EUROPE ATP 2019
Madrid, Spain

TRANSFORMING ASSESSMENTS:
Challenge. Collaborate. Inspire.

25-27 September 2019
Meliá Castilla Hotel
Madrid, Spain

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EUROPE ATP 2019
Madrid, Spain

WELCOME

Dear Conference Delegates,

It gives us great pleasure to welcome you to Spain, to this magical hotel, and to the political, economic, and cultural center of the country – Madrid. We are thrilled that you are joining us for the eleventh annual E-ATP Conference.

The 2019 E-ATP Conference is a pivotal event in the global assessment calendar that brings the foremost assessment experts of the world closer together. The assessment community - like much of society in general - is constantly in a state of flux. Europe, particularly, represents a community that despite being diverse in approach, culture, and language, is overcoming barriers to collaborate on achieving the common goal of transforming assessment for the better.

The conference committee has striven to provide a programme of relevance to you and your organisation. E-ATP is shaped by you, and our goal was to create a conference to help you keep pace with the innovations emerging within the industry; revisit the core principles of assessment; and lead the transformation in assessment. Thank you for joining us here in Spain to debate and discuss current advancements and innovative approaches to testing and assessment.

The eleventh E-ATP conference is also planned in a way to help you expand your network, create new business opportunities, and keep abreast of industry developments. Irrespective of the sector you come from - employment, education, clinical, workforce credentialing, or certification and licensure – we want you to derive value from being here.

The conference offers a number of different session types and we encourage you to try them all. Our rich programme wouldn't be possible without the many submissions we receive from presenters and organisations eager to take part. Thank you for your active participation and engagement.

And finally we would like to acknowledge our sponsors. The E-ATP conference would not be possible without their financial support. Please visit them in the exhibit hall, attend their sessions, and learn more about their products and services.

As the only event in Europe that brings together a truly diverse mix of testing and assessment organisations, E-ATP is your partner in addressing the business of assessment.

We hope you brought your ideas and imagination and are prepared to be inspired!

Sincerely,

William G. Harris, Ph.D.
Chief Executive Officer
Association of Test Publishers

Belinda Brunner
Chair, E-ATP
Director of Testing, Inteleos

EUROPE ATP 2019 Madrid, Spain

HOW TO USE THIS PROGRAMME BOOK

Don't think of this as just a programme book, use it as a guide to make the most of your conference experience. Set goals and make a schedule, be sure to include evening and networking opportunities. Be mindful of the connections you make and sessions you choose to attend. Expand your industry knowledge by interacting with your colleagues. Most importantly, make the most of your time here in Spain.

SESSION TYPES

The E-ATP conference offers different session types for everyone's learning style! This year we will continue to lead the way in educational sessions. Below are descriptions of each of the offering types that you will find in this programme book.

Snapshot Sessions Thirty-minute interactive breakout sessions. This session type allows the presenters to get information to the audience in a quicker format than a full breakout session.

Peas in a Pod Sessions Join the discussion! These are informal, face-to-face conversations with fellow conference goers who share common interests. Pods do not include presentations. There are no projectors or slides. This is all about direct exchange and exploration of ideas.

Ignite Sessions Ignites are a high energy and innovative way to present content in a quick and concise format. Twenty slides automatically advance at 15-second intervals for a total presentation time of five minutes in length.

Product Demonstrations Product Demonstrations are computer-based demonstrations or presentations showcasing the latest technologies, products, services and/or solutions within the testing industry. These demonstrations last approximately 10 minutes and will repeat as delegates attend multiple presentations within a one-hour timeframe. You'll have the opportunity to vote on the most innovative demos in the room! These will take place during lunch and the reception on Thursday.

Breakout Sessions Breakout Sessions are 60 minute interactive sessions. Breakout Sessions provide a rounded perspective on a topic. Sessions include multiple presenters from a single organisation, across multiple organisations, or panel sessions specifically where the end users of tests and assessments are involved.

General Sessions/Keynotes These are 60 minute presentations where all attendees come together to listen to a presenter, or presenters, to discuss hot topics that interest the audience as a whole.

Featured Speaker Sessions Various sessions are highlighted throughout this programme as being a part of our Featured Speaker Series. These speakers have been invited to speak on industry topics because they're experts in their fields.

NEW! **> > TRANSFORMING ASSESSMENT DEBATES < <**

In a fast-paced 60-minute session, speakers will present competing sides of a debate on a hot topic in the testing industry. Each debate will include presenters from different companies or organisations bringing unique, and even opposing, perspectives to the conversation.

HOW TO USE THIS PROGRAMME BOOK

Volunteer Opportunities

We are looking for attendees who are interested in getting more involved in E-ATP by becoming volunteers. Not only will you make an invaluable contribution to the overall success of the conference, you will find that volunteering will help you meet new people, get recognition for yourself and your company, as well as provide a service to the testing community at large. Our opportunities are designed for a variety of interests, skills, and time commitments. Whether you're interested in getting involved before, during, or after the conference, these opportunities are a great way to make your mark at this celebratory event. Visit our website for more information on getting involved in 2019!

First time at the E-ATP conference?

We strive to create an amazing experience for all our attendees and are here as a resource for those attending for the first time. We want you to feel welcome and free to ask questions about E-ATP and the conference, that's why we created the Ambassador Programme. Allow us to connect you with a seasoned attendee to show you around this year. Stop by the registration desk for more information!

Plan your conference experience! Using the checkboxes at the top of each session, check off the ones that interest you most.

Be sure to take something home with you. Using the space for KEY TAKEAWAYS at the bottom of many of the programme's pages, write down a couple notes from each session. What surprised you? What did you learn?

At the back of this book (page 59) there are three questions. Think about these questions over the next three days as you attend sessions and have conversations with fellow industry professionals.

Research Lab Keep an eye out for this icon next to any session that is denoted as part of our research lab. These sessions present new ideas or assessment-related research. They focus on an exploration of concepts and new developments in the assessment world.

PEOPLE TO REMEMBER

Name: _____

Company: _____

Contact: _____

What I learned about this person: _____

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Name: _____

Company: _____

Contact: _____

What I learned about this person: _____

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Name: _____

Company: _____

Contact: _____

What I learned about this person: _____

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Name: _____

Company: _____

Contact: _____

What I learned about this person: _____

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EUROPE ATP 2019 Madrid, Spain

A SPECIAL THANKS TO OUR COMMITTEE AND STAFF

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Cicek Svensson
Senior Vice President Business Development and Marketing
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Lauren Scheib
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Dragana Stanojevic *Institute for Education Quality and Evaluation*
Manny Straehle *Assessment, Education, and Research Experts (AERE)*
Cicek Svensson *Commsmultilingual Ltd.*
Erwin van Schaffelaar *Xquiry*
Nicoletta Vullo *Prometric*
Liz Wenrich *Prometric*
Ada Woo *ACTNext by ACT*

KEYNOTE SPEAKERS

Lewis Garrad

Partner and business lead for Mercer's People Science consulting practice across the Growth Markets region (fast growth economies)

OPENING KEYNOTE

Lewis is the Partner and business lead for Mercer's People Science consulting practice across the Growth Markets region (fast growth economies). In his role, he applies his training in organisational psychology and experience in the development of data driven talent, engagement and employee performance programmes to help business leaders and HR executives design people practices that improve organisational performance. Prior to his role in Mercer, Lewis was the Managing Director for Sirota Consulting's Asia Pacific operation.

Voted a top 101 Global Employee Engagement Influencer he is regular contributor to publications such as the Harvard Business Review, Talent Quarterly and HQ Asia in the areas of HR data, employee engagement and leadership.

Lewis has designed and implemented some of the world's largest HR initiatives including engagement programmes for companies like Shell, Lenovo and Keppel. He has also supported the development of HR capabilities programmes, including a leading role in the development of the HR Skills Framework in Singapore, partnering closely with the Ministry of Manpower, Institute of Human Resource Professional and SkillsFuture Singapore. He has deep experience making HR programs relevant for C-level executives in global companies as well as facilitating Senior Leadership Teams to help them unlock leadership effectiveness.

Lewis is chartered by the British Psychological Society (BPS) as an Occupational Psychologist, he graduated from the University of Nottingham in the UK with an MSc in Occupational Psychology and a First Class Honours BSc in Psychology & Cognitive Neuroscience. Lewis is also qualified by the British Psychological Society to use both ability tests and personality questionnaires (Hogan, NEO-PI-r) to assess talent.

Dr. Peter Lovatt

Reader in Psychology
University of Hertfordshire

CLOSING KEYNOTE

As a keynote speaker Peter gives motivational and entertaining talks at corporate events and conferences. His sessions are perfect for energising the room, especially after lunch or at the end of a long period of sitting down. Peter is a cognitive psychologist and talks about how changing the way we think can change our lives and he explains how our creativity and problem-solving abilities are influenced by our mood and emotions. Optimising these skills (thinking, creativity, problem-solving, mood and emotions) can have extraordinary impacts in the workplace. Peter also talks about how he overcame a severe reading difficulty and yet went on to become a successful Cambridge University academic. Throughout all this, he gets the room moving.

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PROGRAMME – WEDNESDAY, 25 SEPTEMBER

Wednesday Schedule at a Glance

10:00	- 19:30	Registration Open	Patio 1-3 Foyer
11:00	- 11:45	First Time Attendee Meet and Greet	El Escorial
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18:00	- 19:30	Reception with Exhibitors	Patio 1-3

13:15 - 14:00

ATP Middle East & Africa Division Meeting

(All are Welcome!)

Room: Neptuna

13:15 - 14:00

ATP Europe Regional Organisation Meeting

(All are Welcome!)

Room: El Escorial

13:15 - 14:00

ATP Asia Regional Organisation Meeting

(All are Welcome!)

Room: Doblon

13:15 - 14:00

ATP India Regional Organisation Meeting

(All are Welcome!)

Room: Comendador

10:00 - 19:30

Registration Open

Room: Patio 1 -3 Foyer

11:00 - 11:45

First Time Attendee Meet & Greet

Room: El Escorial

12:00 - 13:15

CONFERENCE WELCOME AND OPENING KEYNOTE: The Future of Work: Fake News, Wild Guesses and Real Change

Room: Tapices

As the Danish physicist Niels Bohr once noted, "Prediction is very difficult, especially about the future." And yet it has become extremely fashionable to debate what the future of work will look like – especially as technology remodels so many aspects of our lives. In this talk we'll pull apart some of the trends impacting the future of talent and the future of jobs. We'll reflect on what those changes mean for how we think about the tools we use to study human capability and behavior.

Presenter:

Lewis Garrad
Partner and business lead for Mercer's People Science consulting practice across the Growth Markets region (fast growth economies)

13:15 - 14:15

Exhibits Open and Lunch

Room: Patio 1-3

SESSIONS

These sessions are thirty-minute interactive breakout sessions.

☐ **ATTEND THIS SESSION**

Personalising High Stakes Digital Assessments: Ensuring Score Equivalence through Design

Room: Cibeles

Technology allows much greater personalisation and flexibility for summative assessments, including multiple devices, different environments (e.g., secure testing center, remote location with or without proctor), and selection of different features and tools (font, colors, response device). Consumers highly value such flexibility, but in high stakes testing it may threaten standardisation and claims of score equivalence. This snapshot session will focus on best practices that can both maximise the extent of personalisation and maintain score equivalence. Offering choice and flexibility across assessment features and maintaining score equivalence can best be mutually satisfied when all such features are specified early in the assessment design. Screen size, refresh rates, screen real estate, type of keyboard or calculator available (on-screen or external), timing, and testing environment can each potentially result in scores that are not equivalent for individual test takers or groups (e.g., low ability examinees). However, such sources of potential variability can be mitigated if addressed early in the assessment design and a series of studies are planned that capture the response processes used to adjust the test design. The session will highlight best practices and propose examples of how research can inform test design to allow for controlled differences across technology resulting in score equivalence.

Presenter: **Wayne Camara**
ACT, Inc.

Donna Matovinovic
ACT, Inc.

☐ **ATTEND THIS SESSION**

Building an Artificial Intelligence to Assess and Teach English Writing

Room: Doblon

With the advancement of natural language processing and machine learning technologies, automated assessment of English writing is no longer a dream. An auto-marker, when trained on a vast amount of annotated learner performance data, is capable of assessing English writing ability with good accuracy and providing nearly instantaneous learning-oriented feedback (Yannakoudakis, Øistein, Geranpayeh, Briscoe, & Nicholls, 2018). Artificial intelligence, if used appropriately and responsibly, may significantly change the way language is assessed and learned in the near future (Chapelle & Chung, 2010).

In this talk, we will introduce the ongoing research on automated writing assessment at Cambridge Assessment which is a department of the University of Cambridge. The talk will begin with an overview of the two automated English writing tests developed by Cambridge Assessment, namely Linguaskill and Write & Improve, and a discussion of the potential benefits of automated language assessment. Then we will briefly explain what machine learning is in layman's terms and the types of data needed for training the text auto-marker underlying the two test products. In what follows, we will unveil the architecture of the auto-marker and report findings of test validation research. Based on the validation evidence gathered, we will end with an exploration of future developments in automated writing assessment, such as overcoming the current limitations in construct coverage, and next-generation tests based on a symbiosis of humans and technology.

Presenters: **Jing Xu**
Cambridge Assessment English

Ardeshir Geranpayeh
Cambridge Assessment English

☐ **ATTEND THIS SESSION**

Considering 'Emotional Intelligence' in Certification and Licensure Testing

Room: Escudo

The release of Daniel Goleman's international best-seller "Emotional Intelligence: Why It Can Matter More Than IQ" in 1995 popularised the work of social psychologists who had been attempting to develop a possible framework for the construct of 'emotional intelligence' (EI). As recent research has indicated that effective performance within certain professions within the field of medicine and business can be influenced by EI, it may now be time to start developing a more thorough understanding of this construct within the licensing and credentialing industry. Yet, despite the range of academic research conducted on the topic of EI, little consensus on how EI should be conceptualised or measured has been achieved. If EI is to play a more key role within the field of licensing and credentialing sector, the following questions should be considered:

- What is EI?
- How can EI be assessed?
- How can the assessment of EI be incorporated into the certification/ licensure process?

This presentation will address these questions by providing a brief synopsis of the current state-of-the-art in relation to the conceptualisation, measurement, and application of EI as it applies to licensing and credentialing.

Presenters: **Paula Lehane**
Dublin City University

Darina Scully
Dublin City University

☐ ATTEND THIS SESSION

The European Digital Skills Strategy: From Native Digital to Digital Skilled – Changing the Productive Model, Involving the Citizen in the Technology Era

Room: Tapices

Several reports recollected to acknowledge the real skills of our citizens have revealed that the EU has a big GAP between the digital native and the digital skilled. Furthermore, more than 800.000 jobs are pending to be covered due to the lack of digital skills. In fact, 43% of the EU population and 35% of the workforce have insufficient digital competences.

One of the most important strategies developed has been to increase the digital skills for three different groups of interest: citizens, educators, and digitally-competent educational organisations. To achieve this purpose, the European Commission (EC) has defined the three frameworks mentioned and an additional initiative to standardise the IT Professional profiles, based on a common European Framework for ICT Professionals in all industry sectors UNE-EN 16234-1.

The main opportunities for the assessment industry are in two different stages of these strategies: in the first one, to lead the assessment process of the current citizens digital skills and in the final stage, where the citizen must be validated through a certification process to demonstrate the new skills reached. This will help to reduce the digital GAP in the EU society.

The EC has developed frameworks where the proficiency level has been defined. However, we need to lead how this proficiency level must be measured and validated.

In this session we will introduce each framework to obtain a deep knowledge regarding the different levels of proficiency and examples of use. Also, we will explain the different initiatives that EC has launched.

Presenters: **Daniel López**
Media Interactiva

Yves Punie
Joint Research Center

☐ ATTEND THIS SESSION

Faster, Cheaper, Better? Can Artificial Intelligence and Machine Learning Tools Transform the Development of Localised Assessments?

Room: Comendador

Significant advances in translation AI and machine learning have facilitated translation for some time now, albeit with limited application. Now, following a period of gradual maturation in Neural Machine Translation and Deep Learning technologies, the tools appear to be ready to start impacting a far wider array of subject matter, including psychometric assessments. What does this mean for the testing industry? Can we utilise this technology to get large-scale multi-lingual assessments to market faster and at a lower cost to the test publisher? And most importantly of all, can we guarantee the same level of high quality afforded by traditional methods of assessment localisation? This session will explore the results of a study investigating the use of state-of-the-art machine learning tools in the development of localised assessments for international use.

This session will provide:

- Details of how Neural Machine Translation and Deep Learning technologies have advanced significantly in recent times
- An understanding of how AI and machine learning can be used to support psychometric assessment localisation, based on our own research and practical application of the tools
- Knowledge of the use of Deep Learning technology to customise translation engines to 'speak your language'

Presenter: **Fei Liu**
SHL

☐ ATTEND THIS SESSION

One Norm, Two Languages?: Study into Equivalence for a Singular Belgian French and Flemish Cognitive Ability Norm

Room: El Jardin

Is it possible and appropriate to compare people from two regions, differing in language and socioeconomics, to one reference group? The Flemish and Walloon regions of Belgium are two such regions, which creates specific considerations when building assessment norms representative for the whole country. This session will present key considerations and a two-part research study conducted when creating a timed cognitive ability test norm that doesn't adversely impacting either region.

The first section details the need to check for adverse impact at factor and item level. The study investigated adverse impact, with emphasis on examining how differences in response latency could disadvantage one language if an overall norm were created.

The second section details a study of bilingual participants that completed the cognitive ability assessment in both languages to ascertain whether previously seen differences in response latency were a function of language difference or socioeconomic differences associated with the language regions. Results revealed inherent differences in difficulty between the two languages. The case study goes on to discuss how item-level analysis was used to remove items with differential function to create equivalency across the languages, so an overall norm could be created.

The results are discussed in terms of their implications both to the principles of test creation and publication (verifying structural properties of assessments internationally) as well as practically (ensuring fairness through international test equivalency).

Presenter: **Luke Treglown**
Thomas International

WEDNESDAY, 25 SEPTEMBER 14:15 - 15:00

SNAPSHOT SESSIONS

☐ **ATTEND THIS SESSION**

Le Roi est Mort, Vive le Roi! How Big Data and IoT are Killing Tests and Reviving Measurement

Room: El Escorial

In this snapshot session, we will review a case study of a global company that embraced the move away from traditional summative assessment to a strategy of ongoing and continuous employee measurement through the use of Big Data and the Internet of Things (IoT). While many test publishers view this shift from traditional assessments to a continuous evaluation as threatening or perhaps even an indicator of the slow death of the testing industry, we will share how this is more of a pivot and can be embraced as a revival of our core expertise.

We will provide a clear look into how more than 30,000 employees based around the world are no longer taken out of the field for assessments and certifications and yet are measured and evaluated on a regular basis. We will demonstrate how the pivot required investment of both financial and political capital and how it generated both financial and other savings, productivity improvements, and provided measurement experts with the opportunity to evaluate and measure many elements of employees and their performance.

Presenter: **Paul Edelblut**
Vantage Labs

14:45 - 15:00

Break with Exhibitors

Room: Patio 1-3

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- Data scientists
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ASSESSMENT & LEARNING
ARE OUR FOCUS AREAS

14 years of experience | **30%** of our business | clients in US, UK, EU

BREAKOUT SESSIONS & PEAS IN A POD DISCUSSION

☐ **ATTEND THIS SESSION**

A Case Study in Collaboratively Transforming Exam Security

Room: Doblon

In the education and training space, it takes a number of stakeholders working together across schools and the testing community to ensure valid and reliable test results. Testing is not the primary purpose of schools, however, so there are often competing interests and demands on teacher and student time. Raising security awareness and helping institutions prepare for action can be difficult in such an environment, and given the various stakeholders involved, collaboration can be tricky. How can we work together to transform the testing ecosystem in an effort to improve testing for everyone? Join industry professionals as we present a case study for raising awareness and improving exam security in the EU education space. We will present tools used, activities and discussions held, and metrics to gauge success. You will leave with concrete methods for enhancing collaboration and transforming assessment that can be applied not only in the education space, but in any industry segment. This is a case study opportunity you won't want to miss!

Presenters: **Rachel Schoenig**
Cornerstone Strategies
Eric Welp
Kennisnet

☐ **ATTEND THIS SESSION**

Hey Siri, What's Wrong with Me? Embracing Testings Digital Frontier

Room: El Jardin

It has been said that digitisation is the conversion of a manual process to a digital one while transformation is rethinking the core business from a digital foundation. Technology can be intimidating and change is difficult. Digital disruption brings these two forces together to create an uncertain and challenging world for many people. Looking at the "traditional" test publishing business through a digital eye reveals that much of what we have held "true" is presently being disrupted as data collection, patient engagement, and treatment delivery move to the edge of the network from the traditional "clinical core."

Understanding how technologies such as Artificial Intelligence, Machine Learning, advanced encryption and transparent ledgers (blockchain) work, and how we can work with them, is imperative to every organisations' survival. In our global economy, every company is a digital company, we just have different levels of maturity in our digital journey.

If digital is the core of our future strategy, how do we think digitally about our tests, our systems, and our business? This session introduces core technologies, in lay terms, and a framework for "thinking digitally about test-based systems" and it will provide the participant with insight that will help them formulate their personal and professional digital journey. If the important part of a digital transformation is accepted, the challenge becomes putting into action the mantra that "the journey to digital happens 1 byte at a time."

Presenters: **Mike Sparling**
Multi-Health Systems Inc.
Lindsay Ayearst
Multi-Health Systems Inc.

☐ **ATTEND THIS SESSION**

Performance-Based Testing: Microsoft's Journey from Desktop to Cloud

Room: Comendador

Performance-based testing is emerging as an effective way of assessing candidates' skills, allowing them to demonstrate their breadth of knowledge in a particular area. Although incorporating scored lab activities into assessments provides a higher fidelity to the real-world task that candidates will perform, doing so often introduces challenges in integrating multiple live systems and applications during exam delivery.

This presentation will showcase several innovative solutions for delivering live in-the-app testing for a diversified set of products. We'll discuss the different challenges and solutions applied to a spectrum of performance-based exams from desktop to cloud applications. We'll also navigate implementation considerations, such as leveraging different lab providers and modality of deliveries for lab exams, and provide ideas and suggestions for simplifying the testing of performance-based exams. Attendees will learn a generic interoperable design approach for integrating different lab partners.

Presenters: **Kishore Vakati**
Pearson VUE
Liberty Munson
Microsoft

KEY TAKEAWAYS: _____

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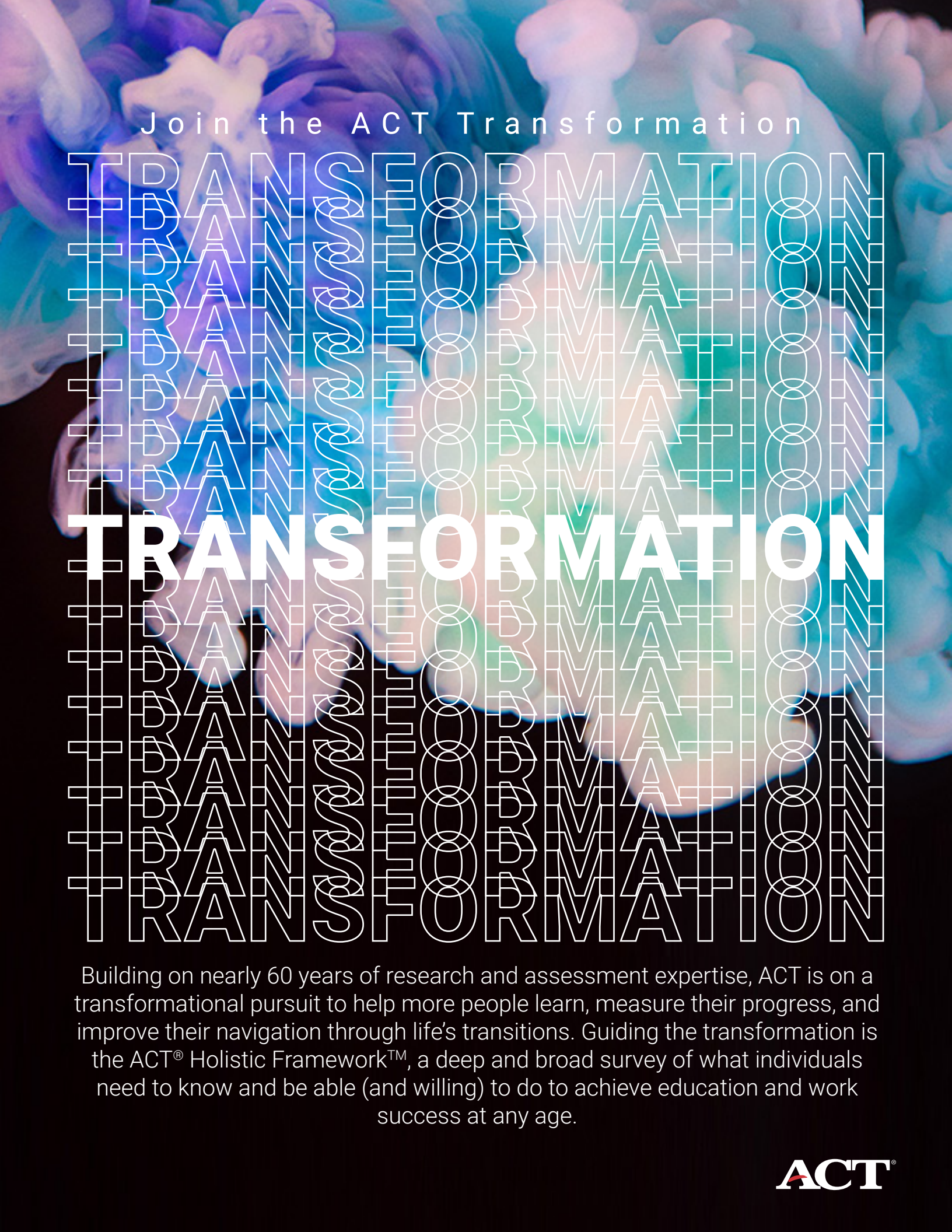

Building on nearly 60 years of research and assessment expertise, ACT is on a transformational pursuit to help more people learn, measure their progress, and improve their navigation through life's transitions. Guiding the transformation is the ACT® Holistic Framework™, a deep and broad survey of what individuals need to know and be able (and willing) to do to achieve education and work success at any age.

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WEDNESDAY, 25 SEPTEMBER 15:00 - 16:00

☐ ATTEND THIS SESSION

Hackathon Part 1

Room: El Escorial

(Pre-Registation is required –
This is Part one of a two part workshop)

Show the assessment community your creativity and innovation by participating in this amazing workshop. You will work closely with a team to solve a real market need or a business problem facing the testing industry today. In this 2-hour workshop, you will be coached by an expert in the testing community, given guidance on how to successfully pitch your ideas, and receive feedback from three top-notch industry leaders from around the world.

Teams will challenge each other in a collegial learning environment to come up with the best solution to the business problem that meets a key market need. This event is for EVERYONE regardless of your experience in the testing industry. Participants will range from newcomers to experts. During the Hackathon, you will have an opportunity to:

- collaborate with your colleagues;
- design an innovative solution to a key market need or a business problem facing the testing industry;
- learn from industry experts; and
- present the idea in a fun environment for feedback from industry leaders.

KEY TAKEAWAYS: _____

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Recommended sessions:

- Reducing Risk by Converting a Large Paper-Based Exam to CBT
- Adaptive and the Personalization of Education Assessment: Validity from User Perspectives
- Adaptive National Testing of Schoolchildren in Wales – One Full Year of Test Operations
- So You Are Thinking of Going BYOD?
- The Challenges and Opportunities of Including Animated Items in Licensure Examinations
- Two Heads Are Better Than One - How Can We Improve This Test?
- Best Practice with BYOD in High-Stakes Summative Assessment
- Identifying the Task Analysis of Best Fit - Part II
- The Democratization of the User Experience

Ian Brumfitt
Head of Service Delivery

Lizzie Anstiss
Business Development Executive

Richard London
Head of Design

Jim Crawford
Business Development Director

Keith Myers
Chief Executive Officer

Ben Brady
Cross Channel Marketer & E-ATP Committee

Simon Trevers
Lead Solutions Architect

Meet the team at: www.btlsurpass.com/eatp

WEDNESDAY, 25 SEPTEMBER 15:00 - 16:00

> > TRANSFORMING ASSESSMENT DEBATE < <

☐ **ATTEND THIS SESSION**

Physical v Statistical Detection of Test Fraud. The Invigilator's v. Psychometrician's Showdown

Room: Tapices

The testing industry impacts almost everyone on the planet. Promoting test security in all testing environments is essential to promote fairness and reliability. Despite the fact that testing impacts so many aspects of our lives, testing and test security have come under attack over and over again in recent months. As a result, credential issuers and test publishers are being inundated with calls for increased security and transparency. But where should you focus your time and energy? Physical security or statistical? What is the best way to deliver the most efficient test security for your programme? Join experts from across the industry for a riveting debate as they deliver point and counter-point on some of the pressing issues facing test security today.

Moderator: **Ada Woo**
ACT Next

Presenters: **Jarret Dyer**
National College Testing Association

Jerry Gorham
Ascend Learning

Steve Addicott
Caveon

Erwin van Schaffelaar
Xquiry

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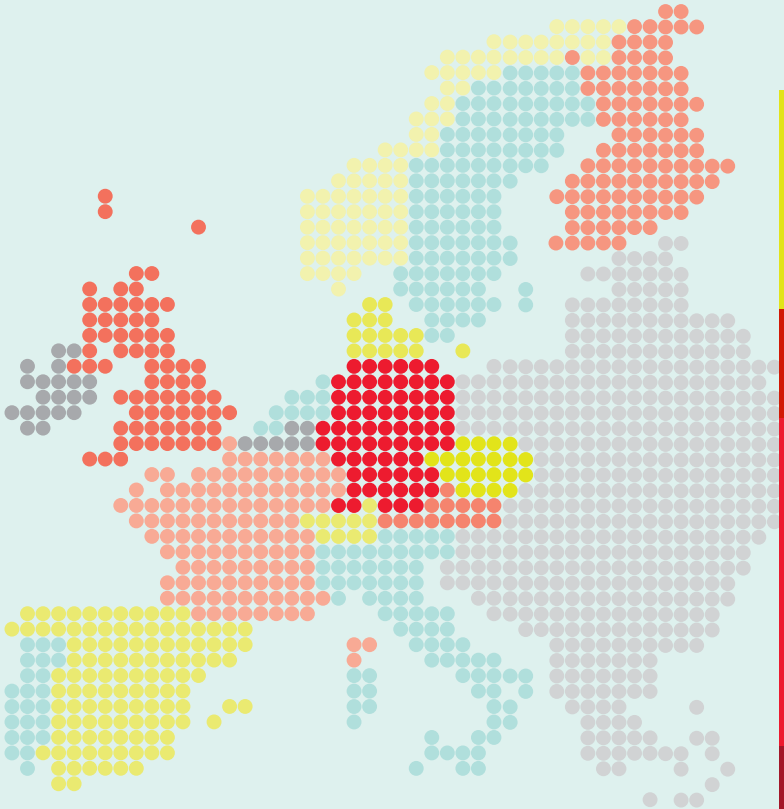

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PEAS IN A POD DISCUSSION

☐ **ATTEND THIS SESSION**

Health Sector Special Interest Group (SIG)

Room: Cibeles

Are you a health professional or a test professional within the health sector?

The Health Sector SIG brings together the health care sector with the testing industry. We are a voice for innovation and standards in high stakes and evidenced based health professions.

WHAT GUIDES US?

Join us at the Health Sector SIG Peas in a Pod to discuss burning issues that are important to assessment in the health professions and contribute to building principles to help guides us.

Innovative Item Types

What are the considerations for innovative item types and how do we make them effective for high stakes assessments in health care?

Test Accommodations

With the rapid international increase in requests for testing accommodations relating to mental health disabilities how do we share guidelines and experiences to ensure fairness to test takers and maintain test standards and integrity?

Repeat Test Attempts

How many times should a test taker be allowed to attempt an examination and what do we consider when making a decision?

Presenters: **Carl Matheson**
Australian Medical Council
Andre De Champlain
Medical Council of Canada

☐ **ATTEND THIS SPONSOR SESSION**

proctorio

How Remote Proctoring is Protecting the Value of Online Education

Room: Escudo

Increasing demand for online education brings with it challenges for institutions regarding the validity, effectiveness of verification and the quality of their online programmes. Remote proctoring is a key to establishing credible online educational programmes because when the assessments within the programmes are secure, institutions are sure that students' test performance is the result of hard work and not the result of cheating. Schools using our software are verifying courses as "Proctored by Proctorio" to ensure a student was the one taking the course and they engaged in the course material as necessary. In today's educational institutions, the majority of which have a long brick-and-mortar tradition, are still struggling with online teaching challenges. The abundance of online courses makes it even more important to find a way in which to safeguard the quality of their online degree programmes. This needs to be done by; authenticating the identities of online students, ensuring students take exams without cheating, and assessing student performance effectively.

Presenter: **Ivan Babovic**
Proctorio

16:00 – 16:30

Exhibits & Coffee Break

Room: Patio 1-3

KEY TAKEAWAYS: _____

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BREAKOUT SESSIONS & PEAS IN A POD DISCUSSION

☐ ATTEND THIS SESSION

A Case Study: Reducing Risk by Converting a Large Paper-Based Exam to CBT

Room: Doblon

The CFA Programme is a self-study programme divided into three levels of exams. Passing the three exams is the first step to becoming a CFA charterholder. In 2018, more than 350,000 candidates registered for the CFA Exam, a paper-based exam which is administered at 286 test centers in 91 countries. 19% of the CFA candidates sit at test centers in EMEA and the programme experienced a 20% increase in registrations in the past year alone.

In 2016, CFA Institute started a comprehensive review of its paper-based administration model. The challenge was to assess this model based on three drivers:

- fidelity to the profession;
- candidate growth and customer service; and
- the risk this administrative model assumed.

In this session, we will present the risk assessment we conducted which drove the decision to convert this large, paper-based exam to a computer-based exam and how CFA Institute collaborated with two computer-based test delivery vendors, Prometric and British Council, to reduce the risk profile.

This session will speak to the enhanced security measures available to computer-based exams, to include: digital surveillance, metal detectors, digital biometrics, document scanners/readers, Bluetooth / cellular signal detection, and Infra-Red cameras. We will discuss the practical use of such devices, privacy challenges in the EU, and candidate reaction to them.

Presenters: **Aimee Hobby Rhodes**
CFA Institute

Roger Meade
Prometric

☐ ATTEND THIS SESSION

Once Upon a Time – When Qualification and Certification Actually Mattered

Room: El Jardin

Every trend in society has consequences. In our industry, the growing trend of gamified, ML, and AI based assessments has both positive and negative implications. Those implications touch topics such as data privacy, validity, participant experience, and much more. One area that many European countries have held strong positions on in the past and appears to be forgotten in this rapid development of technology is end user qualification and certification. Regardless of the terms used – capability, personality, cognitive ability, work preference, values, competency – these are all a form of psychological assessment and need to be treated with care and uphold our industry's ethical standards. This session focuses on the challenges that many test developers face when meeting various qualification and user certification standards. Exactly how does one certify someone on an assessment that is simply a childish game? What type of feedback can we really give to an individual if there is no psychological theory behind a score, rather it is simply an algorithm that treats people as binary data points? There perhaps isn't one right answer, however this session will start the conversation and explore different ways in which proper and ethical testing standards can be maintained.

Presenters: **Ryan Ross**
Hogan Assessment Systems

Jakob Andrén
cut-e Sverige

☐ ATTEND THIS SESSION

Guidelines for Technology-Based Assessment: Exploring the European Perspective

Room: Comendador

The assessment lifecycle is now heavily reliant upon technology. Design, delivery, scoring, reporting, and the use and management of assessment and candidate information are all dependent upon technology capabilities, features, and systems. And the use of technology can have a significant impact -- potentially positive or negative -- on candidates, testing professionals, and organisations. Thus, the need is greater than ever for guidelines for best practices to ensure validity, reliability, and fairness in the application of technology-based assessment.

Accordingly, the Association of Test Publishers (ATP) and the International Test Commission (ITC) are collaborating to develop new international guidelines to promote best practices in the development, delivery, and use of technology-based assessments. The purpose of these guidelines is to provide information about key issues to be considered when designing and delivering tests using digital platforms, and to provide guidance to test developers, administrators, and users on how to best ensure valid measurement in a global technology-based environment.

This session will explore advances in technology-based assessment and an update on the new joint ATP-ITC guidelines initiative, including the purpose, scope, process, and progress to date. The session will include discussion with audience members, who will be encouraged to share their experiences, challenges, and approaches in the application of technology-based assessment from an international perspective.

Presenters: **John Weiner**
PSI Online

Stephen Sireci
University of Massachusetts

WEDNESDAY, 25 SEPTEMBER 16:30 - 17:30

☐ ATTEND THIS SESSION

Hackathon Part 2

Room: El Escorial

(Pre-Registation is required –
This is Part one of a two part workshop)

Show the assessment community your creativity and innovation by participating in this amazing workshop. You will work closely with a team to solve a real market need or a business problem facing the testing industry today. In this 2-hour workshop, you will be coached by an expert in the testing community, given guidance on how to successfully pitch your ideas, and receive feedback from three top-notch industry leaders from around the world.

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- collaborate with your colleagues;
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- learn from industry experts; and
- present the idea in a fun environment for feedback from industry leaders.

KEY TAKEAWAYS: _____

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for University Admission

Discover international students who will thrive on your course

> > TRANSFORMING ASSESSMENT DEBATE < <

☐ **ATTEND THIS SESSION**

Balancing Personal Data Privacy and Test Security: A Debate

Room: Tapices

(Please note this session will run until 18:00)

Which is more important, test security or data privacy? This session presents opposing viewpoints on the competing pressures of complying with the European Union GDPR or other similar privacy laws, protecting intellectual property rights in an exam, and preserving integrity of the exam process. Featuring a debate format, the session addresses several key issues of privacy compliance that are vexing policy leaders, privacy practitioners, security specialists, programme managers, process owners, technology officers, and service vendors in the testing industry. For example, does the use of AI to detect possible cheating violate privacy laws? Is there a risk that subject access requests for personal data impacts test security? Teams of stakeholders on either side of the issues face off to confront the realities of sustaining current methods of secure assessment development and delivery while also complying with growing stringent requirements to protect individuals' personal data.

Moderator: **Gary Behrens**
FifthTheory, LLC

Presenters: **Pamela Becker**
Hogrefe Ltd

John Kleeman
Questionmark

Alan Thiemann
Association of Test Publishers

Marc Weinstein
Caveon Test Security

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PEAS IN A POD DISCUSSION

☐ **ATTEND THIS SESSION**

Best Practice with BYOD in High-Stakes Summative Assessment

Room: Cibeles

Bring Your Own Device (BYOD) has the potential to overcome a key barrier in the global upscaling of e-Assessment. In some scenarios, it can be a real game changer, but it's not perfect. With every year we take a step forward, but we need to learn from our experiences and share them with others.

This will be an extremely useful session to connect those that have already used BYOD for high-stakes delivery with those that are thinking about it as a solution to their scaling problems. In this session, we will discuss lessons learned from hardware, software, and connectivity successes and failures. We'll also explore the processes used by delegates for candidate communication, test day problem solving, and the mitigation of risks associated with malpractice. Following this session, we hope to have a better understanding of the approach and ideas we can all take back to our businesses to improve our use of BYOD as an assessment strategy.

This informal discussion is designed to give each delegate a platform to share and learn so that as an industry we can move forward with confidence together.

Presenter: **Simon Trevers**
BTL Surpass

KEY TAKEAWAYS: _____

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☐ **ATTEND THIS SPONSOR SESSION**

RM Results

How Adaptive Comparative Judgement Enables High-Reliability in Moderation and Benchmarking of Writing Assessments

Room: Escudo

Adaptive Comparative Judgement (ACJ) is an alternative to traditional marking which can improve professional agreement, reduce inconsistency in marking criteria interpretation, avoid teacher bias and vastly improve reliability in assessing writing and other open-ended task types. After running school-partnership-wide writing moderation for five years, it became clear to Steve Dew that lack of professional agreement, contrasting interpretations of the assessment criteria, administration, different conditions for writing across schools and teacher bias, led to inconsistent and unreliable results. This session documents a research project conducted by Steve, which tested how ACJ can be used to moderate and benchmark writing across a group of schools.

The session will explore:

- What children's writing looks like when teachers remove the rubrics
- What teachers look for in great writing when they remove the rubrics
- Why rubrics can often give a false impression of writing 'ability'
- How teachers assessing writing from schools other than their own, and having their own children's writing assessed by teachers outside of their own school, can lead to a pragmatic professional consensus of what good writing truly looks like (and removes bias)
- How anonymously benchmarking writing against other schools can help teachers develop their own professional judgement in proactively improving writing in their own school
- Why you should consider Adaptive Comparative Judgement to help your organisation with the assessment of particularly subjective assessment components.

Presenters: **Steve Dew**
Church Cowley St. James Primary School

James Redgate
RM Results

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These are the catchphrases resonating across the personality assessment space, but what do they actually bring to the table? At Hogan, we know there are no shortcuts when it comes to personality assessments that accurately predict workplace performance. Over the last five decades, we've gathered an unprecedented quantity of data that shows our assessments do what we say they do. Predicting performance is serious business, and **Hogan doesn't play games.**

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18:00 - 19:30

Reception with Exhibitors

Room: Patio 1-3

Join us for drinks, food, and networking with our Exhibits!

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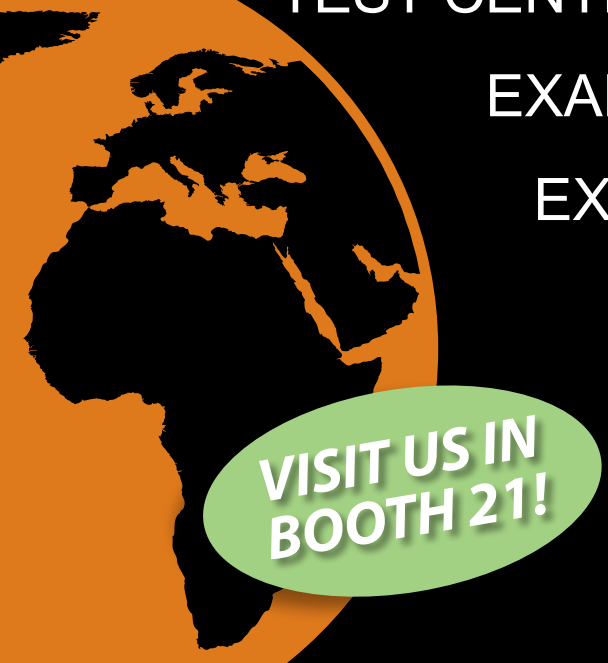

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PROGRAMME – THURSDAY, 26 SEPTEMBER

Thursday Schedule at a Glance

07:30	-	18:30	Registration Open ..... Patio 1-3 Foyer
07:30	-	08:15	Hackathon Top Three Team Presentations ..... Comendador
07:30	-	08:15	ATP Division Meeting: Education *(All are Welcome!)* ..... Doblon
07:30	-	08:15	ATP Division Meeting: Industrial/Organisational and Clinical *(All are Welcome!)* ..... El Escorial
07:30	-	08:30	Breakfast with Exhibitors ..... Patio 1-3
08:30	-	10:00	General Session - CEO Panel Discussion ..... Tapices
10:00	-	10:30	Exhibits & Coffee Break ..... Patio 1-3
10:30	-	11:30	Breakout Sessions and Peas in a Pod Discussion
11:30	-	11:45	Break with Exhibits ..... Patio 1-3
11:45	-	12:45	Breakout Sessions and Peas in a Pod Discussion
12:45	-	14:00	Lunch with Exhibitors, Product Demonstrations, Division Meetings, and Hackathon Presentations ..... Patio 1-3 and Foyer
13:00	-	13:45	ATP Division Meeting: Security *(All are Welcome!)* ..... Doblon
13:00	-	13:45	Health Sector Special Interest Group Meeting *(All are Welcome!)* ..... El Escorial
14:00	-	14:45	Ignite Sessions
14:45	-	15:15	Exhibits & Coffee Break ..... Patio 1-3
15:15	-	16:15	Breakout Sessions and Peas in a Pod Discussion
16:15	-	16:30	Break with Exhibits ..... Patio 1-3
16:30	-	17:30	Breakout Sessions and Peas in a Pod Discussion
17:30	-	18:30	Product Demonstrations, Exhibits Open, and Reception ..... Patio 1-3 and Foyer

7:30 - 8:15

Hackathon Top Three Team Presentations

Room: Comendador

7:30 - 8:15

ATP Division Meeting: Education

(All are Welcome!)

Room: Doblon

7:30 - 8:15

ATP Division Meeting: Industrial/Organisational and Clinical

(All are Welcome!)

Room: El Escorial

07:30 - 18:30

Registration Open

Room: Patio 1 -3 Foyer

07:30 - 08:30

Breakfast with Exhibitors

Room: Patio 1-3

08:30 - 10:00

CEO PANEL DISCUSSION - Ed Tech's Role in Reinventing Assessments

Room: Tapices

Artificial intelligence, machine learning, brain science, big data, personalised and adaptive learning, rapidly changing skills and other technology combined with global cultural changes have the potential to bring a digital upheaval in the assessment industry. Assessments will most likely be very different in 2029 than they are today. What do we in the assessment industry need to do over the next decade to reinvent or adapt to the challenges of new technology? Is there a threat or change to the concepts of fairness, equity and validity in a digitally disruptive assessment market? This panel of four thought leader CEOs in the assessment industry will explore (how) new technologies and the threats and opportunities they present and how all of this will impact assessments in the future. We expect to inform you, engage you and interest you, and also leave you with some actionable insight to take away.

Moderator: **John Kleeman**
Executive Director and Founder, Questionmark

Speakers: **Norihisa Wada**
Executive Vice President and Chief Marketing Officer, Edulab, Inc.

Marten Roorda
CEO of ACT

Sangeet Chowfla
President and Chief Executive Officer, Graduate Management Admission Council® (GMAC®)

Saul Nassé
CEO Cambridge Assessment

10:00 - 10:30

Exhibits & Coffee Break

Room: Patio 1-3

BREAKOUT SESSIONS & PEAS IN A POD DISCUSSION

☐ **ATTEND THIS SESSION**

Adaptive and the Personalisation of Education Assessment: Validity from User Perspectives

Room: Comendador

Within education and training, testing and assessment is transitioning from traditional summative testing to an increased focus on formative purposes to enable personalisation of assessment and learning.

In this session, we present three digital learning programmes in European and international contexts. The "GM" prototype formative assessment platform was designed and developed in the Dutch primary school context intended to support teachers to individualise students' learning. The ACT Academy is a free learning platform for students preparing for the ACT Test. The ACT Academy is powered by the Recommendation and Diagnostic (RAD) API, which enables adaptive learning resource recommendations based on students' performance on tests and quizzes. Finally, we present a platform used for assessment and learning in credentialing, allowing for customised learning based on assessment results. In addition to discuss the fusion of education technology, adaptive learning analytics, and digital badges, we focus our presentation on the validity of the adaptive learning and formative assessment from user perspectives.

Validity can be defined as the extent to which test scores are appropriate for the intended interpretation and use. For formative assessment and personalised learning platforms, validity lies partly in the value for the end users of teachers and students. We present these platforms in light of use value for education decision-making, students and teacher use of system feedback, and simulation-based learning/assessments in adaptation along the continuous learning paths.

Presenters: **Saskia Wools**
CitoLab, Cito

Ada Woo
ACTNext by ACT

Changhua Rich
ACT

Rory McCorkle
PSI Services, Certification and Education

☐ **ATTEND THIS SESSION**

The Past, Present, and Future of Technology in Performance Assessment

Room: El Jardin

The use of patient-based simulations has been part-and-parcel of performance assessment in medical assessment for the several decades; these simulations represent one of the earliest forays into performance testing in certification and licensure. Over time, technology has made it possible for more and more test sponsors to certify candidates based on actual performance, thereby increasing the fidelity and face validity of their assessment process. For example, Microsoft is delivering complex graded labs that allow candidates to perform tasks in the technical environments that they would use on the job globally and at a scale that is testing the boundaries of what can be done in this space. At Cisco, they are leveraging virtual and mixed reality and mobile applications to assess skills in innovative and creative ways. As technology continues to advance by leaps and bounds, it is opening the world of testing to creative and innovative possibilities that are just starting to emerge, with some not yet discovered.

In this presentation, we will provide a high-level overview of common performance assessment modalities in health professions. Microsoft will describe their foray into global distribution of graded labs; Cisco will share how virtual reality is reshaping the way they think about certification and skills assessment. All presenters will share what's working, the challenges of implementing performance assessments, the benefits, lessons learned, and other key insights. We will discuss where assessment might go considering the amazing capabilities that technology is enabling.

Presenters: **Liberty Munson**
Microsoft

Andre De Champlain
Medicial Council of Canada

Anna Rubin
Cisco

Ben Taylor
ZEFF, Inc.

KEY TAKEAWAYS: _____

☐ ATTEND THIS SESSION

Numeracy Assessment Item Difficulty Prediction using Word Embeddings and Machine Learning

Room: El Escorial

In this paper, we investigate computational approaches to natural language processing (NLP) and machine learning for predicting the difficulty of numeracy assessment items.

Previous research in difficulty prediction for numeracy assessment items have identified a number of significant predictors. Sheehan & Mislevy (1994) identified "judgments of item difficulty, making a quantitative comparison, applying a standard algorithm, interpreting a histogram, translating words to symbols, and ordering and matching." Shaftel, Belton-Kocher, Glasnapp, & Poggio (2006) identified "math vocabulary, preposition, ambiguous words, complex verbs, pronouns, and comparatives." Ferrara, Svetina, Skucha, & Davidson (2011) identified "reading load, question type, number of ambiguous words, number of mathematics terms, number of relative pronouns." Turner (2012) identified "reasoning and argumentation, symbols and formalism, problem solving, and communication" (Ferrara, et al).

In the field of NLP, word embedding models use distributed representations of words in a vector space where the learned vectors capture a large number of precise syntactic and semantic word relationships (Mikolov et al, 2013).

We use a pre-trained word embedding model to encode the content of assessment item content (stimulus, item stem, options, and classification data) and the resulting word vectors for use as input features for a variety of neural network learning models to identify non-linear features that predict an empirical measure of item difficulty. We report the mean absolute error as a measure of model fit.

Presenters: **Daniel Duckworth**
ACER

Stephen Birchall
SoNET Systems

☐ ATTEND THIS SESSION

A Game But Not a Toy: 5 Years of Game-Based Assessments

Room: Doblon

Game-based assessment (GBA) offers an alternative way to assess work-related individual differences in personality and cognitive ability. In this session, we will outline the differences between GBAs and traditional assessments from several perspectives. Different stakeholders will discuss a series of evidence-based findings across five presentations. The first, presented by Arctic Shores Science Team, will outline how a GBA is designed and outline the importance of retaining traditional psychometric properties while incorporating data science without relying on blackbox methods. The second presentation will be presented by an organisation that has implemented a GBA solution and will describe the impact that using GBAs has had on their selection process. The third presentation will outline the experience of an international reseller who offers GBA solutions to their clients, and how this has developed over the last 5 years as GBA has become more and more mainstream in the selection industry. One student presentation will explore candidate reactions to GBA, especially in the context of perceived fairness and validity in comparison to traditional assessments. Finally, the last presentation will illustrate how well GBAs can predict job-relevant performance using multiple sets of live candidate data. The aims of this session is to give attendees a thorough understanding of the science underlying GBAs, as well as to provide an in-depth overview of how GBAs have been applied in the selection context.

Presenter: **Liam Close**
Arctic Shores

Featured Speaker

☐ ATTEND THIS SESSION

Update on ISO 10667: Delivery of Occupational Assessments

Room: Tapices

ISO 10667 is an international (ISO) standard that establishes requirements for procedures and methods to assess people in work and organisational sessions. It is divided into two parts: Part 1 for clients and Part 2 for service providers. ISO 10667 encourages organisations to adopt good practices in assessment in the workplace, and to use good quality assessments. ATP and ATP members were heavily involved in the development of the standard when it was first launched in 2011.

The standard is currently undergoing ISO's required 5-year review, being led by the German standards agency (DIN). ATP and ATP members are playing a prominent role in the project. Accordingly, this session will report on progress and provide an opportunity for attendees to give feedback on the standard.

The panelists are the chief participants in the ISO review process representing the testing industry. Attendees will learn about the original standard and areas of update, as well as how to provide comments and feedback. Finally, the panel will describe how ISO 10667 could be useful to ATP members.

Presenters: **John Kleeman**
Questionmark
(representing the UK)

Alan Thiemann
Association of Test Publishers
(representing the US)

PEAS IN A POD DISCUSSION

ATTEND THIS SESSION

Equal Opportunities Among Test Takers: Command on Combating Fraud

Room: Cibeles

Examination fraud involves deliberately influencing (parts of) the overall exam process, with the intention of achieving a different result from the exam. Unfortunately it occurs more frequently than you might think. Although it's difficult to produce exact figures – many examination bodies don't carry out any investigation into cheating, and candidates don't generally like to talk about it – the statistics which have indeed been published show a worrying picture. In a study by the International Center for Academic Integrity for instance, some 75 per cent of university students polled have indicated (anonymously) that they cheated at least once during their studies. Some 20 to 30 per cent of the students even said they cheated regularly (Koch, 2003).

Assessment data forensics is a cyclical process; not static, but dynamic. Cheats keep coming up with new ways to manipulate exams, so that the process of combating fraud evolves in tandem. However there are also gaps from the first item that is written up to the process when the exam is delivered. What is your call to action?

This discussion is an invitation to think about a set of evidence-based guidelines with which you can limit the risk of exam fraud, aimed at both prevention and detection. At Xquiry we have conducted scientific research and have used this as the basis for defining standards for combating fraud. Can you determine the ideal fraud-combating process for your situation?

Presenters: **Christiaan van Ommering**
eX:plain

Hester Brenninkmeijer
eX:plain

Erwin van Schaffelaar
Xquiry

ATTEND THIS SPONSOR SESSION

proctorU

Transforming the CAI Programme with Innovative Online Proctored Exam Delivery

Room: Escudo

This session will illustrate how a traditional, chartered programme, Chartered Accountants Ireland (CAI), transformed itself by thinking outside the box bringing innovative solutions to help meet the needs of its stakeholders. Presenters will share the issues that CAI needed to address and walk attendees through their considerations and the solution they chose. Innovations in test delivery and online proctoring will be showcased including the addition of artificial intelligence into the proctoring process. As you can imagine, as a membership body, CAI also had to influence many stakeholders on the merits of its new examination delivery solution. The session will also cover how these changes were communicated to stakeholders. Finally, we will share five lessons learned along the way to benefit others that may be considering a similar solution and share data that shows the effectiveness of this new solution at both preventing and detecting cheating behaviors and how they are addressed.

Presenters: **Luke Brymer**
ProctorU

Ian Browne
Chartered Accountants Ireland

11:30 - 11:45

Break with Exhibitors

Room: Patio 1-3

BREAKOUT SESSIONS & PEAS IN A POD DISCUSSION

☐ ATTEND THIS SESSION

Accessibility by Design: Considerations for Digital Assessments

Room: El Escorial

In recent years, advances in digital technology for testing have radically transformed the way learners engage with assessments, shifting the focus of the education industry from one-size-fits-all to inclusive solutions that make learning accessible to everyone. Today, new options for accessibility that were not available with paper-and-pencil assessments enable education systems to remove barriers between learners. Yet, inclusivity in digital assessment design is far from straightforward, and many accessibility issues often arise during the technology development process. The National Foundation for Educational Research (NFER) has recently been conducting research into accessibility in digital assessment, gathering insights into how to design for it. This presentation will open with a brief discussion on open source technology and accessibility, and introduce insights from NFER's user research into accessibility in digital assessment. We will further discuss how those findings can be applied in an assessment situation, the common issues with accessibility and how to navigate them. We will end with insights on the impact of accessibility by design in assessment technology, and challenges that arise when accessibility is not considered holistically in building an assessment solution.

Presenters: **Ashley Senkarik**
Open Assessment Technologies

Marc Oswald
Open Assessment Technologies

Ruth Williams
National Foundation for Educational Research

☐ ATTEND THIS SESSION

How to Launch a Mixed Modality Certification Programme with Digital Badging

Room: Comendador

RIPE NCC is the Regional Internet Registry for Europe, Middle East, and parts of Central Asia. It distributes and manages the registration of IP addresses to Internet service providers (ISPs), content providers, and other organisations. It is a not-for-profit organisation that works to support the RIPE (Réseaux IP Européens) community and the wider Internet community.

In 2018, RIPE NCC embarked on a journey to identify and evaluate ways in which a new certification and credentialing strategy for the membership could improve knowledge and drive access to skilled resources within the RIPE community. This led them to launch a new certification platform with online proctoring, where community members can take a secure exam at any time in any undisturbed environment in which they have Internet access.

RIPE NCC engaged PSI to deliver a mixed modality service, that enables participants to take their exams either in a secure testing environment, in corporate locations via PSI's unique testing Kiosks, or in a location of their choosing with live online proctoring. The inclusion of digital badges through Digitalme-Credly as an integral part of the certification process ensures participants acquire meaningful digital credentials that can easily be displayed across social networks.

This session will explore RIPE NCC's approach to setting up this comprehensive learning assessment and credentialing programme. In particular, one that offers participants the optimum blend of test accessibility, test integrity, and highly visible certification status as a means of enhancing stakeholder value.

Presenters: **Alistair Fryer-Bovill**
PSI Online

Sandra Bras
The RIPE NCC

> > TRANSFORMING ASSESSMENT DEBATE < <

☐ ATTEND THIS SESSION

Performance Assessment: Is It Worth It?

Room: Tapices

Performance assessment involves evaluating competence or achievement on relatively unconstrained tasks using stimulus-rich materials. It has a long history as an assessment methodology – as long as the process of assessing individuals itself. Today, technology provides additional alternatives for how performance assessments are conducted and scored. But, why conduct performance assessments in the first place? Do the benefits of performance assessment outweigh the time and expense for both the test publisher and the test taker? What can be gained from a performance assessment that cannot be gained through another less complex assessment methodology? This debate will consider these questions. The contributions of technological advances, such as AI scoring, to performance assessment processes will be key components of the discussion.

Moderator: **Doru Dima**
Great People Inside

Presenters: **Saskia Wools**
Cito

Stephen Sireci
University of Massachusetts

Rory McCorkle
PSI Services, Certification and Education

Li Ann Kuan
Prometric

THURSDAY, 26 SEPTEMBER 11:45 - 12:45

☐ **ATTEND THIS SESSION**

Have Content, Will Travel (Part 2): Introducing QTI 3

Room: El Jardin

Getting assessment systems to work together is a significant challenge. Without a set of consistent technology standards across the industry, integration will remain the task of every individual institution, reinventing the wheel again and again. This means more customisation, more (and more expensive) maintenance of IT projects over time, and greater fragility and inefficiency in your overall digital ecosystem.

IMS Global Learning Consortium open standards enable a plug-and-play architecture and ecosystem that provides a foundation on which innovative products can be rapidly deployed and work together seamlessly. One such standard is Question and Test Interoperability® (QTI®).

Earlier versions of QTI were more focused on exchanging semantics of item and test content, but offered little support for presentation information. QTI 2.x improved in this area significantly by leveraging the W3C HTML and CSS (Cascading Style Sheets) specifications.

Three years ago, Cito, Trifork, and OAT organised a session at E-ATP in Lisbon called “Have Content, Will Travel,” demonstrating the power of QTI 2.1 for enabling assessment content interoperability, its limitations, and plans for QTI 3.

Now that QTI 3 is here, the same group will discuss the standard in detail and how the latest version addresses previously identified issues in interoperability. We will share best practices to exchange item and test content and demonstrate prototypes of QTI 3 to show how content can travel across systems—from Cito, Trifork, and OAT—preserving presentation fidelity. It’s going to be a live plugfest!

Presenters: **Nynke de Boer**
IMS Global

Arjan Aarnink
Cito

Mark Molenaar
Open Assessment Technologies

Andries Baatje
Trifork

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PEAS IN A POD DISCUSSION

ATTEND THIS SESSION

Evaluating Credentialing Vendors

Room: Cibeles

Often, credentialing organisations have little to no formal guidance on evaluating credentialing vendors. In this session, the presenters will discuss and share their own methods of evaluating vendors in an attempt to provide guidance to credentialing organisations. Specifically, the presenters will define specific evaluation areas which will include case examples. Some of the evaluation areas that will be discussed are staffing resources, qualifications and capability, costs, escalation/crisis management, technology capability, security and privacy, qualified references, commitment from higher management, succession/transition planning, examples of work, willingness to pilot, meet expectations of RFP/ project requirements, mitigating risks and unforeseen consequences (e.g., M&As, errors and omissions, incident handling, service level agreements/guaranties, other common procurement requirements (e.g., liability, current litigation), contracts, progress reporting, quality control, and added value. The presenters will provide time towards the end of the presentation for interactive discussions.

Presenters: **Manny Straehle**
Assessment, Education, and Research Experts, LLC

Vikas Wadhwani
Facebook

Lynn Webb
Lynn Webb Consulting, LLC

Gary Behrens
Fifth Theory

☐ ATTEND THIS SPONSOR SESSION

Cambridge Assessment

Creating Inclusivity in Entrance Assessments

Room: Doblon

Identifying the right applicants for your institution can be challenging. You want to be sure that you are making fair decisions and giving all applicants the same opportunity to show their potential, regardless of their background. In this session, we will look at how Cambridge Assessment Admissions Testing has worked in close partnership with institutions to develop and deliver inclusive selection tests. We will share specific case studies that illustrate our approach, such as the development and delivery of tests in three languages in Central Asia, remote proctoring in the second most populated country in the world, support the internationalisation objectives of universities, and our provision of free and accessible preparation materials for candidates.

Presenter: **Aaron Mortlock**
Cambridge Assessment Admissions Testing

☐ ATTEND THIS SPONSOR SESSION

Xquiry
assessment data forensics

How Credibility Makes You Shine. *The Power of Assessment Data Forensics*

Room: Escudo

Assessment fraud undermines test reliability and validity. It has a negative impact on the credibility of your assessment programme.

Fact [Survey in U.S News and World Reports]:

- 80% of “high-achieving” high school students admit to cheating
- 51% of high school students did not believe cheating was wrong
- 95% of cheating high school students said that they had not been detected
- 75% of college students admitted cheating, and 90% of college students didn’t believe cheaters would be caught
- Almost 85% of college students said cheating was necessary to get ahead.

Traditional test security is predominantly concerned with protecting test material, both physically and electronically. For example, by storing test materials in a safe, making an item bank hacker-proof, training invigilators to monitor candidates, ID check and camera surveillance during test taking. In this session, we take the leap from professional to expert by leveraging the power of assessment data forensics.

Assessment data forensics can be used for the detection of potential test fraud. We apply assessment data forensics by analysing test takers’ response patterns. Within these patterns we detect aberrations that may be an indication of a test fraud infraction. Response patterns are a compilations of takers’ answers, their response times and answer changes (not being exclusive). Scientifically established algorithms are used to this end.

During the session several of these algorithms and their application are explained. In addition to this we demonstrate path-breaking research that emphasises algorithms used for the detection of item compromise and the detection of test takers with item preknowledge.

Before we wrap-up we invite you to make the step from professional to expert in applying data forensics. A technology sneak preview of what do you need, to be in control of fraud detection - your credibility.

Presenters: **Sebastiaan de Klerk**
Xquiry [by eX:plain]

Aranka Bijl
Leiden University [NL]

Erwin van Schaffelaar
Xquiry [by eX:plain]

LUNCH WITH EXHIBITORS, PRODUCT DEMONSTRATIONS AND DIVISION MEETINGS

Room: Patio 1-3 & Foyer

Join us for a friendly competition to vote on the most innovative and industry changing demos shown! Take some time to talk with exhibitors and learn all about the innovative products and services they offer.

DEMO #1

Topclass! A Game for Learning and Evaluation

Current discussion on the future of education emphasise the importance of skills such as collaboration and creativity. Following this trend, teachers are searching for methods to gain insight into these kind of skills as traditional tests don't seem suitable. Game-based assessment has been suggested as a fun and accessible way to assess these skills because games naturally trigger players to collaborate or to solve problems. TopClass (Dutch: Klasse!) is an escape room based game, designed to evaluate the collaboration skills of students aged 12 to 15. In the game, students are presented with a problem that can be solved in time by working together. The product demonstration will show how the game is designed to trigger collaboration skills. The game edition to be demonstrated (named: HACKED) is played in the context of a hacker who encrypted all student files. In order to get their files decrypted they have to solve ten puzzles as a group. After each puzzle they earn a letter for the ten-letter codeword to stop the timer. Before playing, students fill in a self-evaluation form in which they formulate success criteria and choose a learning objective. After playing, students evaluate their collaboration skills and formulate a tip as a recommendation for their next collaborative moment. In every edition the puzzles in a game are linked to a specific, social theme. In this manner, the game contributes to thematic education of social topics. In HACKED the social theme is the General Data Protection Regulation (GDPR). Other themes are currently under construction.

Presenter: **Romy Noordhof**
Cito

DEMO #2

Industry Collaboration - When a Picture is Worth 1000 Words

It's one thing to read about cheating - it's another thing to see it in action. That's why some of the industries' top testing organisations across the globe collaborated to develop short, consumable training videos that demonstrate what cheating looks like. Translated into several languages, these videos prepare invigilators to better monitor testing - raising awareness, strengthening the testing ecosystem, and improving test score validity. And now these videos are available for your programme as well. Stop by to witness an industry collaboration that meets the challenges of testing for the betterment of everyone - now that's transformative!

Presenter: **Rachel Schoenig**
Cornerstone Strategies

13:00 - 13:45

ATP Committee Meeting: Security

(All are Welcome!)

Room: Doblon

13:00 - 13:45

Health Sector Special Interest Group Meeting

(All are Welcome!)

Room: El Escorial

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LUNCH WITH EXHIBITORS, PRODUCT DEMONSTRATIONS AND DIVISION MEETINGS

Room: Patio 1-3 & Foyer

DEMO #3

Improves Learning through Imitation

Michael Hill, neuroscientist and author of the research study "Observational Learning Calculations in Neurons of the Anterior Human Cingulate Cortex," shows that practicing simulations on how things work is a very positive option at the neuronal level. The reason is that evolution has chosen an algorithm that makes it possible to learn through observation and wasted less time and energy, which are very valuable resources for our brains.

We will see how, based on these studies, we have adapted our training tools to optimise the learning process by incorporating imitation learning into our immersive learning tools, resulting in a revolutionary programme of online courses and innovative practice tests focused on the main applications of Office 2016, with the objective of training the user in the skills specified in the Office programme.

LearnMOS is the brand behind this application that provides superior solution to students, academic institutions and other training organisations. The benefits of LearnMOS include a preliminary examination in each training module, the system checks what knowledge the student has and what is missing, focusing only on the areas that need improvement.

These are the main features of our methodology to complete a solid and optimal learning system, to which we add quality content, accessibility options, personalisation, convenience and, more recently, a cloud version that allows us to win in independence and perform the practices without limitations by the user environment like operative system, devices, or needed software applications.

Presenters: **Daniel López**
Media Interactiva Solutions, SL

Samuel Brocal
Media Interactiva Solutions, SL

Blas Vaz
Media Interactiva Solutions, SL

DEMO #4

How Remote Proctoring is Promoting Inclusivity in Education

Good educational outcomes matter, not only at the individual but also on the societal level. By being committed to creating a fair and egalitarian environment, we are making sure that no group of students is left behind and that the same opportunities exist for all, regardless of socio-economic status. Moreover, as times change, so does the quintessential definition of a student. The once known characterisation of a student is now amalgamating into a much broader, more encompassing definition that sees them as: learners on mobile devices, people with work, family, military and other time-based barriers to learning and studying.

With the implementation of remote proctoring, the integrity of online courses and the value of online degrees is protected. Proctorio entered the EdTech space by providing a scalable solution to increase opportunities for education to students everywhere. By expanding access to online learning, Proctorio is diversifying the educational landscape and enhancing inclusivity in assessment. The entrance of remote proctoring to the online learning space has created a social benefit for students and instructors alike, by allowing each to customise their educational experience. Students are able to demonstrate learning on their own time, from almost any location around the world. Instructors are enhancing pedagogy, improving learning outcomes, and improving student engagement by offering more lower-stakes exams rather than fewer high-stakes exams.

High-quality education is no longer limited to inside the walls of brick and mortar institutions.

Presenter: **Ivan Babović**
Proctorio

DEMO #5

From One Question (Type) to Another: Technology to Auto-Generate Item Variation

Preparing good exam items is a difficult task, even for the most experienced subject matter experts. Making varied question sets is even harder. Today, many organisations struggle with the development process of multiple equally valid versions of question sets.

Technology can assist in creating different variants of one item. Based on an existing item, the assessment algorithm automatically proposes different variants: a multiple-choice question becomes a dropdown question, a fill-in-the-blanks question or a drag-in-columns question.

The instruction, the task, the answers and answer elements and any media are retained and the layout of the item is automatically updated. Feedback, scores, hints, attachments, metadata, etc can also be recycled, resulting in a number of alternative variants of an item.

Authors can then decide to save or eliminate all or some items and effectively include them in exams. With minimal editing by an author, it is possible to create completely different but content-equivalent item series.

The algorithm serves as a useful tool and a source of inspiration. It also helps guide the process to find the most suitable item type for a specific content or skill. It is an important step in the technological innovation to assist and inspire today's content authors, SMEs and teachers.

Presenters: **Bert Wylin**
Televic Education

Filip Vanlerberghe
Televic Education

IGNITE SESSIONS

Room: Tapices

Ignite sessions are a high energy and innovative way to present content in a quick and concise format. Twenty slides automatically advance at 15-second intervals for a total presentation time of five minutes in length. Join us for these quick presentations on hot topics!

Identifying the Task Analysis of Best Fit - Part II

Competencies are interpreted in many different ways in the literature. This lack of agreement as to what exactly a competency is suggests that it is a multi-faceted concept. With this in mind, we must ask ourselves if outcomes from a job task analysis provide sufficient information to develop assessments that are truly 'competency-based.' To better understand this question, we undertook a study to compare the outcomes of two task analysis methods – job task analysis (JTA) and cognitive task analysis (CTA) – for test proctors at Prometric.

At EATP 2018, I presented the JTA-CTA study in an attempt to answer this question and shared some very preliminary results with the audience. At the end of my session, I promised to share more conclusive results at the next EATP. In 2019, I plan to share the results from the JTA-CTA study focused on the task requirements for successful test proctors, how successful and not so successful proctors behave differently, as well as the application of these findings to improve the training and evaluation of our proctors.

At the end of the session, participants should appreciate the differences between these two related but different task analysis methods, and how the results and outcomes from a CTA can be effectively applied in the real world.

Presenter: **Li Ann Kuan**
Prometric

Enhancing Employability Skills Using Emerging Technologies

All professionals must demonstrate professional skills to excel in the workplace. ACCA's award winning Ethics and Professional Skills module (EPSM) uses emerging technologies to develop these ethical, professional, and digital skills.

ACCA is a global professional accountancy education, assessment, and membership body. We evolve our qualification to meet changing expectations of a digital age, maintaining rigour and complying with all regulatory standards.

Employers expect employees to add value from day one and continually develop. Learners expect

- to be inspired, enabling them to retain what they have learnt
- flexibility in how and when they learn
- to be able to connect and collaborate
- validation of the skills gained.

ACCA has met this challenge, transforming education and assessment suitable for a diverse international audience. Our digital EPSM coaches and assesses business professional skills, drawing on authentic scenarios. EPSM culminates with a real life workplace synoptic assessment, employing branching tasks. More recently, we enhanced the EPSM to include more digital content relating to the practise of data analysis. In May 2019, we'll introduce peer assessment capability.

We employ practical innovative gamification, ensuring authentic assessment and psychometric validation. The psychometrics behind EPSM enables the certification for successful completion to mean something to our employers, learners and regulators.

This session provides an opportunity to discover the innovations included within EPSM, our approach to development, and validation.

Presenter: **Sharon Machado**
The Association of Chartered Certified Accountants

IGNITE SESSIONS

Room: Tapices

The Democratisation of the User Experience

Why do we spend so much money, time, and effort building products for users, but we seldom involve them in the creation? It's very easy to let personal bias get in the way of real user feedback, and when we do finally involve the user, we take their opinion with a 'pinch of salt.' We often end up with a list of improvements/'phase two' features that sit in a backlog.

There's a User Experience (UX) revolution underway, and the assessment sector needs to start listening to the voice of the user. They need to be involved from the start, and in every step of the journey. They need to have a voice, a vote, a say and that feedback needs to carry weight in your design. User experience or universal design isn't a black box that we feed requirements into and designs come out, it's a team game.

In this session we'll provide three top tips on how everyone can start to rethink the way they consider UX, how users are part of this, and how it doesn't need to cost the earth. We'll present ideas on the future role of the user in product and service design and development that everyone at EATP can take back to their teams.

Presenter: **Richard London**
BTL Surpass

Good vs Bad Testing Policies

Testing policies are foundational to a certification programme - but they can be good or bad. In this lively Ignite Duet - Good vs Bad policy examples will be contrasted to emphasise how accreditation standards in Europe, like ISO/IEC 17024, can guide sponsoring agencies to craft good testing policies to ensure agencies can withstand the storms of security breaches, scoring errors, fraudulent use of credentials or marks, complaints, or appeals. (Presenters will use a campy style to portray Good Policies and Bad Policies in a lighthearted manner - but the information will be well-grounded and helpful.)

Presenters: **Lynn Webb**
Lynn Webb Consulting, LLC
Christine Niero
Professional Testing

14:45 - 15:15

Exhibits & Coffee Break

Room: Patio 1-3

KEY TAKEAWAYS: _____

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BREAKOUT SESSIONS & PEAS IN A POD DISCUSSION

☐ **ATTEND THIS SESSION**

Social Emotional Learning Assessments: Global and Local – Taking a USA-Created Assessment to the Global Community

Room: El Escorial

Global interest in social and emotional learning (SEL) has exploded in the past three years with most countries now adopting the SEL term versus Noncognitive or 21st Century Skills. However, there are few psychometrically sound SEL assessments available outside of the US. In 2017, ACT launched the ACT Tessera Social and Emotional Learning Assessment System for middle and high schools. The ACT Tessera assessment portfolio has several defining features. First, it is based on the Big Five personality framework. This framework represents the most extensively researched SEL framework. It has also been replicated in most countries, making it the ideal framework for international adaptions of SEL assessments. Another defining feature of ACT Tessera is that is employs multiple measurement methods, making it less susceptible to bias than most SEL assessments. Finally, each ACT Tessera includes a learning curriculum, the Tessera Playbook, which includes a multitude of lessons and activities designed to improve social and emotional skills.

Recently, there has been much interest in international adaptations of ACT Tessera. For instance, a partnership with LIV in Brazil is now bundling Tessera with the LIV SEL programme being delivered to 140,000 students. Furthermore, extensive pilots are underway in China, India, and more.

This session will focus on the challenges of adapting a Big Five assessment. Session attendees will learn about: SEL theory and assessment, lessons learned and recommendations for translating and adapting assessments, and the results of current international pilot studies.

Presenters: **Cristina Anguiano-Carrasco**
ACT, Inc.
Simmy Ziv-El
ACT, Inc.
Fernanda Lemos
Eleva Educação

☐ **ATTEND THIS SESSION**

Psychometricians and Linguists Join Forces to Improve the Validity of Translated Assessments

Room: Comendador

Assessment tools often depend on subtle wording choices, which are expected to trigger certain reactions in respondents. This is part of the psychometrician's craft. The psychometrician is not a linguist and cannot be expected to consider possible repercussions of lexical choices in other languages. It is a challenge for linguists to replicate the effect of wording, and one can hardly expect of translators—who usually aren't psychologists—that they identify the patterns they need to focus on. In this context, envisaging the translation of assessments as a collaborative effort between test authors and linguists is an approach that delivers better results.

This approach begins with a translatability workshop for item developers. Then comes the production of item-by-item translation notes: psychometricians explain constructs and question intent; linguists supplement this with pointers on translation traps, on matches and patterns, on acceptable paraphrasing. The Testing organisation then submits an entire package to its translation vendor, with ad hoc guidance to help translators focus on what matters. Finally, the translation output goes through a selective linguistic quality control and equivalence check.

Embedding translation in the item development process increases validity and comparability simply because more language parameters are taken into account by psychometricians and more psychometric features are taken into account by linguists.

Presenters: **Amelie Vrijdags**
Hudson
Steve Dept
cApStAn
Nikola Trbovic
Hudson

KEY TAKEAWAYS: _____

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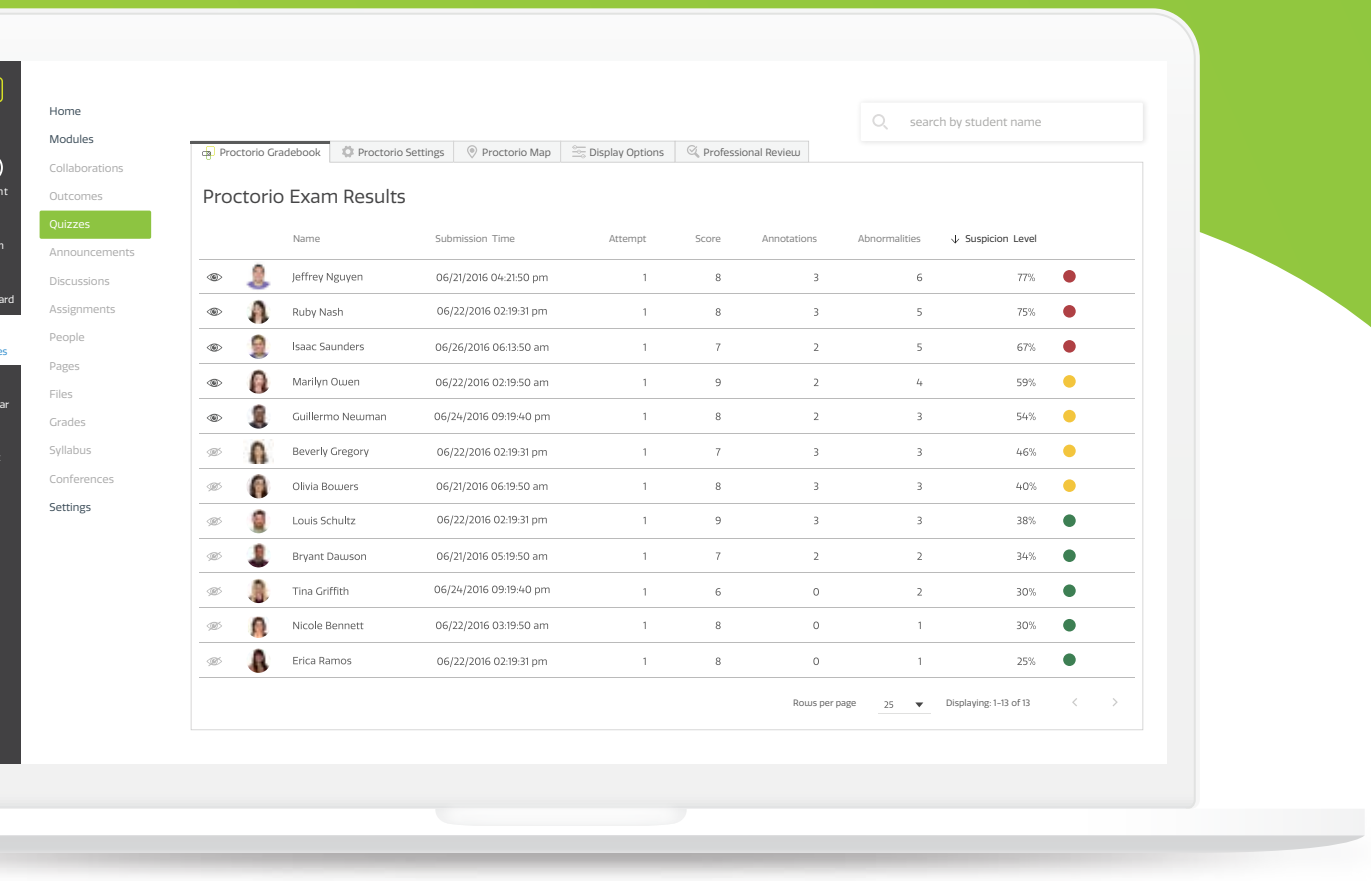

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Live and Automated
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PLAGIARISM DETECTION

Symbols, Images & Characters
Source Link Identification
Originality Score

EXAM PROCTORING

Automated Proctoring
Live Proctoring
Professional Review

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BREAKOUT SESSIONS & PEAS IN A POD DISCUSSION

☐ ATTEND THIS SESSION

Adaptive National Testing of Schoolchildren in Wales – One Full Year of Test Operations, An Update

Room: Doblon

We address the operation of online national assessments for school children aged 7-14 in Wales, using Computer Adaptive Testing. It provides formative, personalised feedback and nationally standardised performance & progress measures. This initiative is one aspect of major changes to the Welsh curriculum and we are reporting on it after one year of operation with around 250,000 learners using the system.

The assessments adjust the level of questions to match learner ability, providing appropriate challenge for each learner and assessing the full curriculum breadth. They greatly reduce the prevalence and impact of floor and ceiling effects compared with fixed-form assessments. Onscreen tests are available to schools to schedule at any point and provide next-day high quality feedback, removing teacher marking and shortening the feedback cycle.

We discuss how we have undertaken key elements of the system operation and the use and impact of information provided to schools focusing on these four areas:

- Calibration – The "launch" test bank was calibrated using a linear trial, confirmed during adaptive trials, and recalibrated based on learners' live test data.
- Standardisation – Following use by the complete cohort we issued standardised scores.
- Progress reporting – The national programme's key purpose is to provide schools with formative assessments that inform teaching and learning.
- Access and equality – The system is available to a complete cohort of learners, including those with access requirements & schools delivering education in English, Welsh and bilingually.

Presenters: **Mike Porter**
AlphaPlus, Ltd
John Winkley
AlphaPlus, Ltd

Featured Speaker

☐ ATTEND THIS SESSION

Past, Present, and Future with Artificial Intelligence

Room: Tapices

Five years ago, data science and artificial intelligence (AI) was a whisper in the assessment space. Today it is top of mind, with assessment companies quickly adopting data science practices and new technologies like Deep Learning. In this session, we will cover what is hype and what is real by covering real deep-learning case studies with results. We will also demonstrate some concerning results to introduce AI ethics. The session will end with insights and methods that can be used to safely protect these new methods from bias and unwanted behavior. Assessment examples using unstructured data (e.g. image, audio, video, and text) will be discussed and reviewed.

Presenter: **Ben Taylor**
Zeff, Inc.

> > TRANSFORMING ASSESSMENT DEBATE < <

☐ ATTEND THIS SESSION

Can Artificial Intelligence Take Over the Assessment Process?

Room: El Jardin

Experts in assessment will take on the challenge of debating the future of assessment. Leveraging what they know of how technology is shaping assessment design, development, and delivery today, they will take a position on if and how AI should be playing a role in the way we think about knowledge and skills assessment in the future. During the debate, these experts will address such questions as:

- Should we be using AI to assess skills?
- Should we be using AI to replace job task analysis?
- Should AI replace human graded scoring?
- Where in the exam development process is human intervention necessary?
- What if the AI models disagree like humans do, especially grey areas? Who or what intervenes?
- Where in operations, business, marketing is human intervention necessary?
- Can AI fully automate the entire certification process? Should it?
- Who decides the configuration settings for AI (We don't have a large sample size do we move forward even if it is non-compliant with standards)? AI? Leadership? Experts? Both?

Moderator: **Nikki Eatchel**
Scantron

Presenters: **Andrea Gray**
New Zealand Qualifications Authority
Drew Wiley
ACS Ventures, LLC
Alex Casillas
ACT Inc
Rachel Schoenig
Cornerstone Strategies

PEAS IN A POD DISCUSSION

☐ **ATTEND THIS SESSION**

Inclusivity in Assessment • Best Practice and Industry Standards

Room: Cibeles

To meet the needs of a diverse demographic of test takers, assessments need to become more accessible and more inclusive. Test delivery is a critical component of providing a more inclusive experience and options for your candidates. In this Peas in a Pod discussion, we plan to facilitate a discussion about current best practice and innovations in this important facet of assessment. We will also share our experiences in providing more inclusive options for our test sponsors make available to their candidates.

Presenters: **David Bennett**
Pearson VUE

Julie Gleason
Pearson VUE

KEY TAKEAWAYS: _____

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☐ **ATTEND THIS SESSION**

PROMETRIC

A Unique Approach to Developing Learning Materials to Support Mastery Tests

Room: Escudo

Prometric will present a Case Study on Working with A European Government Agency to develop high quality and accessible Learning Materials to support Candidate Preparation for Mastery tests -going beyond recall and providing useful, informative and clear rationales so that genuine learning takes place. Ireland's Road Safety Authority will be joining the discussion to share how a new approach to a major review of their item bank placed a significant emphasis on the rationales provided for each item. These rationales outline in detail the correct answer and why they are correct, providing candidates with comprehensive learning material. The goal is to take the candidate beyond simply memorising the content and learning form the materials to allow them not only to pass the test, but also to become safer and more competent drivers. We will describe how this 2 year project was planned and executed and the process for creating new learning material to ensure candidates multiple modes of access, expanding from traditional paper modes to the world of online and mobile apps.

Presenters: **Martin McNulty**
Road Safety Authority

Chris Westwood
Prometric

16:15 - 16:30

Break with Exhibitors

Room: Patio 1-3

BREAKOUT SESSIONS & PEAS IN A POD DISCUSSION

☐ **ATTEND THIS SESSION**

So You Are Thinking of Going BYOD?

Room: Comendador

BYOD (bring-your-own-device) has established itself in many educational and corporate settings with benefits like reduced technology costs, familiarity with the hardware, and higher user satisfaction.

In exam delivery, however, test centers are still common and BYOD is still the exception.

The Chartered Professional Accountants of Canada (CPA Canada) have delivered exams using BYOD for more than 10 years. With on average around 3,000-4,000 test takers in a range of different topics, spread across multiple days, several times per year and distributed in more than 100 writing centres across Canada, the Caribbean and China, the logistics of preparing the candidates and their hardware, sourcing and setting up the writing centres, and ensuring that everything goes according to plan on the exam days, are very complex.

This session will share insights and lessons-learned into the BYOD process of exam delivery at CPA Canada; from student requirements like taking validation tests, the impact on the IT help-desk, establishing the required infrastructure at the delivery centres before the exam up to resources required on-site for proctoring and writing centre management on the day of.

Presenter: **Chris Cramer**
CPA Canada

☐ **ATTEND THIS SESSION**

Me, Myself and AI – The Future of Assessment in Light of Technology Developments

Room: Doblon

Artificial intelligence and machine learning have the potential to both improve our ability to predict significant outcomes and to amplify the human biases assessments we're designed to overcome. Public cynicism regarding the use of AI/ML-based algorithms, including such algorithms used in the testing industry, is an unsurprising consequence. As a result, professional calls for algorithm transparency and explainable AI have converged with government-led discussions (like GDPR's Recital 71) regarding people's right to explanation. This panel discussion will focus on how the testing industry is meeting the challenge of incorporating AI/ML-algorithms into how we use assessments in an environment demanding smart, fair, and relatively transparent solutions. Questions we will address include what are the pitfalls for the testing industry of using artificial intelligence and machine learning to predict significant outcomes? What role does theory play in a world increasingly dominated by big data? Is it inevitable that AI/ML will amplify human biases against minority groups? Should test publishers reveal their algorithms in order to avoid charges of bias? What would be the consequences of such efforts at transparency? The audience will also be requested to ask questions for the panelists to answer.

Presenters: **Brandon Ferrell**
Hogan Assessment Systems

Zsolt Feher
Hogan Assessment Systems

Robert McHenry
Independent

Sonia Codreanu
Hirevue

Richard Justenhoven
cut-e

KEY TAKEAWAYS: _____

THURSDAY, 26 SEPTEMBER 16:30 - 17:30

☐ **ATTEND THIS SESSION**

No Internet? No Problem. An Innovative Approach to Offline Testing that Moves Beyond Paper

Room: El Jardin

The phrase “paper is dead” has been going around for decades. But paper-based testing has continued as a prominent delivery mode because of lack of consistency around internet availability. And as long as the internet is required for computer-based testing, the move away from paper in general will continue to be slower than expected because a paper administration removes the risk associated with non-existent or unreliable internet access. There is a new option, however, that allows for a computer-based option for offline testing. This session will review the approach that was successfully used in Abu Dhabi to deliver computer-based exams with a fully offline environment, including:

- Software Requirements: The software required for successful administration needs specialised functionality.
- Training Considerations: Training in this scenario is unique and requires a schedule of events that is not typical to a paper-based or online solution.
- Test Administration Logistics: Administration considerations need to be fully mapped and understood at the start of the project.
- Security Risks and Mitigations: As with any test administration, security of both exam content and exam results is paramount.
- Costing Details: This model has been implemented in such a manner that makes it a viable option to paper – without requiring a larger budget than other delivery options.
- Computer-based offline testing allows for all assessment stakeholders to take advantage of the benefits of computer-based testing even when internet access is not available.

Presenters: **Nikki Eatchel**
Scantron
Mohammad Shadid
ConnecME

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THURSDAY, 26 SEPTEMBER 16:30 - 17:30

☐ ATTEND THIS SESSION

Standardised Assessment Artifact Scoring with Neural Networks

Room: El Escorial

Modern standardised assessments are increasingly requiring respondents to compose information products (artifacts) using design tools. Two examples are the NAP ICT Literacy (NAP–ICT Literacy Report 2018, ACARA, 2018) and ICILS (The IEA International Computer and Information Literacy Study International Report, Fraillon et al, 2014) assessments in which students create digital posters, presentations, and social media posts.

We investigate the applicability of using autoencoders to vectorise the underlying markup language used to represent an artifact composed by a student and neural network architectures for comprehending and evaluating the artifact.

Presenters: **Daniel Duckworth** *ACER*

Stephen Birchall *SoNET Systems*

Featured Speaker

☐ ATTEND THIS SESSION

What Does Gamification Mean for Assessment? Thoughts on Design, Psychometric Properties, Ethics, and Automation

Room: Tapices

Game-based and Gamified assessments are no longer a new exciting prerogative of start-ups and innovators - they are increasingly gaining market presence attracting large corporate and SME employers within its client base. As they are becoming a stable and mainstream alternative to traditional methods, it is important to understand how the use of game elements aligns with, and facilitates, the psychometric properties of those measures. The introduction of gaming principle to personality and ability testing has also triggered massive surge in the magnitude of data available on the individual, posing new ethical considerations, requiring a new generation of analytics, and also enabling an unprecedented degree of automation in the assessment itself and in the consulting activities that typically gravitate around it.

This session will explore how gaming and psychometrics have found an overlapping niche, the psychological power of game elements and how those are harnessed in this wave of assessment tools, and what this means in terms of data, ethics, analytics, and automation.

Presenters: **Lara Montefiori** *Arctic Shores*

Megan Butler *Cognition x*

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PEAS IN A POD DISCUSSION

☐ **ATTEND THIS SESSION**

Internationalisation of Assessments: Moving into the Digital World

Room: Cibeles

Workforce skills credentialing organisations have been expanding internationally in the past decade. The internationalisation of assessments and certification increasingly moves into the digital world of online testing, training, and AI technology application. In this discussion session, we invite participants to share their practices, experiences, and trends in navigating through multiple aspects of internationalisation of assessment.

The moderators of the discussion will share their experiences in international workforce skills training and assessment in the area of foundational skills training and technical skills training in vocational and technical institutions. We will discuss European experiences in migrant populations skills assessment, language skills assessment, employers surveys related to skills requirement, and skills gaps.

We will learn how online international hiring websites use of AI-based assessment for matching employers with job candidates, offering online employment skills training, cognitive skills, soft skills, and technical skills assessment for pre-hiring candidate profiling. We will discuss how we can introduce AI ethics for algorithm auditing of gender, ethnic bias, and other construct irrelevant elements.

Last but not least, we will share experiences in cross-country job analysis, country standards and qualification framework alignment, and data-driven holistic approach for preparing high-quality translations adaptation in multiple languages, and cheating and item theft prevention.

Presenters: **Cicek Svensson**
Comms Multilingual Ltd

Ada Woo
ACTNext by ACT

Ben Taylor
ZEFF, Inc.

☐ **ATTEND THIS SPONSOR SESSION**

Pearson VUE

Collaboration, Creativity and Technology Literacy

Room: Escudo

Collaboration, creativity and technology literacy are three critical 21st century skills and creating effective assessments often requires all three. Test development projects can be complex, multi-year projects involving many people, teams, stakeholders and organisations. We know that effective collaboration is often the key to successfully delivering these projects, but implementing this across a diverse group of people can be difficult and time consuming. This session will explore collaboration techniques for effective test development. Covering multiple aspects of the test development process, we'll look at projects where collaboration has been introduced including project planning, item writing, reporting and tracking. We'll show some live examples of the processes we use to keep on top of multiple projects and the impact these techniques can have on a wide variety of tasks at work.

Presenters: **Neil Wilkinson**
Pearson VUE

KEY TAKEAWAYS: _____

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RECEPTION WITH EXHIBITS AND PRODUCT DEMOS

Room: Patio 1-3 & Foyer

Join us for a friendly competition to vote on the most innovative and industry changing demos shown! Take some time to talk with exhibitors and learn all about the innovative products and services they offer.

DEMO #6

Relieve Candidate Anxiety by Having Practice Exams in your Programme

Practice exams are increasingly becoming a very effective tool to help your students through their certification journey. Anxiety and fear of failure very often stall a candidate's progress through the certification/licensure journey. Practice exams help the candidate overcome the "fear of failure," especially if they are from the programme sponsor.

In this product demonstration, we will show all of the micro-services available, including authoring and assessment tool, partner portal, identity manager, and delivery tools.

As part of our question types, we will also demo our ability to create Performance based questions that engage the test taker and test real life experience, which are better than the ones that allow a person to be merely a "memoriser" or even just a "guesser." Testing a person's skill and knowledge beyond rote memorisation of subject matter is definitely a better way for assessing mastery and ability. Rather than true/false or multiple choice, performance based question types are designed to truly test skill and knowledge rather than only promote passing an exam or assessment. Examples of performance based questions will be demonstrated including case study, list & order, drag & drop, simulations, and more!

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Presenter: **Samuel Brocal**
Media Interactiva

DEMO #7

TAO: Open Source, Open Standards, Open Possibilities

The future of education is all about personalised learning: offering effective learning pathways using a wide range of content and learning apps curated from various sources to make it easier for teachers to teach and students to learn faster and more effectively.

This puts a huge demand on the assessment and learning environments of today; the functional scope is broadened, technologies are advancing rapidly, and end-users are more demanding from their daily consumer experience. As a result, former product features like adaptive algorithms, online scoring, and remote proctoring turn into separate product categories, posing challenges for system integrations.

During this product demonstration, you'll learn all about the latest developments in TAO, the leading open source assessment platform, and get the latest information about IMS open standards from the people who create and drive them; QTI 3, PCI, Caliper and the Standards on Computer Adaptive Testing (CAT) and Proctoring.

We'll demonstrate how to connect systems from multiple vendors to create a true best-of-breed Next Generation Digital Learning Environment (NGDLE), allowing limitless innovation and assuring readiness for the challenges and students of tomorrow.

Presenter: **Mark Molenaar**
Open Assessment Technologies

DEMO #8

Revolutionising Online Learning with Remote Proctoring Solutions

Proctorio's live and fully automated, remote proctoring service provides a scalable, cost-effective solution for protecting academic integrity by validating test-taker identities, originality, and content security during online exams. Proctorio's customisable assessment settings allow exam administrators to set-up unscheduled, on-demand exam proctoring specific to their assessment needs.

Presenter: **Filip Janjić**
Proctorio

RECEPTION WITH EXHIBITS AND PRODUCT DEMOS

Room: Patio 1-3 & Foyer

DEMO #9

Online Proctoring, Three Models Compared – Testing Kiosks, Live Online Proctoring and Record & Review

Online proctoring is rapidly gaining acceptance as a credible option for secure delivery, but it is not a 'one-size-fits-all' solution. It encompasses a broad spectrum of capabilities that vary in terms of their technology demands and level of security offered.

PSI's multi-modal delivery approach offers three distinct online proctoring models, testing Kiosks, live online, and record & review proctoring.

Testing Kiosks combine test centre levels of security with online proctoring accessibility. The Kiosk is a self-service secure testing station that combines live online proctoring with advanced technologies and secure communications, as well as encryption and other commonly used cryptographic technologies, to enable cheating prevention, content protection, and maintain data security.

Live online proctoring uses the same live proctoring approach as Kiosks, but is delivered over the candidate's own device (BYOD) or a third-party webcam-equipped device. Sessions are proctored in real-time and the proctor is able to terminate a session at any point if he or she perceives any exam rules are being disregarded.

Record & review proctoring involves the entire test session being recorded, including webcam and screen cam footage, for submission and proctoring after the event. It has the benefit of offering unconstrained 'on-demand' testing.

In this product demo, we will compare and contrast these different modes, giving a clear insight for each into the candidate experience, how the proctoring process works and what it looks like, and what the underlying technology considerations are.

Presenters: **Alistair Fryer-Bovill**
PSI Services
Adam Freeman
PSI Services

DEMO #10

The Assessment Data Forensics Improvement Cycle

Assessment data forensics (ADF) is a cyclical process; not static, but dynamic. That's because combatting fraud is continually evolving. Fraudsters keep coming up with new ways to manipulate tests, so that the process of combatting test fraud evolves in tandem. We have made this concrete in our ADF improvement cycle, which consists of three products: the ADF monitor, the ADF protocol, and the ADF qualifier. In this product demonstration, we will focus on the first two products. We will present the ADF monitor, an intelligent web-based tool with which we can analyse how tests score on the various scientifically-established assessment data forensics indices. The ADF monitor can reveal test fraud quickly, securely, and reliably. The ADF monitor can be deployed once or repetitively, as part of the cycle. The ADF protocol will also be presented. This is a set of evidence-based guidelines with which you can limit the risk of test fraud, aimed at both prevention and detection. We have conducted scientific research and have used this research as the basis for defining the standards for combatting fraud. In this way we can determine the ideal fraud-combatting process for an (educational) organisation's situation. Together with several Dutch universities, we continue to do scientific research on both the ADF monitor and the ADF protocol.

Presenters: **Sebastiaan de Klerk**
Xquiry
Erwin van Schaffelaar
Xquiry

KEY TAKEAWAYS: _____

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PROGRAMME – FRIDAY, 27 SEPTEMBER

Friday Schedule at a Glance

07:00	- 13:00	Registration Open	Patio 1-3 Foyer
07:00	- 09:00	Breakfast with Exhibits	Patio 1-3
08:00	- 08:45	ATP Division Meeting: Certification/LIcensure *(All are Welcome!)*	Doblon
08:00	- 08:45	ATP Division Meeting: Workforce Skills Credentialing *(All are Welcome!)*	El Jardin
09:00	- 10:00	Breakout Sessions and Peas in a Pod Discussion	
10:00	- 10:30	Exhibits & Coffee Break	Patio 1-3
10:30	- 11:30	Breakout Sessions and Peas in a Pod Discussion; Sponsor Debrief	
11:30	- 11:45	Break	
11:45	- 13:00	Closing Keynote & Remarks	Tapices

07:00 - 09:00

Breakfast with Exhibits

Room: Patio 1-3

8:00 - 8:45

ATP Division Meeting: Certification/LIcensure

(All are Welcome!)

Room: Doblon

8:00 - 8:45

ATP Division Meeting: Workforce Skills Credentialing

(All are Welcome!)

Room: El Jardin

07:00 - 13:00

Registration Open

Room: Patio 1 -3 Foyer

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- **tackling** identified risks
- **preventing** exam fraud

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BREAKOUT SESSIONS & PEAS IN A POD DISCUSSION

☐ **ATTEND THIS SESSION**

Transforming Test Development - Anything But the Status Quo

Room: El Escorial

Test Development as we know it must transform to broaden talent skill sets and achieve excellence in operational execution through optimal use of innovative technologies and processes. This session will describe how partnering with researchers in organisational optimisation and automated technologies, effective utilisation of vendors, and adoption of processes governed by Quality Management System methodologies led to advancing skill sets of 100% of team members and a 70% increase in content development coupled with a 30% reduction in costs. Shifting team member focus from editorial revision and very narrow responsibilities along the content development value chain to broadened focus across the content development value chain that includes evidence centered design, task model development, and optimal use of automations significantly improves the quality of content being authored, reduced editorial revision cycles, and lowered overall cost of content development.

Presenters: **Donna Matovinovic**
ACT, Inc.
Mark Gierl
University of Alberta

☐ **ATTEND THIS SESSION**

Transform Your Test Security by Upgrading your Items

Room: Comendador

Despite the great lengths test sponsors and delivery service vendors go to, there is still an extraordinary amount of cheating occurring on exams worldwide in both the education and certification fields. In addition to the security offered by proctoring, lockdown programmes, biometrics for authentication, and others, there is a newer, even simpler, solution you can use to further protect your test content and the valid use of your test scores: You can upgrade your items to Discrete Option Multiple Choice (DOMC) and to SmartItems.

In this session, presenters will introduce the security benefits of DOMC items and SmartItems, how to create them, how to implement them in certification exams, and how to convert your existing items. You will hear from the certification programme manager at SailPoint, an identity governance technology company, where these innovations are used routinely in its operational certification exams. You will see proof and hear how innovative item designs have been effective in preventing many common, but harmful, test security threats.

Presenters: **David Foster**
Caveon
Arthur Altman
SailPoint

☐ **ATTEND THIS SESSION**

What Do We Now Know about the Relevance of Wearable Devices to Assessment in Employment Settings?

Room: El Jardin

Wearable devices have become stick-and-forget devices small enough to be worn comfortably on the body and around the clock. Adding the smartphone gives access to what a person is doing or feeling in real time. This permits monitoring, augmenting, assisting, and tracking behaviour and measuring the intensity of emotions. By monitoring heart rate, blood pressure, and blood glucose levels, medical conditions can be predicted and pre-emptive action taken. People can be helped to make adjustments to improve job satisfaction, spend more time with their families, reduce overworking, work more efficiently, improve their well-being, and reduce their fatigue. These methods have the potential to revolutionise the assessment industry. Moods can be measured more accurately than by interviews or questionnaires. Results of neurocognitive measures e.g. Wechsler Adult Intelligence Scale can be predicted (and therefore, replaced) with biomarkers like swipes, taps and keystroke events on the smartphone. Distortions of measurement can be avoided. The next frontier is self-report personality measurement where marker data could identify new patterns of behaviour and yield better predictions - reinforcing these with neuropsychological explanations of why individuals behave in certain ways. This session will examine challenges to the new methods and sketch the potential for coaches who might want to offer real-time feedback and personalised recommendations to coachees, and for researchers who want to devise a new generation of assessments for the development of individuals at work.

Presenters: **Robert McHenry**
Independent
Penny Moyle
Meyler Campbell

KEY TAKEAWAYS: _____

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☐ ATTEND THIS SESSION

From AI Translation to Quantitative Validation: Developing a Robust Localisation Process for Global Assessments

Room: Doblon

The optimisation of an assessment for international use relies on a robust process of test development and localisation that adopts a global perspective. Leveraging our experience of developing and providing large-scale assessments in over 30 countries for millions of candidates every year, we have developed an innovative and comprehensive localisation process that ensures that different language versions of a test are linguistically accurate, culturally relevant, and psychometrically equivalent. This systematic process utilises the latest developments in AI translation, whilst upholding traditional industry best practices. This process also places great importance on robust data collection methodology and rigorous quantitative checks on the localised tests. The process is in line with the ITC Guidelines on Adapting Tests, to which our organisation is a contributor. This session focuses on three topics:

- Efficient and robust translations: incorporating innovative translation AI into traditional translation best practice;
- Data collection dos and don'ts: discussing common hurdles in data collection across languages and cultures and ensuring data quality and participant effort when using low-stake survey panels;
- Psychometric validation of localised tests: checking measurement equivalence from multiple angles and dealing with non-equivalence.

These important aspects of the localisation process are illustrated through interactive examples of different assessments that have been localised into 8 European languages as well as several others, including Chinese and Arabic.

Presenters: **Gerianne de Klerk - van Someren**
SHL

Avril Peryer
SHL

Featured Speaker

☐ ATTEND THIS SESSION

The Role of Credentialing and Certification in Non-degree and Upskilling Education

Room: Tapices

We are reaching the limits of traditional higher-education as the primary pathway to a career. Rising costs of education combined with the emergence of jobs requiring rapidly changing skillsets are causing students to consider alternatives to the four-year degree. Young people need more options to acquire the skills to be relevant and remain employable – for lifetime employability, not just lifetime employment.

A wide range of solutions are emerging to serve this need. Bootcamps for IT skills, employer- directed learning, next generation Massive Open Online Course (MOOC) models, and the re- emergence of apprenticeships support non-degree pathways to jobs. At the same time, government policies are increasingly recognizing the need to incentivize new models and provide individuals the support necessary to pursue skill development outside of traditional higher education.

This session will present a taxonomy of these new learning models with examples and adoption trends, and propose what role skill certification can play in this new landscape. How are certifications evolving to stay relevant? How can they participate alongside new learning models? The educational system of tomorrow must incorporate rapid skill acquisition and include readiness for STEM and soft skills, and assessment must be ready to adapt to remain relevant.

Presenters: **Peter Pascale**
Pearson VUE

KEY TAKEAWAYS: _____

PEAS IN A POD DISCUSSION

☐ **ATTEND THIS SESSION**

Trends in Testing – Are They Really Meeting Our Needs?

Room: Cibeles

Every year, organisations are seeking to transform assessments by incorporatin so-called innovations or new trends. However, the question being raised is whether these trends are really meeting the needs of the testing industry? How would we even know? In this session, the presenters will discuss and define the current trends such as automatic item generation, artificial intelligence, performance based assessments, gamification, neuroassessments, innovative item types, blockchain, wearables, stackable credentials, virtual reality, and so forth. Next, the presenters will evaluate whether they are meeting their organisational needs. For instance, is it cost prohibitive for most organisations to invest in a performance based assessment or gamify their assessments? Is it labor intensive? Is it feasible in Europe and the rest of the world? Are these trends examples of "tipping point" not arriving? If so, when will it arrive? Above all, is it more effective than the more common approaches that have been adapted for almost half a century. Such questions will be discussed and answered by the presenters and audience.

Presenters: **Manny Straehle**
Assessment, Education, and Research Experts, LLC

Liberty Munson
Microsoft

Erwin van Schaffelaar
Xquiry

☐ **ATTEND THIS SPONSOR SESSION**

televic education

We Underestimate the "Testing Effect" (and How Technology can Help)

Room: Escudo

While testing, evaluating and examining receives a lot of focus and attention in higher education, many institutions tend to lose sight of the fact that testing itself also has a very high learning effect. This learning effect is also called the "testing effect". This testing effect has been extensively researched and scientifically documented, but it remains relatively unknown; and in our opinion also undervalued. However, a number of small interventions do suffice to upgrade and even maximise this effect. Technology plays a key role in this: through technology, more and better learning moments can be created while doing exams.

Presenters: **Bert Wylin**
Televic Education and KU Leuven

10:00 - 10:30

Exhibits & Coffee Break

Room: Patio 1-3

KEY TAKEAWAYS: _____

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BREAKOUT SESSIONS & PEAS IN A POD DISCUSSION

☐ ATTEND THIS SESSION

Automating the Assessment Process

Room: Doblon

The idea behind our approach is to automate all steps of the assessment cycle. Certain steps have already been handled elsewhere, like automated item generation (AIG) and computer-automated testing (CAT). Fewer publications can be found on aspects like automated test assembly of uncalibrated items and automated result evaluation or automated item calibration. In our work, we combine all steps to come to a truly unsupervised, fully automated assessment from start to end.

Every assessment starts with items. We generate items using an approach based on semantic technology and linked open data (LOD). Doing so, we can generate an arbitrary number of knowledge questions in any language and on any domain. The only prerequisite is the existence of linked open data sources. For many domains like biochemistry or medicine, highly specialised LOD sources are available, allowing to generate domain-specific questions of all kinds of difficulty. The semantic annotations of the LOD sources allow for different kinds of interaction types. Distractors can be generated as well. The item generation process produces complete QTI items. This ensures independence of any specific assessment tool and maximum re-usability.

As we do not know about the characteristics of our items, we use the approach of Klinkenberg et al. (Computers & Education 57 (2011) 1813–1824) and estimate the item difficulty as well as the test-taker's ability while testing. Our prototype was successfully tested on a subsample of a national study in Switzerland.

Presenters: **Heiko Rölke**
DIPF

Ingo Barkow
University of Chur

☐ ATTEND THIS SESSION

RH-Recruitment: Assessment-Tech for Selecting Unknown Talent

Room: Comendador

How do you select the right people in a tight labour market? How to assess for jobs, for which the requirements are constantly changing? The traditional method of a job-centric assessment doesn't seem to work anymore. But still, you want to know if someone will be successful when working for your organisation. The latest assessment technology can help to create a talent-centric assessment, that helps to identify unknown talent.

Eelloo developed RH-recruitment: a selection method that puts people first, and helps to organise work around their talent and ambition. This is done by including the latest assessment technology such as Game Based- and Video Assessment. The results into a validated pitch that explains how the candidate will be of value in the role and how his/her values match those of the organisation. The final result is a bigger, more diverse, and inclusive pool of candidates that are fit for the job.

In this session, we will further explain this methodology and illustrate how it worked for the selection of 24 trainees for the City of Utrecht in 2018. A case that ended up in the finals of the Dutch Recruitment Tech Awards 2018. Hopefully this session will help to inspire the industry to create a new standard for assessment.

Presenter: **Jaap Jan van Assen**
eelloo

☐ ATTEND THIS SESSION

The Challenges and Opportunities of Including Animated Items in Licensure Examinations: Insights from Two Research Studies

Room: El Escorial

Despite the fact that technology provides great opportunities for improving the fidelity and construct validity of tests, text is still the main way of presenting information in the vast majority of assessments. However, a text-centric approach can negatively impact the underlying quality of an assessment in many ways. Tests with heavy reading demands require a threshold level of reading comprehension and verbal skills, competencies which are often irrelevant to the target construct. Moreover, text-based tests do not always meet the current demands for assessing complex knowledge and job performance skills, due to the limited complexity of what can be presented as stimuli and/or responses.

Among the innovative item types being developed in the testing industry, animated simulations and videos are at the leading edge. In facilitating visual and auditory stimuli, both technologies can provide the test taker with a more realistic assessment than text-based tests.

This session will present two descriptions of projects converting text-based tests to animated ones. One took advantage of simulation technologies using a gaming engine, while the other used more traditional animated videos. Insights into the opportunities seized and the challenges overcome in areas such as test development, scoring, and technology integration will be discussed. Empirical evidence comparing the text-based to the animated tests will also be highlighted.

Presenters: **Ian Clifford**
Prometric

Anastasios Karakolidis
Dublin City University

FRIDAY, 27 SEPTEMBER 10:30 - 11:30

☐ **ATTEND THIS SESSION**

Two Heads Are Better Than One - How Can We Improve This Test?

Room: El Jardin

In order to address a significant gap in the German market for English-language testing, a new on-screen test has been developed, which is the first test to fully integrate the new CEFR descriptors.

This test, designed to give school leavers a clear advantage among employers, has been well received within the language testing community. Recently shortlisted for an international e-Assessment award by the e-Assessment Association, the team behind this test are looking to widen the industry analysis of their approach to assessment design.

The aim of the test is to provide school leavers with an additional qualification, thereby increasing their chances of employment. The exam places the focus clearly in the domain of work to demonstrate the test taker's workplace language competency to prospective employers. Due to the interactive nature of the assessment and its use of rich media and complex item types, this new form of assessment is only possible on a digital platform. The scope of the assessment, therefore, goes beyond anything that has been achieved by pen and paper-based testing.

Following a short presentation which will provide context for the workshop, delegates will be invited to work in groups to review the assessment materials and provide feedback based on their own experience. This collaborative approach with the assessment experts of the EATP community will help the test development team challenge their own approach to the design of this qualification, and inspire them and other delegates to always push the boundaries of assessment design.

Presenters: **Sean McDonald**
Telc

Rebecca Rosenlund
Telc

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PEAS IN A POD DISCUSSION

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Assessments with AI

ROOM: Cibeles

Artificial Intelligence is becoming a major disruption force in technology. The testing industry is already starting to utilise various aspects, such as natural language processing, biometrics, and fraud prevention. The purpose of this session is to look in the future and imagine how these technologies will evolve in our industry. What possible applications do we imagine? What are the potential risks and constraints?

Presenter: **Kishore Vakati**
Pearson VUE

KEY TAKEAWAYS: _____

_____

_____

_____

_____

_____

☐ **ATTEND THIS SPONSOR SESSION**

media interactiva

Media Interactiva

Room: Escudo

Media Interactiva is formed by a group of companies with headquarters in both Spain and the United States with a high specialisation in educational software and instructional design. Driven by progress, we have developed PTS, a revolutionary training method based on performance which integrates learning and practicing evaluation skills. A solution for academic institutions, training organisations, government agencies, and businesses that helps improve their organisational results to become more effective, competitive and productive, with a real-life experience, easy to integrate and secure, hosted by the Azure platform. One of our success stories is MeasureUp, the leading provider of certification practice tests and assessments for IT professionals worldwide. Its catalogue features more than 250 products that validate the candidates knowledge with high quality simulations and prepares them for IT Certifications. In this Sponsor Session, we will speak about other success stories that have made PTS the best innovative solution to improve the passing rate of the candidates.

Presenters: **Samuel Brocal**
Media Interactiva

Sponsor Debrief

Room: Hotel Pool

CALLING ALL SPONSORS – WE WANT YOUR FEEDBACK!

All conference sponsors are invited to join us for a discussion on the 2019 conference experience and looking ahead to 2020. How can we help you succeed?

FRIDAY, 27 SEPTEMBER 11:30 - 13:00

11:30 - 11:45

Break

11:45 - 13:00

CLOSING KEYNOTE: Thinking, Leading and Moving

Room: Tapices

What does movement have to do with thinking and leading? More than one might think. Research has shown that how we move influences how we think and helps us break stale patterns of thought. According to evolutionary scientists, humans and animals better at adapting to their rhythmic environments, both internal and external, have an evolutionary advantage. Movement contributes to an increase in positive mood and moving together synchronously increases pro-social behaviour. A positive mood state is conducive to problem solving, and pro-social behaviour is necessary for team building and effective leadership.

With a background in both dance and cognitive psychology, Dr. Peter Lovatt will take us on a thought-provoking and entertaining exploration of the psychology of movement and how it affects uniquely human skills such as creativity and divergent thinking, skills that will become even more important in the workplace of the future.

Presenter:

Dr. Peter Lovatt
Reader in Psychology
University of Hertfordshire

Health Sector Special Interest Group (SIG)

Are you a health professional or a test professional within the health sector?

The Health Sector SIG brings together the health care sector with the testing industry. We are a voice for innovation and standards in high stakes and evidenced based health professions.

WHAT GUIDES US?

Join us at the Health Sector SIG Peas in a Pod to discuss burning issues that are important to assessment in the health professions and contribute to building principles to help guides us.

Innovative Item Types

What are the considerations for innovative item types and how do we make them effective for high stakes assessments in health care?

Test Accommodations

With the rapid international increase in requests for testing accommodations relating to mental health disabilities how do we share guidelines and experiences to ensure fairness to test takers and maintain test standards and integrity?

Repeat Test Attempts

How many times should a test taker be allowed to attempt an examination and what do we consider when making a decision?

FINAL TAKEAWAYS FROM THE CONFERENCE

This year E-ATP explored the transformation of assessments.

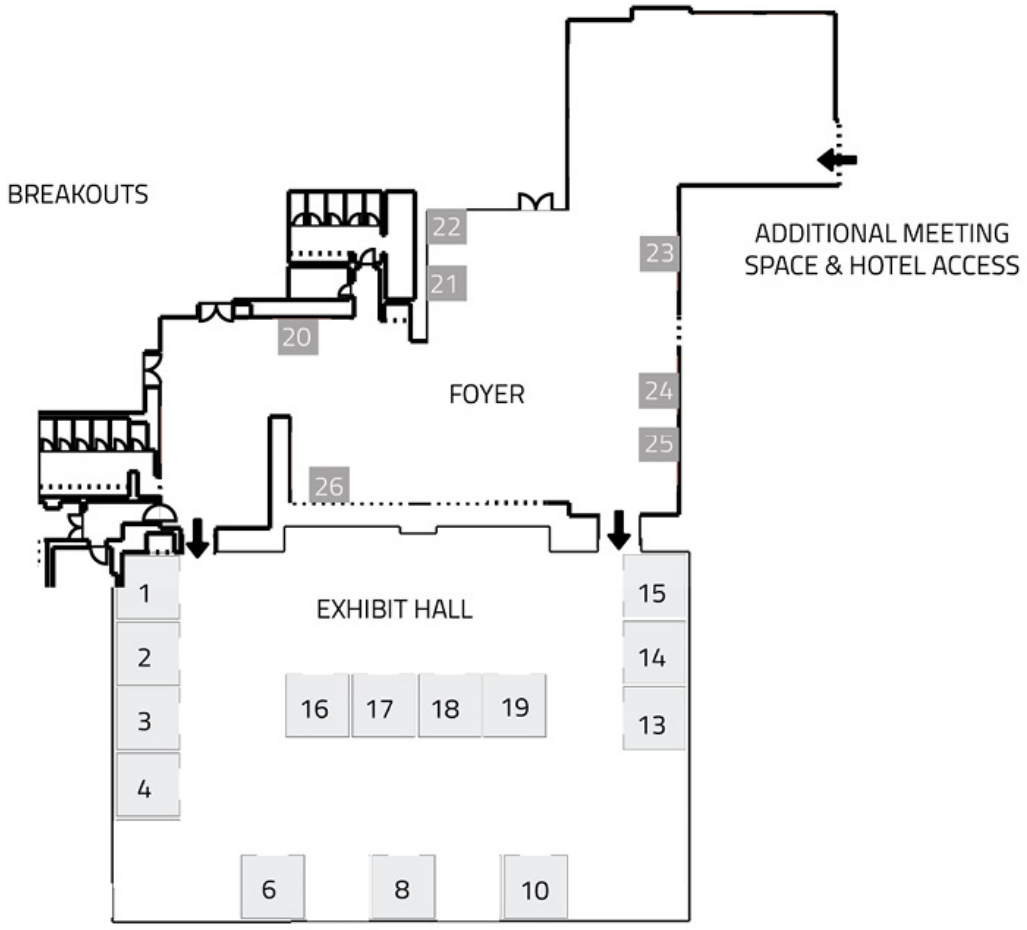
What industry changes did you learn about this week?

What challenges do those changes create for you in your line of work?

How will you transform your approach to those challenges?

TRANSFORMING ASSESSMENTS:
Challenge. Collaborate. Inspire.

EXHIBIT HALL



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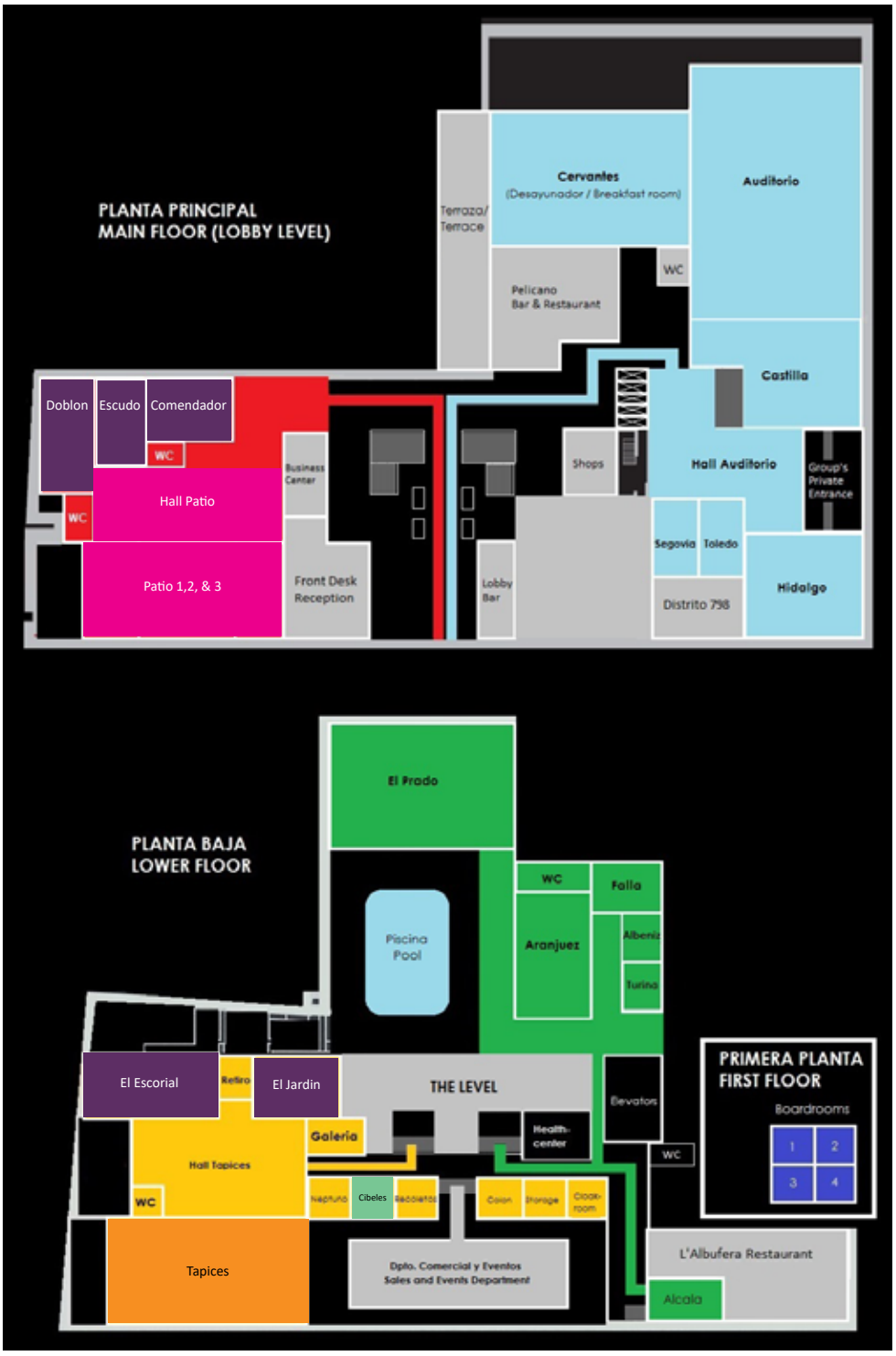
HOTEL FLOOR PLAN

- Breakout Sessions
- General Sessions / Breakouts
- Peas in a Pod
- Exhibits and Registration



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- **In the "search events" field, type "E-ATP 2019"**
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