



CONNECTION

Published quarterly by Applied Measurement Professionals, Inc.



Oh, The Things AMP Can Do!

by William D. Hogan, ME,
Vice President,
Marketing and Business Products

At a recent focus group meeting conducted with several of our clients, who we consider business partners, the group was discussing future services they might like to receive from their testing company. When someone mentioned that they needed help marketing their certification program, I almost leaped to my feet as I said, "AMP can do that!" Another member of the group then said, "Well, how would *we* know that?" After thinking about this comment, I realized it was a good point. Sometimes, at AMP we get so focused on doing work for our customers that we don't take the time to let them, as well as prospective clients, know the wide variety of things that we can do. As this article demonstrates, AMP has always strived to be a "full-service" provider of quality assessment and management services, and *when we say full service, we really mean it!*

To appreciate the breadth and depth of services that AMP provides, one must start with the expertise and experience of the *AMP Management Team*. Collectively, this group of nine senior managers has more than *200 years* of experience serving successful certification programs and not-for-profit associations. In fact, the *average* experience of an AMP Management Team member is *24 years*. Each of us has spent considerable time serving in volunteer capacities in our respective national professional organizations, such as NOCA, CLEAR, AERA and others. In addition, we have been a "hands on" group in developing AMP and its parent company, the National Board for Respiratory Care, Inc. (NBRC), from small "Mom and Pop" operations to the nationally known organizations they have become today, with over \$25 million in combined annual revenues. We know the nuts and bolts of certification and association management, as well as assessment, and we apply them daily on behalf of our business partners.

There is no better example of what AMP can do for a certification agency than the story of the development of the NBRC. From a credentialed population of less than 10,000 in 1974, the NBRC has today issued over 280,000 credentials. While partly due to the national expansion of respiratory therapists as valued members of the healthcare team, this remarkable growth can also be attributed to *leadership, marketing and top quality service*. Perhaps even more remarkable than the sheer numbers of credentials the NBRC has now granted is the fact that since the first state government decided to regulate the practice of respiratory care in 1984, the NBRC has worked with state agencies to insure that all 48 of the states that now regulate the profession do so by using or recognizing the national respiratory care credentials. Keeping 48 different state entities in agreement on anything is usually a real challenge, yet the NBRC has worked effectively with all of them for over 20 years!

■ ■ ■ *continued on page 3*

In This ISSUE:

AMP ON THE ROAD 2

THERE'S ORDINARY

MANAGEMENT AND THEN

THERE'S AMP MANAGEMENT

SERVICES! 2

BUSINESS DEVELOPMENT 4

Technology
That Works

People
Who Care



AMP on the ROAD

AMP is committed to staying current with advancing professional standards and annually attends, exhibits and presents at industry conferences. An additional bonus to attending these conferences is the opportunity to meet and share with our clients, other credentialing organizations and associations. Please visit with us at an upcoming event:

ARELLO DISTRICTS 2 AND 3 (SOUTH AND CENTRAL)

July 17-19 Nashville, TN



ASAE/IAAMC CONFERENCE

August 13-16 Nashville, TN



CLEAR ANNUAL CONFERENCE

September 15-17 Phoenix, AZ



ARELLO NATIONAL CONFERENCE

September 28–October 1

Toronto, Canada



NOCA ANNUAL CONFERENCE

November 16-19 Long Beach, CA



There's **Ordinary Management**
and **Then** There's

AMP Management Services!

AMP

has had a Management Services division, called **AMP Management Services**, since 1982. We currently manage 16 national professional associations, foundations or certification boards serving nearly 100,000 members or certificants.

AMP Management Services is the only national association management firm owned by a not-for-profit corporation. As such, we have a unique consumer-oriented perspective on the quality expected by association members and the high standards demanded by professional societies, certification agencies and trade associations.

AMP Management Services has a staff of 21 dedicated professionals, including association executives with MBA degrees, Certified Meeting Professionals (CMPs), and a financial staff headed by a Certified Public Accountant (CPA) to serve all of your organization's needs.

"The best" staff leadership is provided and outstanding conventions and meetings are planned and conducted by **AMP Management Services**. But don't take our word for it. Hear what our clients say about our staff and their abilities:

“ Our AMP meeting manager is by far the best conference manager that I have ever had the pleasure to work with over the years. She gets an 'A+' in every category including organizational skills, innovation, responsiveness to our needs as board members, timeliness, communication, etc., etc. ”

— Edward R. Stapleton, EMT-P,
President
Citizen CPR Foundation, Inc.

“ I am impressed with the sense of investment the AMP staff has in our organization and the way the team looks out for our interests. I also appreciate the typical AMP 'can do' attitude, finding ways to help us do what we want to do. I am especially impressed with the team's thoroughness behind the scenes, anticipating what board members may need or want to know and having that information at hand. ”

— Kathy Doig, President
National Credentialing
Agency for Laboratory
Personnel

Did You Know?

AMP Management Services can help your organization, whether it is a professional membership association, certification agency, not-for-profit foundation or trade association. If your current association management company is just going through the motions or your chief staff executive is not providing the leadership your organization deserves, select AMP as your management firm. We have the experience, dedication and know-how to make a difference!

A key factor in the NBRC's development has also been its intense *commitment to excellence* in all phases of operation, the same commitment you'll find instilled in the AMP staff today. Testimony to the quality achieved by the NBRC is the accreditation of the NBRC's credentialing programs by the NCCA. The NBRC is the only organization to have maintained continuous accreditation since the Commission was formed in 1977. Another key to the growth of AMP's parent company has been the development of *innovative products and services* to assist credentialing candidates and already credentialed individuals. Self-assessment examinations, performance evaluation systems, electronic education and disciplinary databases, as well as creative approaches to predictive validation studies are just a few of the ideas the NBRC has implemented over the years with the help of the talented and experienced AMP Management Team and staff.

During the recent AMP focus group meeting, our clients expressed in several different ways that marketing help was needed for their certification efforts. As illustrated by the story of the NBRC, *knowing how to market a certification program is a strength of AMP*. Whether it is conducting strategic planning sessions, creative problem-solving meetings, running board/executive leadership development workshops or identifying ideas for new products and services, AMP has the people who know from experience how to do it. While many consultants purport to have the knowledge needed, few have the practical experience of the AMP Management Team and even fewer can translate that experience into success for others. AMP now has over 100 loyal certification and management business partners, in addition to the NBRC. We can help your organization position itself for success as well!

AMP also provides a myriad of assessment services, in addition to test development, computer-based and pencil/paper test administration. You may know that AMP has conducted hundreds of job analysis surveys, but did you also know we *perform salary surveys, personnel studies, opinion surveys and membership surveys* as well? These instruments are developed by our experienced doctorate-level Program Directors and can even be delivered online. In addition, in this litigious age, test validation is an important issue and again AMP can provide the assurance your program may need. Content validation, as well as criterion-related validity studies, can be accomplished to meet or exceed current legal and professional standards.

New product and services development to generate revenue for certification agencies and associations is another area in which AMP excels. Web-based self-assessment examinations and occupational performance evaluation systems are but a couple of products that can easily be created from examination-related job analysis research. In addition, AMP applies technology to create enhanced services for our customers, including online credentialing applications, testing appointments, association meeting registration and a variety of database management tools. Through such software as the "Electronic Eligibility Database," developed for the NBRC, respiratory care educators now transmit graduation information securely to the NBRC, enabling their graduates to apply for credentialing

online, without being required to submit a paper application or any further proof of graduation. Also for respiratory care, a National Disciplinary Database is managed by software developed by AMP, including disciplinary actions by participating state licensure agencies, as well as the NBRC and the professional association.

AMP has always been a "vertically integrated" organization, having control of all of the operations necessary to produce its products and services. *Publishing and design services* have been in place since 1987 to enable us to generate printed materials such as test booklets for our assessment customers. This same Publishing division also produces annual reports, newsletters, directories, brochures and annual meeting materials for AMP's association management clients and others. We can take your publishing project from the idea stage to final production, with on-time delivery as promised!

I have mentioned AMP's Management Services division several times in this article already; however, some of our assessment customers expressed surprise that this was a part of our company. To us, it has been another natural extension of the services that some of the AMP Management Team has been providing for the NBRC since 1974. We have significant experience in the management of a now large-scale certification program and, since 1982, have been providing a *full range of association management services* for other certification agencies and not-for-profit membership associations. Certification management is a logical extension of the assessment services component and, when done by AMP, produces great synergy for the certification agency. No longer are there two different operations to contact when one agency, AMP, is responsible for the success of the certification process, from examination development to candidate relations and maintenance of the records of credentialed practitioners. In addition, the AMP staff applies its in-depth knowledge of the principles of association management for a variety of membership organizations, both healthcare and non-healthcare related. We can also provide customized meeting management services, including online registration and on-site staffing for individual functions. Using state-of-the-art software, AMP has a proven record of making our client's meetings the most successful ever!

Yes, there are many things that AMP can do in addition to providing quality assessment and association management services. This article has provided only brief information about our organizational background and skills. Let us help you market your certification program, evaluate and help solve your current business problems, generate ideas for new product and service development, attend to your publishing needs, or manage your complete certification or membership association. To find out more about what AMP can do, contact me or any member of the Marketing staff. To find out if we can really do the job, contact one of our current business partners. You'll find that when AMP says *full service*, we really mean it! ■



BUSINESS DEVELOPMENT

Technology
That Works

People
Who Care

■ *Society of Corporate Compliance and Ethics*

The Society of Corporate Compliance and Ethics (SCCE) is an international non-profit organization promoting compliance standards, corporate governance and ethical practice in the business community. Compliance is the process of meeting the expectations of others (e.g., those who grant money, pay for services or regulate industry). SCCE facilitates the development and maintenance of compliance and ethics programs and provides resources for compliance and ethics professionals. SCCE and AMP have partnered to develop a certification program for corporate compliance and ethics professionals. A job analysis surveying 1,000 professionals is scheduled to be completed in September 2005. Test development, computer-based administration, and scoring and reporting are scheduled to follow, with SCCE candidates testing at AMP Assessment Centers by January 2006.

■ *Kentucky Real Estate Commission and Real Estate Appraiser Board*

AMP is pleased to welcome the Kentucky Real Estate Commission (KREC) back to the AMP Real Estate Program. AMP will provide registration, test development and validation, computer-based test administration, and scoring and reporting services to Kentucky real estate sales associate and broker candidates. KREC examinations will consist of AMP's ARELLO-certified national examinations as well as supplemental state specific content.

The Kentucky Real Estate Appraiser Board (KREAB) has also contracted with AMP for testing services. We are pleased to be supplying Appraiser Qualifications Board (AQB) approved Certified General Appraiser, Certified Residential Appraiser and Licensed Real Property Appraiser examinations to the KREAB.

Kentucky real estate and appraiser candidates are scheduled to begin testing in July 2005. Kentucky examinations will be available in eight AMP Assessment Centers in and around Kentucky, as well as anywhere in AMP's nationwide Assessment Center Network.

FOR MORE INFORMATION, PLEASE CONTACT AMP'S MARKETING DEPARTMENT.
913.541.0400 • FAX: 913.541.0156 • E-mail: sales@goAMP.com

www.goAMP.com



APPLIED MEASUREMENT PROFESSIONALS, INC.

8310 Nieman Road
Lenexa, KS 66214.1579

FIRST CLASS
U.S. Postage

PAID

Shawnee Mission, KS
Permit #248