The Personnel Testing Council
Of Northern California

2013 Annual Conference

“Personnel Selection Today: Tools, Tips, and Strategies”

Sacramento, CA
March 14, 2013
THE PERSONNEL TESTING COUNCIL
OF NORTHERN CALIFORNIA

2013 Annual Conference
"Personnel Selection Today: Tools, Tips, and Strategies"
March 14, 2013
Sacramento, California

PROGRAM

The Personnel Testing Council of Northern California
PO Box 621
Sacramento, CA 95812-0621

Web: www.ptcnc.org

About PTC-NC

The purpose of the Personnel Testing Council of Northern California (PTC-NC) is to serve as a forum for discussion of current issues in personnel selection and testing; to encourage education and professional development in the field of personnel selection and testing; to advocate the understanding and the use of fair and non-discriminatory employment practices; and to encourage use of professionally sound selection and testing practices.

We hold monthly lunch-time seminars and an annual conference featuring top professionals in the fields of human resources, management, and industrial/organizational psychology.
President’s Message

On behalf of the Personnel Testing Council of Northern California, I would like to welcome you to our 2013 Annual Conference. The topic of our conference this year is "Personnel Selection Today: Tools, Tips, and Strategies." We are honored to host the six speakers at our annual forum, where the collective energy, enthusiasm, and shared knowledge of our members and guests come together. The presentations today offer down-to-earth, practical methodologies and tools both relevant and necessary in the ever-changing field of personnel selection.

The activities of PTC-NC, as well as the luncheon presentations and annual conferences we organize, are key to the professional development and education of our members. This year, we are pleased to offer a “meet-and-greet” networking lunch for our conference attendees and speakers. Please take the opportunity to introduce yourself to our speakers and our PTC-NC board members - it is members like you that make PTC what it is!

At the request of our membership, we are also excited to “Go Green in 2013!” for our Annual Conference. By encouraging alternative means of transportation, eliminating wasteful paper use, and making conference materials available electronically, we have contributed to a greener planet, and a more cost-effective conference for all!

We hope that you will renew your membership with PTC-NC for 2013 if you have not already done so. Without contributions from our members, conferences like this one could not go on. PTC-NC is committed to encouraging our enthusiastic members, who come with a variety of perspectives, to also volunteer with us as board members or officers. As a board volunteer, your experience, energy, and talents will contribute to the success of our organization now and into the future! If you would be interested in such a volunteer opportunity, please approach me today - I would enjoy meeting you to suggest ways you could contribute to our future success.

Once again, thank you for joining us for this conference.

Michael Donnoe,
2012-13 PTC-NC President
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 - 8:45</td>
<td>Registration</td>
</tr>
</tbody>
</table>
| 8:45 - 9:00 | PTC-NC President Michael Donnoe, Donnoe & Associates, Inc.  
PTC-NC President-Elect Joe Doane, CalPers  
Opening Remarks and Introductions |
| 9:00 - 9:45 | Bruce W. Topp, Ph.D, City and County of San Francisco  
“Managing Multiple Rating Panels” |
| 10:00 - 10:45 | Peter Rogosin, Center for Elder’s Independence  
“The Gibberish of Item Writing: An Item Writing Workshop” |
| 11:00-11:45 | Bob Murray, Bob Murray & Associates  
“Recruitment in the Public Sector: Strategies for Success” |
| 12:00 - 1:00 | Lunch Break                                                           |
| 1:00 - 1:45 | Jim Higgins, Ed.D., California Department of Justice  
“Surviving The Wilderness: How to Make Selection Work in an Age of Lists Filled with Unqualified Applicants” |
| 2:00 - 2:45 | Carol Gagnon, Contractor’s State Licence Board  
“Job Analysis Literature Reviews: From ‘Just the Facts’ to Fabulous” |
| 3:00 - 3:45 | Kasey Stevens, Board of State and Community Corrections  
“Planned or Unplanned Replacement of a Selection Test: Best Practices to the Rescue” |
| 4:00 - 4:15 | Closing Remarks                                                      |
Conference Session 1, 9:00 a.m.

Bruce W. Topp, Ph.D.

“Managing Multiple Rating Panels”

Bruce Topp spent the last 25 years managing hiring and promotional testing programs in Oakland and San Francisco, primarily for public safety classifications. He also served as HR Director for the Department of Human Services (welfare department) in San Francisco and taught statistics, research methods and other HR courses as an adjunct for the University of San Francisco.

In a past life, Bruce worked as a deputy sheriff and police officer in Flagstaff, Arizona. After completing his Bachelor's in criminal justice, Bruce left law enforcement to complete an MA in counseling psychology and PhD in educational psychology. In the 80's he was employed by Lockheed in Silicon Valley where he worked in student/training evaluation and new business development.

Bruce retired in 2007 but continues part-time service for the Department of Human Resources in San Francisco working on various exams and special projects. In his spare time, Bruce rides his Harley Sportster, surfs, photographs big waves and works on his 1906 home in San Francisco.
Conference Session 2, 10:00 a.m.

**Peter Rogosin**

"The Gibberish of Item Writing: An Item Writing Workshop"

Peter Rogosin is currently the Director of Human Resources for the Center for Elders' Independence. He has also served as the Personnel Director of the Santa Paula Elem., Laguna Salada and Antioch School Districts, and as the Employee Relations Manager for the Housing Authority - City of Los Angeles. Mr. Rogosin has over 25 years of public personnel experience that includes working for cities, counties, school districts and special districts. His expertise extends to selection, classification, wage and salary work and employee/employer relations.

Mr. Rogosin has created numerous selection instruments including T & E"s, written examinations, performance tests and technical and general fitness interviews. He has been a presenter at PTC, Western Regional IPMA and California School Personnel Commissioners Association Conferences. As the founder and president of the Job Analysis Training Group he created a wage and salary survey software program specific to public agencies and a training video on position classification (that he describes as a cure for insomnia). He currently claims that a good examiner should be fluent in gibberish and his presentation is designed to demonstrate just that.

"The Gibberish of Item Writing: An Item Writing Workshop" will go over the fine points of written test item construction with a final exam “in gibberish.”
Bob Murray

"Recruitment in the Public Sector: Strategies for Success"

Mr. Murray brings over 25 years experience as a recruiter and is recognized as one of the nation's leading recruiters. He has conducted hundreds of searches for cities, counties, and special districts. He has been called on to conduct searches for some of the largest most complex organizations in the country including Los Angeles, Phoenix, and San Francisco. Mr. Murray has conducted searches for chief executives, department heads, professional and technical positions. Mr. Murray has taken the lead on the firm's most difficult assignments with great success. His clients have retained him again and again given the quality of his work and success in finding candidates for difficult to fill positions.

Prior to creating Bob Murray & Associates, Mr. Murray directed the search practice for the largest search practice serving local government in the country. Mr. Murray has worked in local government and benefits from the knowledge of having led an organization. Prior to his career in executive search he served as the City Manager for the City of Olympia, Washington. He has also served as an Assistant City Manager and held positions in law enforcement with the City of Walnut Creek.

Mr. Murray received his Bachelor's degree in Criminology from the University of California at Berkeley with graduate studies in Public Administration at California State University at Hayward.
Jim Higgins, Ed.D.

"Surviving The Wilderness: How to Make Selection Work in an Age of Lists Filled with Unqualified Applicants"

Jim Higgins has been an HR Professional for more than 20 years. He began his career with the Nevada Department of Technical Services and has since served stints at CPS Human Resource Services, the California State Personnel Board, Biddle Consulting Group (where he currently assists with selected online training), and currently serves as the Manager of Testing and Selection with the California Department of Justice. He has developed and validated tests for a wide variety of public sector agencies/departments as well as some of the nation's most respected corporations. Jim has a Bachelor's degree in Theology, a Master's degree in Industrial and Organizational Psychology, and a Doctorate in Educational Psychology.

Oh…and he is jazzed about the science of finding ways to match people and their skills to the jobs that will help them build satisfying and successful careers.

"Surviving The Wilderness: How to Make Selection Work in an Age of Lists Filled with Unqualified Applicants"

One of the greatest challenges facing selection personnel in today's public sector environment is the fact that in the quest for building test's "cheaper, faster, and better" we have managed to make them cheaper and faster but the "better" part is a bit illusive. Partly due to the lack of understanding of many hiring managers with respect to the actual power of effective selection procedures, the system has become complacent with the bare bottom-rung of what is possible to build the most effective and productive workforce possible. In this presentation, Dr. Jim Higgins will discuss what is happening, from his perspective, and what the California Department of Justice is attempting to do about it.
Conference Session 5, 2:00 p.m.

Carol Gagnon

"Job Analysis Literature Reviews: From ‘Just the Facts' to Fabulous"

This workshop will be presented by Carol Gagnon, a Personnel Selection Consultant with the Contractors State License Board. She has been conducting job analyses for over 10 years at four different agencies and still considers them one of the most simple and elegant tools we use as part of test development. Carol also has two Masters degrees in Industrial/Organizational Psychology, one from CSU Sacramento and one from Claremont Graduate University and has been at CSLB for seven years writing licensing exams.

Job Analysis Literature Reviews: From "Just the Facts" to Fabulous

This presentation will provide conference participants with information about various methods for conducting a literature review to build your job analysis tasks and KSAs. Literature review provides the foundation for the job analysis, and, ultimately, the exam plan, so thorough coverage of the classification can add richness and depth to your examination. In this presentation, I'll discuss a variety of literature review method that involve different levels of time and resource commitments to carry out, plus provide resources for future searches.
Kasey Stevens is a Research Program Specialist at the Board of State and Community Corrections (BSCC). She graduated with a Bachelor of Arts degree from California State University, Chico in 2005 and received her Master of Arts in Industrial and Organizational Psychology from California State University, Sacramento in 2011. Kasey has worked for the Standards and Training for Corrections (STC) Division of the BSCC since 2006 and has 6 years of experience in the field of developing selection and training standards. Kasey's responsibilities include the development of written selection exams and entry-level training standards. Kasey has completed specialized trainings in the Consulting Approach to Training, Instructional Systems Design, Group Facilitation Methods, and Item Writing. Kasey is the President-Elect of the Western Region Intergovernmental Personnel Assessment Council (WRIPAC) and an active member of the International Personnel Assessment Council (IPAC) and the American Society for Training and Development (ASTD).

"Planned or Unplanned Replacement of a Selection Test: Best Practices to the Rescue"

As a result of anticipated or unanticipated situations, agencies may need to quickly replace a selection exam. The purpose of this presentation is to provide attendees an overview of the best practices for multiple-choice test development that, when utilized, will prepare their agency to meet this challenge.
PTC-NC Leadership

Current Officers

President – Michael Donnoe, Donnoe & Associates, Inc.
President Elect – Joe Doane, California Public Employee’s Retirement System
Vice President, Sacramento – (Vacant)
Vice President, SF Bay Area – Tina Pruett, City and County of San Francisco
Secretary – Theresa Xavier, CA Dept. of Conservation
Communications Officer – Lisa Holton, Center for Elders’ Independence

Current Board Members

Bryan Baldwin – Department of Justice
Renee Croswell – Employment Development Department
Bill Groome – Retired, CA Commission on Peace Officer Standards and Training
Chris Gist – Department of Rehabilitation
Jacob Miller - CA Public Employees Retirement System
Carol Gagnon – Contractors State License Board

Past PTC-NC Presidents

2011/2012 – Chris Gist
2010/2011 – Bill Groome
2009/2010 – Kelli Johnson
2008/2009 – Jerimiah Honer
2006/2007 – Jim Higgins
2005/2006 – Mike Willihnganz
2004/2005 – Laura Salangsang
2003/2004 – Richard Jung
2002 – Reed Rawlinson
2001/2000 – Krysten Stepke
1999 – Shelley Langan
1998 – Sharon Rose
1997 – Suzanne Holloway
1996 – Ninette Brintz
1995 – Frank P. Pacheco
1994 – Brian G. Moritsch
1993 – Reginald A. H. Goodfellow
1992 – Letty Yniguez Juarez
1991 – William E. Donnoe
1990 – Angie Bifano
1989 – Bronda Silva
1988 – Jack Clancy
1987 – Karen Coffee and Dennis Joiner
PTC-NC Membership and Affiliates

The Personnel Testing Council of Northern California (PTC-NC) provides a forum for over 150 public and private-sector professionals in personnel assessment and selection to network with other professionals and discuss the latest legal, technical, and practical issues surrounding personnel assessment and selection.

We have an exciting year of activities planned, including our monthly luncheons and workshops. As usual, these activities provide interesting speakers and topics in addition to great networking opportunities. We at PTC-NC look forward to seeing new and returning members throughout the upcoming year.

To learn more about becoming a member of PTC-NC, or renewing your annual membership, please visit us on the web at www.ptcnc.org, or e-mail our Secretary, Theresa Xavier, at Theresa.Xavier@conservation.ca.gov.

Please consider also visiting our PTC affiliates for their training presentations:

PTC-SC (Southern California)
www.ptc-sc.org

PTC-MW (Washington, D.C. Metro Area)
www.ptcmw.org