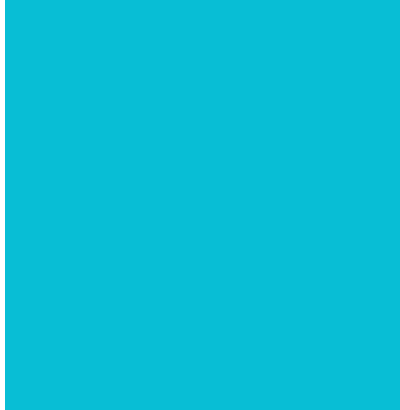**Institute for Credentialing Excellence**

I.C.E. Annual Report

2019-2020

Promoting best practices for the credentialing community

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Dear Members,

What a year this has been! Each year I report with great pride what the Institute for Credentialing Excellence (I.C.E.) has achieved in the past year. I approach the end of this year admittedly with a sigh of relief. Even so, there are many things to celebrate including the incredible fortitude and resilience of the I.C.E. membership and staff. So let me begin with a hearty thank you to all who have persevered this year and endeavored to still create great accomplishments.

Our I.C.E. community is 430 organizations (representing over 2,400 individuals) strong so you can continue to use your professional colleagues as resources for growing your organization and supporting your professional growth.

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.

B. Denise Roosendaal

B. Denise Roosendaal, CAE, Executive Director

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Here are a few highlights from 2020:

- **I.C.E. Virtual Exchange:** While we had to cancel the in-person I.C.E. Exchange, the Program Committee and I.C.E. staff rallied behind the concept of a virtual experience to deliver education and networking opportunities. In a short three week period, we were able to transition and launch a virtual conference. This effort would not have been possible without our dedicated team and the support of our speakers, exhibitors, sponsors, and other volunteers who were willing to participate in this new experience. We look forward to taking the lessons learned and incorporating them into dynamic and versatile resources that continue to support the credentialing field during this fluid time.

- **Live Remote Proctoring:** Early in 2020, the NCCA kicked off a study to analyze the use of live remote proctoring in test delivery with nine currently accredited programs. With the closure of testing centers due to COVID-19, the Commission quickly delivered an Exception Program to permit accredited programs to temporarily utilize live remote proctoring in advance of its analysis of results from the Live Remote Proctoring Pilot Assessment (which closed June 1). A subcommittee of the NCCA reviewed Exception Program applications and generally provided all organizations a decision within one week of receipt. The NCCA's Live Remote Proctoring subcommittee will present the findings of the pilot assessment during the Virtual Exchange.

- **COVID-19 Programming:** I.C.E. recognized early in the crisis that members wanted to connect and learn from each others perspectives and expertise. I.C.E. held several Town Halls as well as webinars designed to generate expert advice and guidance.

- **New Branding Architecture:** With the input of the Accreditation Services Council (ASC), I.C.E. began a process to update and re-organize its current branding. While the branding of all products was important, the accreditation services (NCCA, ICE 1100, and partnership with IAS for ISO17024 accreditation) caused confusion in the marketplace. A new branding architecture will be released in late 2020 to build a more cohesive brand that clearly aligns member services, education, and accreditation services that I.C.E. offers. Execution of the branding transition will happen throughout the upcoming year.

- **Professional Certification Coalition (PCC):** 2020 saw the continuation of the PCC as the proliferation of state legislative threats to certification and licensure continued. However, when COVID-19 hit many state legislatures shuttered their sessions as well. The PCC was created in 2018 in partnership with the American Society for Association Executives (ASAE) along with guidance from the Pillsbury Law Firm to fight state legislative attempts to limit the ability for certifications to exist and function in the open market. This session saw 85 bills in 30 states that impact certification. The coalition is also monitoring various federal legislation that impacts certification and the workforce. *Click here* to get a full scope of the coalition's accomplishments.

- **Professional Development:** 2020 saw continued emphasis on professional development programs:

  » **Certification for Credentialing Professional Development:** In 2020, the Steering Committee led by Bill Ellis and insights from Cyndi Miller Murphy, began developing a certification program for Credentialing Professionals. The certification program is scheduled to launch in late 2021. Thank you to the following sustaining members who so far have pledged in-kind support for this important project:

    » Lineup
    » Pearson VUE
    » PSI
    » Scantron
    » Yardstick Assessment Strategies

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» **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. I.C.E. added an additional enrollment period to allow for more learning opportunities for our members. After 11 enrollment periods, the program has attracted more than 800 certification professionals, exceeding initial estimates.

» **Webinar Series and Town Halls:** We hosted three town halls on I.C.E.'s mission, vision and ends statements and I.C.E. research. In addition, we hosted nine webinars on topics such as COVID-19's impact on credentialing, remote proctoring, the value of certification, and accessibility. Over 1,000 registrants attended these opportunities.

» **Workshops – Psychometrics, NCCA/IAS, Governance:** Due to COVID-19, I.C.E. hosted a mix of in-person and virtual workshops throughout the year with over 90 attendees. We were able to host the Governance workshop in February and transitioned to virtual workshops for the rest of the year. I.C.E. hosted three workshops on the NCCA Standards in March, May, and September. We also hosted the Psychometrics and Test Development Workshop in partnership with Yardstick Assessment Strategies in May.

• **Research & Development Projects:** I.C.E. released (or will soon release) several items in 2020 including a study on Criminal Justice, International Credentialing, Recertification Benchmarks, and our Business of Certification Benchmarks Survey Summary. I.C.E. also launched an international expansion toolkit, which provides resources to those organizations looking to expand their certification program internationally. We are currently in the process of developing a military credentialing toolkit that will be available by the end of 2020.

» **R&D Agenda Accomplishments:** As a result of a Value of Certification Summit held in the Washington, D.C. area in May 2018, I.C.E. 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/future trends on the value of certification. The agenda, *now posted on the website*, has driven the research projects (internal and external) for the organization. In addition to items listed elsewhere, I.C.E. 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 initiative funds will be used strategically to create meaningful research for I.C.E. members and other stakeholders moving forward.

• **Accreditation Services Council (ASC):** The ASC has provided strategic leadership and thoughtful input into the accreditation services programs provided by I.C.E. The ASC has guided conversations around growth opportunities, branding, and Standards revision.

• **NCCA Standards Revision:** The revision of the current *NCCA Standards for the Accreditation of Certification Programs* (© 2014) began in late 2019. Co-Chairs Larry Fabrey, PhD and Denise Fandel, MBA, CAE are leading the appointed 15-member Main Committee and 15-member Technical Assistance Group (TAG) through this important project. The draft revisions will be released for public comment in the fourth quarter of 2020 and we look forward to reviewing the feedback from all interested parties.

• **ISO/IEC 17024 Program:** I.C.E.'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. I.C.E. held several NCCA and ISO/IEC 17024 accreditation workshops to help familiarize programs with the process and delve deeper into the Standards.

• **New Staff:** The I.C.E. management team is a close-knit group. We welcomed Jordan Newsome and Bethany Brewer, Membership and Operations Associates.

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Moving Into

2021

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As the I.C.E. Board and Management continue to adjust to COVID-19 and its impacts, the Board has made a commitment to pursue its strategic plan in order to maintain and even increase I.C.E.'s value proposition to members. In this pursuit, the Board and Management are focused on the following projects for 2021:

• **New AMS System and Integrated Website:** I.C.E. is moving management and website systems. This opens up great opportunities for us to improve processes and data management and enhance website navigation. As such, the I.C.E. Management team has researched available solutions and chosen a provider. The transition will take the better part of 2021 with a full release by mid-late 2021.

• **Certification for Credentialing Professionals:** While initiated in 2020, the Steering Committee and I.C.E. Management are expecting to release the program by the end of 2021. This premiere certification will enable those meeting the eligibility requirements to demonstrate to their employers and stakeholders that they meet the highest standard in the credentialing community.

• **Diversity, Equity & Inclusion:** With the leadership of I.C.E. Member Tracy Lofty, the DE&I Task Force will examine how I.C.E. can improve diversity within the organization internally as well as externally within the credentialing community. The group will examine data to determine resources the I.C.E. membership and organization need to succeed in this specific topic area.

• **Value of Certification from Employers:** Building on the report released in 2019, this work was originally envisioned for 2020 but was moved to address pressing COVID-19 resources. The Task Force will re-engage the plans in order to move forward in 2021.

• **NCCA Standards Revision Release:** The NCCA Standards Revision committee will review and incorporate feedback from the public comment period. The revised Standards will be published in 2021. The implementation date will be determined based on the publication date and the scope of the revisions.

Did You Know?

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

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Accreditation

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The National Commission for Certifying Agencies (NCCA)

With the NCCA's commitment to continuous improvement and customer care, 2020 required various pivots in order to maintain these priorities.

I.C.E.'s Director of Accreditation Services, Linda Anguish, hosted the NCCA Accreditation workshop virtually for the first time on three separate occasions. The workshop walked through the NCCA Standards and the requirements to meet the essential elements of each Standard, as well as, provided a better understanding of the NCCA accreditation process. The virtual format proved to be efficient and convenient, allowing participants access to the workshop without the need to travel.

The current NCCA Standards revision project is still underway. The revision began in late 2019 and continued in 2020, with the public comment review period opening in the fourth quarter. The Main Committee and technical advisory group, led by co-chairs Lawrence J. Fabrey, PhD, and Denise Fandel, MBA, CAE, will review all the public feedback and continue their work in the new year. It is anticipated that the revised Standards will be published in 2021 and the implementation date will be determined based on the publication date and the scope of the revisions.

As the NCCA was in the midst of their Live Remote Proctoring (LRP) Pilot Assessment, unexpectedly, the COVID-19 pandemic occurred, causing most test centers to close. The NCCA provided the Exception Program for accredited programs to apply to offer exams with live remote proctoring to their candidates for a time-limited period. The LRP Pilot Assessment continued through this time and NCCA began their review and analysis of the results from the nine participating programs over the summer. Outcomes of the pilot assessment as it relates to LRP and compliance with the NCCA Standards, as well as next steps for the Exception Program will be announced at the Virtual Exchange. *More information here.*

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 135 different organizations. The program continues to grow as more organizations seek third-party recognition of their programs.

Assessment-Based Certificate Accreditation Program (ACAP)

The ICE 1100 Standard for Assessment-Based Certificate Programs was revised in 2019. 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.

In 2020, I.C.E. will release a guidance document to help organizations better comprehend the standards and how to prepare for an accreditation application. Currently, there are 10 programs that have been accredited by the Institute for Credentialing Excellence (I.C.E.) through its Assessment-based Certificate Accreditation Program (ACAP).

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Dual NCCA and ISO/IEC 17024 Accreditation

I.C.E.'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.

In an effort to better educate the community, I.C.E. hosted the International Accreditation Services (IAS)'s live two-day workshop on December 5-6, 2019 and marketed IAS's 2-day workshop virtual workshop October 20-21, 2020. The workshop provides a deep dive into the ISO/IEC 17024 standards and requirements.

2020 NCCA Highlights

Stats: through August 31, 2019 – August 31, 2020

27	**80**	**10**	**306**	**27**
New applications reviewed	Renewal applications reviewed	Newly accredited programs	Total accredited programs	Industry sector representatives

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Financial Report

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Statement of activities and changes in net assets based on the annual audit performed by Jones, Maresca, & McQuade, P.A. and overseen by the Board of Directors and I.C.E. Finance Committee.

	2019 (Actual)	2018 (Actual)
REVENUE		
Membership Dues	$520,045	$446,267
Accreditation Services	$861,494	$862,699
Annual Conference	$816,347	$731,392
Education Events	$276,349	$264,604
Publications	$66,250	$14,173
Investment Income	$162,872	($66,023)
Research Sponsorship	$57,325	$63,236
Total Revenue	**$2,760,682**	**$2,316,348**
EXPENSES		
Administrative	$715,259	$628,491
Accreditation Services	$719,894	$705,151
Annual Conference	$774,342	$699,462
Education Events	$196,354	$188,976
Publications	$41,720	$12,973
Marketing/Communications	$92,756	$89,780
Research Study	$24,038	$70,140
Total Expenses	**$2,564,363**	**$2,394,973**
Change in Net Assets	**$196,319**	**($78,625)**
Net Assets at Beginning of Year	**$1,570,461**	**$1,452,767**
Net Assets at End of Year	**$1,570,461**	**$1,374,142**

Based on 2019 and 2018 Audited Financial Statements
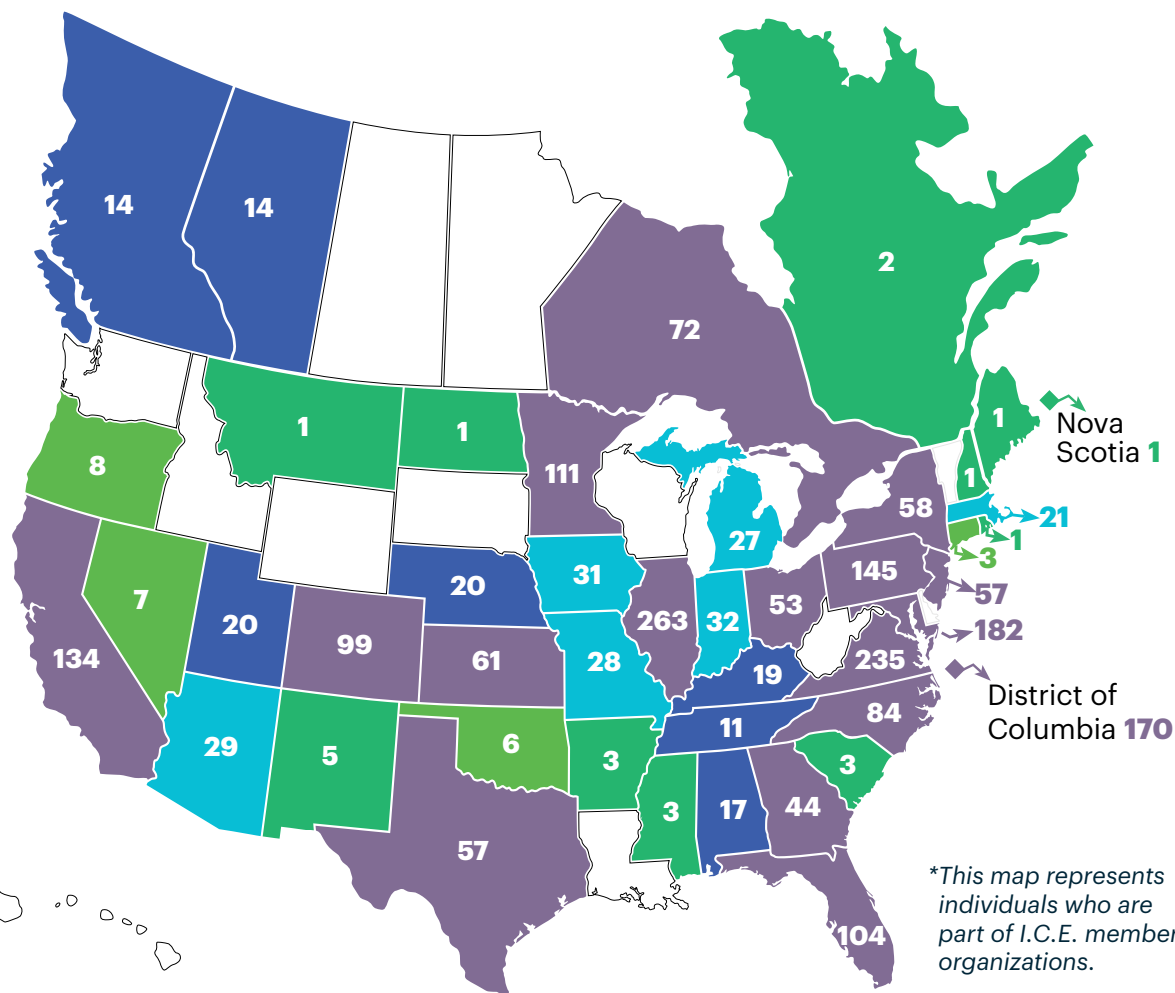
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Membership

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Legend: # of Members

- ⬜ 0
- 🟩 1 – 5
- 🟩 6-10
- 🟦 11-20
- 🟦 21-40
- 🟪 40+

Australia **1**

Map Values

- 14 (WA)
- 14 (MT)
- 1 (SD)
- 1 (NE)
- 8 (OR)
- 7 (NV)
- 134 (CA)
- 20 (UT)
- 99 (CO)
- 61 (KS)
- 20 (NE/SD area)
- 31 (IA)
- 28 (MO)
- 263 (IL)
- 32 (IN)
- 27 (MI)
- 21
- 1
- 1
- 58 (NY)
- 145 (PA)
- 53 (OH)
- 111 (MN/WI area)
- 72 (Ontario)
- 2 (Canada)
- 1 (Nova Scotia area) Nova Scotia **1**
- 3
- 1
- 57
- 182
- 235
- 84
- 19 (KY)
- 11 (TN)
- 3 (SC)
- 44 (GA)
- 17 (AL)
- 3 (MS)
- 3 (AR)
- 6 (OK)
- 5 (NM)
- 29 (AZ)
- 57 (TX)
- 104 (FL)

District of Columbia **170**
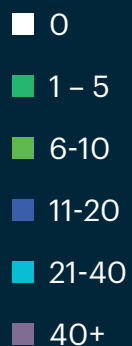
*This map represents individuals who are part of I.C.E. member organizations.

2020 Membership Stats *(as of 10.2.20)*

28
Individual members

37
Sustaining/Affiliate members
25 (sustaining) 12 (affiliate)

265
Organizational members
(credentialing bodies)

136
Accredited Organizational *members*

Total Overall= **466**

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I.C.E.
Leadership

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2020 Board of Directors

Chair
Nicholas Soto
Construction Manager
Certification Institute

Vice Chair
Lisa Sallstrom, CAE, PMP
Association for Supply Chain
Management, ASCM

Secretary-Treasurer
Todd Philbrick, CAE
American Speech-Language-Hearing
Association

NCCA Representative
Sara Blair Lake, JD, CAE
International Board of Lactation
Consultant Examiners

Sustaining Member Representative
Janice Moore
SeaCrest

Director
Grady Colson Barnhill, MS
National Commission on
Certification of Physician Assistants

Director
Karen Plaus, PhD, CRNA, FAAN, CAE
National Board of Certification and
Recertification for Nurse Anesthetists

Director
Terri Hinkley, EdD, MBA, BSN, RN, CAE
Medical-Surgical Nursing
Certification Board

Public Member
Catherine Dower, JD

Ex Officio Member
Denise Roosendaal, CAE
Institute for Credentialing Excellence

2020 Assessment-based Certificate Accreditation Council (ACAC)

Chair
Instructional Design Reviewer
Bobbi Losee Vernon
CFA Institute

Instructional Design Reviewer
Julie Patrick
JP Learning Associates

Instructional Design Reviewer
Mimi Banta
Learning & Development Consultant

Psychometric Reviewer
Sarah Carroll, PhD
National Board for Certification
in Occupational Therapy

Psychometric Reviewer
Fae Mellichamp
Behavior Analyst Certification Board

Administrative Reviewer
Heather Rich, MPA
American Association of Cardiovascular
and Pulmonary Rehabilitation

Administrative Reviewer
James Stobinski, PhD
Competency and Credentialing Institute

Administrative Reviewer
Jenna Ayala
American Board of Multiple
Specialties in Podiatry

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2020 NCCA Commission

Chair
Sara Blair Lake, J.D., CAE
International Board of Lactation Consultant Examiners

Vice Chair
Joy Lynn Matthews-Lopez, PhD
JML Measurement and Testing Services, LLC

Administrative Commissioner
Katherine Church, RDN
Certifying Board for Dietary Managers

Administrative Commissioner
Michael Clark, CAE

Administrative Commissioner
Lindsey Durham, CPA
National Registry of Emergency Medical Technicians

Administrative Commissioner
William Ellis, RPh, MS
Board of Pharmacy Specialties

Administrative Commissioner
Ben D. Price
National Board of Surgical Technology and Surgical Assisting

Administrative Commissioner
Diane O. Tyler, PhD, FNP
American Academy of Nurse Practitioners Certification Board

Psychometric Commissioner
Kevin M. Bradley, PhD
Human Resources Research Organization

Psychometric Commissioner
Andrew C. Dwyer, PhD
American Board of Pediatrics

Psychometric Commissioner
Linda Waters, PhD
Prometric

Psychometric Commissioner
John Wickett, PhD
Wickett Measurement Systems Inc.

Public Member
Nancy Ahluwalia

Public Member
Michele M. Warholic, Esq., CAE

2020 Accreditation Services Council

Chair
Chad Buckendahl, PhD
ACS Ventures, LLC

Vice Chair
James Stobinski, PhD
Competency and Credentialing Institute

Accredited Program Representative
Karen Sutherland, PhD, RN
National Registry of Emergency Medical Technicians

Accredited Program Representative
Ida Darragh, CPM
North American Registry of Midwives

I.C.E. Board Representative
Janice Moore
SeaCrest

Accredited Program Representative
Jerry Reid, PhD
American Registry of Radiologic Technologists

Component Representative
Michael Clark, CAE

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

Stakeholder Representative
Cary List, CA, CFP
FP Canada

Public Member
Mark Bertler, CAE

Thank you to all of our Committee Members!

View All Committee Members Here

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Headquarters

Staff

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Headquarters Staff

Executive Director
B. Denise Roosendaal, CAE

Operations and Membership
Linda Anguish, SPHR, GPHR
Director

Katie Scott, CAE
Association Manager

Tara Mohammed
Senior Coordinator

Doug Weinbaum
Senior Coordinator

Jordan Newsome
Operations Associate

Bethany Brewer
Operations Associate

Marketing and Creative Services
Kevin Hurley
Director

Jayne Kramer
Senior Coordinator

Marianna Lovo
Associate

Phillip Montwill
Senior Graphic Designer

Sales Services
Ryan Leach
Manager

Event Services
Erin Tench
Senior Manager

Brigid Greaney
Coordinator

Corie Stretton
Coordinator

Staci Blue
Senior Associate

Lauren Stevens
Associate

Editorial
Kristin Frankiewicz
Senior Coordinator

Monica Roselli
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Manager