



**Institute for
Credentialing Excellence**

Community. Competence. Credibility.

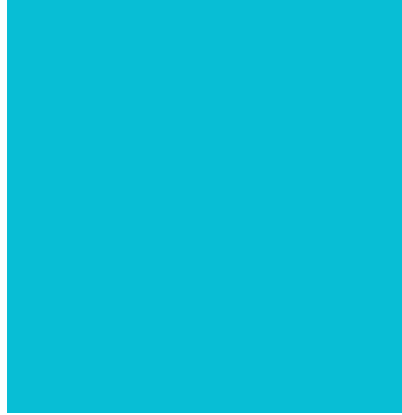
I.C.E. Annual Report

2022- 2023

*Promoting best practices for
the credentialing community.*

Publication current as of October 2023

credentialingexcellence.org



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“We are so thankful for our members and the people we serve every day. We do what we do for our members and the credentialing community.”

Each year I report with great pride the achievements of the Institute for Credentialing Excellence (I.C.E.). It is gratifying to see so many programs that we have envisioned over the years finally coming to fruition. I hope you too have noticed and benefited from the many programs that have recently been introduced.

There are many reasons to celebrate in 2023 including the engagement of I.C.E. members in important steps forward. Let me begin with a hearty THANK YOU to all who have contributed their time and energy to I.C.E. on a committee or other volunteer effort. Our I.C.E. community is strong with over 400 organizations, representing over 2,500 individuals. The expertise within I.C.E. is incredibly valuable. Sharing experience, knowledge and lessons learned with professional colleagues is the foundation of this community. Over 200 individuals volunteered for service this year on a committee, a board, a council or special task force.

Over the past few years, the I.C.E. Board of Directors has charted a bold course for the future, and we are enjoying the impact of that vision as we reach our goals. One high priority for I.C.E. is the Future of Credentialing project. This project will inspire I.C.E.'s initiatives for several years to come. Through the Future of Credentialing project, I.C.E. and our members will be better prepared for the future. We hope you enjoy this exploration of what's possible for the credentialing field. Thank you for your continued support throughout the year. We are so thankful for our members and the people we serve every day. We do what we do for our members and the credentialing community.

Sincerely,



B. Denise Roosendaal, FASAE, CAE, Executive Director

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2023

Highlights



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Future of Credentialing Project: I.C.E. launched the Future of Credentialing project based on a 12-month analysis of data points and related research. With the assistance of a consultant and an advisory group, the project was released in February and was accompanied by tools such as facilitator's guide, a sample PowerPoint presentation, and a workshop on "How to Think Like a Futurist." Three CEO discussions followed the release of the project to tackle each of the three drivers of change. This project serves as a conversation starter between executive staff and the volunteer leadership. With over 350 downloads of the paper, this work is contributing to important and perhaps difficult conversations.

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. I.C.E. hosts two regular testing windows annually, one in the spring and fall. The I.C.E. Certification Services Council is the governing body, made up of 12 experienced members of the credentialing community, who meet monthly to work with I.C.E. staff to review and refine the program.

- » **ICE-CCP Certification Prep Materials:** I.C.E. developed a virtual 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.
- » **ICE-CCP Certificants:** A total of 213 individuals have been awarded the ICE-CCP since the beta exam in October 2021. Congratulations to those who earned the ICE-CCP in 2022 and 2023! [Click here](#) for a full list of ICE-CCP credential-holders.

Professional Certification Coalition (PCC): The PCC continued its work into 2023 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 132 bills in 46 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.

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 169 participants. After 17 enrollment periods, the program has attracted more than 1,400 credentialing professionals.
- » **Leadership Development Program:** I.C.E. hosted its second cohort of the [Leadership Development Program](#) in 2023. I.C.E. selected **15 leaders** in the credentialing community to discuss leadership concepts, expand their network and prepare for new leadership roles and responsibilities. This year-long program promises to grow our future leaders. This second cohort will complete the program at the I.C.E. Exchange. Registration for the 2023-2024 cohort opened in October.
- » **Webinars and Member Conversations:** I.C.E. hosted webinars on topics such as Supporting Your Members in Crisis, Recruiting and Retaining Your Public Members, Increasing the ROI of Your Item Writing Process, and more. I.C.E. also hosted a town hall on The Future of Credentialing for member organizations in February and one focused on the thought leadership role of sustaining members in April.

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» **Workshops:** I.C.E. hosted multiple workshops this year:

- Two (2) ICE-CCP Prep Workshops
- One (1) International Workshop
- Three (3) workshops on accreditation to the revised 2021 NCCA Standards in March, May, and September
- Two (2) Psychometrics and Test Development Workshops in partnership with Meazure Learning

» **2023 I.C.E. Exchange:** The I.C.E. Exchange is an annual gathering for the credentialing community to exchange ideas on industry trends and best practices. I.C.E. is hosting the 2023 Exchange in Colorado Springs, Colorado.

Research & Development Projects: I.C.E.'s research reflects the current state of the credentialing community with new reports released each year. I.C.E. continues to provide research to help support and address the challenges faced by credentialing organizations and the programs they administer. In 2023, I.C.E. released, or will soon release, several reports on the following topics. Visit our website to [learn more](#).

- Current Practices and Recent Trends in Eligibility Criteria for Credentialing
- Job Analysis
- Live Remote Proctoring
- Pass Rates
- Subject Matter Expert Practices in Credentialing
- Test Disruption and Impacts on Validity

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 2023:

» **GA Coffee Chats:** The Government Affairs Committee is now offering frequent 1 hour coffee chat to discuss how credentialing bodies are incorporating government affairs activities into their work. Everything from how to recruit for a GA staff person to how to defend your program with external stakeholders is covered. Come join the conversation.

» **DE&I Coffee Chats:** The DE&I Task Force developed a safe space for members to come together and have conversations on any topic related to DE&I. Three were held in 2023. The healthy attendance and engaged conversation indicate 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 from 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. continued to offer quarterly networking calls open to all public members and interested parties of the I.C.E. community. The I.C.E. Public Member Committee had the honor of taking over management of the [Dr. Benjamin Shimberg Public Service Award](#). This award was created by the Citizen Advocacy Center, a networking and training organization for public members.

» **Defense of Certification Toolkit:** Under the direction of the Government Affairs Committee, I.C.E. released the Defense of Certification toolkit. The toolkit helps credentialing professionals demonstrate the value of certification including the exam, code of ethics, eligibility requirements, accreditation requirements, continued competency and renewal.

Online Community: In 2022, I.C.E. launched a 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. This active online community has seen over 140 questions posted, and 250 comments so far in 2023.

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Accreditation

Services



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I.C.E. thanks the 2023 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, 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 2023, the Council completed a refresh of the Value of Accreditation statements, fielded several surveys, and solicited testimonials and case studies from accredited programs.

National Commission for Certifying Agencies (NCCA):

The 2021 NCCA Standards were used first time during the January 31, 2023 testing window. The NCCA hosted a concurrent session at the I.C.E. Exchange focused on challenges that the Commission has observed implementing the new Standards.

I.C.E. staff hosted three virtual NCCA Accreditation Overview Workshops in 2023.

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. Several NCCA accredited programs are engaged in the assessment process in 2023. I.C.E. staff is actively working with IAS to enhance efficiencies in the dual accreditation process, including more streamlined use of the online accreditation platform and more collaboration between NCCA and IAS assessors during the accreditation review and audit process.

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) continued to receive a robust number of applications and accredited its first set of microcredential programs in 2022-2023.



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2023 NCCA Highlights

Stats: September 1, 2022 – August 31, 2023



21

New applications
reviewed



90

Renewal applications
reviewed



19

Newly accredited
programs



315

Total accredited
programs



27

Industry Sectors
Represented

ACAP Highlights



18

Total accredited
programs

Dual Accreditation Highlights



6

Organizations with a
total of **19** programs

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Looking Ahead to

2024



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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 focusing on the following projects for 2024.

Future of Credentialing Project: I.C.E. conducted a Future of Credentialing study to be a deliberate, evidence-based research initiative to assist credentialing organizations in environmental scanning and planning for change. In 2024, we are collecting key data from organizations across our membership to see how the trends illustrated in the 2023 report are prioritized for our member organizations. This data will guide our research priorities for the future and help our members understand their readiness for the future. [Learn More.](#)

ICE-CCP: Two exam administration windows are planned for 2024 in the spring and fall. I.C.E. will continue to 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 recertification. In addition, I.C.E. is developing an approved CE program list.

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

Research Rethink: Advancing the work done in 2023, I.C.E. will restructure its research initiative to enable a broader reach and more visually digestible releases of the information. This new structure may also enable greater funding resources through partnerships with other organizations.

Did You Know?

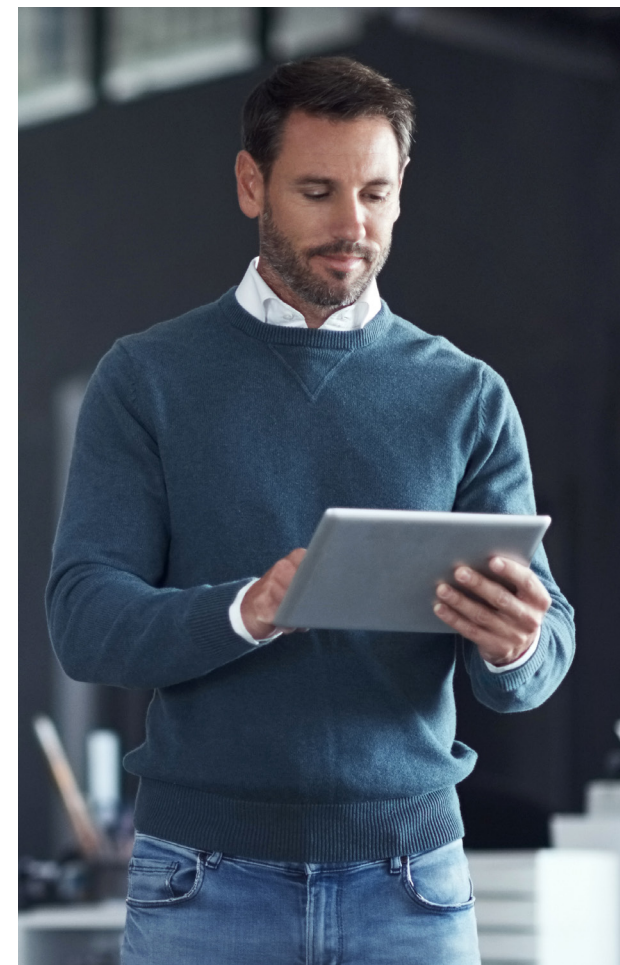
As an organizational member, the number of individuals who can obtain member benefits with I.C.E. is unlimited! All employees can create an individual member profile, receive member rates on educational programming and email updates, and network with the community.

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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2022

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

	2022 (Actual)	2021 (Actual)
REVENUE		
Membership Dues	\$575,295	\$505,553
Accreditation Services	\$898,026	\$848,186
Annual Conference	\$778,091	\$568,961
Education Events	\$286,299	\$268,472
Certifications	\$36,251	\$24,000
Publications	\$24,514	\$23,281
Investment Income	(\$244,382)	\$119,979
Research Sponsorship	\$53,746	\$58,400
Total Revenue	\$2,407,770	\$2,416,832
EXPENSES		
Administrative	\$807,920	\$725,591
Accreditation Services	\$603,089	\$603,653
Annual Conference	\$779,290	\$701,018
Education Events	\$210,693	\$224,691
Certification	\$158,311	\$123,209
Publications	\$11,626	\$13,430
Marketing/Communications	\$85,726	\$105,503
Research Study	\$35,460	\$11,425
Total Expenses	\$2,692,165	\$2,508,520
Change in Net Assets	(\$284,395)	(\$91,688)
Net Assets at Beginning of Year	\$1,662,634	\$1,754,322
Net Assets at End of Year	\$1,378,239	\$1,662,634

Based on 2021 and December 31, 2022 Audited Financial Statements

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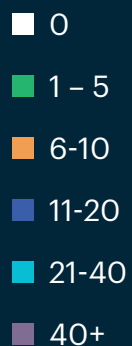
2023

Membership

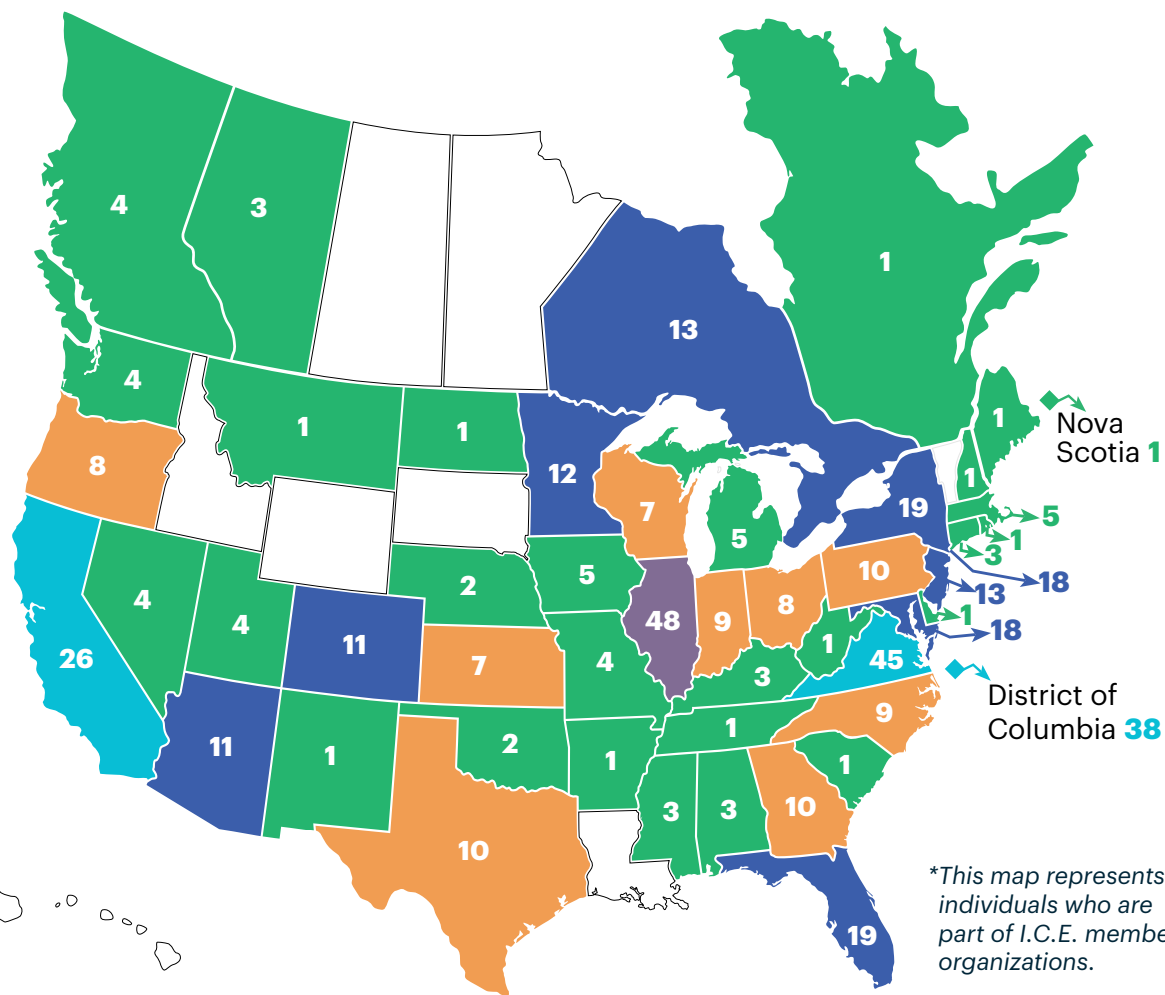
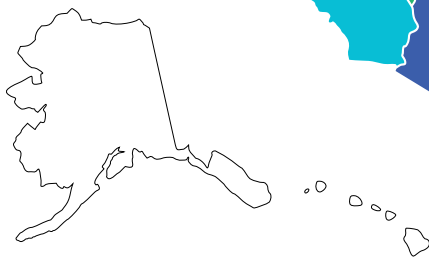


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of Members



Australia **1**
 Germany **1**
 India **1**
 United Kingdom **1**



2023 Membership Stats (as of 10/9/2023)

5
Individual members

31
Sustaining/Affiliate members
 28 (sustaining) 3 (affiliate)

241
Organizational members
 (credentialing bodies)

127
Accredited organizational members

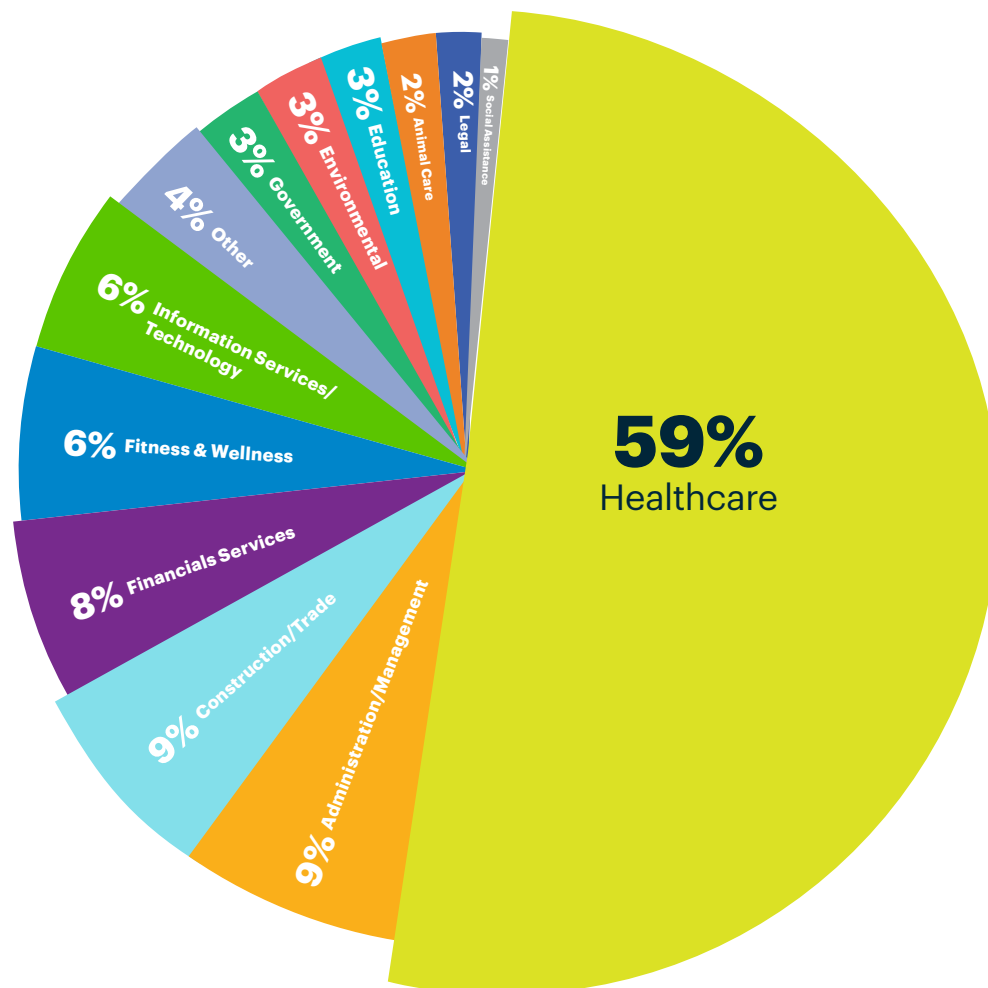
14
Lifetime members

Total Overall = **418**

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

Type of Industry	% of Members
Administration/Management	9%
Animal Care	2%
Construction/Trade	9%
Education	3%
Environmental	3%
Financials Services	8%
Fitness & Wellness	6%
Healthcare	59%
Government	3%
Legal	2%
Information Services/Technology	6%
Social Assistance	1%
Other	4%



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2023

I.C.E. Leadership



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2023 Board of Directors

Chair

Sara Blair Lake, JD, CAE

*International Board of Lactation
Consultant Examiners*

Vice Chair and Sustaining Member Representative

Bill West, MBA, ICE-CCP

*Global Skills X-Change &
Cornerstone Strategies*

Secretary-Treasurer and Public Member

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

Board of Certified Safety Professionals

NCCA Representative

**Diane O. Tyler, PhD, RN, FAAN, FAANP,
FNP, CAE**

*American Academy of Nurse Practitioners
Certification Board (AANPCB)*

Amy Dufrane, EdD, SPHR, CAE

HRCI

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

National Association of School Nurses

Todd Philbrick, CAE, ICE-CCP

*American Speech-Language-Hearing
Association*

Sheri Sesay-Tuffour, PhD, CAE, ICE-CCP

Pediatric Nursing Certification Board

Public Member Representative

Catherine Dower, JD

Ex Officio Member

Denise Roosendaal, FASAE, CAE

Institute for Credentialing Excellence

2023 Assessment-based Certificate Accreditation Council (ACAC)

Chair

Instructional Design Reviewer

Bobbi Losee Vernon, MA, ICE-CCP

Global Skills X-Change

Vice Chair and Psychometric Reviewer

Shelly Segre McDowell-Porter, PhD

Chamberlin University

Psychometric Reviewer

Tara Myers, PhD, ICE-CCP

American Nurses Credentialing Center

Psychometric Reviewer

Jeff Kelley, PhD, ICE-CCP

Alpine Testing Solutions, Inc.

Psychometric Reviewer

Jill van den Heuvel, PhD, ICE-CCP

National Board of Examiners in Optometry

Administrative Reviewer

Heather Rich, MPA, ICE-CCP

American Board of Genetic Counseling

Administrative Reviewer

Avis Bullard, MS, ASQ-CSSBB

Board of Pharmacy Specialties

Administrative Reviewer

Jenna Ayala

*American Board of Multiple
Specialties in Podiatry*

Instructional Design Reviewer

Julie Patrick

JP Learning Associates

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2023 NCCA Commission

Chair

Diane O. Tyler, PhD, RN, FAAN, FAANP, FNP, CAE

American Academy of Nurse Practitioners Certification Board

Vice Chair

John Wickett, PhD

Wickett Measurement Systems Inc.

Administrative Commissioner

Brian Lawson, PharmD, ICE-CCP

Board of Pharmacy Specialties

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

Jessica Rapey, ICE-CCP

Commission on Dietetic Registration

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 Gueorgieva, PhD, CAE, ICE-CCP

Dental Assisting National Board

Psychometric Commissioner

Mihaiela Gugiu, PhD

National Registry of Emergency Medical Technicians

Psychometric Commissioner

Maria Incrocci, PhD

Measure Learning

Public Member

Michele M. Warholic, Esq., CAE

Public Member

Nancy Ahluwalia

2023 Accreditation Services Council

Chair and Stakeholder Representative

Isabelle Gonthier, PhD, ICE-CCP

PSI Services

Vice Chair and 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

Component Representative

Todd Galati, CAE

American Council on Exercise

Component Representative, NCCA Public Member

Nancy Ahluwalia

Component Representative, Assessment-based Certificate Accreditation Council (ACAC)

Jim Stobinski, PhD, RN, CNOR, CNAMB, CSSM(E)

ICE Board Representative

Todd Philbrick, CAE, ICE-CCP

American Speech-Language-Hearing Association

Stakeholder Representative

Mark Franco, J.D., ICE-CCP

Whiteford Taylor Preston, LLP

Public Member

Mark Bertler, CAE

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2023 Certification Services Council

Chair

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

Vice Chair

Nicholas Soto, CAE
*Construction Management
Association of America*

Members

Gemma Beierback, CAE
Canadian Chiropractic Examining Board

Carl Bowman
CompTIA

Andrew Dwyer, PhD, ICE-CCP
American Board of Pediatrics

Jeanne Guernsey, MA
National Board of Medical Examiners

Terri Hinkley, EdD, MBA, BSN, RN, CAE
National Association of School Nurses

Linda Lysoby, MS, MCHES, CAE
American Library Association

Liberty Munson, PhD
Microsoft Corporation

Michelle Porter, CAE, CGi
American Case Management Association

Sheila Mauldin, ICE-CCP
*National Commission on Certification
of Physician Assistants*

Public Member

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



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

[View All Committee Members Here](#)

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I.C.E Staff



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Headquarters Staff

Executive Director

B. Denise Roosendaal,
FASAE, CAE

Operations and Membership

Katie Scott, CAE
Associate Executive Director

Linda Anguish, SPHR
Director, Accreditation Services

Doug Weinbaum
Manager, Certification &
Special Projects

Grace Calloway
Senior Associate, Membership
and Operations

Guy Nagbe
Senior Associate, Membership
and Customer Service

Marketing and Creative Services

Kevin Hurley
Director

Jayne Kramer
Manager

Lauren Hamlin
Senior Associate

Emily Bichl
Graphic Designer

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Kristin Frankiewicz
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Juliana Ludema McPherron
Coordinator

Bethany Larranaga
Senior Associate

Sales Services

Everett Lightle
Senior Coordinator

Lauryn Scriber
Associate

Event Services

Corie Sunder, CMP
Manager

Angie Avendaño
Coordinator

Missy Green
Senior Associate

Event Registration

Kristen Wozniak
Coordinator

Gioia Guevara
Senior Associate

Financial Management and Accounting Services

Johnathan Culbreath
Manager

Information Technology Services

Peter Smithson
Manager

Visit the I.C.E. website to learn
more about the team.





Community. Competence. Credibility.

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