

## **NOCA News August 2004**

### **Learn How to Customize the 2004 NOCA Conference to You**

The NOCA Program Committee designs the annual educational conference each year to meet the changing needs of participants. Attendees, however, represent varying industries and have differing levels of familiarity with basic and advanced principles of developing and maintaining certification programs. At any given session you may have a seasoned certification professional with 15 years of experience on your right and a novice just beginning their certification career on your left.

NOCA includes sessions in the annual program to address these disparities but how can you customize the conference to meet your level of expertise and get the most out of the educational and networking opportunities offered? The answer is to proactively review the program, evaluate the sessions, plan your conference experience and take advantage of all the resources included in your registration fee.

### **Evaluate Available Opportunities**

The first step in tailoring the conference is to review the registration program. The brochure contains a comprehensive list of the sessions, a description explaining the purpose of the session and the speaker listing. NOCA mailed the registration brochure to all members and contacts and posted it online for easy viewing in July. If you have not received a copy of the registration brochure please contact [Cynthia Allen](mailto:callen@smithbucklin.com) ([callen@smithbucklin.com](mailto:callen@smithbucklin.com)) or download a copy online at [www.noca.org/news/conference.htm](http://www.noca.org/news/conference.htm).

The conference begins on Wednesday, Nov. 17<sup>th</sup> with three pre-conference workshops. For the past two years, NOCA has added a pre-conference workshop to expand the learning opportunities available for in-depth examination of key topics. The pre-conference workshops are included in the overall registration fee and begin at 1:00 p.m. opening up Wednesday morning as a travel day. This year the pre-conference workshop topics are:

- Performance Testing Solutions
- Marketing the Value of your Credential
- A Holistic Approach to Security

NOCA will once again host a Public Member Forum on Nov. 17<sup>th</sup> from 3:00 p.m. – 5:00 p.m. David Swankin, President, Citizen Advocacy Center, will lead the session focusing on the role your Board's public member plays, how to utilize their talents and discuss ways to expand their contributions to the program. The *NCCA Standards for the Accreditation of Certification Programs* requires a public member seat on all accredited program boards and this is an ideal setting to develop a network of public members.

### **Tailoring the Program**

Once you have reviewed the registration brochure and are familiar with the sessions being offered you are ready to tailor the program to meet your professional and program needs. Prior to the conference, NOCA will email all registered attendees a link to the Handouts Web Page, a Web site containing the slides for each session. As any attendee knows, these slides do not substitute for the actual session, but they will allow you to peruse the sessions in greater detail before traveling to Miami and select sessions that achieve your goals. Reviewing the slides prior to the conference means you can listen to the speaker and not miss the information you normally would trying to copy notes. Think of it as NOCA Annual Educational Conference – a la carte.

Download the materials you need for your selected sessions and bring them to the conference with you. Conference attendees are familiar with the large handout book that often accompanies your registration materials at any meeting. NOCA eliminates the need for a handout book by offering the slides prior to the conference and on CD for reference following the meeting.

### **Take Advantage of Conference Resources**

The more you put into the conference, the more you will get out of it. This does not mean you have to put in extra time preparing or reviewing materials, it simply means you will have a more valuable conference experience if you customize the program, visit and meet with exhibitors and participate in additional learning and networking opportunities.

Three of the more popular events are:

- Exhibit Hall – NOCA exhibitors are the best in the business and consistently offer services to programs of all sizes and scopes.
- Networking breakfast and Lunch in the Exhibit Hall – These events not only facilitate meetings with service providers, they introduce you to colleagues experiencing similar successes and challenges.
- Roundtable Discussion Breakfast – This breakfast is one of the most popular conference events. A moderator leads a table in discussion about various topics including marketing, international expansion, common testing problems and many others. Participants learn from the lessons of others in a small, focused environment.

You will leave this conference with the tools necessary to increase the quality of your certification program, become a leader not only in your organization but in the credentialing field and understand new trends in the industry. Take your program to new heights at the NOCA 2004 annual educational conference.

### **President's Message**

This year, I have focused much of my attention as the NOCA President on increasing member involvement. Strong membership drives any association to success and makes a difference in achieving not only organizational goals but your personal, professional goals as well. In times of uncertain economic conditions and outside threats on the financial success of our organizations and programs, it is often required that we are able to justify each expense. Justifying a \$600 organizational membership is not hard at all if you look at all of the resources and expertise available to you as a member.

It only takes a little to get a lot at NOCA. As a member, you have access to colleagues, collective learning, seminars, published resources, conferences, career headquarters and much more simply by logging into the Members Only section of [www.noca.org](http://www.noca.org). If you have not logged on, I encourage you to do so as soon as possible to see what is available to help you and your organization or program grow. Considering how much time we each spend on our computers these days, it seems impractical not to use the resources at our fingertips to make our jobs easier and open up time to complete other, sometimes more important tasks.

Involvement can be as simple as visiting the Web site or as rewarding as voting for your leadership or running for an elected position yourself. The most basic right you have as a voting member is to elect the leadership guiding your professional organization or run for office and help make the policies that drive the organization. Not taking advantage of this will only limit the organization. How else can you become involved?

- Register for the conference – Develop bonds with colleagues and industry leaders at the NOCA conference. Nothing is more important than putting a face to the industry. There are endless networking opportunities during these 4 days.
- Participate on a Committee – Currently, NOCA has seven committees that develop programming, expand member benefits and offer countless other services to NOCA members and the industry as a whole.
- Attend an audio seminar – For \$30 you can attend a two-hour session on a certification topic of interest to you.

Member involvement and feedback will facilitate the development of new and improved resources to ease your job and advance the industry.

On behalf of the NOCA Board, I invite you to become more involved in the association's opportunities. The talents and knowledge each of you possesses will enhance the organization in immeasurable ways, all while you are also benefiting.

Take time today to get involved. Use NOCA's resources.

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

The familiar concept of the "lazy days of summer" is not the case for NOCA. We have spent the summer increasing collaboration among certification programs to promote the industry as a whole and increase benefits for current and future members. Our Board of Directors, NCCA Commission and staff continue to plan and conduct activities to achieve the goal of collaboration throughout the summer.

In July, NOCA and CLEAR teamed up to present the audio seminar, *How to Effectively Implement a Recertification/Continued Competence Program*. The joint session drew more than 200 members of the certification and licensure communities together to discuss an increasingly important topic. NOCA also attended the National Conference of State Legislatures (NCSL) in Salt Lake City in July to promote the combined interests of all organizational and accredited members. NCCA distributed signs reading "NCCA Accredited" to organizations who have NCCA accredited programs to present a united front to attendees. A number of NCSL conference goers stopped by our booth after seeing the NCCA Accredited sign around the exhibit hall.

Planning is already underway for the 2005 NCSL conference in Seattle. NOCA would like to purchase a larger booth that would serve as the "certification umbrella" and make a bigger impression on state legislatures. We plan to invite accredited and non accredited members to display their booths under the NOCA "certification umbrella" booth area and discuss their individual issues as well as certification and accreditation issues in general. If you are interested in this opportunity, please contact me at 202/367-1165 for more information.

Look for continued involvement and collaboration from all groups representing the certification industry in the future.

### **Member News**

#### **NOCA welcomes the following new members:**

**American Aerobic Association International** is based in New Hope, PA. Nora Anderson is the representative to NOCA and may be reached at 609/397-2139 or via email at [nora@aaai-ismafitness.com](mailto:nora@aaai-ismafitness.com).

**Board for Certification in Clinical Anaplastology** is based in Greenville, SC. Joseph Gorrin is the representative to NOCA and may be reached at 864/233-2270.

**Department of Environment and Labor Province of Nova Scotia** is based in Halifax, NS. John Siggers is the representative to NOCA.

**E Group, Inc.** is based in Herndon, VA. Cynthia Miller is the representative to NOCA and may be reached at 703/716-3330 or via email at [cmiller@egroup-inc.com](mailto:cmiller@egroup-inc.com).

**Healthcare Compliance Certification Board** is based in Minneapolis, MN. Debbie Troklus is the representative to NOCA and may be reached at 502/852-0758 or via email at [debbie.troklus@louisville.edu](mailto:debbie.troklus@louisville.edu).

**International Alliance for Fitness Professionals** is based in Metairie, LA. Louis Kong is the representative to NOCA and may be reached at 504/837-0764 or via email at [louisk499@cs.com](mailto:louisk499@cs.com).

**Michigan Institute for Health Enhancement** is based in Rochester Hills, MI. John Coumb-Lilley is the representative to NOCA and may be reached at 248/844-1004 or via email at [jcl@miteam.org](mailto:jcl@miteam.org).

**Minds in Action** is based in Chicago, IL. Ray Talke is the representative to NOCA and may be reached at 312/280-8914 or via email at [rtalke@mindsinaction.net](mailto:rtalke@mindsinaction.net).

**Product Development & Management Association** is based in Gurnee, IL. Jerry Groen is the representative to NOCA and may be reached at 224/212-2568 or via email at [jerrygroen@msn.com](mailto:jerrygroen@msn.com).

### **JCAHPO Purchases ARDMS ROUB Credentialing Program**

The Joint Commission on Allied Health Professionals in Ophthalmology (JCAHPO) will purchase the Registered Ophthalmologic Ultrasound Biometrist (ROUB) credentialing program from the American Registration of Diagnostic Medical Sonographers (ARDMS). The two groups announced the formal agreement in June.

Effective immediately, the agreement stipulates that JCAHPO will acquire all ROUB examination questions, business rules, registrant data, the credentialed name and its abbreviation. JCAHPO will also purchase the ARDMS Ophthalmology RDMS specialty examination item pool.

In the near future, JCAHPO will announce its plans for the ROUB credentialing program. More details on the agreement can be obtained from Dana Murphy at the ARDMS ([Murphy@ardms.org](mailto:Murphy@ardms.org)).

### **NCSBN Announces First Three Countries to Offer NCLEX® Abroad**

In June, the National Council of State Boards of Nursing (NCSBN) selected the first three countries to offer the NCLEX® examinations for domestic nurse licenses. NCSBN expects testing to begin January 2005 in Seoul, South Korea; London, England; and Hong Kong.

According to Dr. Casey Marks, NCSBN Director of Testing, NCSBN will add additional countries as warranted if the initiative proceeds as well as expected. The NCSBN examination committee used security and geographic representation outside of the current member board of nursing locations in addition to other criteria to select the initial three countries.

NCSBN officials indicated the international administration of the NCLEX will not contradict or circumvent any current board of nursing process or requirement. For more information, contact the NCSBN at 866/293-9600 or emailing [nclexinfo@ncsbn.org](mailto:nclexinfo@ncsbn.org).

### **NJ Mandates Certification of CS Professionals**

The International Association of Healthcare Central Service Materiel Management (IAHCSMM) announced in June that New Jersey has become the first state to mandate certification of central service (CS) professionals.

Under the law approved by the New Jersey Healthcare Advisory Board on June 17<sup>th</sup>, 2004, existing CS technicians will have five years to become certified and new employees will have three years. Employees working in ambulatory care will have two years to complete the requirement. The law also stipulates that sterile processing managers become certified immediately.

Working with state officials at the NJ Department of Health & Senior Services, the IAHCSMM lobbied to validate the sterile processing professional and increase recognition of its critical role in the delivery of quality patient care. The final law is expected to be printed in the July New Jersey Register.

### **Washington Report**

Congress has not completed its work on the Workforce Investment Act (WIA). The House requested a conference with the Senate on June 3 and appointed the following conferees: John Boehner (R-OH), Thomas Petri (R-WI), Buck McKeon (R-CA), Michael Castle (R-DE), Johnny Isakson (R-GA), Jon Porter

(R-NV), Dale Kildee (D-MI), Rubén Hinojosa (D-TX), John Tierney (D-MA), and Betty McCollum (D-MN). Conversations with senior Senate Health, Education, Labor and Pensions (HELP) Committee staff, the committee of jurisdiction for the legislation, indicate that it is “highly unlikely” that the Senate will agree to conference before the 108th Congress ends. For more information on the specifics of the WIA, visit [www.noca.org/members/grtoolkit.cfm](http://www.noca.org/members/grtoolkit.cfm).

In lieu of action on WIA, Congress may take action to complete its work on funding for vocational-technical education. The Senate and House are poised to pass legislation targeted towards expanding vocational and technical training opportunities for high school students. Already the House Education and the Workforce Committee has passed H.R. 4496, the Vocational and Technical Education for the Future Act. The bill helps states better utilize federal funds for secondary and postsecondary vocational education programs; increase accountability and emphasize student achievement; and strengthen opportunities for coordination between secondary and postsecondary vocational and technical education, including the creation of model sequences of courses. The Senate HELP Committee held a hearing on its bill, S. 2686, the Carl D. Perkins Career and Technical Education Improvement Act of 2004. The bipartisan measure emphasizes stronger academic and technical skills and requires states and local recipients to describe how they will link Perkins programs to the needs of businesses, and prepare participants for high skill, high wage or high demand jobs in emerging or established industries.

NOCA submitted testimony describing how certification can put a high school graduate on a successful career path to both committees. The testimony is available in the Government Relations Online Toolkit at <http://www.noca.org/members/grtoolkit.cfm>.

## **Other News**

### **Getting Serious about Security: Security Planning**

*By Jamie Mulkey, Ed.D., Caveon Test Security*

It's late at night when you get a call from one of your staff. She's been surfing the Web, and she's found a site claiming to have your program's actual test questions on it. When you investigate, you find the questions as well. Your mind is racing. Your heart is beating. What do you do? Whom should you call? Who needs to be involved? And, most importantly, how do you get your questions off that Web site as soon as possible?

Just then, the alarm clock goes off. As your heart begins to slow, you realize that the nightmare was just that—a bad dream. You're safe—at least for now.

But what if this incident had actually happened? What if your test was being compromised on some Web site? Many organizations are ill-prepared to handle test security breaches because they do not have the necessary tools, processes or procedures to handle these types of reactionary situations.

What is needed is a strong security plan; a document providing a set of instructions for managing the security of your testing program. Just as a test manual is designed as a road map for creating and delivering a test, a security plan is a road map for designing and implementing security within your testing program.

### **Elements of a Test Security Plan**

What elements are included in a security plan? Well, for starters, the plan should describe who in the organization is responsible for test security. Specifically, who leads and who contributes to the testing program's security. For example, does everyone in the organization understand the role they play in terms of protecting test content? Is everyone trained on test security measures? And, who is responsible for budgeting for test security costs?

You should also consider the specifics of **budgeting**: does the program have adequate financial resources for security? What happens if test items are compromised? Is there enough money in the budget for item re-development, investigation of potentially fraudulent scores, or item piracy?

**Legal precautions and agreements** are something else you should consider covering in the security plan. Is there a non-disclosure agreement in place for candidates to sign prior to testing? How about agreements between you and your test delivery provider, do they exist? And, what about your item writers and test developers, are they required to sign transfer of ownership and confidentiality agreements prior to participating in a test development effort?

Let's talk **test development**. Are test developers trained on security procedures for test development? What type of a repository are you using for item creation? Is access secure? What happens to all those items that don't get used for the test, are they properly disposed of, or used for practice tests? Yes, this too goes into the security plan.

Lastly, a section of the plan should be dedicated to **security breaches** and their resolution. This includes the different types of breaches that can occur and the various remedies your program uses to reduce the risk of a breach. For example, if someone is discovered cheating, will you cancel his or her score? Will you prevent them from testing again? If an organization is sharing nearly identical items on a website somewhere, how will you stop this behavior? What legal action will be required?

### **Get ready, get set, write**

Who writes the security plan? A security plan can be written by either an internal or external resource. You will want to make sure the author has the depth of experience to understand all the issues that affect test security. When writing the plan, you should think about:

- What elements of the testing program to include;
- Who will be responsible for each security-related task; and
- What the time frame is for accomplishing each task (in relationship to either the budget/fiscal year or the testing windows).

### **Using your security plan on a daily basis**

Once your security plan is written, how can it be used? The security plan is a reference guide to:

- Help make security decisions about test development
- Make decisions about how a security breach may be handled
- Train new employees on test security measures
- Assess and revise processes for retake policies
- Understand how test and candidate data is retrieved and stored

The security plan is a very useful document that can provide you and your staff with a wealth of security-related information.

### **Sweet dreams**

Creating a security plan gives you peace of mind. It is a document that can stand the test of time; provided there are periodic updates. Test program personnel may come and go, but your Security Plan needs to be a living document that works on behalf of the organization to help set policies, provide procedures, and furnish tools as you secure your most prized possessions: test content and confidence in your program.

Make sure your bad dreams do not turn into your worst nightmare. Plan for unexpected, but foreseeable events. Make sure you have the necessary processes, tools and procedures in place to effectively manage your testing program's security. Create a test security plan. Once you have your plan in place, you will be better able to enjoy a restful night's sleep.

*Jamie Mulkey, Ed.D., is a Senior Security Director for Caveon Test Security. She can be reached at: [jamie.mulkey@caveon.com](mailto:jamie.mulkey@caveon.com)*

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

#### **CAVEON**

Security ranks as one of the top problems facing the testing industry today as exam fraud costs organizations millions of dollars and undermines the confidence in decisions based on test results. Caveon Test Security helps test organizations retain control of their tests, save money and secure confidence in test results.

Caveon combats test fraud and piracy with detection services to identify security breaches, remediation services to confirm suspicions and leverage legal processes, and prevention services to secure tests from compromise. Caveon solutions are delivered by experienced and recognized test industry experts supported by innovative new technologies.

Caveon Data Forensics™ are proprietary statistical tools for the analysis of test results to detect cheating and test piracy. These tools are helping many test organizations discover where and when test fraud is occurring and who may be involved.

Caveon Web Patrol™ monitors the Internet for the sale, barter, or other disclosure of test information. Websites are ranked according to the probability that they contain copyrighted test information. Caveon customers receive a monthly report detailing the sites that have disclosed their intellectual property.

Security Audits are a comprehensive, end-to-end examination of a testing program that help test organizations understand where the security strengths are and reveals current or potential vulnerabilities.

Caveon Test Security works with a number of testing organizations helping them retain control, save money and secure confidence in test results. To learn more please visit the Web site at: [www.caveon.com](http://www.caveon.com)

### **NCCA Update**

#### **Update for Programs Interested in NCCA Accreditation**

NCCA has developed a new procedure to make submitting applications for NCCA accreditation easier, more cost effective and more environmentally friendly. Effective January 1, 2005 (which means for all applications submitted by the January 30<sup>th</sup>, 2005 deadline), applying programs must submit three (3) hard copies of the application and exhibits and nine (9) copies of the complete application and exhibits on CD in PDF format. The Commission is implementing this change to save applicants the significant costs of copying and shipping large accreditation applications. The shift will also save the NCCA significant shipping costs and facilitate the review process for Commissioners.

If your program is seeking accreditation for the first time, or applying to NCCA to renew accreditation, you must submit:

- (1) Letter of intent 90 days prior to the application deadline (send to Wade Delk, NCCA Executive Director, 2025 M Street, NW, Suite 800, Washington, DC, 20036)
- (2) 3 hard copies of the completed application
- (3) 3 hard copies of the exhibits book
- (4) 9 CDs with the complete application and ALL exhibits scanned in a PDF format

A hard copy of the application and exhibits book will be sent to the administrative reviewer and psychometric reviewer. The third copy will be filed with the NCCA office. The NCCA will send the remaining nine CD copies to other Commissioners for review. Traditionally, the Commission requires 12 copies of the application and exhibits to send to each Commissioner for their review. However, improving technology and the goal of reducing the cost of production and shipping for both the applying program and NCCA the Commission will implement the new process.

For many organizations, producing the CD will not be a problem. However, if your organization does not have access to a vendor or in-house materials needed to create the electronic application, you may submit a fourth hard copy of your application and ALL exhibits and the NCCA will create the PDF file and CDs for you. Please contact the NCCA at 202/367-1165 for details on the fee to scan and create a PDF for you.

Any organization applying by the September 30<sup>th</sup>, 2004 deadline is invited to submit their applications in the new format; however no program is required to follow this format until January 1, 2005. If you have any questions, please contact NOCA at 202/367-1165.

### **Positions Open on the 2005 NCCA Commission**

In addition to the two elected Commissioner positions opening for 2005 which will appear on the ballot this year, the NCCA Commission will also issue a show of interest for two appointed positions: a psychometric reviewer and a Public Member. If you are interested in one of these positions or know of a qualified candidate, please review the job descriptions below and complete the Call for Nominations and email to [Janice Moore \(jmoore@smithbucklin.com\)](mailto:jmoore@smithbucklin.com).

[Psychometrician Job Description](#)

[Psychometrician Call for Nominations](#)

[Public Member Job Description](#)

[Public Member Call for Nominations](#)

### **Upcoming Events**

September 14<sup>th</sup>  
1:00 p.m. – 3:00 p.m.

Seminar III

Branding Basics: What Every Certification Sponsor Should Know

[Register \(http://www.noca.org/docs/seminar4.pdf\)](http://www.noca.org/docs/seminar4.pdf)

### **NOCA 2004 Annual Educational Conference**

**Save the Date**



### **Taking Quality, Leadership, and Education to New Heights**

Nov. 17<sup>th</sup> – 20<sup>th</sup>

Loews Miami South Beach

[Register \(http://www.noca.org/docs/NOCArebro.pdf\)](http://www.noca.org/docs/NOCArebro.pdf)

NOCA the following advertisers of the August 2004 issue of *NOCA News*:

