

2017-2018



Institute for
Credentialing
Excellence[™]

Promoting Best Practices for
the Credentialing Community

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, (434 organizations representing over 2000 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:

- **Professional Certification Coalition:** 2018 saw a proliferation of state legislative threats to certification. While the bill in Louisiana was finally amended satisfactorily, ICE members asked for a more strategic solution. The Professional Certification Coalition (PCC) was created in partnership with the American Society for Association Executives (ASAE) along with the guidance from the Pillsbury Law Firm. As of the print of this publication, over 100 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.
- **Professional Development:** 2018 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 more than 600 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 of 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 is a variety of learning opportunities including the Business of Certification Workshop, Governance Workshop, CEO Webinar Series, and Executive Conversations.
- » **Professional Development Webinar Series** – This year ICE saw 450 registrants in the 9 session webinar series with topics like test security, quality assurance, and marketing strategies for certification programs.
- » **Psychometric Boot Camp** – In partnership with Yardstick Assessment Strategies, ICE held its first ever live Psychometric Boot Camp. I attended, along with 50 other credentialing professionals, to learn more about psychometrics and its critical role in the assessment life cycle.
- **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.

Charting a Path for Continued Growth and Opportunity

- **ICE 1100 Standards Revision:** ICE conducted a standards revision process for the ICE 1100 Standard on Assessment-based Certificate Programs. This revision process involved nearly 40 individuals with an interest in Assessment-based certificates in drafting the recommended revisions, as well as opportunities for public review and comment.
- **Business of Certification Benchmarks Platform:** A Research & Development subcommittee created an online platform (along with partner Dynamic Benchmarking) for the CFO: Business of Certification Benchmarks. This new, user-friendly online platform for collecting and reporting information made data collection process easier for participating organizations. This platform is a powerful tool for members 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. With this new platform, participation continues year-round rather than only when the official report is released!
- **R&D Agenda Created:** As a result of a Value of Certification Summit held in the Washington, D.C., area in May, 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/future trends on the value of certification. The agenda, [now posted on the website](#), will drive research (internal and external) for the organization. The Research & development fundraising initiative funds will be used strategically to create meaningful research for ICE members and other stakeholders.
- **ICE Handbook Revision:** Dr. James Henderson, Castle, a Scantron Assessment Solutions Business, was selected as the editor for the ICE Handbook revision. Over thirty chapters have been envisioned and authors have been selected. Expect the release to occur at the 2019 ICE Exchange with information about pre-sales going out next summer.
- **Government Affairs:** ICE continues to monitor a variety of government affairs related topics. In addition to the work of the PCC, the Government Affairs Committee monitors the work of the Right to Safe Care Coalition which was created to educate elected officials on the topic of maintenance of certification. Other topics include the military/veterans credentialing issues, and the copyright office changes.
- **New Staff:** The ICE management team is a close knit group. We welcomed Michaela Peterson, Membership and Operations Associate. We hope you will have an opportunity to meet her during the conference.

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



458

**Registrants
for 10 session
webinar series**

Moving into 2019

Based on the strategic plan approved by the Board of Directors, 2019 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.

- **Accreditation Services Council**—The Council, formed in 2017, is tasked with addressing strategic issues related to accreditation, accreditation processes, growth potential, customer service, marketing advice, and policy improvement recommendations related to ICE Accreditation Services Components. In 2019, 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.
- **ICE 1100 Revision** – The ICE 1100 Standard for Assessment-Based Certificate Programs has undergone a review and revision process during 2018. This included opportunities for ICE members and non-members to participate in working groups, the main committee (consensus body), and public comment periods. Upcoming webinars and conference sessions will explain the change recommendations for introduction in 2019.
- **Career Pathway Resources** – Building off the survey results collected in 2018, ICE will continue to examine ways it can assist members with their career development at all levels within a credentialing organization. As we move into 2019, we'll review the results of the survey to determine what skills gaps ICE can address as well as new programs such as mentoring or leadership development.
- **Revised ICE Handbook Release** – Watch for a release of the ICE Handbook in 2019 at the ICE Exchange. Pre-sales will begin over the summer. This guide is the resource for the certification community.
- **External Research** – Fresh off the development of the Research & Development agenda, ICE will begin to pursue externally focused research in order to speak to the Value of Certification to a variety of stakeholders.
- **Research & Development Projects** – ICE plans to deliver and release several items in 2019 including a report on Competency Modeling, Future of Credentialing, Non-Cognitive Competence Part 2, Re-certification Benchmarking, and 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.
- **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.
- **Government Affairs** – 2019 will potentially be a busy year for government affairs. ICE will continue its role in the PCC and bring forward information to the ICE membership on other related issues.

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)

Since the launch of the program, the NCCA is continuously looking for new features to increase efficiency and clarity of the application process. Inquiry processes have been refined to allow for more timely application decisions and communications. In addition, the online system for NCCA application, renewal, and annual reports continued to be improved this year. Updated features included a “tickler” message to prevent data loss when a session times out, support for html emails and links, the options for printer friendly views of sub-sections of applications, and updated payment processing.

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 more than 130 different organizations. The program continues to grow as more organizations seek third-party recognition of their programs. 2018 saw a 96 percent renewal rate of programs that were due for reaccreditation.

Assessment-Based Certificate Accreditation Program (ACAP)

The ACAP accreditation program, founded on the ICE 1100 Standard for Assessment Based Certificate Programs in 2012, now has ten (10) accredited programs with several more 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. This year, ICE release a [virtual roadmap](#) and an [informational video](#) that provides an insider’s look at accreditation and the differences between certificate and certification programs.

In addition, the ICE 1100 Standard is undergoing revision following a process that kicked off in February 2018. An open call for service was sent and published on the website in February with 66 individuals, composed of ICE members and

non-members, interested in serving. Under the leadership of Michelle Nolin, CPLP, who is serving as Chair, a total of 40 individuals have actively participated in the revision process with the initial draft issued for public comment in October. Upcoming webinars and conference sessions will explain the change recommendations for introduction in 2019.

2018 NCCA HIGHLIGHTS



**40 New
Applications
Reviewed***



**79 Renewal
Applications
Reviewed***



**22 Newly
Accredited
Programs***



**316 Total Accredited
Programs**



**26 Industry Sectors
Represented**

* through 8/31/2018

Accreditation Services

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 May 2018. 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 two-day workshop on November 29-30, 2018. 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 has been designed to automatically transfer details from the NCCA application that fully or partially satisfy the requirements of ISO/IEC 17024.

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

ICE would like to thank the 2018 volunteer National Commission for Certifying Agencies (NCCA) and Assessment-based Certification Accreditation Council (ACAC) for their tireless effort and commitment to ICE's accreditation services.

Financial Report

Statement of Activities and Changes in Net Assets

	2017 (Actual)	2016 (Actual)
Revenue		
Membership Dues	\$429,829	\$372,309
Accreditation Services	\$754,710	\$693,378
Annual Conference	\$685,192	\$653,852
Education Events/Publications	\$343,140	\$283,638
Investment Income	\$112,427	\$57,757
Research Sponsorship	\$60,000	\$58,125
Total Revenue	\$2,385,298	\$2,119,059
Expenses		
Administrative	\$524,984	\$515,930
Accreditation Services	\$627,359	\$529,450
Annual Conference	\$685,517	\$663,463
Education Events/Publications	\$198,375	\$199,021
Marketing/Communications	\$86,840	\$90,281
Research Study	\$49,116	\$877
Total Expenses	\$2,172,191	\$1,999,022
Change in Net Assets	\$213,107	\$120,037
Net Assets at Beginning of Year	\$1,239,660	\$1,119,623
Net Assets at End of Year	\$1,452,767	\$1,239,660

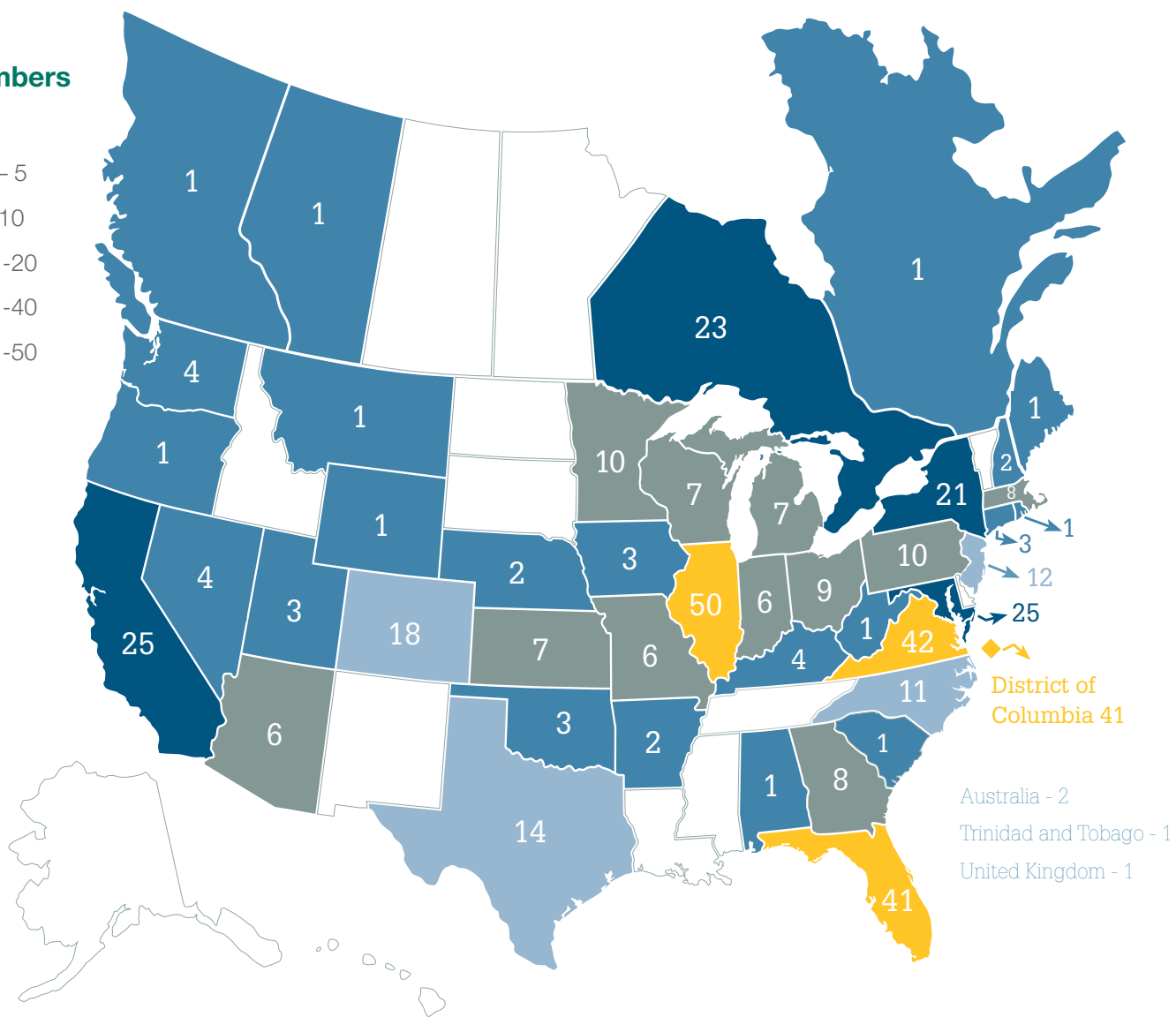
Based on 2016 and 2017 Audited Financial Statements

Membership

ICE is comprised of the following members (as of September 2018)

Members

- 0
- 1 – 5
- 6-10
- 11-20
- 21-40
- 41-50



Australia - 2
Trinidad and Tobago - 1
United Kingdom - 1

13

Individual Members

39

Sustaining/Affiliate Members

249

Organizational Members (credentialing bodies)

133

Organizations with Accredited Programs

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