



**NATIONAL COLLEGE TESTING ASSOCIATION  
FY21 ANNUAL REPORT  
July 1, 2020 – June 30, 2021**

## **INTRODUCTION**

The Annual Report provides a narrative, highlighting actions, projects, and strategic priorities accomplished over the past fiscal year. During FY 21, the Governing Council of the National College Testing Association continued to work on the goals of the FY 18-FY 21 Strategic Plan. These goals included providing the membership with additional opportunities for professional development, enhancing the annual conference, and increasing membership. A Strategic Planning Committee is in the process of developing the FY 22-FY 25 Strategic Plan that will be used to guide priorities for the next year.

## **GOVERNING COUNCIL**

The Governing Council consisted of eleven individuals whose primary goal is to continue providing the opportunities that will enable NCTA to move forward in its quest to serve as a leader in the area of test administration/proctoring whether online or in person, computer or paper/pencil, national or institutional--always keeping uppermost the need for security and integrity.

The Governing Council's previously reorganized divisional structure has more accurately reflected the work the Council is doing and what fits in each division. Chair and Co-chair creation was established with a three year rotational structure to ensure continuity to the organization. New Council members were placed into a division to work under the chair and then become chair when the current chair rotates off.

The six divisions are Finance, which focuses on the financial management and reporting for the organization; Growth and Outreach, which focuses outside the organization with the purpose of recruiting new members and increasing industry awareness of NCTA; Membership Engagement, which focuses on the current NCTA membership with the purpose of increasing networking opportunities, developing the talent and leadership pool, supporting NCTA initiatives, and promoting a sense of ownership and belonging within the organization; Partnerships and Collaborations, which focuses on establishing, promoting, and enhancing our relationship with

other testing related professional organizations for purposes of expanding the reach of NCTA, developing resources to assist NCTA members, and advancing the professional community; Professional Development, which focuses on developing and expanding the knowledge, skills, and abilities of NCTA members through Special Interest Groups (SIGs), webinars, the E-Journal, (*Journal of the National College Testing Association*) and numerous volunteer opportunities related to the annual conferences and virtual conferences; Professional Services, which focuses on the development of best practices in testing as well as the advancement and development of NCTA programs and services promoting those practices.

The Governing Council convenes three times a year. During this reporting period those meetings were held in September 2020, November 2020, and March 2021. Typically, two of these meetings are held in person, however, all meetings were held virtually as a result of the current health situation.

Three Governing Council members completed their terms at the end of the 2020 conference: Naora Ben-Dov with Woodbury University (Professional Development Chair) and Rachel Hample with Temple University (Growth and Outreach Chair). At the end of the 2020 conference, Jarret M. Dyer became Past-President and Rachel Hample assumed role of President. Three new individuals were also elected to join the Council: Cindy Meza with Arizona State University (Treasurer-Elect, Co-Chair of Finance Division), Diane Patterson with Three Rivers College (Co-Chair of Membership Engagement Division), and Erin Nix with Colorado Mesa University (Co-Chair of Partnerships and Collaborations Division). During the fiscal year, Erin Nix resigned from her position on the Governing Council. The Governing Council appointed Kimberly Bright with University of Arkansas at Little Rock to the role.

The Governing Council continues to strive to make every effort to be good stewards of NCTA's financial situation: We have reduced the size of the Council to reduce meeting costs, both fall and spring Governing Council meetings have transitioned to virtual meetings and conference costs are closely monitored. The recent health situation has also furthered cost savings as all three meetings of the Governing Council were virtual. We continue to evaluate costs of services versus membership benefits. For instance, services such as the Hopin virtual conference platform provide a reasonable cost with increased benefit to conference attendees.

## **FINANCE**

### **Division Heads: Sara Rieder Bennett, Treasurer & Cindy Meza, Treasurer-Elect**

The NCTA Finance Division focuses on the financial management and reporting for the organization with a primary charge of preparing and monitoring annual budgets. The NCTA Treasurer serves as the Division Head, with a 3-year term, the first year as Treasurer-Elect, second as Treasurer, and third as Treasurer mentoring the new Treasurer-Elect. The Comptroller provides support to the Finance Division. The Fiscal Year for NCTA runs from July 1 to June 30 to best align with higher education institutions. This report covers Fiscal Year 2021 (July 1, 2020-June 30, 2021).

The Finance Division includes:

- The Grants Committee, which promotes the awareness and reputation of the organization. The purpose of the committee is to offer opportunities for professional development, to promote the development of resources for NCTA members, to encourage professional support activities, and to support members of NCTA. During FY 2021, the Chair of the committee, Dr. Wendy Shirey, stepped down due to leaving higher education. Co-Chairs Kimberly K. Bright and Alex Martinez were appointed in spring 2021. Members of the committee include Erik Arroyo, Dr. Amystique Church, Kim McCrackin, Bill Thelen, and Roberto Voci.
  - Grants awarded during the previous cycle (2020-21) were given extensions for use due to impacts of COVID-19.
    - Purdue University Northwest – Great Lakes College Testing Association (GLCTA) Collaborative Testing Professional Development Event
      - Contact: Jan Gonzalez
      - Grant: This project is a collaboration between the Great Lakes College Testing Association (GLCTA), Ivy Tech Community Colleges, and Ohio State University to offer a one-day professional development event for testing professionals. The event will offer professional support, learning and networking opportunities among participants.
    - Texas Association of College Testing Professionals (TACTP) – TACTP Mini Conference
      - Contact: Carita Webster
      - Grant: The purpose of this mini conference is to provide a professional development opportunity for proctors, Testing Specialists and part-time staff. The sessions will include TSIA and CLEP updates, Best Testing Practices, Customer Service Basics, Critical Thinking, and a Q&A session.
    - University of Houston Clear Lake
      - Contact: Diana Bidulescu
      - Grant: The purpose of this grant is to offer four (4) all day trainings throughout the year to cover any gaps, provide updates for all of the testing platforms used to administer tests (Blackboard, ETS, Pearson, PearsonVue, Kryterion, Castle/Scantron, Prometric, Accuplacer, Mobius, ATI, etc.), and to perform a rigorous review of test security processes.
  - The 2021-22 grants cycle includes 5 applications which are currently under review at the time of this report. Grant applications are reviewed and recommended for approval by the committee to the NCTA Governing Council. Recipients will be contacted after Council vote, and announcements to the NCTA membership-at-large will be made via e-blast and on the website.
- Sponsors and Exhibits Committee, which works with NCTA's corporate partners to promote sponsorship at the annual conference. The work includes establishing levels of sponsorship, recruiting potential sponsors, and soliciting financial support for the organization. The sponsor workshops and exhibitor's fair at the annual conference are

managed by this committee. Comptroller Jody Atkins oversees the committee, along with Treasurer and Treasurer-Elect. Members include the NCTA Corporate Committee.

- The Duane P. Goupell Conference Travel Scholarship, which offers limited funding to lead presenters at the annual conference who would be unable to attend the face-to-face conference without financial support. The scholarship was suspended during COVID-19.

### *Membership*

Membership fees were last reviewed in FY 2019 with approval from the Governing Council to increase fees across categories, to align with increasing expenses associated with managing NCTA operations, and to assure setting balanced budget. The Finance Division is responsible for biennial review of membership fees which was set to occur in FY 2021. Due to financial impacts of COVID-19 on higher education institutions, review will be delayed until FY 2022.

During budget cuts and delays associated with Covid-19, NCTA has provided resources, such as access to webinars, to non-members to assure professional development resources were available to those who were delayed in renewal of membership.

<b>Membership Category</b>	<b>FY 2018</b>	<b>FY 2019</b>	<b>FY 2020</b>	<b>FY 2021</b>
<b>Corporate</b>	\$18,000	\$17,850	\$23,550	\$24,305
<b>Emeritus (retired collegiate)</b>	\$120	\$120	\$140	\$120
<b>Individual Non-Collegiate</b>	\$525	\$675	\$1140	\$570
<b>Individual</b>	\$24,860	\$25,520	\$27,915	\$26,410
<b>Institutional Non-Collegiate</b>	\$900	\$2700	\$700	\$1050
<b>Institutional Collegiate</b>	\$66,795	\$75,665	\$75,135	\$79,610
<b>TOTAL</b>	<b>\$111,200</b>	<b>\$122,530</b>	<b>\$128,580</b>	<b>\$132,065</b>

### *Conference*

The NCTA Annual Conference registration numbers have been steadily rising each year, from 395 registrations in 2017, to 439 in 2018, and 456 in 2019. However, there was a reduction to 355 attendees during the first Virtual Conference in 2020. Total sponsorship also increased from \$58,000 in 2017, to \$63,850 in 2018, and \$79,000 in 2019. Sponsorship revenue decreased in 2020, in part due to lower fees set due to shift to virtual platform and lower cost of operation (\$23,500).

Conference revenue for 2020 Virtual Conference totaled \$41,000.30. Revenue was significantly lower than the 2019 Conference (New Orleans, LA; totaled \$225,069.24) due to reduction in registration and sponsorship fees with virtual platform. Expenses for the 2020 Virtual

Conference were significantly lower than previous years (\$7,122, compared to \$205,357.19 for 2019). Expenses such as food and beverage, audio/visual equipment, internet access at the conference venue, and exhibitor fair set-up at the venue were eliminated or significantly reduced.

Platinum Sponsors in 2020 were RegisterBlast and Scantron Assessment Solutions. CollegeBoard was a Silver Sponsor. Bronze Sponsors included the Law School Admission Council, McCann Associates/Vantage Learning, Nocti Business Solutions, GED Testing Service/Pearson VUE/Certiport, and ProctorU.

### *Other Revenue and Expenses*

Governing Council expenses to conduct the business of the association in FY 2021 amounted to \$0, down from FY 2020 (\$17,527.92), FY 2019 (\$80,537.15), and FY 2018 (\$31,778.74). NCTA Executive Council determined to limit travel expenses, prior to COVID-19 travel limitations, through end of FY 2020 and into FY 2022 to contribute to balanced budget and reduction in expenses.

General operating expenses for NCTA totaled \$94,571.60, equivalent to FY 2020 (\$94,728.79), including all banking fees, insurance, accountancy, corporation fees, professional fees (legal and operations management), and postage and printing. Technology costs totaled \$12,627.19, down from FY 2020 (\$14,535.24), including website, e-list, and webinar and meeting software. Finance Division approved increase in expenditures on software for NCTA Virtual Conference platform (Hopin) to be used in FY 2022.

Committee expenses include Awards and Recognition Committee (in Membership Engagement Division, \$1351.20), Outreach Committee (in Growth & Outreach Division, \$384.00 for promotional materials), Test Center Certification Committee (in Professional Services Division, \$3777.05), Journal Committee (in Professional Development, copy editing and proofreading services, \$0.00), and webinar hosting (in Professional Development, \$3025.00). Governing Council voted to discontinue external hosting of webinars to reduce recurrent expenses.

Additional revenue sources for NCTA include donations through Amazon Smile (\$5.93 in FY 2020). Donations through Amazon Smile are a newer source of income, and Finance is working with Membership Engagement to promote this opportunity. Test Center Certification revenue was \$3750.00. These fees are directly used to cover expenses associated with certification and recertification. Additionally, FY 2021 included \$150 in revenue for the NCTA Proctor Network (one-time fee for listing corporate testing site).

NCTA budgets \$15,000 per fiscal year to the Grants Committee (Co-Chairs, Kimberly K. Bright and Alex Martinez)), for grants ranging in amounts from \$500 to \$3500. During FY 2020, grant expenses totaled \$9186.07, with use by recipients delayed into FY 2021 due to COVID-19. Grants for 2021-2022 will be announced following NCTA Governing Council vote.

## **GROWTH AND OUTREACH**

### **Division Head: Jan Kay Gonzalez**

Even with the challenges of COVID and returning to campuses for in-person testing, the Growth & Outreach Division made excellent strides on annual goals and projects. The Division's central focus has been the development and execution of a prospect marketing program to increase membership and more fully cement the role of NCTA as an authority in the testing industry.

- The NCTA Membership Survey and final report were completed and shared with membership. This monumental task included creation of the survey and analysis of 318 responses with both quantitative and qualitative data. The information gathered from the survey helps the organization better understand trends in testing in the years since the last survey was completed, as well as upcoming trends and how NCTA can best support its membership and continue building excellence and influence in the testing industry worldwide.
- Finalized membership growth goals for the upcoming 2021-2022 year.
- The division is currently nearing completion of a targeted marketing program for NCTA member prospects. This project includes an introduction to NCTA video, a landing page on the NCTA website, a series of emails and a printed mailer, and short video testimonial videos featuring current members.
- Newsletter – *The Testing Times* newsletter continues as a vehicle for communication for NCTA.
- Social Media – Our current social media outlets were reviewed and additional outlets were discussed. We will continue to use Facebook, Twitter, and LinkedIn for communications and announcements and are considering other outlets, such as TikTok and SnapChat. The group will continue to review outlets and formulate a cohesive plan for social media use and increased usage by NCTA membership.

## **MEMBERSHIP ENGAGEMENT**

### **Division Heads: Mark Ross & Diane Patterson**

The Membership Engagement Division focuses on the current NCTA membership with the purpose of increasing networking opportunities, developing the talent and leadership pool, supporting NCTA initiatives, and promoting a sense of ownership and belonging within the organization. The Membership Engagement Division encompasses the following committees: Awards and Recognition, Membership Initiatives (sub-committee: New Member Orientation), Listserv (mailing list moderators), Volunteers, and Website.

**Website:** The website redesign is up and running now. Its new dynamic look and feel aligns NCTA with a more modern style.

**Volunteer Group:** We are looking at restructuring this group. Stay tuned for more details to come!

**Mentorship Program aka Ambassador Program:** It was decided the term “ambassador” did not really give a good description of what the program was about, so we set about renaming it. Mentorship fit more with what the program did: supported, guided, or advised others. We currently have five mentors.

**New Awards:** We have two new awards! First is the Volunteer of the Year Award to be awarded to a volunteer on any committee or volunteer status, such as with the conference. Only one individual will be awarded at the conference and the nominee must be submitted by a Committee Chair or Division Head. This can be an individual who is a consistent volunteer but has not taken on the role as a Chair or a Governing Board member.

Second is the Shout-Out Quarterly Recognition. The Committee came up with a quarterly recognition that only has a certificate sent to the winner(s) and promoted in the Newsletter and Listserv. The criteria for this is not as stringent as the Volunteer of the Year. It is an on-going recognition of volunteers and any member can submit a name. Nominations are kept for one year, from September to August.

## **PARTNERSHIPS AND COLLABORATIONS**

### **Division Heads: Sally Carter & Kimberly Bright**

Kimberly Bright was appointed Co-Division Head of the Partnerships and Collaborations Division, replacing Erin Nix who stepped down due to personal reasons. We want to thank Erin for her service and look forward to working with her in the future.

Partnerships and Collaborations has been working throughout the year developing processes for adding international partners to NCTA. The addition of TechNET creates our first Italian partnership, with hopes of gaining more international partners in the future. We are working with TechNET to allow their centers to become NCTA Certified.

Partnerships and Collaborations’ State/Regional Organizations (SRO) Committee has been identifying state representatives and SROs with Amy Maurice serving as committee chair. The goal of the SRO Committee is to have a mechanism for disseminating NCTA information to constituents within their geographic area.

There are currently 52 volunteers serving as state representatives for NCTA. Counting the District of Columbia, we have approximately 50% of our ultimate goal of one representative from a 4-year school and one representative from a 2-year school from each state.

## **PROFESSIONAL DEVELOPMENT**

### **Division Head: Arrayon Farlough Rollins**

Per our mission, the Division of Professional Development ‘focuses on developing and expanding the knowledge, skills, and abilities of NCTA members through the annual conference,

the e-journal, Special Interest Groups (SIGs), and webinars.’ With the challenges and obstacles of a global pandemic, the division sought to be at the forefront of national examination best practices and to provide NCTA members with practical guidelines as they adapted the way they carried out their daily tasks. The four areas overseen by the Division of Professional Development have been able to produce quality resources and opportunities to learn and improve in the field of collegiate testing. The *Journal of the National College Testing Association* produced a volume this year shining the spotlight on “Academic Dishonesty in Testing.” The Webinar Series hosted and recorded six webinars in the last fiscal year on topics that were of importance to the membership based on responses from the professional development survey, including an inaugural book discussion series on “Cheating in College.”

NCTA currently has four Special Interest Groups (SIGs) headed by members who work in testing specifically focused on the area of concern. These groups provide research and answer questions regarding Emergency Response Preparedness and Planning, Academic Integrity, Accessibility, and Distance Learning. Last, but certainly not least, the Annual Conference Committee has planned and executed a fully virtual conference for the membership that included a virtual exhibits fair for sponsors and vendors. At the time of this report, the committee is using information from the 2020 Annual Conference to plan the 2021 Annual Conference.

In all, the Division of Professional Development had a great year despite the many challenges faced. As we transition to new leadership and hopefully return to face to face interactions, it is our plan to continue to provide the membership with opportunities to grow and learn in the field of testing in the upcoming year.

## **PROFESSIONAL SERVICES**

### **Division Head: William Thelen**

The Professional Services Division focuses on the development of best practices in testing as well as the advancement and development of NCTA programs and services promoting these practices. This division oversees committees on Test Center Certification, the NCTA Proctoring Network (NPN; formerly Consortium of College Testing Centers [CCTC]), and Council for the Advancement of Standards in Higher Education (CAS) Standards implementation.

**CAS:** According to the CAS website, the Council for the Advancement of Standards in Higher Education promotes intra-campus collaboration and reflects good practices agreed upon by the profession-at-large through the CAS Standards. The Testing Programs and Services Standard was developed and released in March 2019 and the self-assessment guide followed in April 2019. NCTA is committed to providing professional development through webinars and conference presentation to support its membership in understanding how to implement self-assessment and to clarify how it accompanies Test Center Certification. Two members were identified as area experts and represent the NCTA with CAS to maintain and update the standards as needed.



**NPN:** The NCTA Proctoring Network (NPN) currently has 363 active listings. NPN has made changes to the website and the links to make the process of finding a local test center a better experience. NPN is currently working to update and clarify the services offered. NPN instituted a name change from Consortium of College Testing Centers (CCTC) that better portrays the purpose of the NPN.

**Test Center Certification:** The changes to the certification process and restructuring of the committee has allowed for quicker review and approval of schools for certification. Applications are submitted through Dropbox, which allows multiple committee members access to the application. Committee members volunteered and presented at the 2020 virtual NCTA conference and will present again at the 2021 virtual conference. As the number of schools seeking certification increases, the committee is reaching out to all members to consider volunteering to help in this very important task.

## **CONCLUSION**

Since the beginning of NCTA in 2000, the association continues to offer its members professional development activities and professional support services while also supporting collaborative efforts among testing professionals, testing companies, and other policy-making agencies. The pandemic has impacted the way NCTA operates, such as transitioning Council meetings and the Annual Conference to a virtual format, but NCTA continues to meet its mission and offer opportunities for member involvement. We are moving forward with plans to be stronger in the future.

## Appendix A

### Governing Council Members as of June 30, 2021

#### NCTA Executive Committee

Rachel Hample, Temple University  
2021-2023 NCTA President

Jarret M. Dyer, College of DuPage  
Past-President

Sara Rieder Bennett, The University of Akron  
Treasurer

Cindy Meza, Arizona State University  
Treasurer-Elect

#### NCTA Board Members

Kimberly Bright, University of Arkansas at Little Rock

Sally Carter, Southeast Missouri State University

Arrayon L Farlough-Rollins, the University of Texas at Arlington

Jan Gonzalez, Purdue University Northwest

Diane Patterson, Three Rivers College

Mark Ross, Miami Dade College

William Thelen, Central Washington University

The following Governing Council Members served until the expiration of their terms at the conclusion of the 2020 NCTA Conference:

Naora Ben-Dov, Woodbury University