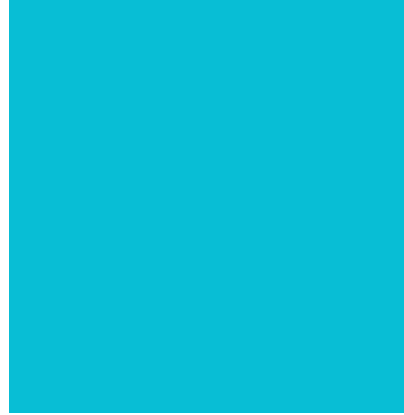




**Institute for  
Credentialing Excellence**

*Community. Competence. Credibility.*



**I.C.E. Annual Report**

2021-  
2022

*Promoting best practices for  
the credentialing community.*



# Contents



## Dear I.C.E. Members,

Each year I report with great pride the achievements of the Institute for Credentialing Excellence (I.C.E.). 2022 has been especially gratifying. After many years of envisioning and planning, we are finally seeing a number of programs come to fruition. I hope you have benefited from these programs and recognize the hard work and determination that made them possible.

As priorities shifted for organizations and individuals in “almost” post-pandemic times, the I.C.E. Board of Directors charted a bold course for the future and we are now reaping the rewards of staying the course on projects 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.

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“There are many things to celebrate in 2022 including the incredible fortitude and resilience of our membership and staff.”

Let me begin with a hearty THANK YOU to all who have contributed their time and energy as an I.C.E volunteer. Our community is strengthened by the steadfast dedication of more than 200 individuals who serve on a committee, board, council or special task force.

The I.C.E. community is strong with 415 organizations, representing over 2,400 individuals. I.C.E.'s strength has always been in our colleagues' willingness to share their expertise and help others in the field. Your collective knowledge serves as a great resource for growing organizations and supporting professional growth. We are so thankful for our members and the people we serve each day.

Sincerely,



**B. Denise Roosendaal**, FASAE, CAE, Executive Director

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2022

# Accomplishments



# Contents

**Online Community:** I.C.E. launched a new, members' only [online community](#). The online community serves as an open forum for members to connect with their peers on program practices, requests for resources and networking. A special thank you to the 13 microvolunteers who reviewed the online community and provided invaluable feedback before the launch.

**Certification Program for the Credentialing Professional (ICE-CCP):** The I.C.E. Certified Credentialing Professional (ICE-CCP) allows credentialing professionals to demonstrate their knowledge, skills and abilities in governance, program operations and assessment development and validation. After a strong beta test in the fourth quarter of 2021, the ICE-CCP held its first regular testing window in June 2022 with a solid response from the community. A total of 171 individuals have been awarded the ICE-CCP since the beta exam in October 2021, and 209 applications were submitted for the first two administrations. The second testing window will occur in November 2022. I.C.E. expects to hold two regular testing windows annually, in the spring and fall. The I.C.E. Certification Services Council, made up of 11 experienced members of the credentialing community, meets monthly to work with I.C.E. staff to review and refine the program.

» **ICE-CCP Certification Prep Materials:** I.C.E. developed a pre-conference workshop and a self-study guide to support individuals interested in pursuing their ICE-CCP. I.C.E. is grateful for the support and expertise from subject matter experts who contributed to the development and delivery of all resources.

**Professional Certification Coalition (PCC):** The PCC continued its work into 2022 as the proliferation of state legislative threats to certification and licensure continued. The 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 printing of this publication, 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 session saw 140 bills in 40+ states that impact certification. The coalition is also monitoring various federal legislation that impacts certification and the workforce.

Visit the [I.C.E. website](#) to learn more about the coalition's accomplishments.

**Credentialing Insights:** [Credentialing Insights: An I.C.E. Podcast](#), which launched at the end of 2021, continues to connect the community to compelling and innovative content. The podcast feature conversations regarding top-of-mind topics, such as the future of credentialing, the role of the psychometrician, the Credentialing-As-You-Go movement, the latest in DE&I efforts and more. Six episodes have been released since launch, with two additional episodes anticipated to release before the end of the year.

**Professional Development:** I.C.E. continues to offer education to meet our member's needs:

» **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. This year, the course saw 185 participants. After 15 enrollment periods, the program has attracted more than 1,300 credentialing professionals.

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- » **Leadership Development Program:** I.C.E. hosted its first cohort of the Leadership Development Program in 2022. I.C.E. selected 12 future leaders in the credentialing community to discuss leadership concepts, expand their network and prepare for leadership in the credentialing community. Created under the leadership of Nick Soto, this yearlong program promises to grow our future leaders. This inaugural cohort of leaders will complete the program at the I.C.E. Exchange. Registration for the 2022-2023 cohort will open in October. [Learn more.](#)
- » **Webinars, Town Halls, and Member Conversations:** This year I.C.E. hosted webinars on topics such as Diversity and Inclusion in Board and Volunteer Recruitment, Pivoting through Unprecedented Times, Test Security Plans, and Value of Credentials. I.C.E. also hosted town halls on the NCCA Standards update and microcredentialing. Finally, I.C.E. introduced I.C.E. office hours to provide the credentialing community an opportunity to connect with I.C.E. staff.
- » **Workshops:** I.C.E. launched three new workshops plus the update of the NCCA Standards workshop to align with the revised 2021 Standards. I.C.E. hosted three workshops on accreditation to the NCCA Standards in March, May, and September; one workshop on the ISO/IEC 17024 Standards; one International Workshop; and two Psychometrics and Test Development Workshops in partnership with Meazure Learning.
- » **2022 Exchange:** I.C.E. is hosting the 2022 Exchange in Savannah, Georgia. This year's I.C.E. Exchange will bring together all perspectives from our diverse world of credentialing. The Exchange will live stream 15 concurrent sessions and 3 general sessions to allow broader participation from the credentialing community.

**Research & Development Projects:** I.C.E. released, or will soon release, several reports including:

- » **Recognition of Credentialing Programs in U.S. Licensure & Regulatory Requirements:** (*Released: Q2 2022*) Developed in coordination between the I.C.E. Government Affairs Committee and the Research & Development (R&D) Committee, this research report provides data on the ways credentialing programs inform licensure activities including the types of licensure activities that benefit from private credentialing.
- » **Forensic Data Analysis:** (*Released: Q2 2022*): This research project provides an overview of forensic data analysis, the methods available to investigate different forms of examinee misconduct and current program practices.
- » **Future of Credentialing:** (*Expected Release: Q4 2022*) I.C.E. worked with consulting firm, Foresight Alliance, to conduct a foresight-based environmental scan and exploration of the future of credentialing with the goal of determining key change drivers. While it is not possible to predict the future, we know it is possible to observe the forces of change, explore a range of possible futures, and understand the implications and consequences of change in order to make decisions that are more informed.
- » **Eligibility Criteria:** (*Expected Release: Q4 2022*) This I.C.E. R&D project will identify common criteria and rationales for eligibility criteria for certifications in different industries/professions; identify and describe common procedures organizations follow for establishing, reviewing, and updating eligibility criteria; and identify best practices for establishing, reviewing, and updating eligibility criteria.
- » **Job Analysis:** (*Expected Release: Q4 2022*) This study will survey current practices of the credentialing field regarding frequency, format and operational considerations, as well as targeted and open-ended questions about new approaches being explored.

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- » **Subject Matter Expert Practices in Credentialing:** (*Expected Release: Q4 2022*) This project will support the selection of subject matter experts (SMEs) through common criteria, policies and procedures, best practices for selecting SMEs, common methods for training and tips for working with SMEs.
- » **Live Remote Proctoring:** (*Expected Release: Q4 2022*) This report will review considerations for test security, candidate experience, the type of exam and system requirements when exploring live remote proctoring.
- » **Passing Rates:** (*Expected Release: Q4 2022*) The purpose of this project is to evaluate and report out on the changes in pass rates for accredited credentialing programs from 2019 to 2021.

**Other I.C.E. Programs:** I.C.E.'s committees and task forces develop an abundance of individual projects throughout the year. Here are just a few released in 2022:

- » **DE&I Coffee Chats:** The DE&I Task Force developed a safe space for conversations where members can come together on any topic related to DE&I. Two have been held thus far in 2022 with an additional one planned for the end of the year. The healthy attendance and engaged conversation indicates that this is a popular program that addresses a specific need of members.
- » **International Credentialing Toolkit:** This toolkit provides credentialing professionals with access to resources and best practices related to expanding a certification program internationally. The toolkit includes testimonials industry experts about their organizations' experiences and how to best prepare for an international transition.
- » **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 and interested parties of the I.C.E. community, a redesigned and continuously updated [Public Member Resource page](#), and a Public Member identifier for an individual's I.C.E. profile to populate in the new Public Member Directory. I.C.E. also launched a new feature in the Career Center to allow for cost-free postings of public member positions for any I.C.E. member organization.



# Contents

Accreditation

# Services





# Contents



I.C.E. thanks the 2022 volunteer Accreditation Services Council (ASC), 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 (ASC):**

The Council, formed in 2017, addresses 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 completed its second evaluation of the components to present to the Board for its consideration and is working to support implementation of the recommendations it contained.

### **National Commission for Certifying Agencies (NCCA):**

The August 31, 2022 NCCA application deadline was the last submission deadline under the 2014 Standards. The 2021 NCCA Standards go into effect for the January 2023 deadline. The NCCA will host a concurrent session at the I.C.E. Exchange focused on differences between the application requirements for the two sets of Standards. Additionally, the NCCA webinar hosted in September was a replication of their session from the 2021 Exchange on creating a Test Security Plan, which will help programs comply with the new Standards.

The NCCA also distributed two guidance documents; one concerning breaks for programs utilizing Live Remote proctoring, and the second providing clarification around what is considered a Material Change that should be reported to the Commission in advance (a Notice of Material Change, as referenced in the NCCA Standards).

I.C.E. staff hosted three virtual NCCA Workshops. The first two workshops focused on the 2014 Standards that were still in implementation in 2022, with overviews of the revisions made in the 2021 Standards. The third workshop focused on the 2021 NCCA

Standards, and had an add-on option for organizations to learn more about the ISO/IEC 17024 Standards and the dual accreditation program.

I.C.E. also released videos explaining the NCCA Accreditation application process and commonly asked questions. The videos are available on the I.C.E. website and promoted to potential applicants, Sustaining Members to share with their customers and new I.C.E. members.

### **ISO/IEC 17024 Program:**

I.C.E.'s continued partnership with the International Accreditation Service (IAS) offers NCCA accredited programs and applicants the ability to extend their accreditation to include ISO/IEC 17024. Several NCCA accredited programs are engaged in the assessment process in 2022. I.C.E. staff is actively working alongside IAS to enhance efficiencies in the dual accreditation process. Efforts include a more streamlined use of the online accreditation platform as well as more collaboration between NCCA and IAS assessors during the accreditation review and audit process.

In the fall, I.C.E. and IAS hosted the NCCA and ISO/IEC 17024 Standards Workshop, their first joint workshop since 2019. The workshop was a two-part virtual seminar, the first part focused on the revised 2021 NCCA Standards and the second identifying the ISO/IEC 17024 Standards that overlap and differ from the NCCA Standards.

### **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) recorded a podcast episode for the Credentialing Insights Podcast, discussing the *Five Most Frequent Problem Areas with ACAP Applications* white paper that they authored in late 2021. The ACAP program had a record number of applications submitted in 2022.

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## 2022 NCCA Highlights

Stats: through September 1, 2021 – August 31, 2022



**19**

New applications reviewed



**36**

Renewal applications reviewed



**8**

Newly accredited programs



**302**

Total accredited programs



**27**

Industry Sectors Represented

## ACAP Highlights



**11**

Total accredited programs

## Dual Accreditation Highlights



**5**

Organizations with a total of **13** programs

# Contents

Moving Into

# 2023



# Contents



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 focusing on the following projects for 2023.

**Membership Structures:** Under the guidance of a task force, Management created an innovative way to organize its membership categories. Management is now testing a variety of options on pricing and construction internally in order to access viability. Management will continue its work in 2023 to research these options for future implementation.

**Future of Credentialing Project:** Based on the 2022 report findings, I.C.E. is planning a variety of resources to help you have important conversations with your leadership and creating a culture of foresight related to where the credentialing community is headed.

**Professional Development:** I.C.E. will deliver ICE-CCP Prep materials, including a workshop, a practice test, and a self-study guide. I.C.E. will align professional development to the ICE-CCP domains, and develop systems to streamline the reporting of I.C.E. education for ICE-CCP reaccreditation. In partnership with Meazure Learning, I.C.E. is also adding an advanced Psychometrics and Test Development workshop.

**Research & Development:** Work continues on current projects to be released for 2023. I.C.E. will also take a strategic look at all of its research to evaluate the most effective delivery options, topics, and leverage in the marketplace.

» **Test Disruption:** (Expected Release: Q1 2023) The purpose of this project is to examine the role of test disruption on the validity and interpretation of credentialing assessment results.

**ICE-CCP:** Two exam administration windows are planned for 2023 in the spring and fall.

**Value of Accreditation:** I.C.E. will be examining tools and building resources to better articulate the value of accreditation of all related accreditation services.

**Content Strategy:** I.C.E. will align our content strategy with all current programming to streamline development and provide multiple outlets of content.

## 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](http://www.credentialingexcellence.org) to add individuals from your organization.

# Contents

2021

# Financial Report



# Contents

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

|  | 2021 (Actual)      | 2020 (Actual)      |
|--|--------------------|--------------------|
| <b>REVENUE</b>                         |                    |                    |
| Membership Dues                        | \$505,553          | \$551,563          |
| Accreditation Services                 | \$848,186          | \$840,553          |
| Annual Conference                      | \$568,961          | \$440,695          |
| Education Events                       | \$268,472          | \$233,855          |
| Certification                          | \$24,000           |                    |
| Publications                           | \$23,281           | \$40,746           |
| Investment Income                      | \$119,979          | \$150,528          |
| Research Sponsorship                   | \$58,400           | \$55,500           |
| <b>Total Revenue</b>                   | <b>\$2,416,832</b> | <b>\$2,313,440</b> |
| <b>EXPENSES</b>                        |                    |                    |
| Administrative                         | \$725,591          | \$723,318          |
| Accreditation Services                 | \$603,653          | \$702,318          |
| Annual Conference                      | \$701,018          | \$388,512          |
| Education Events                       | \$224,691          | \$218,039          |
| Certification                          | \$123,209          |                    |
| Publications                           | \$13,430           | \$14,668           |
| Marketing/Communications               | \$105,503          | \$80,199           |
| Research Study                         | \$11,425           | \$2,525            |
| <b>Total Expenses</b>                  | <b>\$2,508,520</b> | <b>\$2,129,579</b> |
| <b>Change in Net Assets</b>            | <b>(\$91,688)</b>  | <b>\$183,861</b>   |
| <b>Net Assets at Beginning of Year</b> | <b>\$1,754,322</b> | <b>\$1,570,461</b> |
| <b>Net Assets at End of Year</b>       | <b>\$1,662,634</b> | <b>\$1,754,322</b> |

Based on 2020 and December 31, 2021 Audited Financial Statements

# Contents

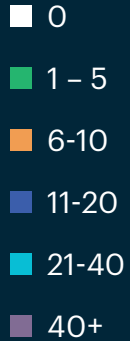
2022

# Membership

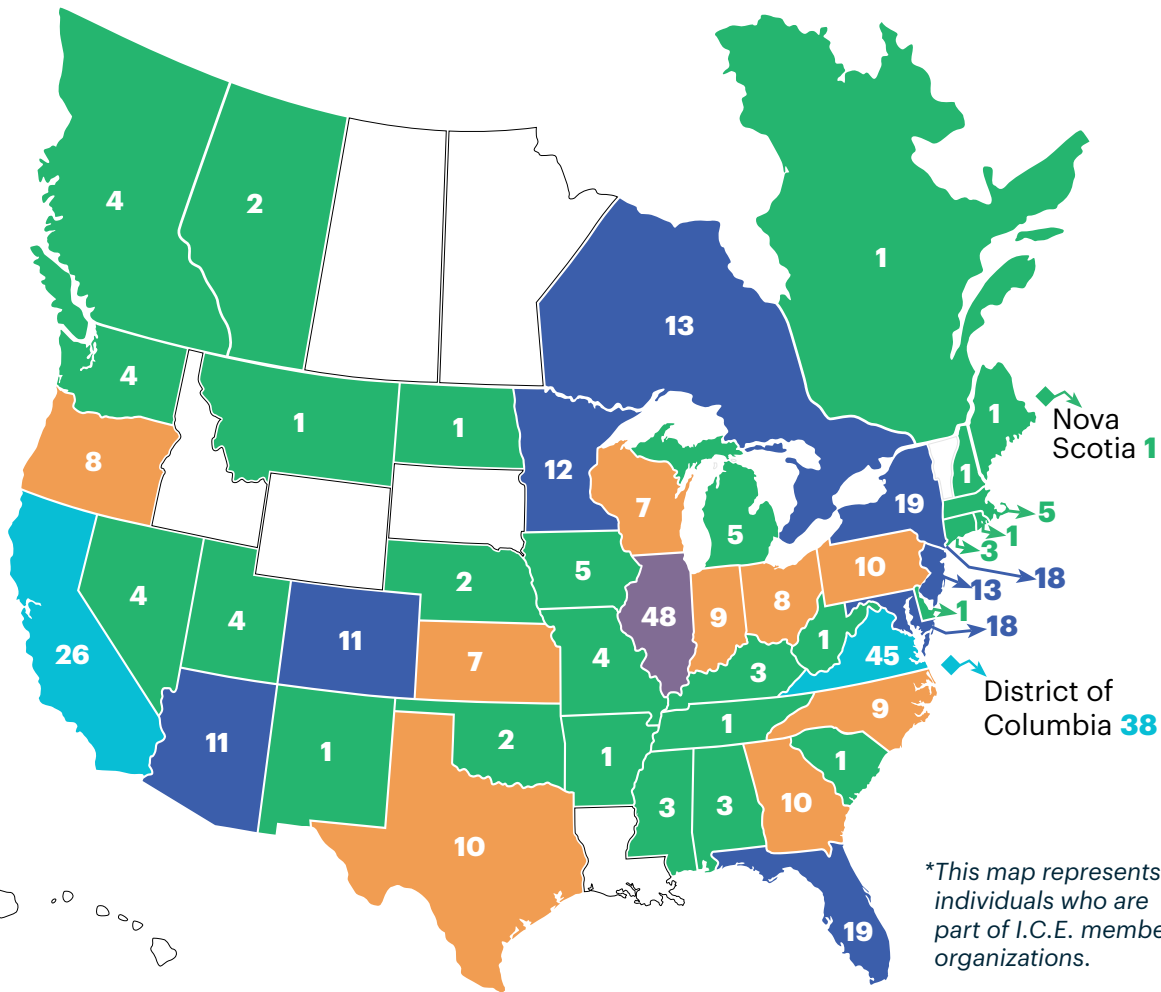


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## # of Members



Australia 1  
 Germany 1  
 India 1  
 United Kingdom 1



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

## 2022 Membership Stats (as of 8.15.22)

**8**  
Individual members

**34**  
Sustaining/Affiliate members  
28 (sustaining) 6 (affiliate)

**241**  
Organizational members  
(credentialing bodies)

**132**  
Accredited organizational members

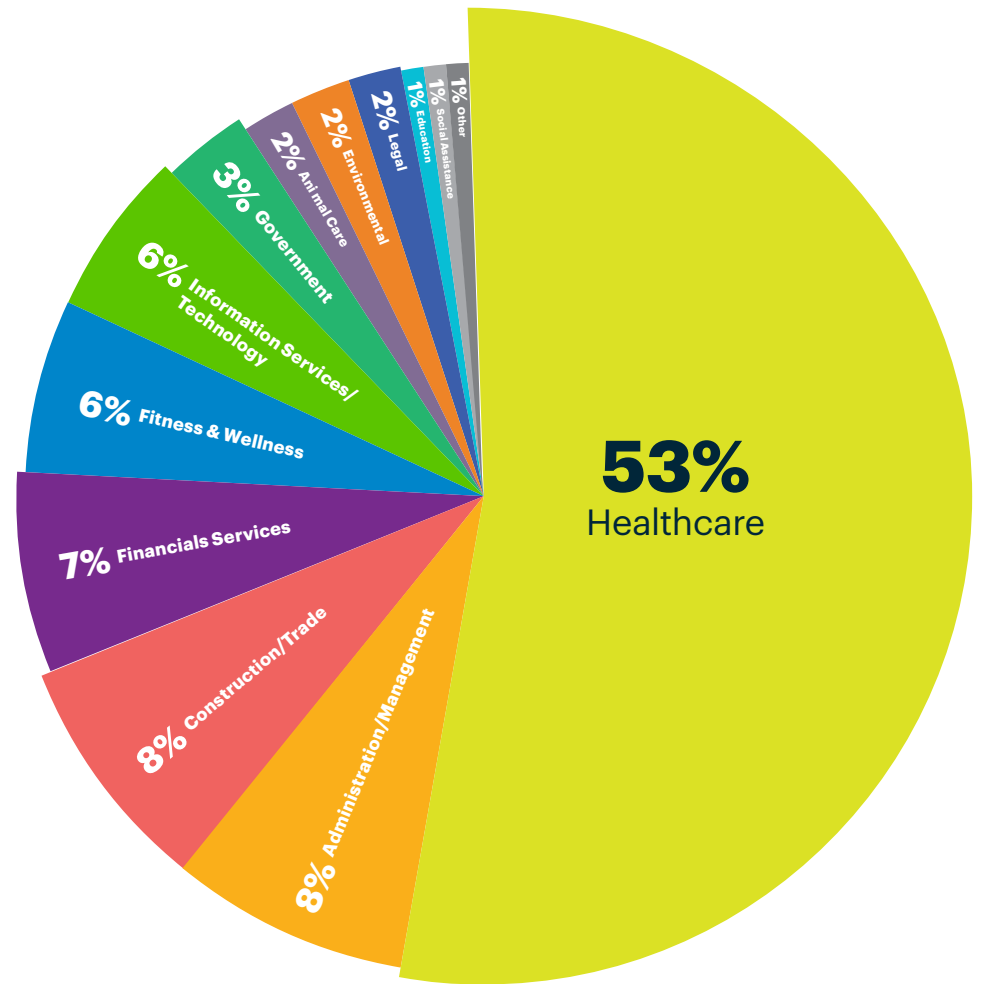
**Total Overall = 415**



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I.C.E. members represent diverse industries and professional fields.

| Type of Industry                | % of Members |
|---------------------------------|--------------|
| Administration/Management       | 8%           |
| Animal Care                     | 2%           |
| Construction/Trade              | 8%           |
| Education                       | 1%           |
| Environmental                   | 2%           |
| Financials Services             | 7%           |
| Fitness & Wellness              | 6%           |
| Healthcare                      | 53%          |
| Government                      | 3%           |
| Legal                           | 2%           |
| Information Services/Technology | 6%           |
| Social Assistance               | 1%           |
| Other                           | 1%           |



# Contents

2022

# I.C.E. Leadership



# Contents

## 2022 Board of Directors

### Chair

**Todd Philbrick, CAE, ICE-CCP**

*American Speech-Language-Hearing Association*

### Vice Chair

**Karen Plaus, PhD, CRNA, FAAN, CAE**

### Secretary-Treasurer and Public Member

**Catherine Dower, JD**

### NCCA Representative

**Joy Matthews-López, PhD**

*JML Measurement and Testing Services, LLC*

### Sustaining Member Representative

**Bill West, MBA**

*Cornerstone Strategies*

### Director

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

*Medical-Surgical Nursing Certification Board*

### Director

**Sara Blair Lake, JD, CAE**

*International Board of Lactation Consultant Examiners*

### Director

**Marya Ryan, CAE, PMP, ICE-CCP**

*Board of Certified Safety Professionals*

### Director

**Sheri Sesay-Tuffour, PhD, CAE**

*Pediatric Nursing Certification Board*

### Ex Officio Member

**Denise Roosendaal, FASAE, CAE**

*Institute for Credentialing Excellence*

## 2022 Assessment-based Certificate Accreditation Council (ACAC)

### Chair

#### Instructional Design Reviewer

**Bobbi Losee Vernon, ICE-CCP**

*Global Skills X-Change*

#### Instructional Design Reviewer

**Mimi Banta**

*Learning & Development Consultant*

#### Instructional Design Reviewer

**Julie Patrick**

*JP Learning Associates*

#### Psychometric Reviewer

**Jeff Kelley, PhD, ICE-CCP**

*Alpine Testing Solutions, Inc.*

#### Psychometric Reviewer

**Shelly Segre McDowell-Porter, PhD**

*Human Resources Research Organization (HumRRO)*

#### Psychometric Reviewer

**Fae Mellichamp**

*Psychometric Consultant*

#### Administrative Reviewer

**Heather Rich, MPA, ICE-CCP**

*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*

# Contents

## 2022 NCCA Commission

### Chair

**Joy Mathews-López, PhD**  
*JML Measurement and Testing Services, LLC*

### Vice Chair

**Nancy Ahluwalia, Public Member**

### Administrative Commissioner

**Katherine Church, RDN**  
*Certifying Board for Dietary Managers*

### Administrative Commissioner

**Lindsey Durham, CPA, ICE-CCP**  
*National Registry of Emergency  
Medical Technicians*

### Administrative Commissioner

**Natalya Mytareva, ICE-CCP**  
*Certification Commission for  
Healthcare Interpreters*

### Administrative Commissioner

**Ben D. Price, ICE-CCP**  
*National Board of Surgical  
Technology and Surgical Assisting*

### Administrative Commissioner

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

### Psychometric Commissioner

**Kevin M. Bradley, PhD, ICE-CCP**  
*Human Resources Research Organization*

### Psychometric Commissioner

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

### Psychometric Commissioner

**Johnna Gueorguieva, PhD, CAE, ICE-CCP**  
*Dental Assisting National Board*

### Psychometric Commissioner

**John Wickett, PhD**  
*Wickett Measurement Systems Inc.*

### Public Member

**Michele M. Warholic, Esq., CAE**

## 2022 Accreditation Services Council

### Chair

#### Stakeholder Representative

**Isabelle Gonthier, PhD, ICE-CCP**  
*PSI Services*

### Vice Chair

#### Accredited Program Representative

**Ibidun (Ibi) Layi-Ojo, ICE-CCP**  
*CFP Board*

#### Accredited Program Representative

**Xiaohui (Dawn) Zhao, PhD**  
*Pharmacy Technician Certification Board*

#### Accredited Program Representative

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

### ISO 17024 Representative

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

### Component Representative

**Katherine Church, RDN**  
*Certifying Board for Dietary Managers*

### Component Representative

**James Stobinski, PhD**  
*Competency and Credentialing Institute*

### ICE Board Representative

**Sara Blair Lake, JD, CAE**  
*International Board of Lactation  
Consultant Examiners*

### Stakeholder Representative

**Chad Buckendahl, PhD, ICE-CCP**  
*ACS Ventures, LLC*

### Public Member

**Mark Bertler, CAE**

# Contents

## 2022 Certification Services Council

### Chair

**William Ellis, RPh, MS, ICE-CCP**  
*Board of Pharmacy Specialties*

### Vice Chair

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

### Public Member

**James Ponto, MA, RPh**  
*University of Iowa (retired)*

**Gemma Beierback, CAE**  
*Canadian Chiropractic Examining Board*

**Carl Bowman**  
*CompTIA*

**Jeanne Guernsey, MA**  
*National Board of Medical Examiners*

**Terri Hinkley, EdD, MBA, BSN, RN, CAE**  
*Medical-Surgical Nursing Certification Board*

**Liberty Munson, PhD**  
*Microsoft Corporation*

**Michelle Porter, CAE, CGi**

**Gayle Rosnick, ICE-CCP**  
*ASIS International*

**Nicholas Soto, CAE**  
*Construction Management  
Association of America*



**Thank you to all of  
our Committee Members!**

[View All Committee Members Here](#)

# Contents

Headquarters

# Staff



# Contents

## Headquarters Staff

### Executive Director

**B. Denise Roosendaal, FASAE, CAE**

### Operations and Membership

**Linda Anguish, SPHR**

*Director, Accreditation Services*

**Katie Scott, CAE**

*Senior Manager, Membership and Education Services*

**Tara Mohammed, CAE**

*Manager, Accreditation Services*

**Doug Weinbaum**

*Manager, Certification & Special Projects*

**Devante Newsome**

*Senior Associate, Membership and Operations*

**Grace Calloway**

*Associate, Membership and Operations*

### Marketing and Creative Services

**Kevin Hurley**

*Director*

**Jayne Kramer**

*Manager*

**Lauren Hamlin**

*Associate*

**Phillip Montwill**

*Senior Graphic Designer*

### Sales Services

**Everett Lightle**

*Senior Coordinator*

### Event Services

**Corie Sunder, CMP**

*Manager*

**Angie Avendaño**

*Coordinator*

**Jessica Dailey**

*Senior Associate*

**Gioia Guevara**

*Associate*

### Editorial and Content Services

**Kristin Frankiewicz**

*Manager*

**Monica Roselli**

*Coordinator*

### Information Technology Services

**Peter Smithson**

*Manager*





**Institute for  
Credentialing Excellence**

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