



Institute for
Credentialing
Excellence™

2016

**ANNUAL
REPORT**

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. We hope that with the continued expansion of the ICE Community 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:

Professional Development: 2016 saw another new professional development program come to life:

- **Considerations for International Expansion:** This year we expanded ICE's professional development portfolio by adding an online course to assist with the process of expanding a program internationally.

Other ICE Professional Development offerings continue to grow:

- **CEO Connect Series** – This series, aimed at CEOs and executive directors, 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:
 - » **Executive Summit** – Held in Arlington, VA on June 27 with 26 participants.
 - » **Business of Certification Workshop** – Held in Chicago, IL on September 12 with 25 CEOs and other leadership staff.
 - » **Governance Workshop** – Held in Tampa, FL in February, this new offering allowed 31 CEOs and elected representatives to come together for an intimate conversation on the challenges of governance.
 - » **CEO Connect Webinars** – Four webinars were held throughout the year that focused on the case study approach, engaging governing boards in the NCCA Accreditation process, building collaborative teams, and using big data.
 - » **Executive Conversations** – Three conference call-style programs were held on the topics of the National Defense Authorization Act 2016, effective mentoring, and innovative continuing competence 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 four enrollment periods, the program attracted more than 300 certification professionals, exceeding initial estimates by more than 100.
- **Professional Development Webinar Series** – This year saw the highest number of participants in

ICE's history in the eight-session webinar series. Topics included test security, microcredentials, how to prepare RFPs, and remote online proctoring.

ISO 17024 Program: ICE has built its ISO 17024 accreditation offering and has adjusted the online application system to allow for ISO 17024 applications. ICE's partnership with the International Accreditation Services (IAS) continues to offer NCCA-accredited programs the ability to extend their accreditation to include ISO 17024.

Research Products Released: 2016 has been a busy year for the Research committee. Projects soon to be released include the following topics: Innovative Item Types, Validation Strategies, Standard-Setting, Implications of the 2014 AERA/APA/NCME Standards, and Measuring Non-Cognitive Competence.

External Outreach: Through the newly re-formed Government Affairs Committee, ICE has been able to extend its reach with the message of credentialing best practice to various government stakeholders. In April, we participated in a gathering of military credentialing representatives to discuss the state of affairs for certificants and how to address obstacles. We also have begun tracking an important state-based issue: maintenance of certification restrictions. While this movement is based in the healthcare arena, the approach embraced by a dozen states so far has the potential to expand into non-healthcare professions.

New Staff: The ICE management team is a close-knit group, so losing any member of our team has an impact. But welcoming new team members is always a pleasure. We are excited to welcome Katie Scott, Education Coordinator, Katie Landoli, Membership and Operations Associate, and Linda Anguish, SPHR, GPHR, Director of Accreditation Services. They are all 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

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, 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.

MOVING INTO 2017

Based on the strategic plan approved by the Board of Directors, 2017 promises to be one filled with more professional development opportunities, greater value for ICE members, and relevant programming so that you can build and maintain quality credentialing programs.

- **Accreditation Services Council** – The Council will address items of strategic importance to ICE’s Accreditation Services: NCCA, ACAP, and ISO 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.
- **Career Pathway Resources** – ICE continues to examine ways it can assist members at all levels within the credentialing organization. As we move into 2017, we’ll take a deeper dive into the organization and examine opportunities for training within the organization.
- **Emerging Leaders** – ICE takes the idea of leadership development seriously. As the demographic of the traditional ICE member changes, we are seeking ways to highlight those within the credentialing organization and provide additional leadership opportunities and resources.
- **New Website Design** – While the ICE website is rich in content, we have heard the concerns about navigation. We will be redesigning the look and feel of the website to enhance the visitor experience to get to that rich content more quickly and easily.
- **ICE Handbook Update** – While the handbook has long been considered “the resource” for credentialing organizations, it is time for an updated version. ICE will tackle this project in 2017 under the direction and vision of its (not yet selected) editor and chapter authors.
- **Customized Governance Workshops** – ICE will be developing customized governance workshops to bring to your governing body and management teams. This customized approach can assist with those governance challenges that your organization in particular are facing.

- **Government Affairs** – Although ICE has reentered the government affairs arena in recent years, the challenges couldn’t be more important. Whether it is tracking military credentialing opportunities or maintenance of certification threats or promoting the value of accreditation and certification, ICE is monitoring state and federal regulations and proposed legislation. ICE is participating in a recently formed coalition to help inform the public on the risks to patient safety due to threats to the maintenance of certification requirements in state regulation. The Government Affairs committee meets monthly to discuss recent updates and pending threats.
- **Public Member Resources** – Under the direction of the Public Member Working Group, ICE is looking to expand the offerings to public members to enhance the value that they bring to credentialing organizations.
- **More Professional Development Offerings** – ICE is developing accreditation workshops to assist new applicants for the NCCA and ISO 17024 Accreditations. Other changes (content and format) to the current portfolio of training will be unveiled in 2017.



STANDARDS REVISION: A LOOK FORWARD TO 2017

Standards Revision: A Look Forward to 2017

The latest revision of the NCCA Standards for the Accreditation of Certification Programs became effective for all programs applying for accreditation after August 31, 2015. Numerous resources are available on the ICE website to guide programs through the revisions; however, the first two deadlines for applications showed lighter volumes than anticipated. By the August 31, 2016, deadline, however, volumes had returned to normal with more than 30 submissions.

In its continuous quest to improve the efficiency of the accreditation process, NCCA announced a streamlined application and review process which went into effect for the August 31, 2016 deadline. It is expected that this enhanced process will result in more timely feedback to applicants and provide them with increased opportunity to address inquiries and make necessary changes. Walk through the review process using the diagram available on the NCCA webpage.

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 an equal number undergoing the review process. In 2016, the process became automated which allows organizations to apply online and upload the required documentation.



2016 HIGHLIGHTS

Through the commitment and dedication of the NCCA, the following were achieved (as of September 2016):

27

New applications reviewed

42

Newly accredited programs

31

Renewal applications reviewed

315

Total accredited programs



26

Industry sectors represented

Joint NCCA/ISO 17024 Accreditation

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

The online application process will allow for efficient review, reduction of duplication, automated notifications, and synchronization of the renewal cycles.

FINANCIAL REPORT

Statement of Activities and Changes in Net Assets
December 31, 2015 and 2014

	2015 (Actual)	2014 (Actual)
Revenue		
Membership Dues	\$362,318	\$366,901
Accreditation Services	\$665,427	\$621,527
Annual Conference	\$602,973	\$563,632
Education Events/Publications	\$268,498	\$149,157
Investment Income	(\$19,981)	\$14,075
Research Sponsorship	\$55,309	\$53,572
Total Revenue	\$1,934,544	\$1,768,864
Expenses		
Administrative	\$526,125	\$613,662
Accreditation Services	\$370,840	\$369,262
Annual Conference	\$536,471	\$511,717
Education Events/Publications	\$163,235	\$184,324
Marketing/Communications	\$54,761	\$39,447
Research Study	\$17,543	\$34,953
Total Expenses	\$1,668,975	\$1,753,365
Change in Net Assets	\$238,165	(\$19,864)
Net Assets at Beginning of Year	\$885,722	\$905,639
Net Assets at End of Year	\$1,123,887	\$885,722

*These figures are based on audited financial statements.



MEMBERSHIP

2016 ICE MEMBERS

21

Individual Members

33

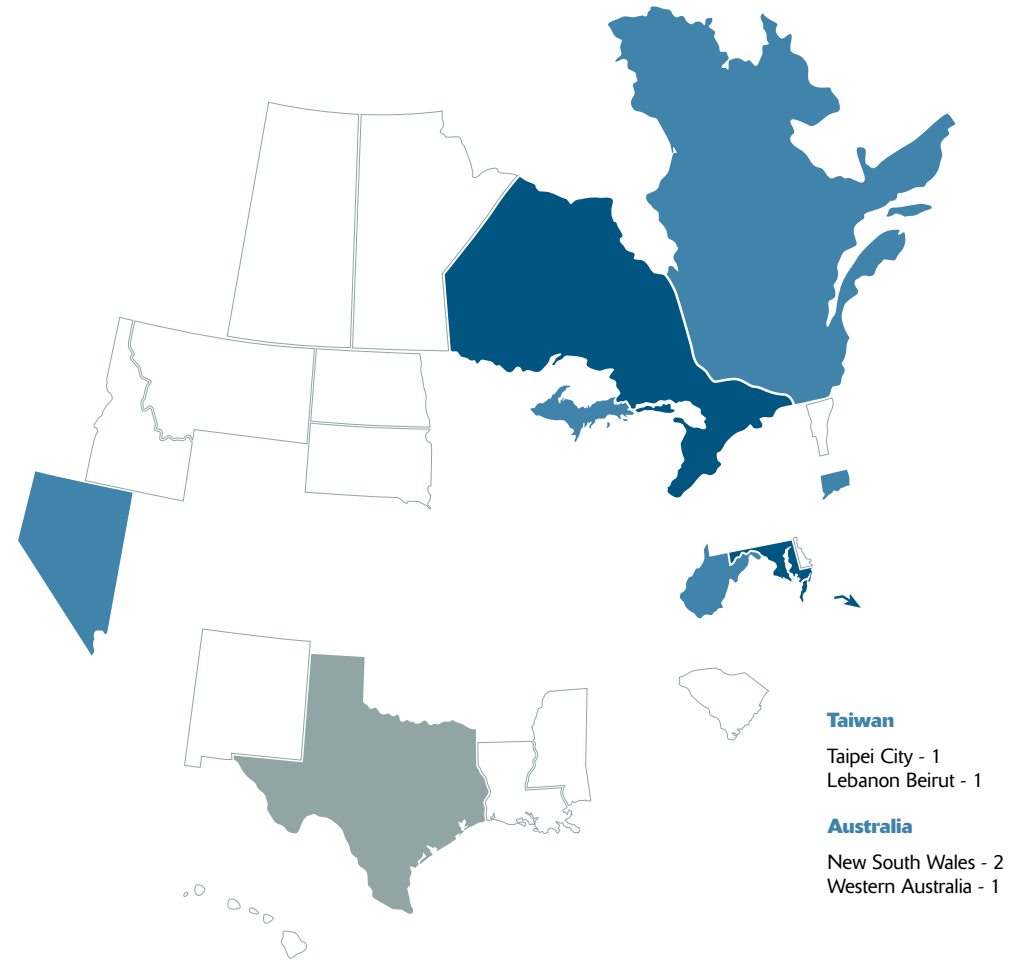
Sustaining/Affiliate Members

221

Organizational Members
(credentialing bodies)

142

Accredited Organizational Members





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