

2013-2014 Annual Report
Growing the Value of Credentialing

New Opportunities and Continued Growth

The year has been incredible for the Institute for Credentialing Excellence (ICE). We focused on several new professional development products and created more channels for you to gain knowledge about credentialing best practices. We also are growing and expanding the ICE Community, reaching our highest membership count in ICE history.

Here are just a few highlights from this year:

- » **Professional Development** 2014 saw three new professional development programs come to life:
 - **CEO Connect Series** This series, aimed at the CEO and Executive Director, was built to offer strategic and forward-thinking content in formats that emphasize the importance of peer-to-peer learning and accommodate the busy lifestyles of executives. Included in this series were a variety of learning opportunities:
 - **Executive Summit** Held on June 3, 2014, nearly fifty CEOs and Executive Directors met in Alexandria, Virginia, to hear a variety of high-level speakers address the value and future of credentialing.
 - **Business of Certification Workshop** Held on September 8, 2014, thirty-five CEOs and Executive Directors met in Alexandria, Virginia to discuss ways to strategically think about the business side of certification.
 - **CEO Connect Webinars** Three webinars were held throughout the year that focused on expanding internationally, identifying non-exam revenue, and evaluating continuing competence programs.
 - **Executive Conversations** Two conference call-style programs were held on the topics of strategic use of dashboards and creating firewalls between certification and education.
 - **Certification 201** Released in October, this five-module program builds on the foundational Certification 101 modules by teaching advanced-level content relevant for established programs. It is presented completely online and guides participants to ask the critical questions of their programs related to the Business of Certification; Continuing Competence; Psychometrics; Legal Issues; and Marketing for Non-Marketing Professionals.
 - **Certificate Program for Credentialing Specialists** This Certificate Program is an assessment-based, multi-modal, online self-study course with an online community of resources and facilitated discussions. The certificate program exists to create a profession around certification and to create a pathway for an individual to become a certification professional.
 - **Foundational Concepts for Certificate Programs** In May 2014, ICE held a series of three webinars that focused on assessment-based certificate programs, highlighting the *ICE 1100 Standard for Certificate Programs*.

- **Professional Development Webinar Series** This year saw the highest number of participants in ICE's history in the six-session webinar series—with topics such as test security, improved job analysis, perspectives on credentialing from HR professionals, and working with licensing boards.
- » **Standards Revision** ICE initiated the NCCA Standards revision process in mid-2013. The draft standards were released for public comment in September 2014, with expected adoption by the accredited programs to be set for late November 2014, and implementation beginning January 1, 2016.
- » **ISO 17024 Pilot Program** In expectation of offering ISO 17024 accreditation in 2015, ICE conducted a pilot program in partnership with the International Accreditation Services (IAS) that will allow certification programs already accredited by NCCA to extend their accreditation to include ISO 17024. Four programs were selected for this pilot program that will inform a more formal structure for ISO accreditation through ICE in 2015.
- » **Continuing Competence Symposium and Framework Document** Several dozen credentialing thought leaders gathered in Alexandria, Virginia to discuss a new Framework Document that aims to ask critical questions around continuing competence programs. Currently the document is being tested by a dozen organizations as a discussion-starter with their leadership. The Framework Document should be available to membership in early 2015.
- » **R&D Products** 2014 has been a busy year for the R&D Committee. They released the highly anticipated *Eligibility Requirements Report* (June), as well as the *Continuing Competence Part II Report* (September). Also slated for release is the updated *Business of Certification Survey* (November).
- » **Collaboration** In January 2015, the latest edition of the *ASAE Principles of Association Management* will be published with a chapter on credentialing written by ICE. Since June 2014, ICE has been participating in discussions sponsored by the Lumina Foundation that strives to find ways for all credentialing organizations to create common language to better communicate their programs to the public. ICE also is a member of the newly formed ASTM working group on digital badging.

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.

Sincerely,



B. Denise Roosendaal, CAE
Executive Director

Planning for 2015

ICE has many exciting plans for 2015! As the menu of membership benefits continues to grow, ICE is anticipating an uptick in total membership. The community is expanding, and you are encouraged to invite other colleagues in the credentialing community to participate.

- **Complimentary webinar** As a thank you to our members for their continued support, ICE is offering one free webinar (in the Professional Development Webinar Series) in 2015 for members who renew their membership by February 28, 2015. Stay tuned for more details.
- **ISO 17024 accreditation** In expectation of offering ISO 17024 accreditation in 2015, ICE will build on the pilot program conducted in 2014 in partnership with International Accreditation Services (IAS). This program will allow certification programs already accredited by NCCA to add accreditation to ISO 17024 through ICE.
- **Certificate 101** This program will serve as a foundational learning tool for assessment-based certificate programs through a set of online, self-paced modules.
- **Career Center** With an improvement in the economy, the ICE Career Center is experiencing an expanded pool of job opportunities. Recent enhancements to the Center mean job postings are more conveniently packaged for employers and listings are easier to find for anonymous job seekers.
- **Certificate track at the 2015 ICE Exchange** The plan for next year's conference includes a track dedicated to the principles of building an assessment-based certificate program.
- **NCCA application process** The online application process continues to be reviewed and revised to streamline preparation, submission, and review. There will be significant updates to the system in the fourth quarter of 2015 to accommodate implementation of the newly adopted NCCA Standards for 2016 and ISO accreditation.
- **R&D products** While the process for creating superb R&D products is not a short one, you can expect many exciting works to be released in 2015, such as a Salary Survey (conducted by a third-party research firm for enhanced confidentiality) and numerous reports, including *Digital Badging and Microcredentialing*, *Remote Proctoring*, *Standard Settings*, *Validation Strategies*, *Construction Definitions*, and *Value of Certification*.
- **Grant program** Supported by the R&D Fundraising Program, ICE is creating a grant program that will support research being conducted by ICE members with applicability across the credentialing community. The program will help to highlight the great work that members are doing. More details to come.

As you can see, the vibrant ICE community continues to expand and interact in new and exciting ways. Thank you for your continued support. We're looking forward to another remarkable year.

Did You Know?

As an organizational member, the number of individuals who may obtain member benefits with ICE is unlimited! All employees can create an individual member profile, receive member rates on educational programming and e-blast updates, and network with the community. Contact ICE Headquarters, or have your identified ICE primary contact visit your organizational profile at www.credentialingexcellence.org to add individuals from your organization.

Standards Revision – Looking Forward to 2015!

The NCCA Standards Revision Project began its work in May 2013 to update the current Standards that were last revised in 2002. The intent was to provide additional clarity, confirm that the standards are still relevant, add additional requirements to promote quality and integrity of the program, and be inclusive of changes in technology or current practice.

The proposed Standards were open for public comment between August 6 and October 6, and an update was provided at the 2014 ICE Exchange on Tuesday, November 11. It is anticipated that the new Standards will be published by the end of 2014, with a goal of implementation in 2016.

The National Commission for Certifying Agencies (NCCA)

Since the launch of the program, the NCCA is continuously looking for new features to increase efficiency and clarity of the application process. The online system for NCCA application, renewal, and annual reports that launched in 2013 continued to be improved this year to allow for a smooth application process with greater guidance and resources for applicants, and efficient review for staff and Commissioners.

The NCCA has maintained its standing as the leader in providing accreditation services to personnel certification programs, having now accredited more than 300 certification programs from over 120 different organizations. The accreditation program continues to grow as more organizations seek third-party recognition of their programs.

ICE would like to thank the 2014 volunteer NCCA Commissioners and Assessment-Based Certificate Accreditation Council (ACAO) for their tireless effort and commitment to the NCCA and ACAP.

Assessment-Based Certificate Accreditation Program (ACAP)

The launch of the new accreditation program, ACAP, has reached its two-year anniversary! With two currently accredited programs, and more applications coming in, ICE has developed several tools to help prepare certificate programs for accreditation. Resources include a self-assessment checklist, two instructional design guidance documents, a three-part, on-demand educational webcast series, and the application itself that includes guiding questions to help applicants understand the intent of the standards and types of evidence needed to demonstrate compliance. ICE plans to provide additional education opportunities in 2015.

Through the commitment and dedication of the NCCA, the following were achieved (as of October 2014):

33

New applications reviewed in 2014

53

Renewal applications reviewed in 2014

21

Newly accredited programs in 2014

313

Total accredited programs

25

Industry sectors represented

Financial Report

Statement of Activities and Changes in Net Assets

	December 31, 2013 (Actual)	December 31, 2012 (Actual)
Revenue		
Membership Dues	315,035	299,165
Accreditation Services	611,973	534,565
Annual Conference	541,448	473,555
Education Events/Publications	62,883	47,611
Investment Income	34,023	37,498
Research Sponsorship	46,749	35,199
Miscellaneous	13,590	13,981
Total Revenue	1,625,701	1,441,574
Expenses		
Administrative	595,439	500,818
Accreditation Services	415,726	348,197
Annual Conference	467,431	412,434
Education Events/Publications	77,006	67,174
Marketing/Communications	30,810	34,711
Research Study	17,184	23,129
Total Expenses	1,603,596	1,386,463
Change in Net Assets	22,105	55,111
Net Assets at Beginning of Year	883,534	828,423
Net Assets at End of Year	905,639	883,534

Legal Dispute Update

As disclosed at the 2013 ICE Exchange in Amelia Island, Florida, ICE has been defending a lawsuit filed by a program that had unsuccessfully sought reaccreditation through NCCA. In June, Judge Timothy Frawley in the Superior Court of Sacramento County, California, issued a decision upholding the NCCA's decision and the fairness of its administrative process. The complainant then filed a notice of appeal and requested that the trial court's judgment be stayed until the appeal process is concluded (similar to the stay granted by the trial court up to its June decision.) The appeals court denied that request and the program's accreditation was terminated effective August 29, 2014. The appeal is pending. The financial implications of defending this lawsuit are not insignificant. Because of the way that the lawsuit was filed (no fraud or antitrust claims), the insurance policy traditionally held by ICE did not cover the legal expenses.

ICE is comprised of the following members (as of October 2014)

223

Organizational Members (Credentialing Bodies)

132

Organizational Members with Accredited Programs

26

Sustaining Members (Service Providers)

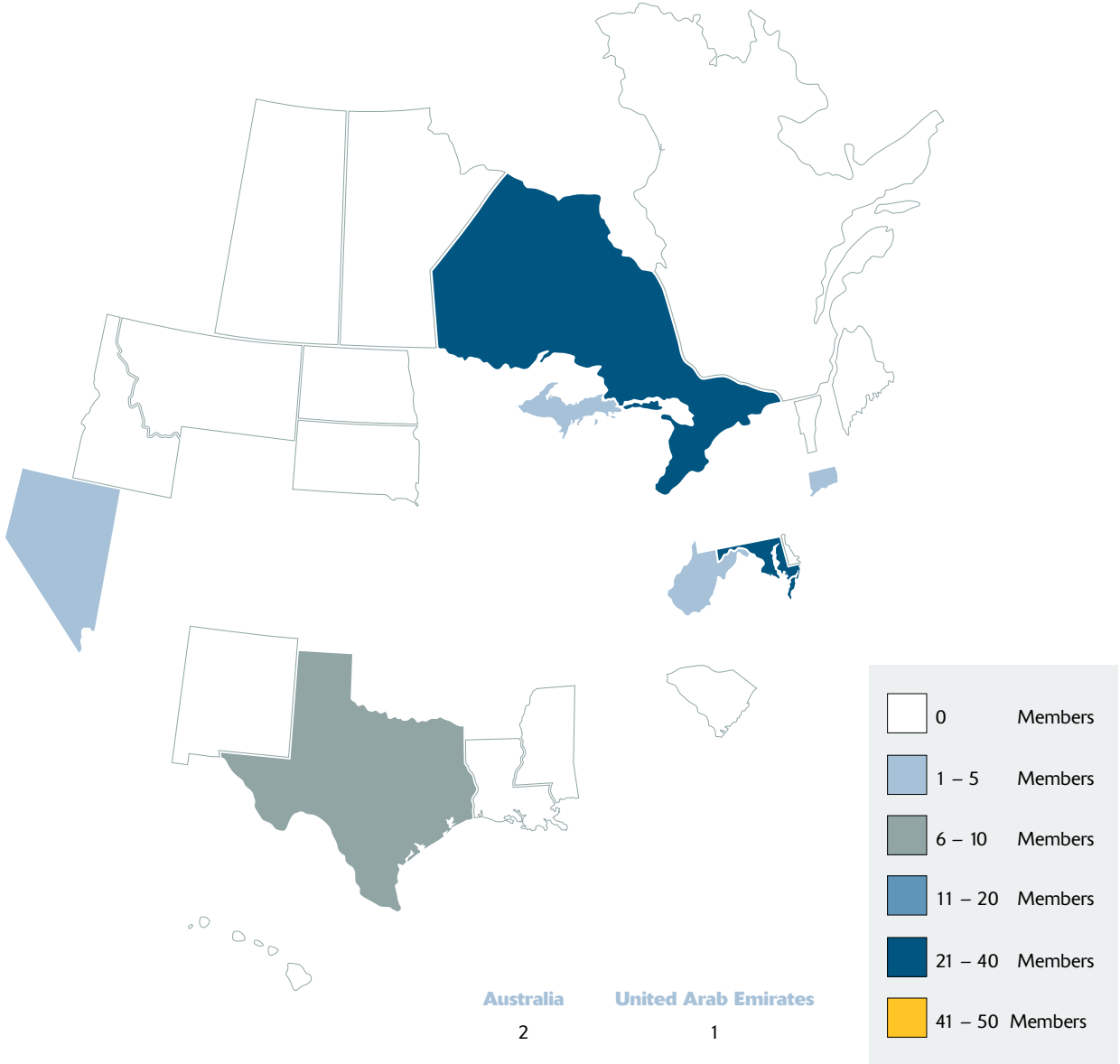
16

Individual Members

12

Affiliate Members (Independent Consultants)

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2025 M Street NW, Suite 800
Washington, DC 20036
202.367.1165 (ph)
202.367.2165 (fax)
info@credentialingexcellence.org
www.credentialingexcellence.org

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