2016-2017 Annual Report



Growing the Value of Credentialing



Charting 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, 429 organizations representing over 2,000 individuals. We hope that you will 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:

- New Website Design While the ICE website is rich in content, we heard
 the concerns expressed by members about navigation. So we redesigned
 the website! The fresh look and feel is more intuitive and additional
 navigational tools in the store enhance the visitor experience in order to get
 to that rich content more quickly and easily.
- **Professional Development** 2017 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 six enrollment periods, the program attracted over 450 certification professionals, exceeding initial estimates.

Other ICE Professional Development offerings continue to grow:

- » 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 were a variety of learning opportunities including the Executive Summit, Business of Certification Workshop, Governance Workshop, CEO Webinar Series, and Executive Conversations.
- » Professional Development Webinar Series This year ICE saw 458 registrants in the 10 session webinar series with topics like marketing certifications, improved job analysis, and ethical and legal issues in certification.
- 458
 Registrants
 for 10 session
 webinar series

• ISO/IEC 17024 Program – ICE's continued partnership with the International Accreditation Services (IAS) continues to offer NCCA accredited programs the ability to extend their accreditation to include ISO/IEC 17024. ICE has begun hosting annual NCCA and ISO/IEC 17024 accreditation workshops to help familiarize programs with the process and delve deeper into the Standards.

Charting a Path for Continued Growth and Opportunity

- R&D Products Released 2017 has been a busy year for the Research & Development (R&D) committee. Projects released this year include: Innovative Item Types, Validation Strategies for Credentials, and Assessing Noncognitive Competence. In addition to these projects, an R&D subcommittee began work on the CFO: Benchmarking of the Business of Certification to include a new, user-friendly online platform for collecting and reporting the information. This new platform is currently being setup for an early 2018 release and invitation to members to submit their data. This platform presents the possibility of a powerful tool for members to benchmark their organization against other similar organizations. Stay tuned!
- Government Affairs Through the Government Affairs Working Group, ICE has continued its work on a variety of issues impacting credentialing. However, two issues took front seat over the past several months: the changes announced by the U.S. Copyright Office of their copyright registration process, and the continued monitoring of state-level legislation intended to prohibit maintenance of certification from being used in licensure, health plans, and hospital credentialing.
- **New Staff** The ICE Membership & Operations team is a close knit group so losing any member of our team has an impact. But welcoming new staff is always a pleasure. We welcomed Doug Weinbaum, Special Projects Coordinator, and Sam Quinan, Membership and Operations Associate. We hope you will have an opportunity to meet with them during the conference. They are fantastic additions to our team.

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

3 Denie Reaserdoel



Moving into 2018

Based on the strategic plan approved by the Board of Directors, 2018 will be filled with more professional development opportunities, more value for ICE members, more focus on accreditation services, and other relevant programming so that you can build and maintain high quality credentialing programs.

- Accreditation Services Council The Council has been established and is working with management on a variety of critical topics related to ICE's accreditation services products: NCCA, ACAP and ISO/IEC 17024 accreditation. The Council will offer management the additional resources needed to improve customer service, reduce application processing review time, and enhance the outbound messaging on the importance and value of third party accreditation.
- ICE 1100 Revision The Assessment-Based Certificate Accreditation Council (ACAC) is creating a standards revision plan for ICE 1100. This process will include an opportunity for stakeholder input and will be announced through ICE's regular communication channels.
- Career Pathway Resources ICE continues to examine ways it can assist members at all levels within a credentialing organization. As we move into 2018, we will take a deeper dive into the typical career pathway within a credentialing organization (if there is a typical one) and examine opportunities for additional ICE training.
- **Emerging Leaders** ICE takes seriously the idea of leadership development. As the demographic of the traditional ICE member changes, we are seeking ways to highlight those within credentialing organizations and provide additional leadership opportunities and resources.
- ICE Handbook Update While the handbook has long been considered "the resource" for credentialing organizations, it is probably time for an updated version. ICE will tackle this project in 2018 under the direction and vision of a soon-to-be selected editor and chapter authors.

- Research & Development Work In addition to finding an innovative solution for the next version of the benchmarking study, we are also exploring ways to address the issue of the Value of Certification from a research perspective.
- Government Affairs ICE has monitored a variety of topics through the
 work of the Government Affairs committee. This year the committee closely
 followed the prohibition of Maintenance of Certification (MOC) legislative
 efforts as well as the challenges presented by the new rule from the
 Copyright Office on registration of tests. As part of the Right to Safe Care
 Council, we anticipate the MOC issue to continue well into 2018.
- Public Member Resources Under the direction of the Public Member Working Group, ICE is looking to expand the 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 identified ICE primary contact visit your organizational profile on www.credentialingexcellence.org to add individuals from your organization.

Accreditation Services

The National Commission for Certifying Agencies (NCCA)

In its continuous quest to improve the efficiency of the accreditation process, within the last year the NCCA adopted new accreditation decision policies for programs that are already NCCA accredited. After the August 2016 application deadline, the Commission began granting the following accreditation decisions:

- Accredit for five years (with possible compliance reporting as needed);
- Accredit for one year (with compliance reporting) and granting an additional four years once compliance issues are satisfactorily addressed available (for reaccreditations only);
- Deny accreditation if evidence submitted by the program is substantively deficient.

Programs that submit for initial accreditation have the opportunity to respond to initial inquiries within 10 business days. Upon complete review, if a new application is not yet in full compliance with the NCCA Standards, the program will have an opportunity to update their applications based on feedback and resubmit at the next NCCA deadline without paying additional fees. New programs will be eligible for accreditation for five years once full compliance is demonstrated.

The main objectives for these changes were to create efficiencies in the review process and to assist both new and currently accredited programs to build and maintain quality certification programs and achieve or maintain NCCA accreditation. The NCCA is collecting data on the efficiency and success of these processes and looks forward to reporting the findings in the coming year.

Assessment-Based Certificate Accreditation Program (ACAP)

The ACAP accreditation program, founded on the ICE 1100 Standards in 2012, now has four (4) accredited programs with double the number of programs undergoing the review process. ICE is continuing to develop resources to educate the public on the difference between assessment-based certificate programs and certification programs. A virtual roadmap and informational video can be expected in the coming year!

Dual Accreditation for NCCA & ISO/IEC 17024

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 has been designed to automatically transfer details from the NCCA application that fully or partially satisfy the requirements of ISO/IEC 17024.

Three organizations currently hold dual accreditation to the NCCA and ISO/ EEC 17024 Standards. Applications for three additional programs were received during 2017 and are currently undergoing a joint review by IAS/ICE.



Financial Report

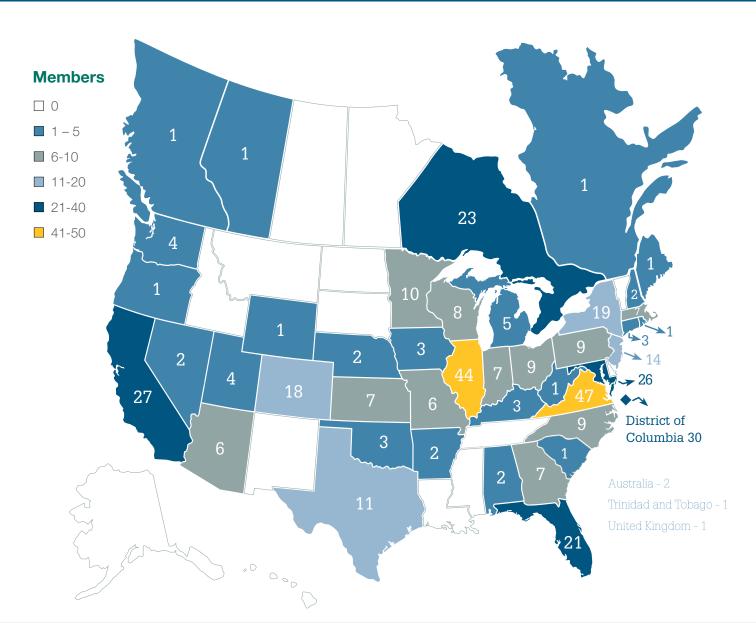
Statement of Activities and Changes in Net Assets

	2016 (Actual)	2015 (Actual)
Revenue		
Membership Dues	\$372,309	\$363,211
Accreditation Services	\$693,378	\$665,428
Annual Conference	\$653,852	\$622,170
Education Events/Publications	\$283,638	\$268,498
Investment Income	\$57,757	(\$19,980)
Research Sponsorship	\$58,125	\$55,309
Total Revenue	\$2,119,059	\$1,954,636
Administrative	\$515,930	\$538,276
Accreditation Services	\$529,450	\$408,580
Annual Conference	\$663,463	\$534,790
Education Events/Publications	\$199,021	\$167,585
Marketing/Communications	\$90,281	\$53,961
Research Study	\$877	\$17,543
Total Expenses	\$1,999,022	\$1,720,735
Change in Net Assets	\$120,037	\$233,901
Net Assets at Beginning of Year	\$1,119,623	\$885,722
Net Assets at End of Year	\$1,239,660	\$1,119,623



Based on 2015 and 2016 Audited Financial Statements

Membership





Board of Directors

Chair

Claudia Zacharias, MBA, CAE
President and CEO
Board of Certification/
Accreditation, International

Vice Chair

Grady Colson Barnhill, MS
Senior Assessment Advisor
National Commission on Certification
of Physician Assistants

Secretary Treasurer

Lisa Sallstrom, CAE, PMP Vice President, Certification & Membership APICS

NCCA Representative

William Ellis, RPh, MS
Executive Director
Board of Pharmacy Specialties

Sustaining Member Representative

Janice Moore CEO SeaCrest Company

Elected Board Members

Shannon Carter, EdD, CAE Vice President, Education Scrum Alliance

Directors

Dania Eter, MBA

Chief Credentialing and Product
Portfolio Officer
Human Resource Certification Institute

Johnna Gueorguieva, PhD, CAE

Sr. Director, Credentialing and Client Services Dental Assisting National Board

Public Member

Rebecca LeBuhn, MA Chair, Board of Directors Citizen Advocacy Center

Ex Officio Member

Denise Roosendaal, CAE

Executive Director

Institute for Credentialing Excellence

National Commission for Certifying Agencies

Chair

William Ellis, RPh, MS

Executive Director

Board of Pharmacy Specialties

Vice Chair

Isabelle Gonthier, PhD

President & Chief Operating Officer Yardstick Assessment Strategies, Inc.

Board Appointee

Michael Clark, CAE

Chief Operating Executive
National Institute for Certification in
Engineering Technologies

NCCA Appointee

Andrew C. Dwyer, PhD

Director of Psychometrics
American Board of Pediatrics

Joy Lynn Matthews-Lopez, PhD

Senior Psychometrician Professional Testing, Inc

Amin Saiar, PhD

Senior Psychometrician PSI Services LLC

Linda Waters, PhD

Vice President, Strategic Portfolio Prometric

Elected Commissioners

Katherine Church, RDN

Executive Director

Certifying Board for Dietary Managers

Lindsey Durham, CPA

Chief Financial Officer

National Registry Of Emergency Medical Technicians

T 110 1 11 144

Todd Galati, MA
Director of Credentialing

American Council on Exercise

Sara Blair Lake, J.D., CAE

Executive Director

International Board of Lactation

Consultant Examiners

Public Members

Mary F. Macomber, Esq., BA, JD

Retired General Counsel

Encore Computer Corporation

Zerrin Sayar

Senior Advisor GlobalWorks Foundation

Fontheim International

Committees

Assessment-Based Certification Accreditation Council (ACAC)

Instructional Design

Chair

Bobbi Losee Vernon

Learning Experience Designer
CFA Institute

Julie Patrick

Principal

JP Learning Associates

Psychometric

Sarah Carroll, PhD

Senior Psychometrician Castle Worldwide, Inc.

Joselito Lualhati, PhD

Principal and Executive Vice-President, Design Global Skills X-change

Fae Mellichamp

Psychometrician
Behavior Analyst Certification Board

Administrative

James Stobinski, PhD

CEO

Competency and Credentialing Institute

Jenna Ayala

Association Manager Jaffe Management, Inc.

Accreditation Services Council

Stakeholder Representative

Chad Buckendahl, PhD (Chair) Partner

ACS Ventures, LLC

ICE Board Representative

Janice Moore (Vice Chair)

CEO

Seacrest Company

Accredited Program Representatives

Ida Darragh, CPM

Director of Testing

North American Registry of Midwives

Cary List, CA, CPA, CFP

President and Chief Executive Officer Financial Planning Standards Council

Jerry Reid, PhD

Technologists

Executive Director
American Registry of Radiologic

Component Representative - NCCA

Sara Blair Lake, JD, CAE

Executive Director
International Board of Lactation
Consultant Examiners

Component Representative - ACAP

Bobbi Losee Vernon

Learning Experience Designer CFA Institute

Component Representative - IAS

Ronald Hanchar

President and CEO

Hanchar Consulting Services, LLC

Program Committee

Chair

Heather Rich, MPA

Certification Manager American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR)

Vice Chair

Todd Philbrick, CAE

Director of Certification

American Speech-Language-Hearing

Association

Bob Blackwood

Business Development Manager Pearson VUE

Avis Bullard, MS, CSSGB

Director, Quality Assurance
Board of Pharmacy Specialties

John H. Ganoe, CAE

Executive Director

Community Association Managers International Certification Board

Cynthia Kusorgbor-Narh, MPH, MCHES

Credentialing Project Specialist National Commission for Health Education Credentialing Inc.

Mina Larson, MS, MBA, CAE

Deputy Executive Director
National Certification Commission for
Acupuncture & Oriental Medicine

Amy Roedl, PhD

Manager, Exam Development National Restaurant Association

Gabriela Welch, MPS

Director of Certification

American Production and Inventory
Control Society (APICS)

Public Member

Mary Macomber

Committees

Education Committee

Chair

Kate Kahoa, MEd

Assistant Director, Credentialing Dental Assisting National Board

Vice Chair

Mary Rehm

Director, Learning and Development Professional Risk Manager's International Association

Jillian Boggs

Certification Programs and Assessment Manager Investment Management Consultants Association

Erica Brown, AIA, NCARD

Program Manager
Alpine Testing Solutions

Jared Crabtree, MA Chuck Friedman, PhD

Director, Psychometrics

PSI Services

Jefferson Glassie, Esq.

Partner

Whiteford, Taylor & Preston LLP

Morgean Hirt

Account Executive/Director of Credentialing Metacred, Inc.

Adrienne Segundo, IOM

Limitless Association Solution Resource, LLC

Pam Weber, CAE

Global Director of Certification International Board of Lactation Consultant Examiners

Publications

Chair

Lois Davis, MSN, RN

Certification Program Director Vascular Access Certification Corporation

Ben Babcock, PhD

Supervising Psychometrician American Registry of Radiologic Technologists

Joseph Caramagno, MA

Senior Scientist

Human Resources Research Organization

Steven Garner, PMP

Certification Manager

CA-NV Section of the American Water Works Association

Kathi Gialluca, PhD

Senior Research Scientist

Pearson VUE

Katie Gottwaldt

Manager, Test Development NBCRNA

Jeff Kelley, PhD

Psychometrician

Alpine Testing Solutions, Inc.

Chad Kinart, MS, MBA

Senior Partner Experience Specialist Assessment Systems Corporation

Nadine LeBarron McBride, PhD

Senior Psychometrician
Castle Worldwide

Debbie Sobotka

Deputy Director

Center for Public Safety Excellence

Timothy Sutton

Management & Program Analyst
Defense Security Service

Anne Thissen-Roe, PhD

Senior Psychometrician

Comira

ICE Digest Editorial

Chair

Cynthia Allen

President

SeaCrest Company

Cynthia C. Durley, MEd, MBA

Executive Director

Dental Assisting National Board

Susan Davis-Becker

Partner

ACS Ventures, LLC

Ame Enright

Director of Certification

Association of Child Life Professionals

Vicki Gremelsbacker, MSEd

President

Professional Testing Corporation

Elisa Kahn, MSOL, DMA

Lisa Everts

Test Developer

Strasz Assessment Systems

Joyanna Mills, MA, CAE

Director, Examination Development International Board of Lactation Consultant Examiners

Mary Beth Mohn, MBA

Director, Global Strategic Marketing Pearson VUE

Committees

Government Affairs

Donald Balasa, JD, MBA

CEO and Legal Counsel
American Association of Medical
Assistants

Carla Caro, MA

Program Director ACT

Deanna Hudella

Federal Business Development Director Pearson VUE

Brian Lawson, PharmD

Director, Professional Affairs Board of Pharmacy Specialties

Jim Kendzel, MPH, CAE

CEO

Kendzel and Associates

JoAnne Konick-McMahon, MSN, RN, PCCN

Certification Practice Specialist
American Association of Critical-Care
Nurses Certification Corporation

Michelle Warholic, JD, CAE

Nonprofit and Association Executive

Kevin M. Bradley, PhD

Director, Credentialing Services Human Resources Research Organization Elisa Kahn, MSOL, DMA

Senior Program Manager
American Institutes for Research

J. David Rosza, CAE, ASA

Metacred, Inc.

Cynthia Orr

VP of Compliance and Accreditation American Medical Certification Association

Mark Franco, Esq.

Attorney

Whitehead, Taylor & Preston, L.L.P.

Christopher Anderson, PhD

Senior Director

Global Skills Exchange Corporation

Lisa Lutz

President SOLID

Denny Smith, PhD

Director

National Commission for the Certification of Crane Operators

Katherine Landsberg

Assistant Director, Government Relations

Dental Assisting National Board, Inc.

Marketing and Membership

Chair

Jared N. Zurn, AIA, NCARB

Director, Examination
National Council of Architectural
Registration Boards

Katie Neal, BS, MS

Executive Director

Nuclear Medicine Technology Certification Board, Inc.

Stephani Howarter, PhD

Psychometrician

Alpine Testing Solutions

Carrie Tuck

Business Development Executive Strasz Assessment Systems

Terreline Sims, MS

Assistant Director, Certification Services American Nurses Credentialing System

Winifert Lawson-Graves

Director of Certification Center for Credentialing and Education (CCE)

Julie Boyce

Senior Marketing Manager Pearson VUE

Lee Ann Evans, GPHR

Director, Business Operations HR Certification Institute

Research and Development Committee

Chair

John Wickett, PhD

Principal

Wickett Measurement

Vice Chair

Jerry Reid, PhD

Executive Director

American Registry of Radiologic
Technologists

Kirk Becker, PhD

Senior Research Scientist Pearson VUE

JG Federman, Ed.D, MST, PgC Change Leadership, Certification Business Strategy

Doctoral Candidate Creighton University

Tony Zara, PhD

Vice President, Assessment Solutions Pearson VUE

Andrew Dwyer, PhD

Director of Psychometrics American Board of Pediatrics

Committees

Daniel Wilson

Psychometrician and Statistical Associate Mountain Measurement, Inc.

John Weiner, MA

EVP, Chief Science Officer PSI Services, LLC

Larry Fabrey, PhD

Sr. Vice President, Psychometrics PSI Services, LLC

Pat Muenzen, MA

Director of Research Programs ACT

Patricia Young, MA

Psychometrician Kryterion, Inc.

Chuck Friedman, PhD

Director, Psychometrics

PSI Services, LLC

Peg Harrison, MS, CPNP, CAE

CEO

Pediatric Nursing Certification Board

Nicole Risk, PhD

Psychometrician

American Medical Technologists

Michelle Gross

Director of Certification Services National Board for Certified Counselors

Lisa Nepi

Director of Certification Services SeaCrest Company

James Magruder, MPA

Executive Director

Board of Registered

Polysomnographic Technologists

Kari Hodge, PhD

Senior Exam Design, Development, and Analysis Manager NACE International

Nominations Committee

Chair

Linda Lysoby, MS, MCHES, CAE

Executive Director
National Commission for Health
Education Credentialing

NCCA Appointee

Linda Waters, PhD

Vice President, Strategic Portfolio

Prometric

Board Appointee

Sally Weir, CAE

Executive Director

Hospice Medical Director Certification

Board

Elected Position

Lori Barker-Cummings

Governance Manager

Council for Interior Design

Amy McKee

Business Development Manager

Pearson VUE

Task Forces

External Stakeholders Task Force

Chair

Rory McCorkle, PhD

Vice President, Certification Services PSI Services, LLC

Vice Chair

Jim Stobinski

CEO

Competency and Credentialing Institute

Cynthia Flournoy, FACHE, RHIA

Public Member, Director
National Commission on Certification
of Physician Assistants

Stephanie Dille,

Vice President, Global Marketing Proctor U

Danielle Sadighi

VP Sales and Marketing
American Medical Certification
Association

Ronald Adams

Instructional Specialist – President Defense Security Service

Vita Greco

Director of Psychometric Services
Professional Testing Corporation

Mark Poole, CESP

Global Certification Lead Facebook

Brian Greenlee

Director of Credentialing
American Council on Exercise

Public Member Task Force

Chair

Rebecca LeBuhn, MA

Chair, Board of Directors
Citizen Advocacy Center

Francine Butler, PhD

President

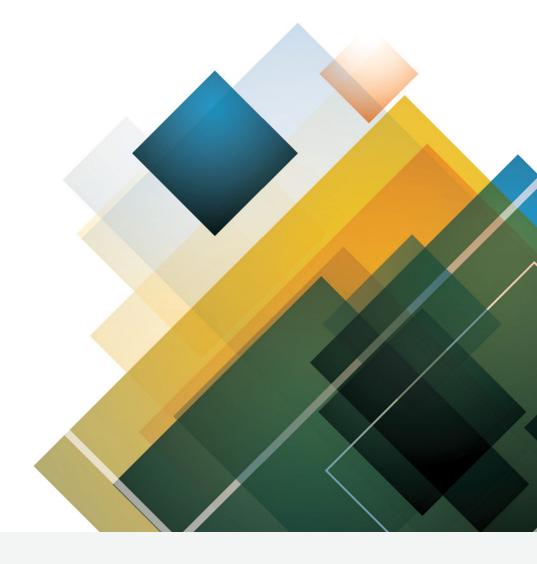
Empressa Consulting LTD

Lisa Alikhan

Executive Assistant to CEO, BOD, and Governance Coordinator
Competency and Credentialing
Institute

Tracy Gernentz

Director, Program Management Pearson Vue





2025 M Street, NW, Suite 800, Washington, DC 20036 (P) 202-367-1165 (F) 202-367-2165 info@credentialingexcellence.org www.credentialingexcellence.org

Headquarters Staff

Executive Director

B. Denise Roosendaal, CAE

Operations and Membership

Linda Anguish, SPHR, GPHR, Director Tara Mohammed, Coordinator Katie Scott, Senior Coordinator Doug Weinbaum, Coordinator Sam Quinan, Associate

Marketing and Creative Services

Kevin Hurley, Senior Manager Jayne Corso, Coordinator Laura Devinsky, Associate

Event Services

Sydney Vranna, Manager Cristina Adames, Coordinator Brigid Greaney, Associate

Sales Services

David Merli, Senior Manager Ryan Leach, Coordinator

Financial Management and

Accounting Services Sunny Patel, Staff Accountant Nicholas Callaghan, Staff Accountant

Information Technology Services

Peter Smithson, Manager