

SMT Home Office

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Business Development

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Candidate Service

Offices

- London
- Tokyo
- Hong Kong

**SMT and its staff main-
tain membership in:**

- NOCA
- ATP
- CLEAR
- AMC Institute
- APA
- NCME
- ABNS
- ITC
- NCTA

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SMT Offers Marketing Services

Marketing can be a complicated, expensive venture. It does not have to be anymore! To be successful, it is important to partner with a marketing company, which keeps current and knows the tricks of the trade.

SMT's *Credentialing Support Services (CSS)* will leverage our resources to help your association achieve success with your certification program.

With the addition of Roci Love to the Business Development staff in Delaware, SMT hopes to assist associations in developing and promoting their mission to inform members and entice potential members.

Roci Love comes to SMT with experience in managing sales and marketing for a prominent IT service provider in the Delaware Valley. She is current on technological advances made in promoting companies with the use of the web, e-campaigns, and effective mailings. Roci received her Bachelors degree in Business Administration from Florida Metropolitan University in Tampa, and is working on completing her MBA. Of course, she is a Tampa Bay Buccaneer football fan, enjoys traveling, playing golf, and shopping.

Roci will assist your association with:

Marketing Consulting Services
Feasibility studies, branding, logo development, database management, and customized marketing campaign development and management.



Business Consulting Services

Market analysis and competitive analysis to provide your association with the tactical knowledge to better assess your market.

Survey Design and Management

Determine key areas to target your members, survey development and management, and reports.

**Contact us now to
schedule your assessment**

Search Engine Marketing and Optimization (SEM & SEO)

Manage effective keywords and arrange for Pay-Per-Click advertising – one of the most effective marketing tools on the internet today.

Integrated Interactive Marketing Services

Status reports and progress meetings to keep your plan on track.

Web Marketing and Advertising

Allow us to use our expertise to place your association's program in appropriate areas working within your budget and expectations.

Public Relations

Let us promote your program by managing press releases and email contacts, developing your social networking plan, and providing your association with exhibit and event support.

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Laura Riley, Ph.D.

Dr. Laura Riley joined SMT in late 2007. Currently, Dr. Riley holds the position of Research Associate. Laura's areas of emphasis are in cut score and survey data analyses, as well as role delineation studies. After earning a Master's and Ph.D. from Texas Christian University in the area of Experimental Psychology,

Laura spent ten years in higher education. As a tenured professor at Texas Wesleyan University, her research focused on survey development and reliability and validity testing. She has published articles in cognitive psychology and presented numer-



ous papers on reliability testing of surveys.

Laura and her husband Rob enjoy cycling, traveling, and spending time with their two basset hounds.

Where We'll Be:

- Certification Network Group, March 26, Silver Spring, MD
- World Health Professions Conference on Regulation, May 17-18, Geneva, Switzerland
- ITC, July 14-16. London, England
- ASAE, August 16-19, San Diego, CA
- NCTA, September 3-6. Baltimore, MD

NOCA 2008: Save the Dates

Spanning the Credentialing Industry - Education. Innovation. Advocacy.

November 19 - 22, 2008

Hyatt Regency, 5 Embarcadero Center
San Francisco, CA

For more details and information on registering, visit: www.noca.org.



Erika Irby

As our Test Development staff continues to grow, new leadership is emerging. Erika Irby, who has been with SMT for almost three years, recently became a Project Supervisor within the Research and Development department.

Erika has a combined ten years experience in the fields of education, communications, management and customer service. Currently, Erika coordinates the translation of exami-

nation materials and the development of job analysis surveys as well as leading workshops, developing exams, and managing client program.

Erika holds a B.A. in English Education and is working towards completing a Master's degree in Mass Communications from the Uni-



versity of South Florida, St. Petersburg. She is a published author and recently gave a presentation on vital implementation issues in translation at last year's CLEAR conference.

Erika and her husband, Kevin, have been married for three years and recently had their first child. In her free time, She enjoys reading, cooking, traveling, and boating.



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TESTING, INC.
 GLOBAL COMPUTERIZED EXAMINATION SOLUTIONS

News

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IQT Kicks Off Operations

The demand for a centralized network of test centers convenient to candidates with excellent customer service is a mainstay for today's certification bodies. With this in mind, Iso-Quality Testing (IQT), SMT's sister company focused on this demand, has announced the official opening of its test center network. The IQT transition occurred seamlessly and was unrecognizable to candidates and SMT clients.

IQT, a provider of computer-based testing, has created a network of locations in North America and is already testing

candidates. IQT continues to add test center locations weekly and in the near future will focus its efforts in expanding the handful of international sites already open.

"Our test center network allows our customers the convenience of taking their test in a secure, proctored environment," stated Matt Wenger, president of IQT. "As a solution provider, we felt it necessary to have a service offering that would allow our customers real-time registration." Candidates are able to receive instant registration confirmation

online. No longer will candidates wait for days to receive confirmation. There will be no more wondering about appointments accepted by the test center. Candidates routinely comment they seek this feature and IQT listened to your constituencies' request.

The SMT/IQT partnership is a tremendous asset offered to clients expanding our testing reach. For more information about IQT, please visit the IQT website at www.isoqualitytesting.com.

Out and About



Joel discussing what SMT can do for your association at NOCA 2007

Did you know....

Based on the recent survey results many of you graciously provided, SMT will be making improvements to Dimensions. One feature will be a question our readers would like an answer and explanation. This question can be about testing, security, marketing...anything you would like to know more about.

To have your questions answered, please send an email to Roci Love at rlove@smttest.com. We will feature at least one question per newsletter.



Marketing Services *(continued from page 1)*

Collateral Management—Brochure and Print Design

Development and management of information (in print and electronic versions) to promote your association and its testing program(s).

CSS will offer a wide range of marketing consulting services at several price points for associations looking to increase revenue by promoting their certification tests. We work with you to prepare a marketing strategy specifically tailored to your needs. This goes well beyond sending a postcard to your members. There are vast amounts of techniques that can increase traffic...from conference exhibiting to emails.



Roci Love

Although changes to your strategy can be made relatively quickly, results can

often take time to surface. For this reason, you need the support of someone who can help you set realistic goals, develop a plan, and see it through until the end.

CSS is YOUR partner!

A survey determining the appropriate path your association should take with marketing is now available. This will assist you in finding out how CSS's services can help your group better market itself.

To schedule your marketing assessment, please contact us today.



Marketing Tip

Is your database current?

When is the last time you cleaned out or organized your member database?

With spring cleaning in full swing, we should look to clean up "who" is in our database. The first step to improve marketing of your program should be a complete clean up of your existing database.

Pure data is important and effective to market information about your program.

Lists purchased from companies and licensing agencies may not have current information and can often put your database in a state of mass confusion. Be careful when importing these—run a test on these items (either by phone, mail, or email) before adding to your records.

Remember to always check for duplications and misspellings.