



ATP2020

Global Conference

gone virtual

Juggling Operational Realities and Organizational Requests: Improving High-Quality Programs

India ATP
Association of
Test Publishers
The intelligent voice for testing

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EUROPE ATP
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AMERICAS ATP
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Session Participants

Panelists

- Aaron Zureick, Global Training Programs Manager, Esri
- Ken Salchow, Sr Manager of Global Training and Certification, F5 Networks



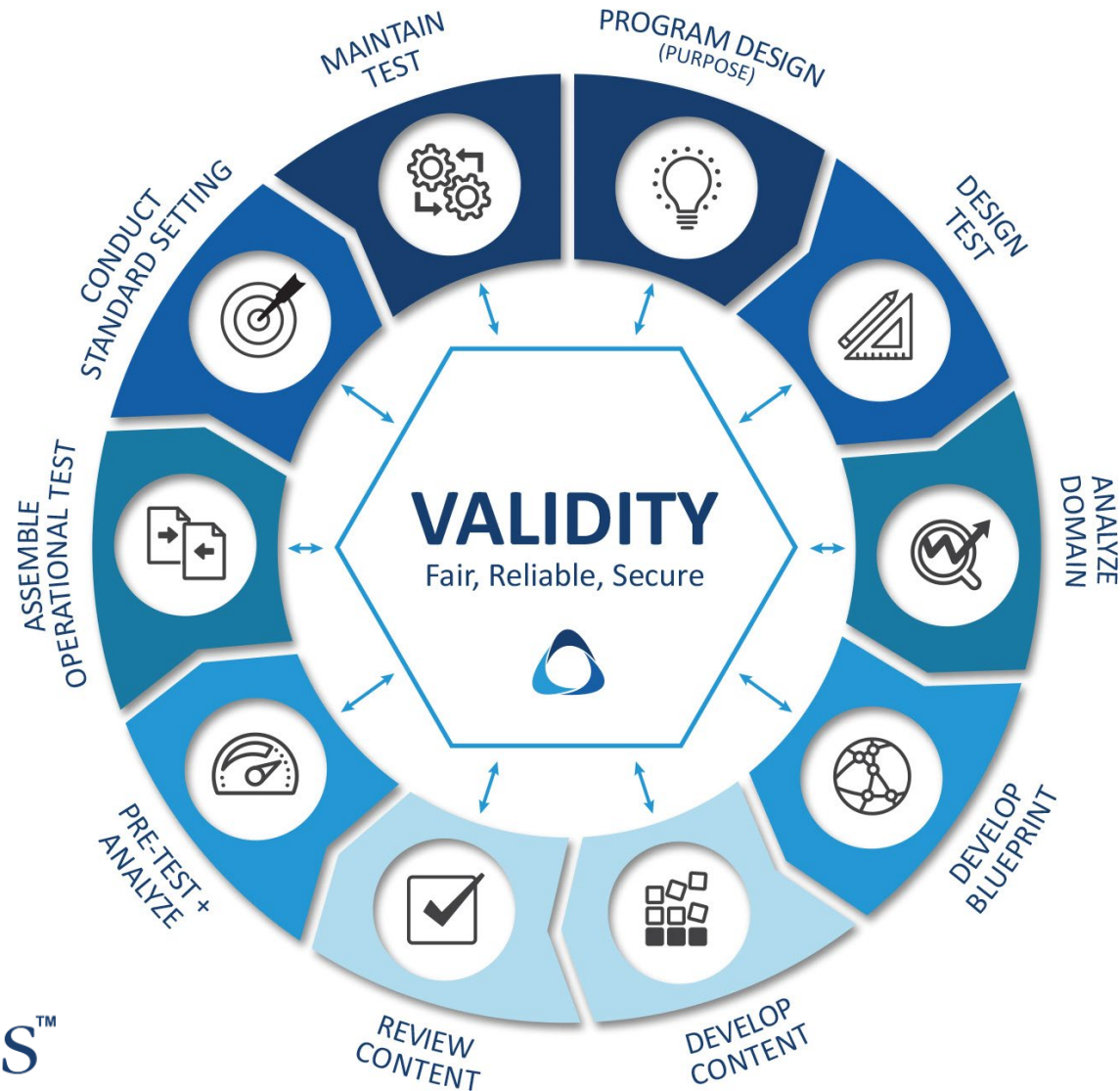
Facilitators

- Jill van den Heuvel, Senior Psychometrician, Alpine Testing Solutions
- Susan Cooley, Senior Program Manager, Alpine Testing Solutions



Session Goals

- Explore considerations for programmatic changes
- Discuss how to identify areas where stakeholders are at odds and how to realign
- Explore the advantages and disadvantages of changes to an established certification program



Esri

- Esri Technical Certification Program
- Core staff of 3
- Currently have 8 exams (1 additional in development)
- 15,000 exams delivered
- 7,550 candidates
- Rely predominantly on internal SMEs



Certification Program
2020

DESKTOP

- ArcGIS Desktop Entry
- ArcGIS Desktop Associate
- ArcGIS Desktop Professional

ENTERPRISE

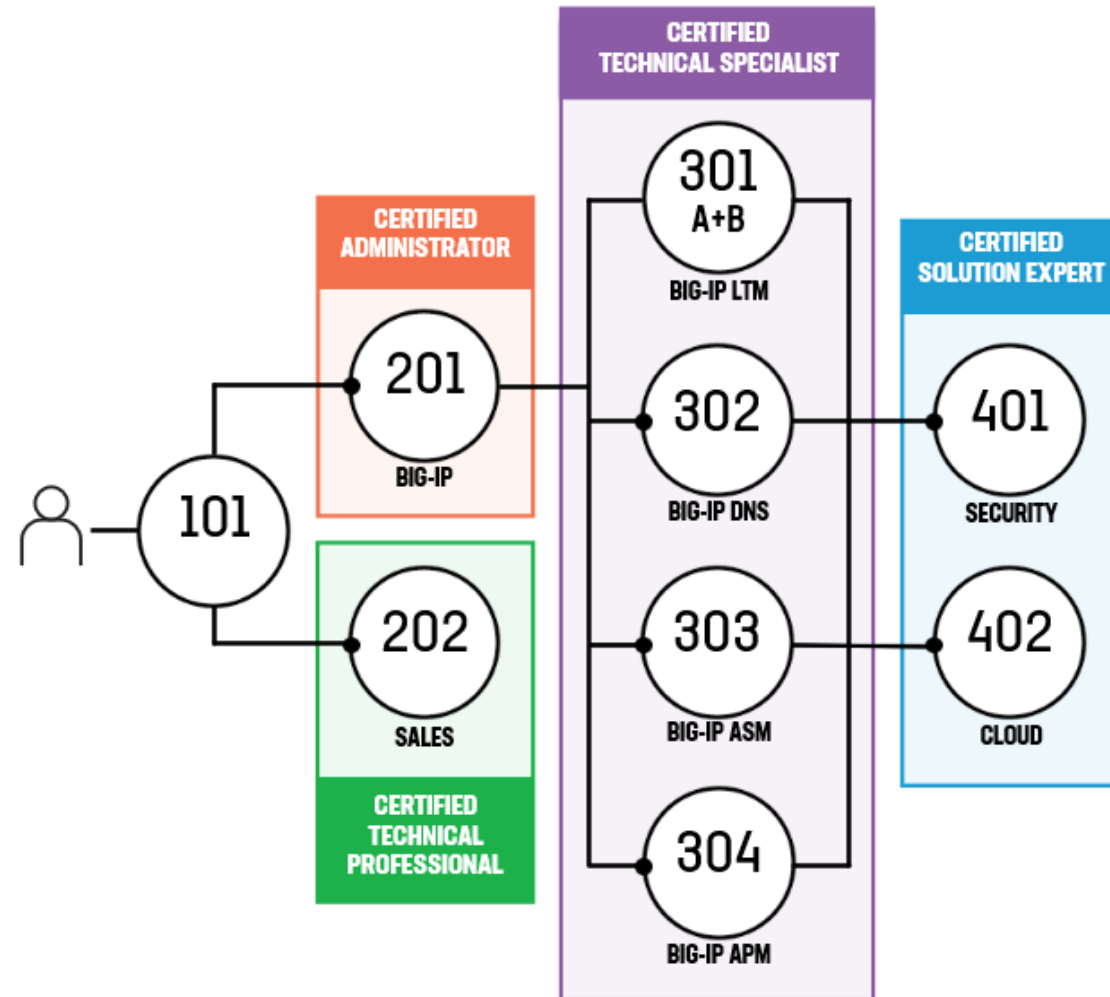
- Enterprise Administration Professional
- Enterprise Geodata Management Professional

SPECIALTY

- ArcGIS API for JavaScript Specialty
- ArcGIS Online Administration Specialty
- ArcGIS API for Python Specialty
- ArcGIS Utility Network Management Specialty

F5 Networks

- F5 Certified Professional Program Track
- Closed program
- Currently have 10 exams
- Incorporated practice exams
- Section level development and feedback
- Scaled scores



**Who are your stakeholder
groups and how are their
needs aligned or
misaligned?**

**How can the vision for all
stakeholders be met
without significant
compromise?**

For one of your stakeholder groups, how have the programmatic changes impacted them?

**What are your potential
risks and how do you
mitigate them?**

In the ever-changing
world of technology, how
do you keep exam
content (items) and
offerings (credentials)
current and relevant?

**What is an example of
something you
envisioned versus what
you were able to achieve?**

Wrap Up / Questions

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