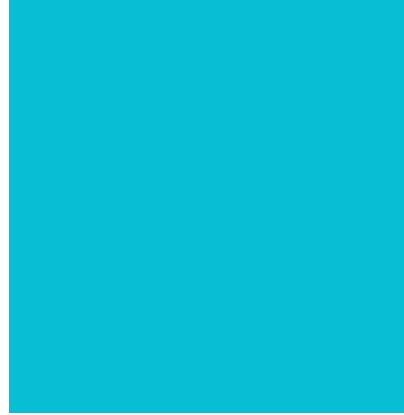




Institute for
Credentialing Excellence



I.C.E. Annual Report

2020-2021

*Promoting best practices for
the credentialing community.*

Community. Competence. Credibility.

credentialingexcellence.org

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Dear I.C.E. Members,

What a year 2021 has proven to be, and we thought last year was interesting! Each year I report with great pride what the Institute for Credentialing Excellence (I.C.E.) has achieved. As we left 2020 behind and entered a new year filled with hopes and relief from the realities of the pandemic, we soon realized that fate had some speed bumps in store. Still, there are many things to celebrate in 2021 including the incredible fortitude and resilience of our membership and staff.

Let me begin with a hearty THANK YOU to all who have persevered this year and endeavored to accomplish great successes for our community. Our I.C.E. community is strong with 431 organizations, representing over 2,400 individuals. The expertise within I.C.E. is incredibly valuable and your professional colleagues serve as a great resource for growing your organization and supporting your professional growth. Our community is also strengthened by the steadfast dedication of our volunteers. Over 200 individuals volunteer for service each year on a committee, a board, a council or special task force; and this year was no different.

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“There are many things to celebrate in 2021 including the incredible fortitude and resilience of our membership and staff.”

In 2021, we learned that sometimes you have to adjust your best laid plans to achieve your goals. The I.C.E. Board of Directors has charted a bold course for the future and, while we did our fair share of adjusting, we are now reaping the rewards of staying the course to reach our goals. This would not have been possible without our dedicated team and the support of our leaders, volunteers and community. The programs we are developing are dynamic and versatile resources that continue to support the credentialing field and bring value to members and their organizations.

Thank you for your continued support throughout the year. We are so thankful for our members and the people we serve each and every day.



B. Denise Roosendaal, CAE, Executive Director

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2021

Accomplishments



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Updated Mission of Vision: The I.C.E. Board of Directors embarked on a strategic discussion in 2019 with the assistance of an outside facilitator. As a result, we revised our Mission and Vision statements with input from members with various backgrounds and career experience.

New End Statements: The Board produced new Ends Statements which are the strategic drivers of the organization's strategic plan.

» **Diversity, Equity and Inclusion:** One of the new End Statements addresses I.C.E.'s effort to enhance the diversity, equity and inclusion (DE&I) within the organization, as well as assist members in addressing the topic within their own organizations.

» **DE&I Task Force:** I.C.E. created a task force and collected member feedback through a DE&I survey. The task force will assist management in creating resources for members as well as enhance DE&I for I.C.E.'s leadership pipeline and other volunteer activities.

Incorporating New Branding: A new branding architecture, released in late 2020, created a more cohesive brand for I.C.E. products. Execution of the branding transition continued throughout this year including the enhancement of the I.C.E. website and the refresh of member and accredited program collateral.

New AMS/Website: Fresh off the heels of the rebranding work in 2020, the I.C.E. team launched a new website powered by a new Association Management System (AMS). Either project would be a handful, but the I.C.E. team tackled both at the same time and was able to incorporate the new branding into the look and feel of the website. When developing the site, we prioritized user experience and modern design.

Professional Certification Coalition (PCC): The PCC continued its work into 2021 as the proliferation of state legislative threats to certification and licensure continued. PCC was created in 2018 in partnership with the American Society for Association Executives (ASAE) along with guidance

from the Pillsbury Law Firm. As of the release of this report, over 100 member organizations have joined to monitor and, when necessary, fight state legislative attempts to limit the ability for certifications to exist and function in the open market. This legislative season saw 143 bills in 43 states that impact certification. The coalition is also monitoring various federal legislation that impacts certification and the workforce.

[Click here](#) to get a full scope of the coalition's accomplishments.

I.C.E. Certified Credentialing Professional Program: 2021 saw the launch of the beta exam for the ICE-CCP, a certification program for credentialing professionals. Under the leadership of Bill Ellis, the [Steering Committee](#) advanced the development process and opened registration for the beta examination in July 2021. I.C.E. thanks the following sustaining members who have pledged in-kind support for various segments of this important project:

- » ASAE
- » Heuristic Solutions
- » Lineup
- » Pearson VUE
- » Professional Testing Corporation
- » PSI Services
- » Scantron
- » SeaCrest
- » Yardstick Assessment Strategies/Meazure Learning

Additionally, more than 100 members volunteered as Subject Matter Experts for the program, and more than 150 individuals registered for the beta exam. We are grateful for their contributions and excited to celebrate with our volunteers at the 2021 I.C.E. Exchange!

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Professional Development: 2021 saw continued emphasis on professional development programs for the community:

- » **Certificate Program for Credentialing Specialists:** Released in November 2014, this Certificate Program is an assessment-based, multi-modal online self-study course with an online community of resources and facilitated discussions. In 2021, I.C.E. reviewed the course content and aligned it to the recently revised I.C.E. Handbook. After 13 enrollment periods, the program has attracted more than 1,100 certification professionals, exceeding initial estimates.
- » **Leadership Development Program:** Released in Q3 2021, this program will select 12-15 future leaders in the credentialing community to discuss leadership concepts, expand their network and prepare themselves for leadership in the credentialing community. This year-long program will grow future leaders for I.C.E. and the programs they represent.
- » **Credentialing Insights: An I.C.E. Podcast:** To be released by early November 2021, the podcast series is connected to content released on *Credentialing Insights*. Each episode will feature conversations regarding top-of-mind topics, such as the future of credentialing, the role of the psychometrician, the latest in DE&I efforts and more.
- » **Webinar Series:** This year I.C.E. hosted 10 webinars on topics such as process mapping, longitudinal assessment, agile approaches in test development, testing accommodations, online security and statistical item analysis. I.C.E. also hosted a training webinar for navigating the new I.C.E. website.
- » **Workshops:** I.C.E. hosted five workshops:
 - » Three workshops on accreditation to the NCCA Standards in March, May, and September;
 - » Psychometrics and Test Development Workshop in partnership with Yardstick Assessment Strategies in May;
 - » And the Business of Certification Workshop.

Public Member Resources: Under the direction of the Public Member Committee, I.C.E. introduced new offerings for Public Members including quarterly networking calls open to all public members of the I.C.E. community, a redesigned [Public Member Resource](#) page and a new Public Member identifier on the organization's I.C.E. profile. I.C.E. will also be launching a new directory that would allow the general public to search for any public members in our database.

Research & Development Projects: I.C.E. released (or will soon release) several reports including a study on Certification Representation in Licensure in collaboration with the Government Affairs Committee, our Business of Certification Benchmarks Survey Summary and topics such as remote proctoring, eligibility criteria, forensic data analysis, SME qualifications and more.

Other I.C.E. Programs: I.C.E. has an abundance of individual projects being developed by its committees and task forces. Here are just a few released this year:

- » **Employer Outreach Programs Case Studies:** These case studies were developed by the External Stakeholders Task Force and are based on a series of interviews with organizations who have developed employer outreach programs. This case study document will be released in Q4.
- » **Military and Veterans Toolkit:** This toolkit, developed by a subgroup of the Government Affairs Committee, addresses questions a credentialing organization might have in offering their certification programs to the military audience. [Click here to learn more](#)
- » **Career Center:** I.C.E. enhanced our job board website, which now focuses primarily on credentialing positions. [Visit the Career Center](#)
- » **International Toolkit:** This toolkit bundles all of the international related resources that I.C.E. offers. [Click here to learn more](#)
- » **Microcredentialing Toolkit:** This toolkit compiles I.C.E. resources for organizations interested in launching a microcredential or want to learn more about them.

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Moving Into

2022



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The I.C.E. Board of Directors and Management continue to shape the organization along the strategic vision established in the organization's Ends Statements. In this pursuit, the Board and Management are focused on the following projects for 2022:

- **Membership Structures:** Under the guidance of a task force, Management is exploring an innovative way to organize its membership categories. The task force is testing a variety of options with input from focus groups and interviews. Management will continue its work in 2022 to research these options for future implementation.
- **Diversity, Equity and Inclusion:** Under the guidance of the DE&I task force, Management will continue to examine the development of resources such as research, best practice guidance, case studies and more. The organization will focus on enhancing DE&I initiatives in its leadership development and volunteer opportunity process.
- **Development of the ICE-CCP Certification:** With the results of the beta exam from 2021, I.C.E. will continue to develop the certification program under the direction of the newly-established Certification Services Council. The intent of the council is to grow this program in the years to come by marketing the certification to the association marketplace. The council will also establish regular testing windows throughout the year. The I.C.E. education team will begin working on exam prep and recertification resources for certificants and candidates.
- **Future of Credentialing Project:** With the assistance of a consultant from the ASAE Foresight Works project, I.C.E. will do a deep dive on the driving forces of change that may impact credentialing into the future. The special task force assigned to this project will work with the consultant and interview leading edge thinkers in the credentialing and workforce development space to create a compelling report by the end of the year.
- **Research & Development:** Management plans to hold a second R&D Summit, which will follow the work of the 2018 Summit and provide guidance in updating the research agenda for 2022. The work of the R&D Committee is never-ending. Work continues on current projects and new planned projects for 2022 with a typical 3-5 reports released each year.

Did You Know?

As an organizational member, the number of individuals who can obtain member benefits with I.C.E. is unlimited! All employees can create an individual member profile, receive member rates on educational programming and email updates, and network with the community.

Contact I.C.E. Headquarters, or have your I.C.E. primary contact visit your organizational profile on www.credentialingexcellence.org to add individuals from your organization.

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Accreditation

Services



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I.C.E. thanks the 2021 volunteer National Commission for Certifying Agencies (NCCA) and Assessment based Certificate Accreditation Council (ACAC) for their tireless efforts and commitment to the credentialing community.

Accreditation Services Council

The Council, formed in 2017, is tasked with addressing strategic issues related to accreditation, accreditation processes, growth potential, customer service, marketing advice and policy improvement recommendations related to I.C.E. Accreditation Services Components. In 2022, the Council will focus on different ways to meet the growing and changing needs of members and stakeholder groups through existing and potential new channels. The Council will continue to guide conversations around growth opportunities, branding, and Standards revision.

National Commission for Certifying Agencies (NCCA)

- » **Live Remote Proctoring:** During the 2020 I.C.E. Virtual Exchange, the National Commission for Certifying Agencies (NCCA) provided an update on the outcome of its limited assessment of Live Remote Proctoring (LRP) and determined that it is possible to meet the NCCA Standards when using Live Remote Proctoring provided implementation is thoughtfully executed.

The Commission produced a [Considerations Document](#) for programs to use when weighing the benefits and risks in offering LRP. In February 2021, the NCCA released the full [Report on the NCCA Assessment of Live Remote Proctoring](#).

- » **Standards Revision and Implementation:** The NCCA Standards for the Accreditation of Certification Programs has undergone a review and revision process, which started

in September 2019 and concluded in October 2021. The revision process included opportunities for input in three public comment periods and participation on the Technical Advisory Group (TAG) and the Main Committee (consensus body).

With the work of the Main Committee for Standards Revision winding down, the next step is implementation. Management and the NCCA are establishing an implementation timeline for 2022. The revised Standards were approved on October 14, 2021 and will be implemented beginning within the January 31, 2023 application deadline.

ISO/IEC 17024 Program

I.C.E.'s continued partnership with the International Accreditation Services (IAS) offers NCCA accredited programs and applicants the ability to extend their accreditation to include ISO/IEC 17024. I.C.E. is working with new leadership at IAS to enhance the efficiencies offered to organizations that participate in this dual accreditation program.

Assessment-based Certificate Accreditation Program (ACAP)

The ACAP program allows certificate programs to be accredited to the ICE 1100: 2019 - Standard for Assessment-Based Certificate Programs. The Assessment-based Certificate Accreditation Council (ACAC) released a guidance document to help organizations better comprehend the standards and how to prepare for an accreditation application. They also authored a white paper on the Five Most Frequent Problem Areas in ACAP accreditation applications, which will be available in by end of year 2021, as well as a Credentialing Insights article on [Needs Analysis for Assessment-based Certificate Programs](#).

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2021 NCCA Highlights

Stats: through September 1, 2020 – August 31, 2021



19

New applications reviewed



36

Renewal applications reviewed



8

Newly accredited programs



305

Total accredited programs



27

Industry Sectors Represented

ACAP Highlight



11 Total accredited programs

Dual Accreditation Highlights



6 organizations with a total of **15** programs

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2020

Financial Report



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Statement of Activities and Changes in Net Assets based on the annual audit performed by Jones, Maresca, & McQuade, P.A. and overseen by the Board of Directors and I.C.E. Finance Committee

	2020 (Actual)	2019 (Actual)
REVENUE		
Membership Dues	\$551,563	\$520,045
Accreditation Services	\$840,553	\$861,494
Annual Conference	\$440,695	\$816,347
Education Events	\$233,855	\$267,349
Publications	\$40,746	\$66,250
Investment Income	\$150,528	\$162,872
Research Sponsorship	\$55,500	\$57,325
Total Revenue	\$2,313,440	\$2,760,682
EXPENSES		
Administrative	\$723,318	\$715,259
Accreditation Services	\$702,318	\$719,894
Annual Conference	\$388,512	\$774,342
Education Events	\$218,039	\$196,354
Publications	\$14,668	\$41,720
Marketing/Communications	\$80,199	\$92,756
Research Study	\$2,525	\$24,038
Total Expenses	\$2,129,579	\$2,564,363
Change in Net Assets	\$183,861	\$196,319
Net Assets at Beginning of Year	\$1,570,461	\$1,374,142
Net Assets at End of Year	\$1,754,322	\$1,570,461

Based on
2020 and 2019
Audited Financial
Statements.

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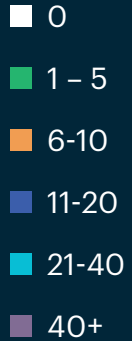
2021

Membership

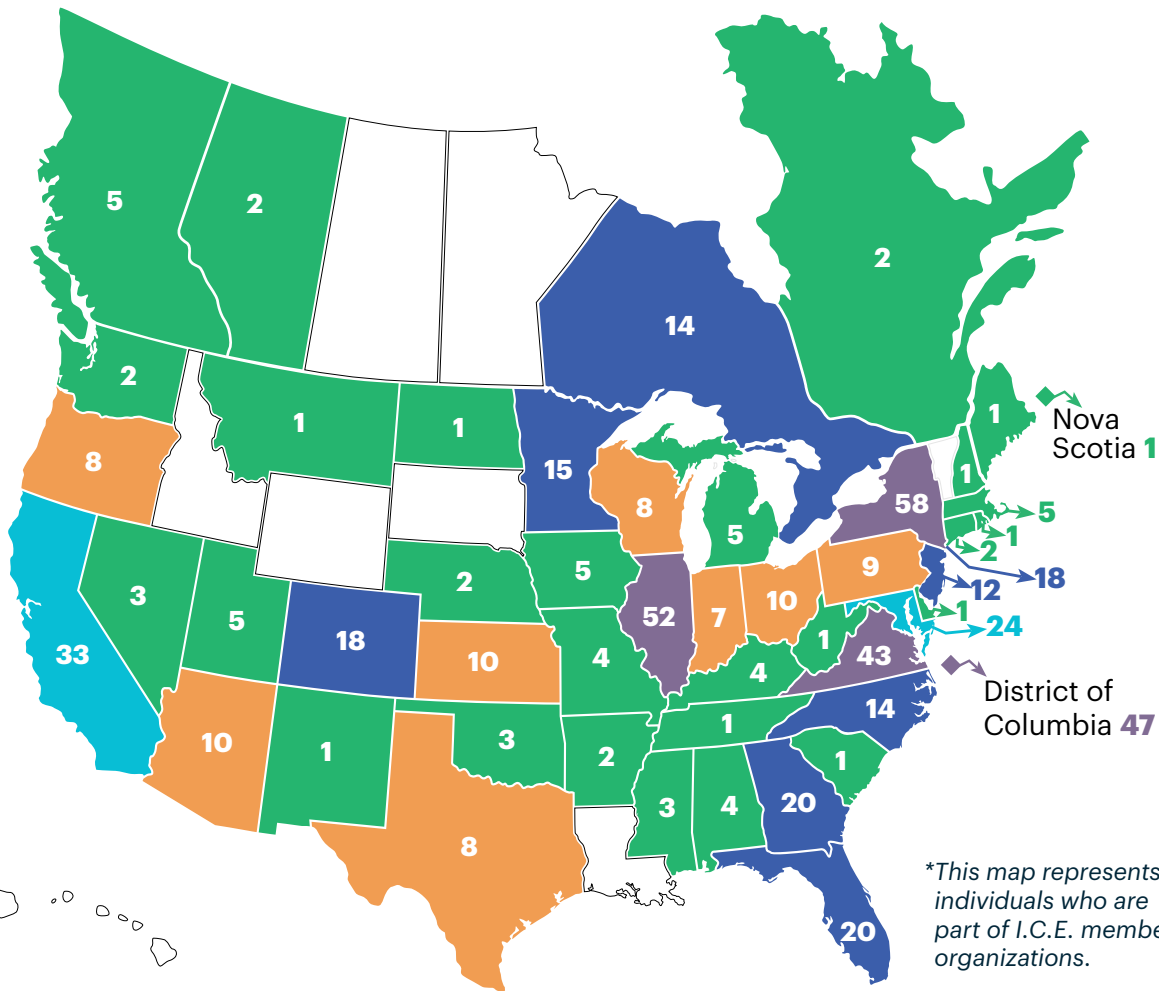
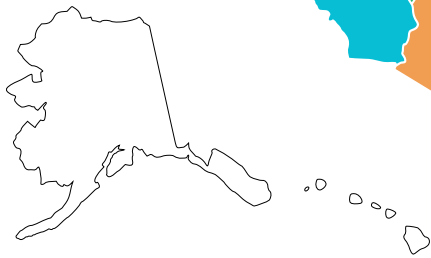


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of Members



Australia 1



*This map represents individuals who are part of I.C.E. member organizations.

2021 Membership Stats (as of 9.1.21)

8
Individual members

38
Sustaining/Affiliate members
29 (sustaining) 9 (affiliate)

249
Organizational members
(credentialing bodies)

136
Accredited organizational members

Total Overall= 431

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2020

I.C.E. Leadership



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2021 Board of Directors

Chair

Todd Philbrick, CAE

American Speech-Language-Hearing Association

Vice Chair

Sara Blair Lake, JD, CAE

International Board of Lactation Consultant Examiners

Secretary-Treasurer and Public Member

Catherine Dower, JD

NCCA Representative

Joy Matthews-Lopez, PhD

JML Measurement and Testing Services, LLC

Sustaining Member Representative

Bill West

Examity

Director

Grady Colson Barnhill, MS

National Commission on Certification of Physician Assistants

Director

Terri Hinkley, EdD, MBA, BSN, RN, CAE

Medical-Surgical Nursing Certification Board

Director

Karen Plaus, PhD, CRNA, FAAN, CAE

Director

Lisa Sallstrom, CAE, PMP

Association for Supply Chain Management, ASCM

Ex Officio Member

Denise Roosendaal, CAE

Institute for Credentialing Excellence

2021 Assessment-based Certificate Accreditation Council (ACAC)

Chair

Instructional Design Reviewer

Bobbi Losee Vernon

Global Skills Exchange Corporation

Instructional Design Reviewer

Julie Patrick

JP Learning Associates

Instructional Design Reviewer

Mimi Banta

Psychometric Reviewer

Jeff Kelley, PhD

Alpine Testing Solutions, Inc.

Psychometric Reviewer

Shelly Segre McDowell-Porter, PhD

Global Skills Exchange Corporation

Psychometric Reviewer

Fae Mellichamp

Behavior Analyst Certification Board

Administrative Reviewer

Heather Rich, MPA

American Association of Cardiovascular and Pulmonary Rehabilitation

Administrative Reviewer

James Stobinski, PhD

Competency and Credentialing Institute

Administrative Reviewer

Jenna Ayala

American Board of Multiple Specialties in Podiatry

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2021 NCCA Commission

Chair

Joy Lynn Matthews-Lopez, PhD
JML Measurement and Testing Services, LLC

Vice Chair

Lindsey Durham, CPA
National Registry of Emergency Medical Technicians

Administrative Commissioner

Katherine Church, RDN
Certifying Board for Dietary Managers

Administrative Commissioner

Natalya Mytareva
Certification Commission for Healthcare Interpreters

Administrative Commissioner

Ben D. Price
National Board of Surgical Technology and Surgical Assisting

Administrative Commissioner

Diane O. Tyler, PhD, FNP
American Academy of Nurse Practitioners Certification Board

Administrative Commissioner

Gabriela Agraz Welch, MPA, CAE
Association for Supply Chain Management

Psychometric Commissioner

Kevin M. Bradley, PhD
Human Resources Research Organization

Psychometric Commissioner

Sarah Carroll, PhD
National Board for Certification in Occupational Therapy, Inc.

Psychometric Commissioner

Johnna Gueorguieva, PhD, CAE
Dental Assisting National Board

Psychometric Commissioner

John Wickett, PhD
Wickett Measurement Systems Inc.

Public Member

Nancy Ahluwalia

Public Member

Michele M. Warholic, Esq., CAE

2021 Accreditation Services Council

Chair

Chad Buckendahl, PhD
ACS Ventures, LLC

Vice Chair

James Stobinski, PhD
Competency and Credentialing Institute

Accredited Program Representative

Jerry Reid, PhD, CAE
American Registry of Radiologic Technologists

Accredited Program Representative

Ibidun (Ibi) Layi-Ojo
CFP Board

Accredited Program Representative

Donald A. Balasa, JD, MBA
American Association of Medical Assistants

Component Representative

Linda Lysoby, MS, MCHES, CAE
National Commission for Health Education Credentialing

Component Representative

Katherine Church, RDN
Certifying Board for Dietary Managers

I.C.E Board Representative

Grady Barnhill, MEd
National Commission on Certification of Physician Assistants

Stakeholder Representative

Isabelle Gonthier, PhD
PSI Services

Public Member

Mark Bertler, CAE

Thank you to all of our Committee Members!

[View All Committee Members Here](#)

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Headquarters

Staff



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Headquarters Staff

Executive Director

Denise Roosendaal, CAE

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Linda Anguish, SPHR

Director of Accreditation Services

Katie Scott, CAE

Association Manager

Tara Mohammed

Accreditation Manager

Doug Weinbaum

Senior Coordinator

Bethany Brewer

Operations Senior Associate

Devante Newsome

Operations Associate

Marketing and Creative Services

Kevin Hurley

Director

Jayne Kramer

Senior Coordinator

Madeleine Sheifer

Associate

Phillip Montwill

Senior Graphic Designer

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Ryan Leach

Manager

Event Services

Corie Sunder

Senior Coordinator

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Senior Associate

Jessica Dailey

Associate

Editorial

Kristin Frankiewicz

Manager

Monica Roselli

Senior Associate

Information Technology Services

Peter Smithson

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**Institute for
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