



Providing the Tools for Growth
in Credentialing and Beyond

Moving Forward and Ready to Grow

Dear Members,

In a year that has seen economic challenges across all sectors of our nation, the importance and value of credentialing has become increasingly evident for professionals, companies, and industries. This is largely thanks to the outstanding programs that ICE member organizations have been able to offer to professionals in their field. Over the past year, ICE has continued to provide best practices and resources for credentialing organizations and their employees to build on the quality of their programs. In a year where many have struggled, we have strengthened our core offerings and we have developed a solid foundation for increasing awareness of the role credentialing plays in workforce development. Below are a few highlights of ICE's accomplishments this year.

- » **Workforce Development** – ICE launched a press release series focused on the role of credentialing in today's workforce. Through this series, ICE has been able to highlight several member organizations and the importance of credentials in their industry as well as emphasize ICE's commitment to the workforce development initiatives of the President of the United States.
- » **ICE Academy** – Through our On-Demand Webcast Series, in-person workshops and online training, ICE continues to provide credentialing education throughout the year in a variety of formats and at varying levels. In 2011 the webinar series grew 10% over the prior year and we added technological improvements to enhance the member experience.
- » **Research** – ICE's research and development committee released the Best Practices in Certification document, based on three years of surveying and interviewing credentialing experts about the practices of their organization. Additionally, several benchmarking surveys were conducted throughout the year, providing members valuable information for members.
- » **Collaboration and Advocacy** – ICE continued to reach out to the greater credentialing community, bringing other accreditation organizations to the table to discuss the field as a whole. ICE has also worked directly with various sectors of the US Economy, including military, culinary, and scientific fields. This year we have also been honored to provide information to White House advisory committees on the importance of credentialing.

With a strong foundation in place, ICE looks forward to 2012 and is ready for growth under the leadership of our new Executive Director.

Sincerely,



Melissa Murer Corrigan, RPH
President

B. Denise Roosendaal, CAE
Executive Director

Building the Value of Credentialing, Year After Year

With the dedication of volunteers, leaders and members, the Institute for Credentialing Excellence (ICE) and its accreditation body, the National Commission for Certifying Agencies (NCCA), continue to support the credentialing community through education, standards, research and advocacy. This report highlights the accomplishments of ICE, the NCCA, and its members during the twelve months following November 2010.

Education

2010-2011 Annual Educational Conference

ICE hosted another successful conference with ICE 2010: *Strategies for Excellence in Credentialing*. The conference opened on a high note with keynote speaker Ron Clark giving a humorous and passionate address about his work as an educator and innovative leader during the opening plenary session. As one of the most highly rated keynote speakers to date, Ron's energy and enthusiasm got attendees excited about new ideas and innovation within their own organizations as they attended sessions throughout the week.

The 2010 conference offered a wide variety of educational opportunities – from pre-conference workshops on governance, research, and test security strategies to concurrent sessions on the business of certification, test development, legislative and regulatory issues, social media, and more. These sessions combined with networking events and peer-to-peer discussion groups made the conference a valuable experience for the nearly 500 credentialing industry professionals in attendance.

The Special Interest Group (SIG) meetings were launched at the 2008 conference and continued in 2009 with interest areas focusing on small certification organizations, large organizations, and international expansion. Participants gathered with other like-minded professionals to discuss best practices and benchmarking.

Many thanks to the 2009 Program Committee for continuing the trend of creating a bigger, better, and more valuable annual conference each year.

ICE Academy: Credentialing Education All Year Long

The ICE Academy continued to offer relevant educational opportunities throughout 2011 with a focus on hot topics within the credentialing industry. ICE concentrated its 2011 Webcast series on research being conducted by the Research and Development Committee. These were well received and ICE saw some of its highest attendance to date on each Webcast. This year's series covered a range of topics including: guidelines for performance examinations; using industry media to promote credentialing programs; recertification and continuing competence; and ethics in credentialing. In addition, the ICE Academy changed the format of its web seminars from live one-time Webinars to recorded Webcasts with unlimited, anytime access over a 30-day period. This new format allows greater flexibility for attendees to access the Webcast at a time that best fits their busy schedules.



ICE also continued to offer the online Certification 101 course as well as its popular *Governance Excellence for Certifying Organizations* workshop. Both of these resources have become core onboarding tools as we see organizations building the Certification 101 modules into training and development for new employees and using the Governance workshop to orient incoming board members. Additionally, now in its second year, the *Credentialing Marketing for Non-Marketing Professionals* course continues to perform well and be a great resource for small organizations that do not have a designated resource for marketing. These online educational offerings provide valuable ongoing training to credentialing industry professionals, board members, and committee members. And, with launch of ICE's new online store, registering for ICE Academy events has never been easier.

Standards and Accreditation

The National Commission for Certifying Agencies (NCCA)

The NCCA has maintained its standing as the leader in providing accreditation services to personnel certification programs, having now accredited more than 250 certification programs from over 100 different organizations. The accreditation program continues to grow as more and more organizations seek third-party recognition of their programs.

ICE 1100 – Standard for Assessment Based Certificate Programs

ICE continued the pilot program for accreditation of certificate programs based on the ICE 1100 standard. The pilot is expected to conclude at the end of 2011, and the full accreditation program will be implemented in summer 2012.

Through the commitment and dedication of the Commissioners, the following statistics were achieved (as of October 2011):

24

New applications reviewed in 2010

23

Renewal applications reviewed in 2010

12

Newly accredited programs in 2010

259

Total accredited programs

120

Total organizations represented

23

Industry sectors represented

Collaboration

ICE hosted the second Credentialing Summit, which focused on how credentialing organizations can collaborate and best serve their constituents for the benefit of the credentialing community as a whole. ICE is participating on The American Legion's National Credentialing Summit panel to bring together key stakeholders to identify ways to improve credentialing opportunities for veterans as they transition to civilian life. Additionally, ICE was been invited to speak with several groups about the benefits of certification and accreditation, including providing a keynote address at the American Culinary Federation Annual Conference, and the Interagency Working Group (IWG) on Accreditation and Certification (AC), part of a Subcommittee on Forensic Science, Committee on Science out of the National Science Technology Council of the White House.

Research and Publications

The ICE Research Agenda for 2011 focused on the latest on recertification trends, gathering organizational benchmark data and best practices, and developing an online repository for all research in the credentialing industry. Below is information about each of the specific projects.

» **Best Practices in Certification**

ICE spent the past three years gathering data through surveys and conducting interviews for this comprehensive report on best practices in certification. The best practice topic areas are based on the NCCA Standards for the Accreditation of Certification Programs.

» **Research into Codes of Ethics**

ICE surveyed member organizations about their ethics policy and procedure's for certification programs. The research and development is conducting the analysis and a report will be available in the future so organizations have a benchmark for their own ethics practices.

» **Methods for Ensuring Continued Competence**

ICE is conducting an analysis of continuing competence and recertification programming. This project will continue into 2012 with the resulting outcomes to include a tool kit for developing a continue competence program.

» **What the Chief Financial Officer Needs to Know**

ICE surveyed member organizations to gather data on the business side of operating a certification organization. The report resulting from this data will be an extremely useful tool for members to use as a benchmark to evaluate their own programs. A final report will be available in 2012.

» **Credentialing Industry Library**

ICE is developing an online repository of all research documents available in the credentialing industry. Visit the ICE website to learn more including how to submit research.



Advocacy

In February 2011, ICE submitted information to the South Carolina Department of Transportation (SC DOT) in support of recognizing NCCA-accredited certification programs for crane operators certified in the state. The SC DOT intends to follow the U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) guidelines for crane operators, which, in August of 2010, recognized the NCCA as a top national accrediting agency approved to accredit crane operator certification programs in the United States.

ICE also provided support to the Commission on Dietetic Registration related to New York State's Dietetics Licensure Practice Act in its efforts to support using NCCA-accredited certification programs as a means towards licensure for dietetics professionals in the State.

In addition, in 2011 ICE issued a series of press releases related to the role of credentialing in work force development. With President Obama focused on job creation and expanding the Skills for America's Future program, it is clear that now is the time to ensure that the nation's workforce is prepared to fill existing and future jobs. Credentialing plays a critical role in allowing job seekers to demonstrate that they have the necessary skills and training required in a competitive job market.



Financial Report

Statement of Activities and Changes in Net Assets

	For the Year Ended December 31	
	2010 (Actual)	2009 (Actual)
Revenue		
Membership Dues	\$298,381	\$268,662
NCCA	460,480	360,210
Annual Conference	420,741	407,602
Education Events / Publications	96,224	114,826
Investment Income	27,345	62,181
Research Sponsorship	18,500	3,000
Miscellaneous	22,559	11,620
Total Revenues	\$1,344,230	\$1,228,101
Expenses		
Administrative	\$385,913	\$480,921
Accreditation Services	213,772	176,563
Annual Conference	417,408	337,377
Education Events / Publications	94,413	182,406
Marketing / Communications	14,133	16,574
Government Relations	0	24,583
Research study	24,214	13,189
Total Expenses	\$1,149,853	\$1,231,613
Increase in Net Assets	194,377	(3,512)
Net Assets at Beginning of Year	502,666	506,178
Net Assets at End of Year	\$697,043	\$502,666

ICE Membership

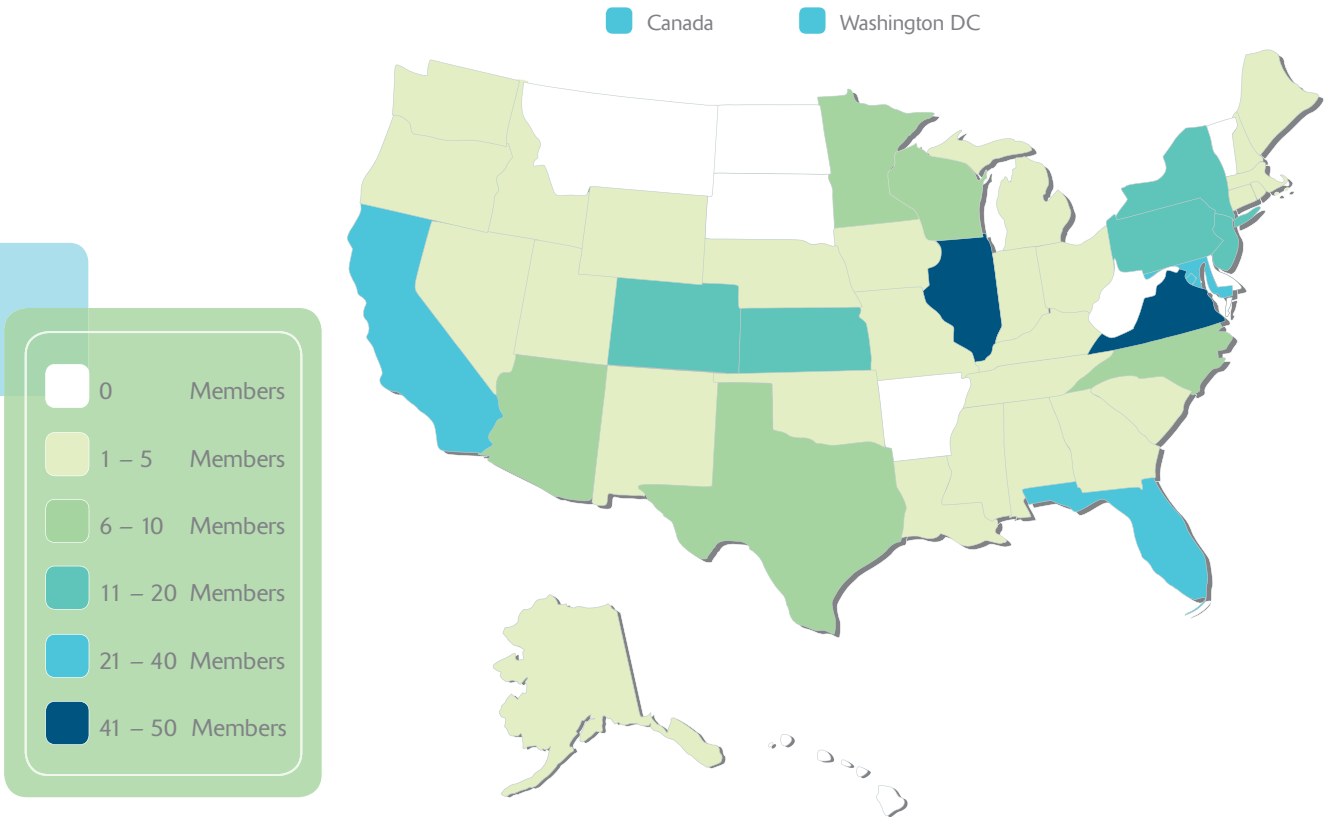
ICE is comprised of the following members

(as of November 1, 2011)



*Organizational members represent more than 150 occupations

ICE membership by state



ICE Board of Directors and NCCA Commissioners

2011 ICE Board of Directors

President

Melissa Murer Corrigan, RPh
Pharmacy Technician Certification Board

President-Elect

Cary List, CFP, CA
Financial Planning Standards Council

Immediate-Past President

Paul Grace, MS, CAE
National Board for Certification in Occupational Therapy

Secretary/Treasurer

Ronald G. Havlik
Operating Engineers Certification Program

NCCA Chair

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

Sustaining Member

Jim Hogan, PhD
ACT, Inc.

Directors-At-Large

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

Jan Wyatt, PhD, RN, NP-C
Pediatric Nursing Certification Board, Inc.

Public Member

Rebecca Lebuhn
Citizen Advocacy Center

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American Association of Medical Assistants

Co-Chair

Judy Ahn-Ewing, R.EEG/EP T., CNIM
American Board of Registration of Electroencephalographic and Evoked Potential Technologists

Public Members

Catherine Dower, JD
UCSF Center for the Health Professions

Robert Oshel, PhD
Retired

Elected Commissioners

Ida Darragh, CPM
North American Registry of Midwives

Liz Koch, MPH, MEd
Dental Assisting National Board, Inc.

Ron Kruzel, CST, MA
National Board of Surgical Technology and Surgical Assisting

ICE Board Appointee

Karen Nason, CAE
Rehabilitation Nursing Certification Board

NCCA Appointees

Chad Buckendahl, PhD
Alpine Testing Solutions, Inc.

Timothy J. Muckle, PhD
National Board on Certification & Recertification of Nurse Anesthetists

Sandra Neustel, PhD
National Board of Examiners in Optometry

Thomas O'Neill, PhD
American Board of Family Medicine

General Counsel

Philip O'Neill, JD
Jacobson Holman, PLLC

2011 Committees and Task Forces

Assessment-Based Certificate Accreditation Program Task Force

Richard Cotton, MA
American College of Sports Medicine

Michelle Nolin Flewell, CPLP
Informa Training Partners

Tina Freilicher
Financial Industry Regulatory Authority

Judith Hale, PhD
International Society for Performance Improvement

Joe Luathati, PhD
Global Skills Exchange Corporation

Mike Niederpruem, MS, CAE
American Health Information Management Association

Rick Philips, PhD
Castle Worldwide

Chandra Purnell-Bond, CPLP
Raytheon Company

Eric Sanders
Organization Development Economist

John Schene
Prometric

Bobbi Vernon
CFA Institute

Kory Ward-Cook, PhD, CAE
National Certification Commission for Acupuncture and Oriental Medicine

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American Association of Colleges of Nursing

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American Association of Medical Assistants

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SeaCrest Company

Karen Barnett
Professional Landcare Network

Joanna Carlson
Commission for Case Manager Certification

Lois Davis, RN, MSN
Association for Vascular Access

Molly Eggleston, MPH, CHES, CPH
National Board of Public Health Examiners

Sandra Greenberg, PhD
Professional Examination Service

Claudia Zacharias, MBA, CAE
Board of Certification/Accreditation International

Nominating Committee

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Paul Grace, MS, CAE
National Board for Certification in Occupational Therapy

NCCA Representative:
Ida Darragh, CPM
North American Registry of Midwives

Board Appointed:
Steve Barkley, CAE
Certified Financial Planner Board of Standards

Elected:
Stephanie Dille, MBA
Pearson VUE

Todd Galati, MA
American Council on Exercise

Program Committee

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Johnna Gueorgueieva, PhD
Dental Assisting National Board

Board Liaison:
Linda Lysoby, MS, MCHES, CAE
National Commission for Health Education Credentialing

Members:
Annette Parry Bush, RN, BSN, MBA, OCN
Oncology Nursing Certification Corp.

Ame Enright
Child Life Council

Michael Hechter
National Cancer Registrars Association

Debra Hecker, RN, MBA, WCC
National Alliance Wound Care Certification Board

Sherry Keramidas, PhD, CAE, FASAE
Regulatory Affairs Professionals Society

Julia Leahy, PhD
Regulatory Affairs Professionals Society

Patricia McConkey
*American Registry for Diagnostic
Medial Sonography*

Janice Moore
SeaCrest Company

Barbara Nytko, MSc
*Board of Canadian Registered Safety
Professionals*

Rebecca Rabbitt, Pharm. D.
*Institute for the Certification of
Pharmacy Technicians*

K. Jarin Schmidt
Pearson VUE

Adrienne Segundo
*National Board for Certification in Dental
Laboratory Technology*

Lisa Trofe
Commission for Case Manager Certification

Publications Committee

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North American Registry of Midwives

Board Liaison

Jan Wyatt, PhD, RN, NP-C
Pediatric Nursing Certification Board, Inc.

Members:

Paulette Anthony
Financial Planning Standards Council

Joan Campbell, CAE
*American Board of Multiple Specialties
in Podiatry*

Kari Glennie
*National Institute for Certification in
Engineering Technologies*

Robert Mahlman
*The Ohio State University, Center on Education
and Training for Employment*

Sheila Mauldin
*National Commission on Certification of
Physician Assistants*

Anthony Zara, PhD
Pearson VUE

Research and Development Committee

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Castle Worldwide

Vice Chair:

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Financial Planning Standards Council

Board Liaison:

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ACT, Inc.

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Institute of Certified Management Accountants

Bhaskar Dawadi, PhD
ISC2

Cindy Durley, MEd, MBA
Dental Assisting National Board

Larry Fabrey, PhD
Applied Measurement Professionals

Tara Fitzpatrick-Navarro, CTRS, CPRP
National Recreation and Park Association

Cheryl Gross, MA, CAE
American Osteopathic Association

Lucinda Harman, PhD
American Chiropractic Neurology Board

Felicia Lembesis
Medical Dosimetrist Certification Board

Dennis McLeavey, DBA, CFA
CFA Institute

Karen Plaus, PhD, CRNA, FAAN
*National Board on Certification and
Recertification of Nurse Anesthetists*

Jerry Reid, PhD
American Registry of Radiologic Technolog

William Schimmel
Pharmacy Technician Certification Board

Jeffrey Weaver, OD, MS
American Board of Optometry

Patricia Young, MA
Kryterion, Inc.



Headquarters Staff

Executive Director

B. Denise Roosendaal, CAE

Operations and Administrative

Anna B. Hildreth, Director
Elizabeth Grater, Sr. Coordinator
Becky Morgan, Sr. Associate
Jillian Ahrens, Associate

Marketing and Creative Services

Amanda Wood, Sr. Manager
Andrew Younger, Manager
Erica Lucca, Associate

Event Services

Melissa Huston, Sr. Manager
Apyrl Alexander, Manager
Monica Nolden, Sr. Associate
Michael Jordan, Associate

Sales Services

Alex Aaron, Coordinator

Education and Learning Services

Carrie Johnson, Coordinator

Financial Management and Accounting Services

Victor Lee, Coordinator



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