



## 2020 ICE Exchange Proposal Submission Guidance

### Key Dates

- Proposal Submission Deadline: Sunday, April 5, 2020
- Proposal Selection Announcements: May 29, 2020

### Conference Tracks

In 2020, ICE will accept proposals in the following tracks:

- Alternative Credentials
- Business of Certification
- Credentialing Innovations
- Marketing and Communications
- Security, Records, and Data Management
- Standards and Accreditation
- Test Development and Administration

### *Alternative Credentials*

The Alternative Credentials track is designed to highlight credentials other than certification and licensure programs. This track features presentations on assessment-based certificate programs, micro-credentials, and related topics such as instructional design and digital badges.

Examples of topics in the Alternative Credentials track include:

- The strategic use of micro-credentials and assessment-based certificate programs
- Digital badging, including value and implementation
- Instructional design and adult learning principles
- Psychometrics for assessment-based certificate programs
- The relationship between needs assessment, curriculum development, and assessment development in certificate programs
- Specialty certificate programs for certificants

## ***Business of Certification***

The Business of Certification track focuses on topics related to running a high performing credentialing organization as a business. This track features presentations on organizational governance, legal issues, ethics, international expansion, strategic partnerships, and vendor relationships.

Examples of topics in the Business of Certification track include:

- Maintaining firewalls between parent organizations, certification bodies, education departments, and service providers
- Voluntary certification renewal
- Creating right-sized relationships with your testing partners
- Governance and strategic planning topics
- Competitive pricing
- Sunsetting or merging certification programs due to low volume, competition, or other market factors

## ***Credentialing Innovations***

The Credentialing Innovations track is focused on the breakthroughs and improvements that will take credentialing and credentialing organizations into the future. Addressing everything from emerging technologies to societal and business factors, learn about the trends that directly and indirectly impact our industry and challenge us to remain relevant and resilient. This track explores insights, advancements, and truly new ideas that will help shape the future of credentialing.

Examples of topics in the Credentialing Innovations track include:

- Innovative business and governance approaches
- Technology, science, and automation
- Innovative approaches to psychometrics and test development
- The changing global landscape and its impact on testing
- Information and knowledge management
- Training, development, and human resources
- How artificial intelligence (AI) is being used in test administration
- The gamification of testing

## ***Marketing and Communications***

The Marketing and Communications track focuses on strategies to fuel program growth and ways to communicate with key stakeholders. This track features sessions designed to help credentialing organizations develop, implement, and improve their marketing and communications strategy and tactical execution.

Examples of topics in the Marketing and Communications track include:

- Innovative social media strategy
- New ways to capture and use current data for strategic planning/marketing
- Using data visualization strategies to communicate to stakeholders
- Defining and responding to competitive threats
- Understanding what employers and the public need to know about your certification
- How to develop, use, sell, and measure the benefits of your value proposition
- Soliciting feedback from the public and other stakeholders
- Communicating during a crisis

## ***Security, Records, and Data Management***

The Security, Records, and Data Management track is focused on best practice in the management of data, as well as security considerations related to technologies, processes, and record management. This track includes new and innovative approaches to security, as well as lessons learned and findings from previous program experience.

Examples of topics in the Security, Records, and Data Management track include:

- Tools for process improvement
- Technological impacts/innovations for the certification or recertification process
- Processes/tools for data gathering
- Trends in data forensics
- Evolutions in exam or program security
- Security in international markets

## ***Standards and Accreditation***

The Standards and Accreditation track focuses on providing general information and guidance on the three standards that fall under ICE's Accreditation Services: The NCCA Standards for the Accreditation of Certification Programs, ISO/IEC 17024 Standard, and the ICE 1100 Standards for Assessment-Based Certificate Programs. In addition to facilitating understanding of these standards, sessions in this track will cover the successful management of the accreditation process.

Examples of topics in the Standards and Accreditation track include:

- Why seek accreditation?
- How do the different accreditations differ in their approach?
- What standard is best suited for your program?
- Quality assurance principles and practices
- Documentation best practices
- Basic tools for process improvement
- Maintaining compliance after accreditation
- Reaccreditation readiness

## ***Test Development and Administration***

The Test Development and Administration track highlights best practices and innovations in test development and psychometrics. From job analysis to item development through standard setting and ongoing administration, this track shares lessons learned from tried-and-true approaches to emerging ideas in test development and administration.

Examples of topics in the Test Development and Administration track include:

- How to evaluate and select the best type of assessment and delivery model
- Best practices and innovations in job analysis and competency modeling
- Improvements to item development processes and procedures
- Standard setting methodologies
- Remote or online proctoring considerations for test administration and security
- Performance-based testing
- Methods for monitoring, analyzing, and improving on an existing assessment
- Psychometrics 101, 201, and 301

## Session Level

To help ensure that the ICE Exchange has sufficient content for a range of different experience levels, all sessions must be categorized into one of the following levels.

1. Introductory
  - Suitable for attendees who are new to this content
  - Session will introduce terminology and basic concepts related to the topic area
  - 101 type session
2. Intermediate
  - Suitable for attendees who have mastered the fundamentals of the content and would like to gain more extensive knowledge
  - Session will provide more in-depth coverage of a topic and may focus on a specific area of credentialing
  - Session may provide guidance on implementation and application of knowledge or share lessons learned
3. Advanced
  - Suitable for attendees who are experienced or have advanced knowledge in this content area
  - Session will provide information suitable for experienced credentialing professionals
  - Session may provide technical information, new or cutting-edge developments, or discuss strategic considerations

## Session Formats

ICE accepts proposals for the following sessions:

- Half-day Pre-conference workshops: Scheduled for 3 hours on the first day of the conference Sunday, November 8
- Concurrent sessions: 60 or 90-minute presentations. Example of formats include:
  - Traditional Concurrent Session: The traditional concurrent session type that features a lecture on a given topic of the presenter's choice and may also include audience participation, such as a question-and-answer period or audience polling. In a 90 minute session, presenters may wish to incorporate an activity to reinforce learning; for example, small group activities such as competition, discussion, problem solving and/or presenting back to the larger group.
  - Debate: Debate sessions feature presenters who represent each side of one or more controversial topics and a moderator who introduces the topic(s) and oversees the debate, including timing. A traditional debate involves the moderator stating a proposition and each side is permitted an equal amount of time to present arguments in favor of and in opposition to the argument. Typically, each side will also have an opportunity to present a rebuttal. Variations on the traditional debate format are permitted.
  - Panel Discussion: Panel discussions feature a panel of three to five experts on a particular topic and a moderator. The goal of the panel discussion is to hear from a variety of individuals with different experiences or perspectives on a topic. The moderator's role is to introduce the topic, pose questions, facilitate audience questions, and ensure that all panelists have the opportunity to speak. The session should generate

spontaneous interaction among panelists and between panelists and the audience in response to questions posed by the moderator.

- Focused Tutorial: The primary purpose of the focused tutorial is to educate the audience about a focal credentialing topic. Tutorials are led by an expert and provide a deeper dive into a specific credentialing topic. Attendees who have mastered the fundamentals of a certain topic will have the opportunity to gain a more in-depth understanding of a specific area relating to that topic. For example, the presenters might provide instruction on how to develop a certain item type, explain how to conduct a new kind of statistical analysis, or offer a how-to session on running a certain type of meeting.
- Audience Interaction Session: 45-60 minute session that does not require AV and that focuses on audience participation. Examples of formats include:
  - Roundtable discussion: A facilitated discussion in which attendees break into small groups to answer questions, discuss issues, solve problems, etc.
  - Innovation Collaboration: A highly collaborative session in which a panel of participants from different backgrounds shares their unique perspectives and innovates solution to common industry problems posed by the audience.
- Lightning Learning sessions : 15-minute presentations providing 3-5 key concepts
- E-Posters: A single-slide of information displayed throughout the conference, with the opportunity for authors to host an informal 10-minute discussion

## **Who presents at the ICE Exchange**

ICE Exchange presenters are professionals with expertise in various aspects of developing and maintaining credentialing programs:

- Administrative and organizational staff of certification and assessment-based certificate programs
- Psychometricians and other credentialing professionals focused on assessment and methodology
- Credentialing researchers and faculty
- Individuals who have worked with credentialing consultants to develop or enhance credentialing programs
- Credentialing consultants
  - If you are submitting a session proposal and are an employee of a company that provides products or consulting services to credentialing organizations, you must co-present with at least one additional organization. Preference will be given to vendors/consultants who partner with a credentialing organization. If two or more vendors or consultants are presenting together, preference will be given to those who submit a proposal that clearly represents the credentialing organization perspective. Session proposals that are judged to include marketing or advertisements for products and services will not be accepted.

### ***Speaker Limitations***

To promote diverse content, viewpoints, and presentation styles, speakers are not permitted to present more than two concurrent sessions at the conference.

### ***Session Submitter Requirements***

The individual who submits your proposal will serve as the point of contact with ICE. Their responsibilities include accepting to present the session on behalf of all session presenters, confirming

session information, and ensuring deadlines are met. Please confirm in advance that any co-presenters listed in your session proposal are committed to speaking at the session if selected.

### ***Promotion Limitation***

Promotion of specific product solutions or services is not permitted in educational sessions. Inclusion of such material may preclude the organizers from being allowed to submit proposals for future ICE conferences. Please be careful that your case study does not accidentally turn into a product solution showcase.

### **Acceptance Requirements**

#### ***Conference Registration Required***

Those submitting a proposal understand that all speakers listed as part of the presentation team must register for the ICE Exchange conference as well as assume responsibility for any expenses related to travel to the Exchange if accepted; there are no exceptions to this policy.

#### ***Speaker Substitutions***

After the original proposal is accepted, speaker substitutions or additions must be requested in writing and approved by the ICE Program Committee. The committee reserves the right to help identify an appropriate speaker/co-presenter or reject a previously accepted session based on speaker changes.

#### ***Cancellation Policy***

Once a session has been accepted and printed in promotional materials, it imposes a serious burden to ICE to cancel. Please do not submit a proposal if you are uncertain that you will be able to fulfill your obligation to organize and conduct the session.

#### ***Questions?***

Have questions about the submission process or the ICE Exchange? Contact Katie Scott at [speakers@credentialingexcellence.org](mailto:speakers@credentialingexcellence.org) or 202-367-1165.