



CONNECTION

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Quality & SPEED —

Finding the Right Mix

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It wasn't that many years ago when results of certification and licensure examinations took four to six weeks to reach anxious examinees. Today, computer-based testing provides instant results, completed right after candidates are tested and delivered before they leave examination sites. In this world of "instant gratification," one can envision a future where examination scores "beamed" directly to the brains of test takers might be in high demand! Speed is greatly desired today and the faster the better! However, this reminds me of advice that the famous UCLA basketball coach, John Wooden, gave to his record 10 national championship teams: "Be quick, but don't hurry." Bad things happen when human beings get in a rush. Details are overlooked, corners are cut and mistakes are made. Just as Coach Wooden intended on the court, an appropriate balance must be found where speed is concerned and, at AMP, that balance is, and will always be, driven by quality.

AMP business partners know that, with us, quality comes first. Whether providing instant test results in the national network of over 150 AMP Assessment Centers, scheduling testing appointments and processing applications for examinations via www.goAMP.com on a 24/7 basis, or delivering expeditious test development and measurement research, you'll find that AMP produces quality that meets or exceeds expectations, within the timeframes agreed upon. We have never advocated the "speed at all costs approach," especially where technology is concerned. Computers can do wondrous things, but as most of us know, they can also make wondrous errors—and, after the fact, the programmer wonders how it happened! AMP builds in the necessary controls in all of its technology to avoid such occurrences, providing human assurance in the midst of electronic applications.

We have always believed in the practical application of technology to the business problems of our customers. If the technology does not add value to the package, what is its purpose? Where speed is concerned, AMP always does things for a reason. For example, in scheduling testing appointments, there is a short waiting period between the time a candidate schedules and the time the test is delivered. "Walk-in" testing is not permitted at AMP Assessment Centers. Why not? What happens if the person walking-in is not who they say they are? What if they are provided the wrong examination? If they've tested before, will they receive the same test form? No testing customer would be happy with any of these possible outcomes! Yet, they can occur when speed is the over-riding concern. At AMP, you will find us taking the time to make sure of whom candidates are, which test they are supposed to receive, and maintaining security of high-stakes examinations at all times.

While flawless examination administration is critical to the success of any assessment program, quality test development is just as critical in making sure the test measures what it is designed to measure. AMP uses the latest technology to conduct online item development and

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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:

ASAE/IAAMC ANNUAL MEETING

August 18-22, 2006

Boston, MA



CLEAR ANNUAL CONFERENCE

September 14-16, 2006

Alexandria, VA



ARELLO NATIONAL CONFERENCE

September 24-27, 2006

San Antonio, TX



ABNS ASSEMBLY MEETING

October 6-7, 2006

St. Louis, MO



NOCA ANNUAL CONFERENCE

November 15-18, 2006

Orlando, FL



IAAMC

Accreditation

What It Means for

In most industries, there exists a standard setting body whose endorsement represents the "Good Housekeeping Seal of Approval," or the recognized achievement of excellence in the occupation. In certification, it is accreditation of examination programs by the National Commission for Certifying Agencies (NCCA). In association management, it is accreditation by the International Association of Association Management Companies (IAAMC). In 2005, AMP Management Services achieved IAAMC accreditation, signifying compliance with the leading standard of performance among association management companies.

The IAAMC is the agency recognized by the American National Standards Institute (ANSI) to develop the standard for association management companies. The IAAMC standard was approved by ANSI in 2002. Organizations seeking accreditation voluntarily apply and submit required information for IAAMC review. Demonstrating compliance with leading industry standards is nothing new for AMP. In fact, before AMP was formed, our parent company, the National Board for Respiratory Care, Inc. (NBRC), became one of the first four certification agencies to have its examinations accredited by the National Commission for Certifying Agencies (1977) and is now the only certification

agency to have continuously maintained accreditation for the almost 30 years that the commission has operated. Following the NBRC's example, AMP became the first testing agency to have its real estate salesperson and broker examinations accredited by the Association of Real Estate License Law Officials (ARELLO) in 1992 and has continuously maintained accreditation since that time. Therefore, IAAMC accreditation was "a natural" for AMP to pursue, demonstrating that AMP Management Services measures up to the recognized standard for similar entities.

AMP business partners may take pride in our achievement of IAAMC accreditation and find assurance that AMP strives to deliver the excellence expected of accredited agencies at all times. Among the factors that determine IAAMC accreditation are policies regarding client contracts, service delivery procedures, project completion, reviews and post-contractual procedures, financial management and internal controls, insurance coverage, staff recruitment and selection, staff training and development, subcontracting and purchasing requirements, and record keeping, as well as internal and external audits. Although highly detailed and specific in nature, these IAAMC accreditation requirements which make up the

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examination review sessions. Our LXR Division produces state-of-the-art computer software that is used by thousands to assist in constructing valid examinations and includes an "automatic test generation" feature. While some may rely exclusively on an automatic test generator to produce examinations delivered at test sites, you will not find AMP taking this approach. AMP recognizes that no computer can perfectly select and check questions for content duplication, wording that cues other questions and overlapping content area matches, among other difficulties. For this reason, an AMP Test Development Specialist and doctorate-level Program Director review all examinations produced and make certain that duplicate items are eliminated and all content area decisions not within the capabilities of technology are

made by humans. While this personal attention in the test development process takes more time than simply pressing a button to have a computer select a test, the legal implications of inconsistent test development and poor test construction far outweigh the "need for speed."

Measurement research is another area where technology has significantly reduced the time required to perform the work. AMP uses online surveys to collect responses for job analyses and other data-gathering efforts. Participants may respond 24/7 via the Internet, rather than depending on "snail mail" to receive and return bulky paper survey instruments. It is easier than ever before to find out what people are think-



AMP Business Partners

accreditation standard provide a guide for consumers, service providers and the general public about what to expect from an association management company.

According to the IAAMC, “accreditation is achieved when an association management company demonstrates a commitment and ability to deliver consistent, quality service to current and prospective clients.” AMP business partners are already well aware that AMP has these capabilities. They have been experiencing what we believe is “the best” in the association management industry. No other organization can match AMP Management Services for personal service, attention to detail and responsiveness. Whether it is full-service executive office management, meeting and convention planning, strategic planning workshops, or consulting, AMP Management Services leads the way and has done so for nearly 25 years. In fact, some of the associations and certification agencies we serve have done business with AMP since the 1980s.

For associations and certification boards seeking management services, IAAMC accreditation gives an indication of the capabilities of accredited management firms. However, compliance with the IAAMC standard is just the beginning in determining which association management organization truly excels. Regarding AMP, we encourage contact with any of our business partners, each of whom you will find to be satisfied customers. They will tell you the kind of organization AMP is and why it has earned IAAMC accreditation. In addition, a visit to our offices in the Kansas City area or a conversation with any one of our dedicated staff who represent the company at professional meetings will let you know even more. If your association management company or executive is not performing up to your expectations, come on over to AMP. You'll find the quality service that you deserve. Your association members or certificants will thank you for it! ■

ing about almost any topic. When responses come back, they can be rapidly analyzed using the latest AMP technology and statistical programs. However, after the responses are in and the data is manipulated by the computer, there is no substitute for the efforts of an AMP Program Director to complete the process. Interpreting what the data means and putting it into a report and personal presentation that make sense to customers who are not measurement experts requires time! At AMP, you will never see us rushing to complete a research effort simply to “get it out.” The overriding theme will always be to “get it out *right!*” If additional time would help improve the results, you may count on AMP Program Directors to inform you fully.

Yes, there is indeed a right mix of quality and speed. At AMP, our current and prospective business partners may be sure that our focus is on quality, and although speed is important in some matters, it is secondary to quality. Someone once said, “If there is time to do it over, there is time to do it right the first time.” The time saved by rushing to complete a project or cutting corners to shave a day here or there off time needed to make quality decisions is never worth it, and sometimes becomes painfully obvious, after an error occurs. At AMP, we strive to take the time necessary to get things done correctly the first time. Just ask our many loyal business partners, and they'll tell you how well this approach works for us as well as them. ■



AMP supports a wide variety of professional memberships, sponsors numerous events at meetings, and contributes annually to many charitable activities. Some of the professional organizations in which AMP participates include the:

- **National Organization for Competency Assurance (NOCA)**—AMP is a Sustaining Member and Platinum Sponsor, and several staff have held key leadership positions over the years.
- **Association of Test Publishers (ATP)**—AMP is a Platinum Sponsor and presents at the annual ATP meeting.
- **Association of Real Estate License Law Officials (ARELLO)**—AMP was the first to have its real estate examinations accredited by ARELLO and we sponsor regional and national meetings, as well as the Foundation.
- **Council on Licensure, Enforcement and Regulation (CLEAR)**—AMP sponsors and exhibits, and staff annually present during the CLEAR Conference, in addition to serving on various CLEAR committees.
- **American Educational Research Association (AERA) and the National Council on Measurement in Education (NCME)**—AMP psychometricians are members of these organizations and contribute through speaking engagements and written comments regarding proposed assessment standards.

AMP has a long tradition of “giving back” to our national and local communities.

In addition to providing visibility for AMP products and services, involvement in these organizations allows us to share innovations, as well as to support the professional societies that help further quality certification, licensure and measurement practices. The thousands of dollars AMP spends annually sponsoring events and portions of the programs of these agencies no doubt helps minimize attendance fees and other costs for our business partners and others.

AMP also has a long tradition of “giving back” to our national and local communities. For example, in 2005 AMP and our generous staff contributed over \$60,000 to a number of worthwhile causes, including:

- **American Respiratory Care Foundation (ARCF)**—Remembering our heritage as a subsidiary of the National Board for Respiratory Care, Inc. (NBRC), AMP joins with

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BUSINESS DEVELOPMENT

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■ The *American Board for Occupational Health Nurses, Inc. (ABOHN)* has certified over 11,000 occupational health nurses since its inception in 1972. In addition to establishing industry standards and examinations, ABOHN promotes educational standards and programs for nurses practicing in occupational health fields. AMP previously provided ABOHN with psychometric services for two national practice analysis studies. We recently entered into an agreement to provide test development and administration of the Certified Occupational Health Nurse (COHN), Certified Occupational Health Nurse—Specialist (COHN-S) and Case Management (CM) examinations. ABOHN and AMP will be working together to transition the ABOHN examinations to a computer-based format by the end of first quarter 2007.

FOR MORE INFORMATION, PLEASE CONTACT AMP'S MARKETING DEPARTMENT.
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AMP Cares

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the NBRC to annually contribute \$30,000 to the ARCF to endow three educational recognition awards and a research grant for deserving respiratory therapists.

- **Hurricane Katrina Relief Fund**—AMP joined with the NBRC to donate \$15,000 to the hurricane relief effort last year.
- **Lambda Beta Society**, the academic honor society for the respiratory care profession—AMP provides management services and sponsors three scholarships, as well as the annual Lambda Beta Reception, held to honor the award recipients.

- **Dream Factory**—AMP staff members raised nearly \$4,000 in 2005 for this outstanding charity, which seeks to fulfill the dreams of terminally ill youngsters.
- **Arthritis Foundation, Multiple Sclerosis Society, numerous golf tournaments, volunteer walks and other charitable events, including the Holiday "Angel Tree" Project**—Collectively, the AMP staff raised nearly \$15,000 for these and other Kansas City area charities in 2005.

AMP and its dedicated staff recognize that we have been fortunate as an organization as well as individuals. We value the relationships that have been formed through the professional memberships we hold and the charitable activities in which we participate. You may count on AMP to continue to support these organizations and their most worthy efforts in the future!

www.goAMP.com



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