



ATP
Innovations
in Testing
Palm Springs, CA

2015

Common Challenges in Developing & Updating Test Content

Background

- Across practice areas, publishers face common challenges in developing tests
- Challenges we face in updating existing test content are also similar
- Some test development practices are common across ATP practice areas...
- But other commonly used test development practices may vary

Session Goals

- Discuss common issues in test development across practice areas
- Present examples describing current best practices in test development
- Compare and contrast commonly used methods across practice area divisions
- Encourage collaboration across practice areas in developing content

Audience Members will Gain:

- A better understanding of typical challenges we face across divisions when creating, evaluating, and updating test content
- New ideas about developing and updating test content to apply in their own organizations
- A greater appreciation of the value of cross-division interactions within ATP

The Panel



Blaine Gaddis, Ph.D. – Chair

Senior Manager | Product Research
Hogan Assessment Systems



Jeff Foster, Ph.D. – I/O Division Panelist

Vice President of Science
Hogan Assessment Systems



David Herzberg, Ph.D. – Clinical Division Panelist

Chief Operating Officer
Western Psychological Services



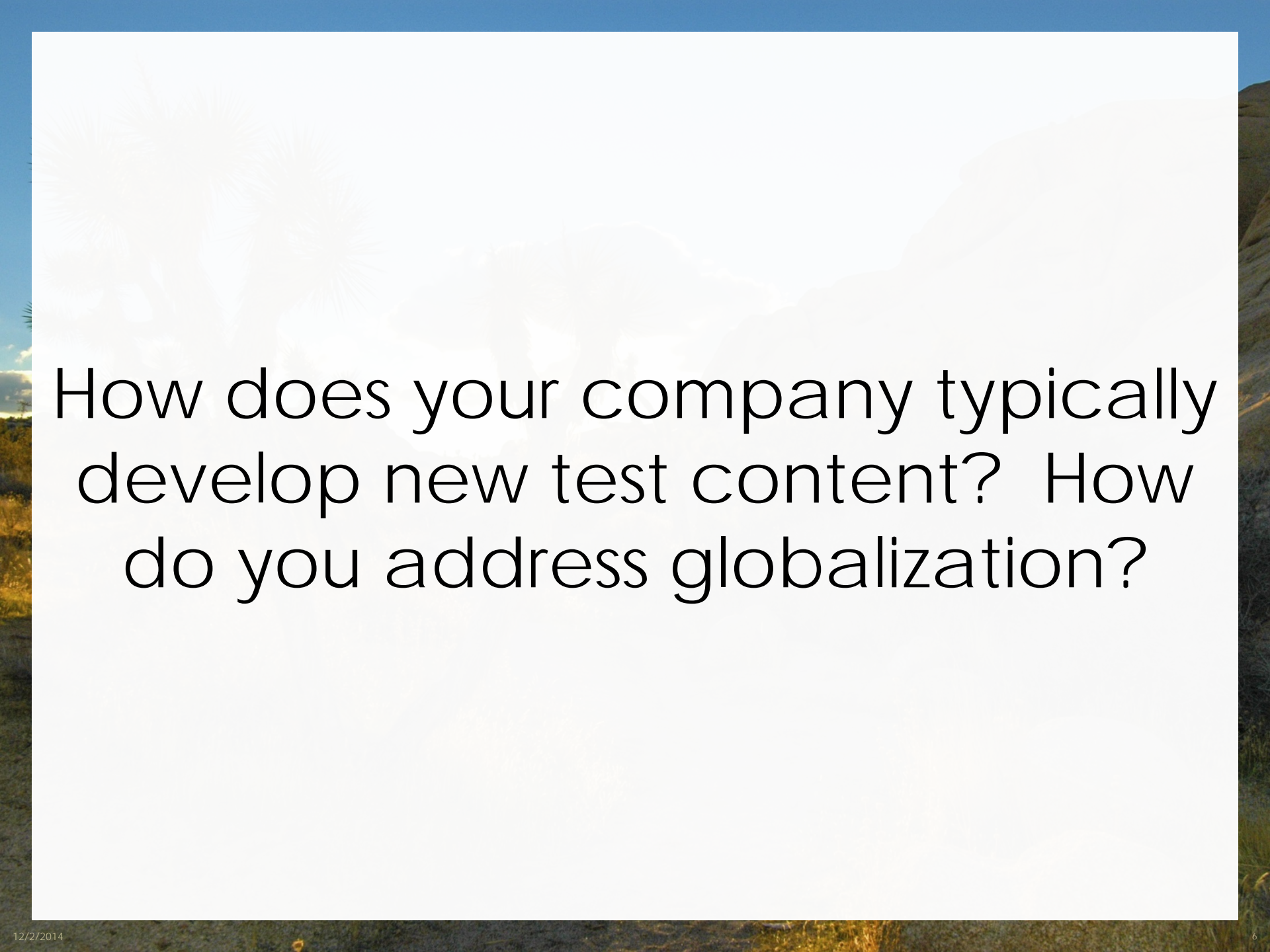
Joseph Orban, Ph.D. – Education Division Panelist

Chief Research Scientist & Vice President
Questar Assessment, Inc.



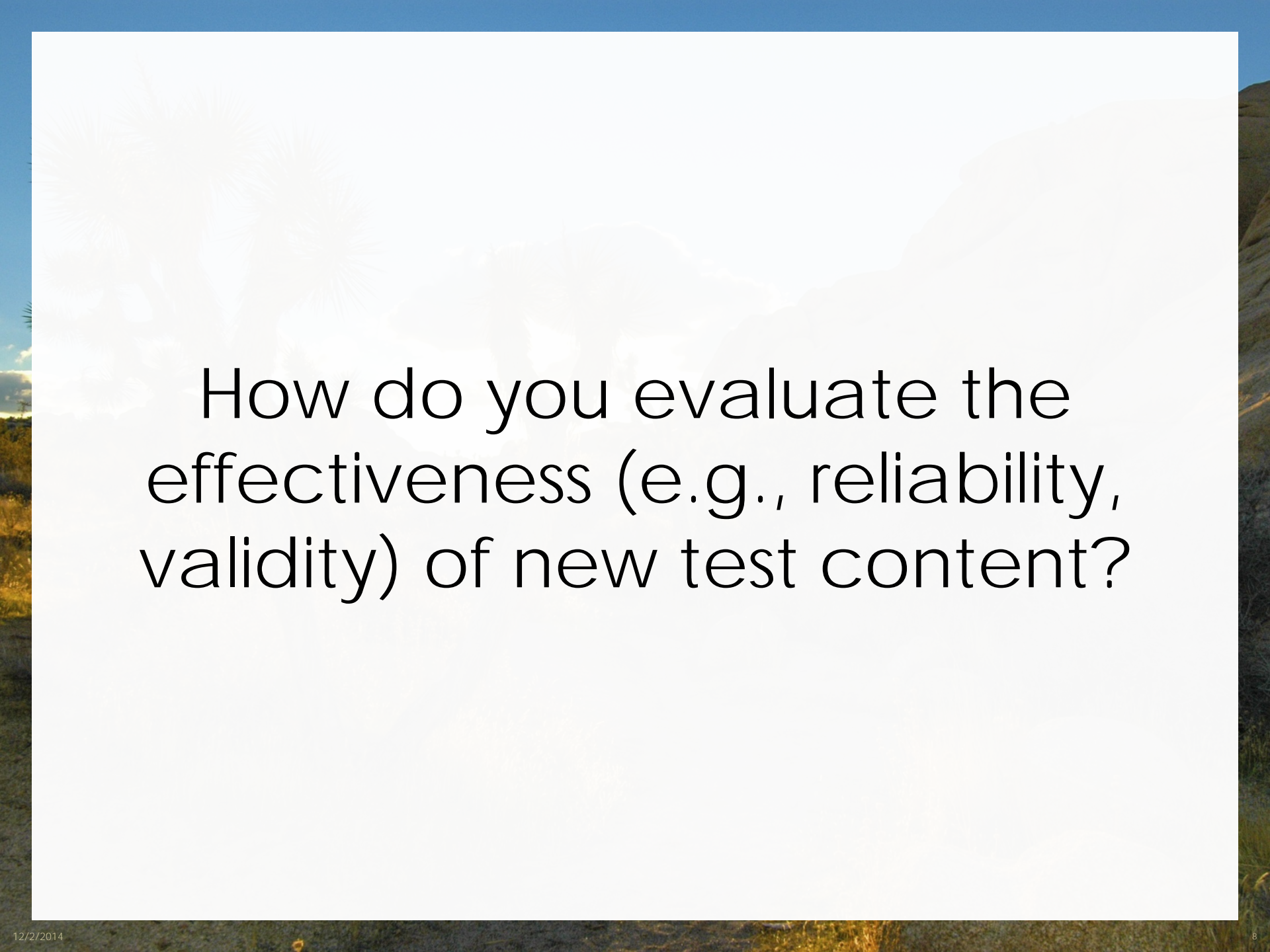
Manny Straehle, Ph.D. – Certification & Licensure Panelist

Founding Partner & Chief Assessment Officer
International Credentialing Associates (ICA)



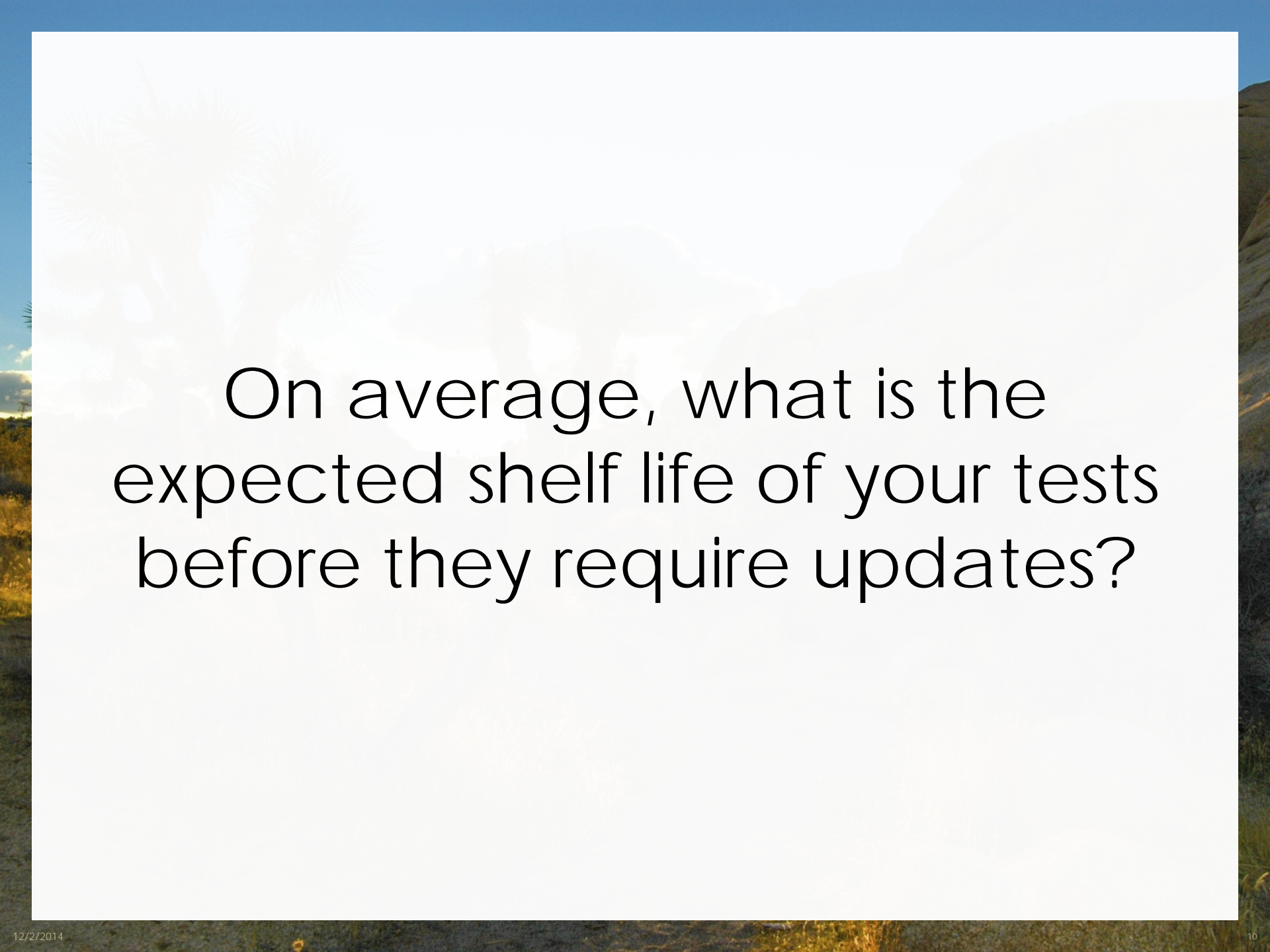
How does your company typically develop new test content? How do you address globalization?

How do your test development procedures vary by construct type (e.g., aptitudes, competencies)?



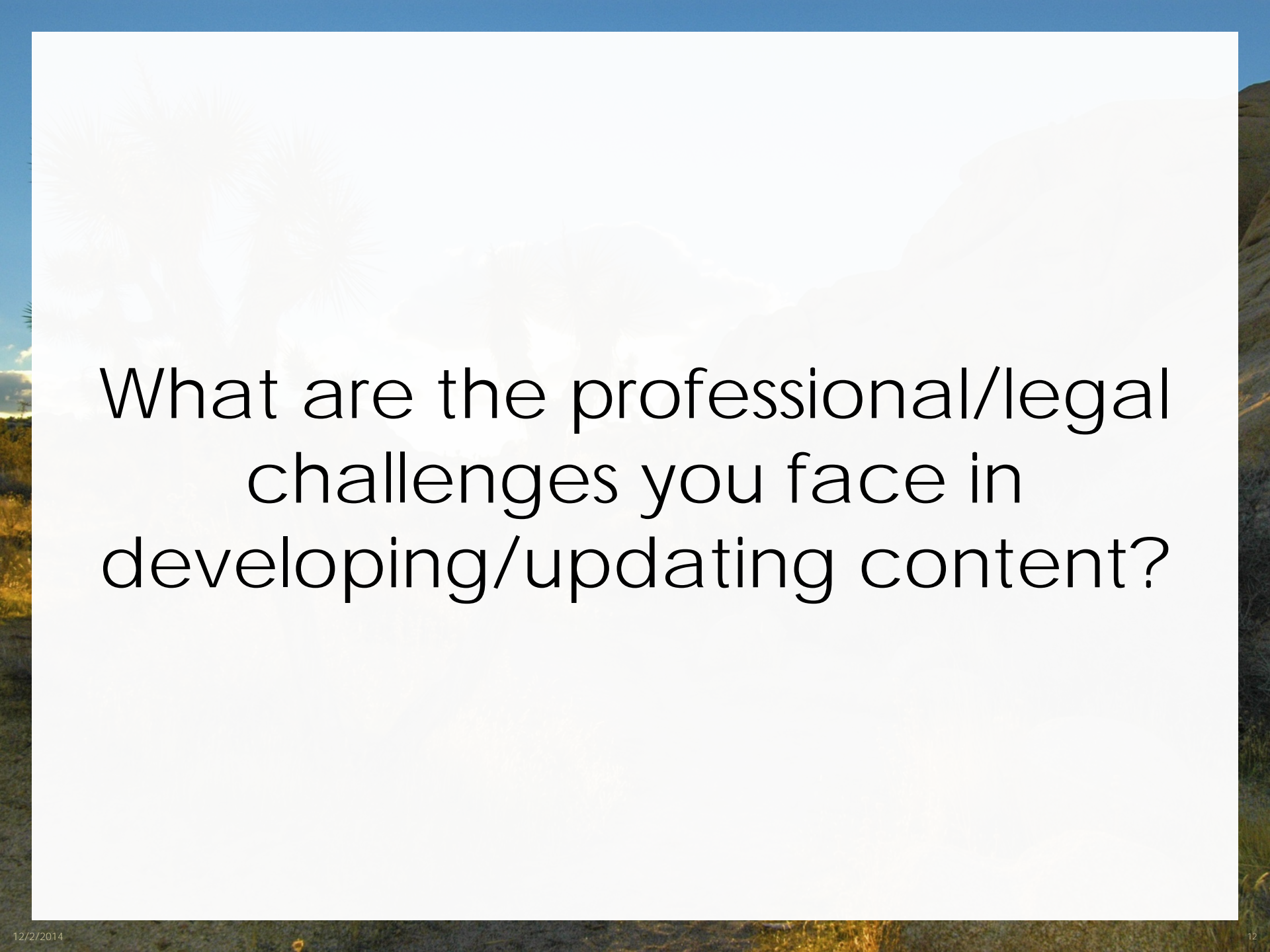
How do you evaluate the effectiveness (e.g., reliability, validity) of new test content?

How do you adapt development processes for normative vs. standards-based scoring?



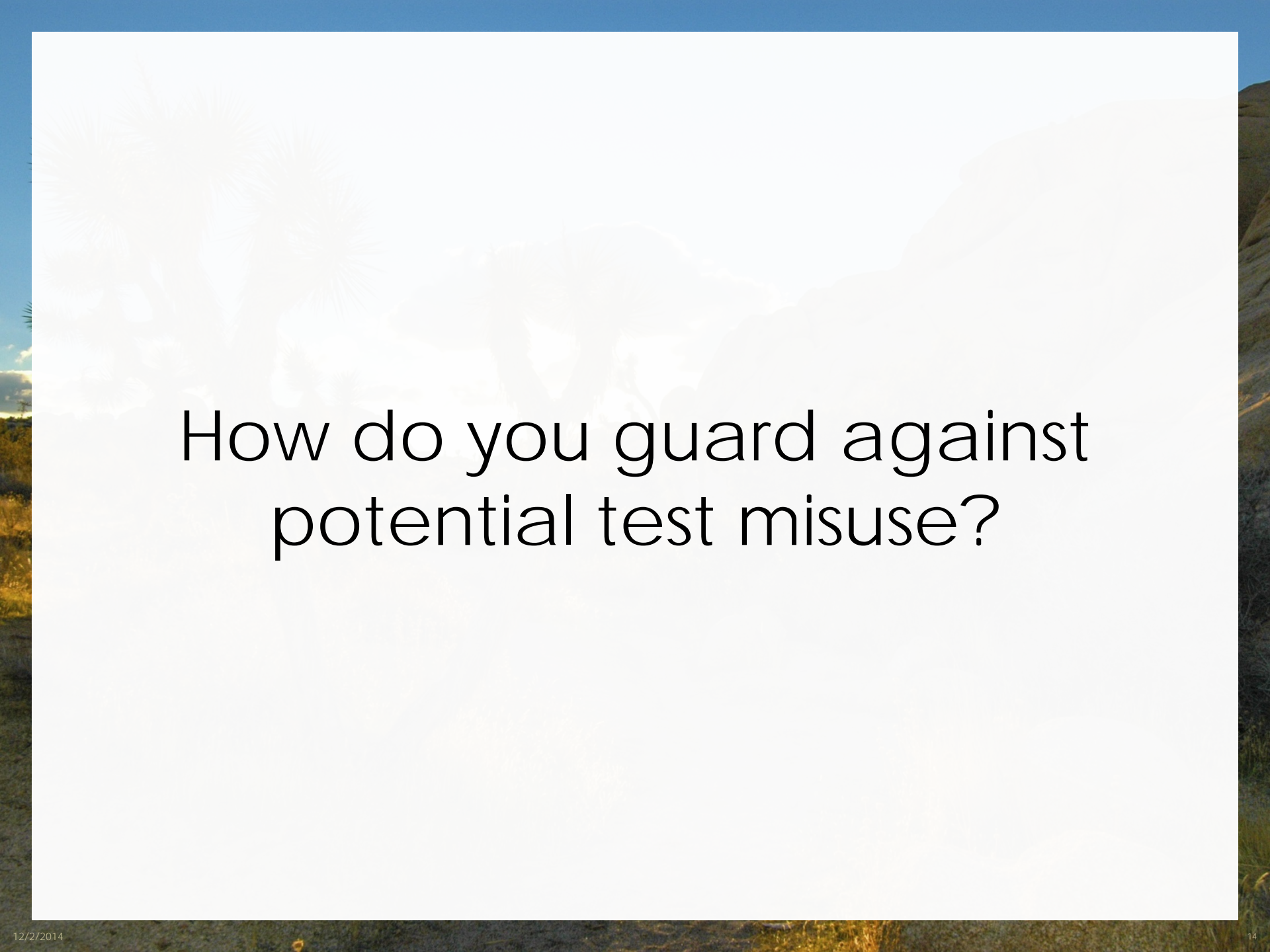
On average, what is the expected shelf life of your tests before they require updates?

When and how do you update
your tests or assessments?

A desert landscape with a Joshua tree in the foreground and mountains in the background.

What are the professional/legal challenges you face in developing/updating content?

Do you proactively or reactively
work towards developing new test
content?



How do you guard against
potential test misuse?

Questions & Discussion with Audience Members

A photograph of a desert landscape. In the foreground, a dirt path leads through low-lying desert vegetation, including yellow wildflowers and green shrubs. Two prominent Joshua trees with spiky leaves and branching trunks stand on the left side of the path. In the background, large, rounded rock formations rise against a bright blue sky with scattered white clouds. The sun is low on the horizon, creating a warm, golden light across the scene.

THANK YOU!