



Dimensions

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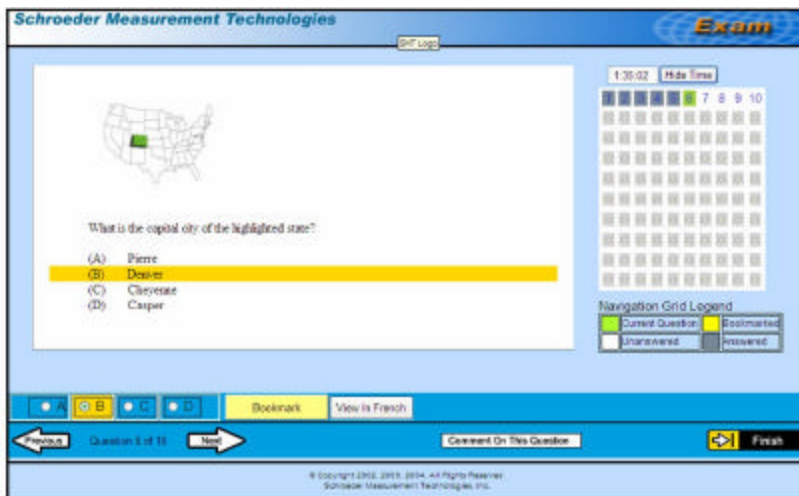
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Innovative new software for SMT Test Center CBT

SMT has released an innovative new testing driver to deliver examinations in its Test Center Network. The driver, developed under the leadership of Steve Schimsky, SMT Director of Management Information Systems, features extensive security, easy-to-use navigation tools, and multiple language options. Schimsky, also the lead developer of SMT's item-banking, candidate processing, and other applications, is widely recognized as an expert in the development of testing applications.

The application itself is a special version of Microsoft Internet Explorer with most browser functionality removed and replaced by test-specific features. The SMT driver allows candidates to select responses using the keyboard or mouse, and those responses are clearly highlighted.



In addition to standard "Previous" (question), "Next," and "Bookmark" buttons, the driver also includes the option for candidates to comment on questions to provide feedback to editors and Subject Matter Experts (SMEs), a language toggle, and an innovative Navigation Grid. For credentialing organizations requiring tests in multiple languages, the language toggle allows the candidate to switch between English and a second language.

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SMT-Bank goes multilingual

SMT's item banking and test generation software, SMT-Bank™, long recognized as one of most powerful and efficient systems in the field, has undergone a revision to support the growing international focus in certification. With more U.S.-based associations marketing certifications outside North America, there is a need to be able to efficiently maintain test items in multiple languages. SMT-Bank has long provided support for test items in multiple languages, but in our work in China, we were also required to support a Chinese interface (menu items, buttons, etc.).



As a result of successfully completing the China request, SMT-Bank can now be adapted to any language, including other sometimes-difficult "double-byte" languages like Japanese and Korean. The solution features a toggle that allows users to switch between English and the second language.



SMT welcomes new clients

SOCIETY OF AMERICAN FORESTERS (SAF)

The goals of the Society of American Foresters' (SAF) Certified Forester program are:

- To promote excellence in the stewardship of our nation's forest resources, in compliance with both legislated and voluntary best management practices.
- To provide employers, clients, colleagues, and the public a credential they can trust.
- To enhance the credibility of the forestry profession.
- To set the gold standard of performance for foresters who demonstrate knowledge, experience, and dedication to the profession of forestry.

SAF has selected SMT to provide both test development and computer-based administration services through our Test Center Network.

COMPUTER TECHNOLOGY INDUSTRY ASSOCIATION (CompTIA)

In addition, the Computer Technology Industry Association (CompTIA), while not a new client, recently awarded SMT a contract for the Certified Document Imaging Architect (CDIA+™) program, adding to our existing relationship.

Certification pays!

Professional certification is widely acknowledged to be an excellent way of demonstrating a knowledge level and skill set in any given industry. Certification also provides peace of mind to the public who utilize services performed by certified practitioners. A recent study published in *Nursing*, a 'trade publication providing coverage and analysis of nursing,' administered a survey and gathered information regarding nursing salaries. Among other findings, the survey showed that being certified will often net nurses a higher salary, making certification that much more appealing. "Those with certification had an average full-time annual income that was almost \$10,000 higher than those who weren't certified," writes coauthors, Eileen Robinson and Cheryl Mee. This is just another finding that demonstrates the value, quite literally, of certification.

ATP keynote speaker

College Board President Gaston Caperton was this year's keynote speaker at the Association of Test Publishers Annual Meeting (www.testpublishers.org) in Scottsdale, Arizona.

The College Board is best known for publishing the college entrance SAT exam. Mr. Caperton delivered an inspirational message of the importance of higher educational standards and concerns of unequal educational opportunities. With grant assistance from the Gates Foundation, the College Board is developing a middle school curriculum geared towards inspiring disadvantaged students.

If successful, the program will be expanded to elementary and high schools. Mr. Caperton challenged us all to resurrect the passion for education in this country.

SMT is a member of the Association of Test Publishers.

Innovative new software

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Using the Navigation Grid, candidates can clearly and immediately see their progress through the examination, which items remain unanswered, which have been marked for review, and the remaining testing time.

The SMT CBT driver is designed for maximum client flexibility—all functions of the application are customizable based on client needs. The "Previous" item button, for example, would be removed for adaptive tests, and clients can choose whether or not to allow candidate comments. In addition, the browser environment (color, heading, backgrounds) can be customized for each client.

The SMT driver is a substantial leap forward in the flexibility and simplicity of computer-based testing. To sample the testing experience, go to www.SMTTesting.com/SampleExam

SMT joins IAAMC

As part of our continuing commitment to be active, contributing leaders in the measurement community, SMT recently added the International Association of Association Management Companies (IAAMC) to our growing list of organization memberships. Dick Soule, SMT Business Development Director, attended the IAAMC Winter meeting in Tucson on February 10-12, and SMT sponsored the Friday General Session.

"I'm very impressed with IAAMC as an organization," Soule commented. "Representing companies that offer services to the association community, they certainly model best practices. The Tucson meeting was one of the most well-organized events I've been part of."

Sessions at the Winter meeting included a high-energy marketing presentation by Howard Hyden, President of the Center for Customer Focus; a CAN-SPAN update by Robert McLean, CAE, President of REM Association Services, and a concluding "Ask the Experts" section.

The only thing that dampened (literally) this great event was the weather. The representative of the Tucson Convention and Visitors Bureau told the group that Tucson gets 350 days of sunshine a year. If that's so, we got 20% of the other days. Even so, about 25 people braved the elements to play on the beautiful Arnold Palmer-designed Starr Pass golf club.




SMT Staff Spotlight

Charles Norwood



SMT welcomed Charles Norwood to our staff in November, 2004. In his position as Director of Administration for (ISC)², Charles manages a team of eight employees and oversees all aspects of (ISC)²'s certification program including candidate registration, billing and account management, education credit, and making sure all certifications are up-to-date. Charles graduated from Virginia Tech and majored in Technology Education. Following graduation, he taught middle school technology classes, high school math classes, and coached track and basketball. Charles is also a RiderCoach, (a motorcycle instructor) and spends weekends giving lessons to drivers seeking a license. Charles is a valuable addition to SMT's talented staff.

Back issues of *Dimensions* are available at our website, www.smttest.com. Just click the *Dimensions* block on our homepage. To be added to the *Dimensions* mailing list, just send an e-mail to Amy Ackerman, our Marketing Assistant:

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SMT Calendar

Washington Certification Network Group, June 15, at the National Association of Social Workers' headquarters

CompTIA Breakaway Exchange, Aug 3-5, Las Vegas

American Society of Association Executives (ASAE), Aug 13-16, Nashville

Council on Licensure, Enforcement and Regulation (CLEAR), Sept 15-17, Phoenix

How to market certification

The most recent Washington Certification network meeting's (www.communicators.com/wash_cert_network/) topic was "Marketing Your Certification Program." Bill Kersten of the National Institute for Automotive Service Excellence (ASE) and Todd Philbrick of the Pharmacy Technician Certification Board (PTCB) discussed their certification programs and gave recommendations on how to grow a certification program. Key points they made were:

- Focus on the value of the credential, not the exam.
- Develop a marketing strategy for each key stakeholder group.
- Assure that recognition is high by doing: certificant mailings, trade shows, advertising, press releases, signage, etc.
- Use your website - make sure certification is on the homepage.
- Keep members well aware of exam dates and times.
- Send important information in both electronic and paper form.
- Demonstrate the benefit of the certification program by showing studies, publications, etc.