



Institute for
Credentialing
Excellence™

2018

2019

Promoting Best Practices for
the Credentialing Community

A Path for Continued Growth and Opportunity

Dear Members,

Each year I report with great pride what the Institute for Credentialing Excellence (ICE) has achieved in the past year. We continue to grow and expand the ICE community, reaching our highest membership count in ICE history, (455 organizations representing over 2,400 individuals) so you can continue to use your professional colleagues as resources for growing your organization and supporting your professional growth.

Here are just a few highlights from this year:

- **ICE Handbook Revision:** In 2018, James Henderson, PhD, Scantron, was selected as the editor for the ICE Handbook revision. He successfully envisioned this revision and selected over 50 authors to write a variety of topics – new and timeless. The new revision will be released at the 2019 ICE Exchange.
- **Professional Certification Coalition (PCC):** 2019 saw the continuation of the PCC as the proliferation of state legislative threats to certification and licensure continued. The PCC was created in partnership with the American Society for Association Executives (ASAE) along with guidance from the Pillsbury Law Firm. As of printing of this publication, more than 115 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. The second year began after [a successful state legislative season](#) in which the coalition monitored over 80 bills in 30 plus states.
- **Professional Development:** 2019 saw continued emphasis on professional development programs:
 - » **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. After eight enrollment periods, the program has attracted over 800 certification professionals, exceeding initial estimates.
 - » **CEO Connect Series:** This series, aimed at the CEO and Executive Director, was built around the concept offering strategic and forward thinking content in formats that emphasize the importance of peer-to-peer learning and accommodate the busy lifestyles of executives. Embedded in this series are a variety of learning opportunities including the Executives Summit, Governance Workshop, and CEO Webinar Series. This year Executive Conversations focused on the ASAE Foresight Work product (over 50 drivers of change influencing the non-profit association world). The monthly conversations are led by Terri Hinkley EdD, MBA, BSN, RN, Chief Executive Officer, Medical-Surgical Nursing Certification Board.
 - » **Professional Development Webinar Series:** In 2019, ICE saw 450 registrants in the 10 session webinar series with topics like test security, item writing, small programs, and marketing strategies for certification programs.

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- » **Psychometric and Test Development Workshop:** In partnership with Yardstick Assessment Strategies, ICE will hold at the ICE Exchange its second live Psychometrics and Test Development Workshop. The response to this program has been overwhelming with over 80 credentialing professionals participating in these workshops. The attendees learned more about psychometrics and its critical role in the assessment life cycle.
- » **Career Pathway Resources:** Building off the survey results collected in 2018, ICE has built a career pathway tool that examines sample career development paths at all levels within the credentialing community and typical organization. This pathway will be released at the ICE Exchange.
- » **ICE Benchmarking Platform:** 2019 was the second year of Benchmarking of the Business of Certification online platform, powered by the online tool created by our partner Dynamic Benchmarking. This user-friendly platform for collecting and reporting information has made the data collection process easier for participating organizations. This is a powerful tool for respondents to benchmark their organization against other similar organizations. Plus, the system allows for users to customize their reporting to make the results even more relevant and meaningful in those important strategic discussions. Participation continues year-round rather than only when the official report is released!
- **Research & Development Projects:** ICE released (or will soon release) several items in 2019 including a report on Competency Modeling, Non-Cognitive Competence Part 2, Small Program Stats Part 2. ICE will also deploy an Online Resource Library platform to serve as a resource for members to share industry best practices and relevant research. Other research and development projects outside of the fine work of the R&D committee include:
 - » **Value of Certification Research:** The External Stakeholders Working Group embarked on an outsourced survey with the assistance of HUMRRO at the beginning of 2019. Over two dozen organizations applied to participate in the survey of their certificants. Five organizations were selected. A 76 question survey was developed and over 12,000 responses were received. The responses are being calculated and will be released in a paper by the ICE Exchange.
 - » **R&D Agenda Accomplishments:** As a result of a Value of Certification Summit held in May 2018, ICE now has a rather aggressive and compelling research agenda. This agenda highlights the need for relevant data on current practices as well as the impact of current and future trends on the value of certification. The agenda, [now posted on the ICE website](#), has driven research projects (internal and external) for the organization. In addition to items listed elsewhere, ICE has created a Value of Certification Statement, inspired by the conversations at the Research Summit. This statement will be available to all members online and can be used as a global and consistent message about the importance of certification. The Research & Development fundraising funds will be used strategically to create meaningful research for ICE members and other stakeholders moving forward.

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- **ISO/IEC 17024 Program:** ICE'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. ICE held several NCCA and ISO/IEC 17024 accreditation workshops to help familiarize programs with the process and delve deeper into the Standards.
- **ICE 1100 Standards Revision:** ICE conducted a standards revision process for the ICE 1100 Standard for Assessment-based Certificate Programs and released the new Standards in August. This revision process involved nearly 40 individuals with an interest in assessment-based certificates in drafting the recommended revisions, as well as provided opportunities for public review and comment.
- **Government Affairs:** In addition to participating in the PCC activities, ICE continued to monitor other related advocacy activities through the work of the Government Affairs committee. These topics include military/veterans

credentialing issues and the copyright office changes. ICE has also taken over the mission and projects of the Right to Safe Care Coalition, created to educate elected officials on the topic of maintenance of certification.

- **New Staff:** The ICE management team is a close-knit group. We welcomed Damon King, Membership and Operations Associate. We hope you will have an opportunity to meet him in the coming year.

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

Sincerely,



B. Denise Roosendaal, CAE, Executive Director

Moving into 2020

Based on the strategic plan approved by the Board of Directors, 2020 will be filled with more professional development opportunities, increased value for ICE members, greater focus on accreditation services, and other relevant programming so that you can build and maintain high quality credentialing programs.

- **Updated Mission/Vision:** The ICE Board of Directors embarked on a strategic discussion this year with the assistance of a facilitator. This effort has resulted in a revised Mission and Vision statement as well as redefined audiences that ICE serves. Currently, these concepts are in draft form and ICE's Board of Directors will be reaching out to members for input in the first quarter of 2020.
- **Value of Certification Research:** Through the work of the External Stakeholders Working Group, employer perspective will be sought with the next phase of the Value of Certification study.
- **Research & Development Committee Projects:** The R&D committee will continue their hard work on topics that are relevant to the ICE member organization and the dynamics present in the workforce and marketplace. These projects include: a criminal justice reform survey, military certification alignment research, and recertification benchmarking survey results.
- **Accreditation Services Council:** The Council, formed in 2017, is tasked with addressing strategic issues related to ICE Accreditation services components, such as accreditation process, growth potential, customer service, marketing advice, and policy improvement recommendations related to ICE Accreditation Services Components. In 2020, 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.
- **Public Member Resources:** Under the direction of the Public Member Working Group, ICE is looking to expand offerings to public members in order to enhance the value that public members bring to credentialing organizations.

Did You Know?

As an organizational member, the number of individuals who can obtain member benefits with ICE 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 ICE Headquarters, or have your ICE primary contact visit your organizational profile on www.credentialingexcellence.org to add individuals from your organization.

Accreditation Services

ICE would like to thank the 2019 volunteer NCCA and Assessment-based Certificate Accreditation Council (ACAC) for their tireless efforts and commitment to the credentialing community.

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. ICE staff hosted a complimentary webinar in January that was focused on navigating the online platform and online application. It is available now as an on-demand recording. ICE's Director of Accreditation Services, Linda K. Anguish, also hosted two live NCCA Accreditation workshops: one in Washington, D.C. and one in Chicago, IL. The workshop walks through the NCCA Standards and the requirements to meet the essential elements of each Standard, as well as providing a better understanding of the NCCA accreditation process.

The current NCCA Standards for the Accreditation of Certification Programs[®] 2014 will be reviewed for revision beginning in 2019. Per the ICE Standards Development Policy, a main committee will be selected to oversee the project, and there may be a need for additional task groups to work on specific sections of the Standards. Proposed revisions to the Standards will be posted for public comment. It is anticipated that the revised Standards will be published in late 2020. The implementation date will be determined based on both the publication date and the scope of the revisions. Lawrence J. Fabrey, PhD, and Denise Fandel, MBA, CAE, have accepted appointments as Co-Chairs of the main committee.

The NCCA has maintained its standing as the leader in providing accreditation services to personnel certification programs, having now accredited more than 315 certification programs from over 135 different organizations. The program continues to grow as more organizations seek third-party recognition of their programs. 2019 saw a 97 percent renewal rate of programs that were due for reaccreditation.

2019 NCCA HIGHLIGHTS



36 New Applications Reviewed*



54 Renewal Applications Reviewed*



18 Newly Accredited Programs*



More than 315 Accredited Programs



27 Industry Sectors Represented

**through 8/31/2019*

Accreditation Services

Assessment-Based Certificate Accreditation Program (ACAP)

ICE is proud to announce the publication of the revised standard for certificate programs, *ICE 1100: 2019 - Standard for Assessment-Based Certificate Programs*. The Standard specifies essential requirements for certificate programs and provides guidance to program providers, consumers (both participants and employers) and others on what defines a high-quality program. In addition, the Standard is designed to be used by accrediting bodies as a benchmark standard for evaluating the quality of assessment-based certificate programs. ICE 1100: 2019 was approved by the American National Standards Institute (ANSI) as an American National Standard.

A preconference session entitled "[READY: Preparing Your Certificate Program for Accreditation Under the New 1100 Standard](#)" will be offered at the [2019 ICE Exchange](#).

Dual NCCA and ISO/IEC 17024 Accreditation

In an effort to better educate the community, ICE hosted an NCCA & ISO/IEC 17024 Accreditation Overview Workshop in March 2019. The workshop provided attendees with a walk through of both Standards and their requirements, and provided an overview of how accreditation to these standards will help programs increase the quality, credibility and value of their certification programs. ICE is also hosting the International Accreditation Services (IAS)'s 2-day workshop on December 5-6, 2019. The workshop provides a deep dive into the ISO/IEC 17024 standards and requirements.

ICE's partnership with International Accreditation Services (IAS) allows programs to apply for dual accreditation and take advantage of the efficiencies created from the large overlap in the requirements for both standards (NCCA and ISO/IEC 17024). The application process was designed to automatically transfer details from the NCCA application that fully or partially satisfy the requirements of ISO/IEC 17024.

Five organizations currently hold dual accreditation to the NCCA and ISO/IEC 17024 Standards.

Financial Report

Statement of Activities and Changes in Net Assets

	2018 (Actual)	2017 (Actual)
Revenue		
Membership Dues	\$446,267	\$429,829
Accreditation Services	\$862,699	\$754,710
Annual Conference	\$731,392	\$685,192
Education Events/Publications	\$264,604	\$343,140
Investment Income	(\$66,023)	\$112,427
Research Sponsorship	\$63,236	\$60,00
Total Revenue	\$2,316,348	\$2,385,298
Expenses		
Administrative	\$628,491	\$524,984
Accreditation Services	\$705,151	\$627,359
Annual Conference	\$699,462	\$685,517
Education Events/Publications	\$188,976	\$198,375
Marketing/Communications	\$89,780	\$86,840
Research Study	\$70,140	\$49,116
Total Expenses	\$2,394,973	\$2,172,191
Change in Net Assets	(\$78,625)	\$213,107
Net Assets at Beginning of Year	\$1,452,767	\$1,239,660
Net Assets at End of Year	\$1,374,142	\$1,452,767

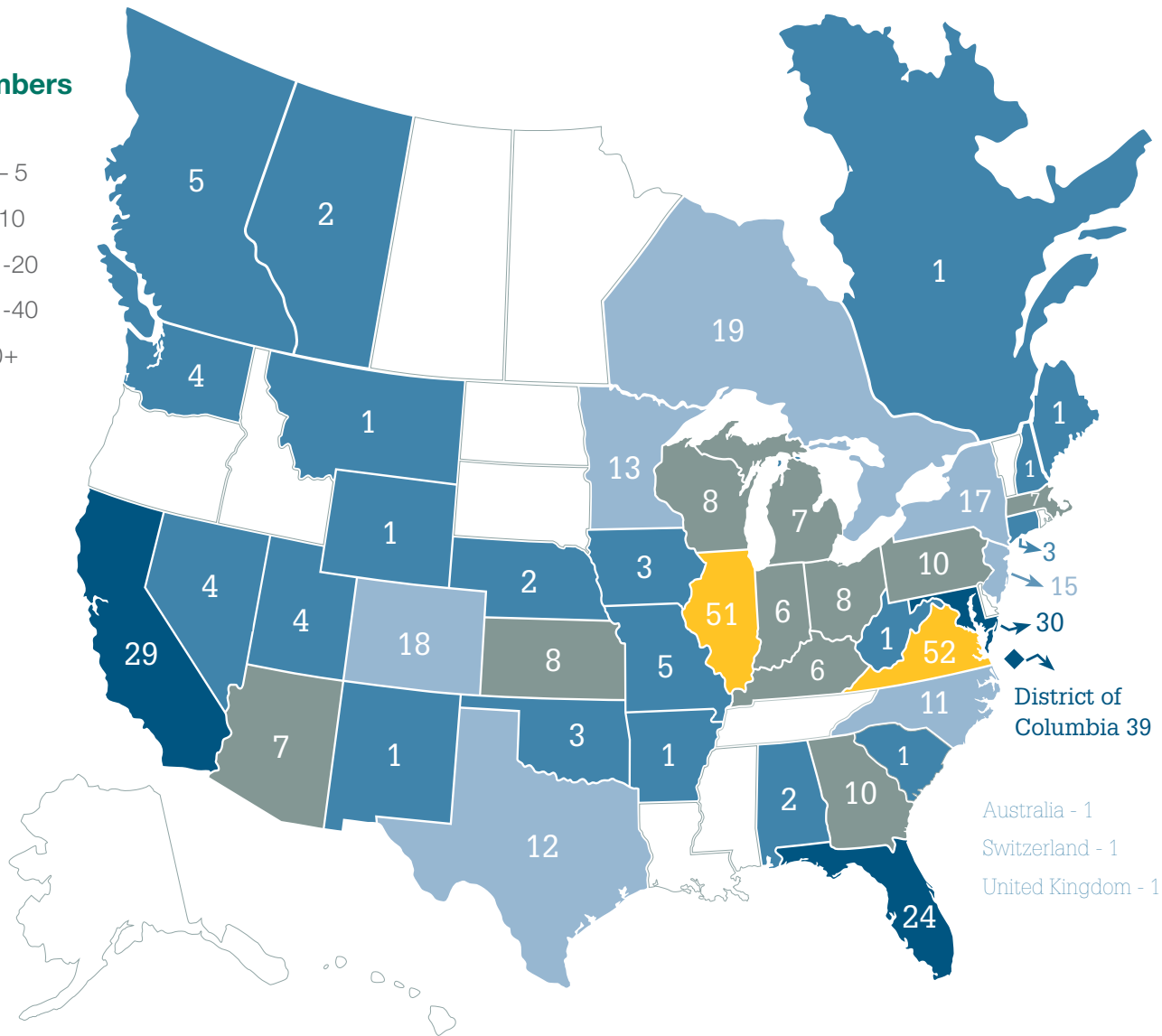
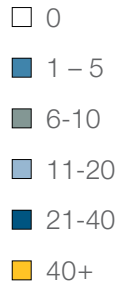
Based on 2017 and 2018 Audited Financial Statements



Membership

ICE is comprised of the following members (as of October 2019)

of Members



14

Individual Members

38

Sustaining/Affiliate Members

273

Organizational Members (credentialing bodies)

130

Organizations with Accredited Programs

455

TOTAL OVERALL

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