to write to your Member of Congress and ask him or her to work for the expansion of these important educational benefits for military personnel.

### **Member News**

NOCA welcomes the following new members:

**American Chiropractic Rehabilitation Center** is based in Prior Lake, MN. Brad Wildberg is the representative to NOCA and may be reached at 612/910-6600 or via e-mail at [bradwildberg@aol.com](mailto:bradwildberg@aol.com).

**American Indoor Air Quality Council** is based in Glendale, AZ. Charles F. Wiles is the representative to NOCA and may be reached at 800/942-0832 or via e-mail at [charlie@iaqcouncil.org](mailto:charlie@iaqcouncil.org).

**California Film Extruders and Converters Association** is based in Newport Beach, CA. Norma S. Fox is the representative to NOCA and may be reached at 949/640-9901 or via e-mail at [info@fecfa.org](mailto:info@fecfa.org).

**Construction Financial Management Association** is based in Princeton, NJ. William M. Schwab is the representative to NOCA and may be reached at 609/452-8000 x223 or via e-mail at [wschwab@cfma.org](mailto:wschwab@cfma.org).

**Framing Success** is based in Virginia Beach, VA. Virginia McFadden is the representative to NOCA and may be reached at 800/200-2044 or via e-mail at [vmcfadden@framingsuccess.com](mailto:vmcfadden@framingsuccess.com).

**Medical Network One** is based in Rochester, MI. Al Juocys is the representative to NOCA and may be reached at 248/852-8519 or via e-mail at [info@mednetone.net](mailto:info@mednetone.net).

What is the latest news from NOCA members?

- The **American Registry of Radiologic Technologists (ARRT)** announced ARRT registrants who satisfy their continuing education requirements by passing an approved exam may not choose the PET exam offered by the **Nuclear Medicine Technology Certification Board** PET exam. In addition to the PET exam and ARRT's own exams registrants may also choose exams from the American Healthcare Radiology Administrators (AHRA), the American Registry of Diagnostic Medical Sonographers (ARDMS) and the Medical Dosimetrist Certification Board (MDCB). Visit [www.arrt.org](http://www.arrt.org) for more information on continuing education requirements.
- **ARRT** recognized The American Institute of Ultrasound in Medicine (AIUM) and The Section for Magnetic Resonance Technologists (SMRT) as Recognized Continuing Education Evaluation Mechanisms, or RCEEMs. For information on how to become an RCEEM, please visit [www.arrt.org](http://www.arrt.org).
- **ARRT** will launch a pilot test to provide an additional educational pathway to its sonography certification program. Currently, the program is only available to R.T.s who meet the clinical experience requirements. The new program will allow both R.T.s and non-R.T.s graduates of educational programs accredited by a mechanism acceptable to ARRT may apply for certification. The second pathway is scheduled to launch in January 2006. For more information visit [www.arrt.org](http://www.arrt.org) or e-mail [Kathy.hendricks@arrt.org](mailto:Kathy.hendricks@arrt.org).
- Magnetic Resonance Imaging will become the second of **ARRT's** post-primary certifications to add an eligibility pathway for recent graduates of appropriately accredited educational programs in 2006.
- The **American Registry for Diagnostic Medical Sonography (ARDMS)** launched the online content outline for the ARDMS Physicians' Vascular Interpretation (PVI) examination. The PVI exam will be available in early 2006. Visit [www.ardms.org](http://www.ardms.org) for more information.

If your organization has announcements or news you would like featured in *NOCA News*, please send them to [info@noqa.org](mailto:info@noqa.org).

### **ABNS Position Statement Promotes the Value of Certification**

In 2005, the American Board of Nursing Specialties published a position statement promoting the value of accreditation within the nursing certification. In the statement, ABNS takes strong positions on the benefit of certification to the industry as a whole. According to Bonnie Niebuhr, ABNS Executive Director, members and certificants have greatly benefited from what is essentially a two-page paper with five, concise statements.

Employers are one of a certification program's most important stakeholders. Convincing them that your credentialing program advances the competency and skill of their potential employees is a key ingredient to a successful program. Their support, particularly financially, helps maintain a constant stream of examinees.

ABNS developed the two-page statement to fill a member need. It served as a concrete document members distributed at conferences to registered nurses interested in specialty certifications. "The feedback we received through the various boards of nursing that comprise our membership was that

employers were not supporting advanced or specialty certifications,” Niebuhr said. “The result has been overwhelmingly positive.”

ABNS used various sources including journal articles and survey data to produce background/supporting information and the five position statements listed below:

1. Registered nurses should seek certification in their specialty area of practice.
2. Certified nurses should promote their certification by publicly displaying their credentials and introducing themselves as a certified nurse.
3. Healthcare consumers should be knowledgeable of the qualifications and credentials of the registered nurses caring for them.
4. Employers should seek certified nurses for their workforce, support these individuals seeking and maintaining certification, inform patients and the public about the certification status of their workforce, encourage the display of the nurses' certified credentials on identification badges, and market the accomplishments of certified nurses.
5. Specialty nursing certification is an objective measure of knowledge which validates that a nurse is qualified to provide specialized nursing care.

ABNS will promote the position statement to various media outlets in the coming months to draw more support from the nursing industry.

### **Sustaining Member in the Spotlight**

*Assessment and Evaluation Services at The Center on Education and Training for Employment*

Assessment and Evaluation Services is a non-profit research and development team located within the College of Education at The Ohio State University. With significant experience in developing assessment systems, the team applies its expertise to a variety of projects. Types of projects include:

#### *Assessment Development and Delivery*

A primary function of the Assessment and Evaluation Services team is test development. We create assessments for a variety of uses such as personnel certification and training. Test quality is continually monitored and maintained by our psychometric staff. Because an online assessment system offers numerous advantages over paper-pencil systems, we developed a secure, online assessment system that is located at: [www.webxam.org](http://www.webxam.org). Using this system, we host online exams for multiple clients in industrial and educational settings.

#### *Assessment Consultation Services*

We offer consultation on the development, administration, and maintenance of assessment systems. Our staff consultants assist clients to avoid potential pitfalls and to achieve maximum effectiveness and validity from their assessment systems.

#### *Professional development*

We have conducted a number of professional development workshops to address best practices in the development, use, and interpretation of assessments. In addition, we have conducted presentations to address professional certification issues. Currently, we offer a three-day Test Construction Workshop, which covers essential aspects of test development. Development of an advanced Test Construction Workshop is planned for 2006.

The staff of Assessment and Evaluation Services has advanced training in education, industrial/organizational psychology, and information systems design and management. The Assessment

and Evaluation Services unit is directed by Robert A. Mahlman, who may be contacted at (614) 292-9072 and [mahlman.1@osu.edu](mailto:mahlman.1@osu.edu)

## **NCCA Update**

### ***Important Announcement on Fee Structure Changes for 2006 and 2007***

Since its creation in 1977, the NCCA Commission and accredited programs/organizations have seen significant changes—the widespread use of computer-based testing, the implementation of the new *NCCA Standards for the Accreditation of Certification Programs*, the rise of the Internet, fears of security breaches and much more. As our industry changed, the NCCA stayed committed to public protection and to the organizations and programs carrying the seal of accreditation. To maintain that commitment, the Commission will implement changes to its fee structure—a project it has not undertaken in 28 years.

The NCCA created a Fee Structure Task Force to analyze the data and develop a fair and effective pricing structure last year. The task force conducted an in-depth analysis of the actual costs of accrediting a certification program taking into account the costs of reviewing renewal applications, new applications, and new program applications from organizations that have successfully completed the accreditation process in the past. The task force then designed a new fee structure to help the NCCA recover those costs.

**Why implement new fees?** In the late 1990s, the Commission responded to changes in the certification industry. Government, consumers, and the general business market looked to the credentialing community to evaluate competency and develop skilled employees. Certification programs grew at a staggering pace. The new *Standards* moved from accrediting organizations to accrediting certification programs. They also opened accreditation to programs sponsored by for-profit and governmental agencies and regional and international programs.

The necessary switch to accrediting programs versus organizations alters the landscape of accreditation and led to the changes below. The new *accreditation* fees are effective January 1, 2006. *Application* fees are effective January 1, 2007. All currently accredited programs and those currently applying for accreditation will be notified in writing of the changes. Programs that have submitted a letter of intent will also be notified. Reminders of the fee change will be included in NOCA News, NOCA Monthly Member Updates, and on the NOCA Web site.

### **Accreditation Fees (effective January 1, 2006):**

Accreditation fee	Up to 2 accredited programs	\$3,500/year
Accreditation fee	Each additional accredited program	\$700/year
Accreditation fee cap		\$7,000/year

EXAMPLE: An organization with 2 accredited certification programs (60% of organizations will fit this category) will pay an annual accreditation fee of \$3,500.

EXAMPLE: An organization with 3 certification programs will pay an annual accreditation fee of \$4,200.

EXAMPLE: An organization currently accredited under the “old” *Standards* will pay \$3,500/year until their program(s) are due for renewal and are accredited under the current *Standards* regardless of the number of certification programs they have (46% currently fit in this category). Once they have moved to program accreditation they will pay the accreditation fees as outlined above.

### **Application Fees (effective January 1, 2007):**

NOCA member application fee	No previously accredited programs	\$1,000
Non-member application fee	No previously accredited programs	\$1,600
Application fee	Organization with accredited program(s)	\$200
Application fee	Renewal application	0

EXAMPLE: A NOCA member organization with no NCCA accredited programs submits applications for two certification programs (at the same time) for initial accreditation. The organization's application fee will be \$1,000 for this submission. The two programs are accredited and a year later the same organization submits three additional program applications for initial accreditation. The fee for the second submission will be \$200.

EXAMPLE: An organization's programs are due for renewal. The renewal application(s) are submitted by the required deadline, but no application fee will be due. The cost of reviewing renewal applications is built into the annual accreditation fee.

#### *Accreditation Activities*

The Commission met by conference call on April 6<sup>th</sup> and in Washington, DC on April 19<sup>th</sup>. During the meeting, the Commission reviewed 12 renewal applications and 10 initial accreditation applications. The Commission granted renewal accreditation to six programs from six organizations and initial accreditation to four programs from four organizations. The Commission deferred a decision on eight programs from six organizations and denied four programs from three organizations.

A complete list of programs accredited in April is below:

- American Nurses Credentialing Center Commission on Certification (ANCC-COC), Ambulatory Case Nurse (March 31, 2009)
- Certification of Disability Management Specialists (CDMSC), Certified Disability Management Specialist (CDMS) (November 30, 2009)
- Certifying Board for Dietary Managers (CBDM), Certified Dietary Manager (CDM) (August 31, 2009)
- Commission for Case Manager Certification (CCMC), Certified Case Manager (CMC) (November 30, 2009)
- Commission on Rehabilitation Counselor Certification (CRCC), Certified Rehabilitation Counselor (CRC) (June 30, 2010)
- National Board for Certification of Hospice and Palliative Nurses (NBCHPN), Certified Hospice and Palliative Nursing Assistant (CNHPNA) (April 30, 2010)
- National Council on Strength and Fitness (NCSF), National Certified Personal Trainer (NCSF-PT) (April 10, 2010)
- Nuclear Medicine Technology Certification Board (NMTCB), Nuclear Medicine Technologist Certification (CNMT) (April 30, 2010)
- Ophthalmic Photographer's Society (OPS), Certified Retinal Angiographer (CRA) (March 31, 2010)
- Southern California Crane and Hoisting Certification Program (SCCHCP), Tower Crane Certification Program (November 30, 2009)

#### *Public Member Task Force*

The NCCA Public Member task force distributed a survey designed to determine:

- The current understanding of the role of public members on certification boards;
- The current understanding of who is appropriate to fill the public member role; and
- The opinions about the role of public members.

The task force will use the data collected from the survey as well as anecdotal information from public members who attended the 2004 NOCA annual educational conference to form a recommendation on any needed clarifications or changes to the public member declaration form in the accreditation application, Standard 3 of the accreditation *Standards* and/or the definition of a public member in the *Standards* document.

If you have not already completed the survey, we encourage you to provide your valuable feedback to this important project. Members of the task force will present the survey results during this year's annual educational conference in Long Beach, CA.

#### *Sample Accreditation Application*

The NCCA sample accreditation application is now available at no cost at <http://www.noca.org/ncca/accreditation.htm>. The document provides examples of the type of documentation expected to demonstrate compliance with the NCCA *Standards* and contains a completed application, sample appendices and completed required forms.

#### *Value of NCCA Accreditation*

The 2005 NOCA Marketing and Membership Committee is charged with developing a campaign targeted to NOCA members to increase awareness of the value of NCCA accreditation. As a first step, the committee has developed a survey of currently accredited programs designed to gather specific information on the benefits of NCCA accreditation. If you receive a survey, I encourage you share insights with the committee.

#### **Upcoming Events**

##### *July 20<sup>th</sup>*

NOCA Academy presents How to Develop an Effective Strategic Plan

Seminar: 1:00 p.m. - 3:00 p.m. Eastern Time

Chat room: 3:00 p.m. – 4:00 p.m. Eastern Time

[Session Description](#)

[Register](#)

##### *September 21<sup>st</sup>*

NOCA Academy Seminar Topic to be Announced – Stay tuned for details

Seminar: 1:00 p.m. – 3:00 p.m. Eastern Time

Chat room: 3:00 p.m. – 4:00 p.m. Eastern Time

##### *November 16<sup>th</sup> – 19<sup>th</sup>*

NOCA 2005: The Source for Certification Solutions

The Hilton, Long Beach, CA

Registration Information will be available in July 2005

[More Information](#)

##### *November 3 – 5, 2005*

Citizen Advocacy Center Meeting

Denver, CO

[More Information](#)