



Assessment Services

As a leader in assessment, Scantron understands the challenges facing organizations today. One critical challenge is to develop assessment programs and effective test items that accurately measure the knowledge, skills, and abilities of current employees and potential candidates.

Throughout the assessment development cycle, Scantron's comprehensive suite of assessment services helps you get the most out of your assessment-development process.

Struggling to write effective assessment items?

Whether you're developing pre-employment assessments, observational or compliance tools, or certification and licensure exams, the development process needs to produce fair and valid items. Items must cover the breadth and depth of your content domain (in both subject and difficulty), track to job-related requirements, be free from bias, and defensively support the business goals of your organization.

Scantron can help. Our team of assessment experts can provide guidance and assistance throughout the development process, including:

- **Developing and delivering job analysis surveys to determining the knowledge skills, and abilities that are critical to the position.**
- **Designing and documenting assessment blueprints.**
- **Developing, reviewing, and maintaining items for survey, observational, practical, and traditional (written) assessments.**
- **Conducting standard setting activities to ensure your examination cutscores are valid and fair.**
- **Assisting with annual assessment review and maintenance plans.**

Looking to build or expand internal assessment development capacity?

The process of developing quality assessments is highly customizable. You may want to include your own resources in every step of the assessment development cycle, or you may prefer to target critical review activities to limit their time away from the job. You may prefer to create an assessment team using current staff, or you may want to expand the capabilities of your current team. Scantron provides professional development workshops and supporting services to meet your needs—building and expanding on your internal assessment capacity.

Unsure whether items and assessments are reliable, predictive, and valid?

Researching the effectiveness of items and tests in your assessment environment helps prove the value of your assessments and document the specific return on investment to your organization. Many organizations struggle to find the time and expertise to conduct these analyses in addition to their other critical duties. Scantron's assessment and psychometric staff is trained and ready to help.



How can Scantron support your assessment development cycle?

Scantron has a team of experts experienced in developing assessments for the education, workforce/vocational, and certification/licensure testing markets. Typical assessment development activities follow a cyclical process.

Design & Blueprint

The blueprint provides a framework for exam development. It outlines the total number of sections that will be included on the exam and how many items to allocate to each section. The blueprint serves a vital role in the development process as it is the foundation for item writing and exam creation.

Using the resource materials provided by the test owner/sponsor and available job analysis data, Scantron can develop a draft exam blueprint or facilitate blueprint development with the sponsor's content experts.

Item Development & Review

Item Bank Editing and Review

If you have existing item banks, Scantron can assist with an independent review for:

- Consistent Style
- Grammar
- Sensitivity/Bias
- Standard assessment protocols
- Statistical viability (when item-level statistics are available)

New Item Development

Our teams have extensive experience in writing, reviewing, and editing items as well as conducting item development workshops. Our team has intimate knowledge of the requirements for developing various item types for a wide variety of industries both domestically and internationally.

Exam Form and Bank Creation

Whether the item banks are developed by the test sponsor or Scantron, we can assist in the creation of exam forms. Draft forms are developed and provided to the test sponsor for review and final approval.

If you are using a Scantron solution to deliver exams, our product experts can help incorporate item banks and exam forms into your solution.

Analysis, Scoring, & Reporting

Psychometric Analysis

Psychometric analysis of exam results occurs after you administer the exam (once sample sizes are large enough to provide stable information). Psychometricians analyze the results data and evaluate the performance of individual items, the exam as a whole, and test-taker performance. We provide a Technical Report, which includes a summary of the analysis results along with recommendations for future development.

Standard Setting

Standard setting is a process used to determine levels of proficiency on an exam. The outcome of the standard-setting activities is the identification of one or more scores (cut scores) that correspond to varying levels of proficiency. Proficiency levels can be used to support accreditation reporting. Scantron can facilitate a standard setting workshop to suit the specific purpose and goals of the testing program.

Maintenance

Scantron can conduct a needs analysis to align your item banks with your blueprints. The report includes an inventory of items by content category and other relevant item characteristics (if available). It identifies any gaps in content coverage as well as any item content not tied directly to the blueprint. We provide recommendations and item development forecasting based on our analysis.

Scantron is ready to assist with assessment development activities based on your needs and the availability of your resources. This flexible approach allows you to take advantage of our resources and expertise without extending beyond your budget or encroaching upon the great work done by your internal development teams.



What assessment services does Scantron provide?

Scantron provides a full spectrum of support for your assessment development. Whether you want to do it yourself with in-house experts and just need a little support, or whether you need a partner who can guide you through the process, Scantron can meet you where you are and help get you where you want to be.

in-house development

supplemental assessment support

full-service support

Build capacity within your team

Your team is your human capital—no one knows your organization's needs better than those working within it. In addition to providing blueprint, item, or assessment deliverables, Scantron offers extensive professional development so you can grow or expand your own internal expertise.

Support and enhance your team's efforts

Scantron can provide professional development workshops and deeper consulting to work with your assessment team and develop a plan to meet your needs.

- **Developing an assessment blueprint can be a challenge. You know where you are, and you know where you want to be, but you may not be sure how to get there. Scantron can help with consulting and professional development.**
- **Writing test items yourself provides more control over content, but it also requires skill and precision. Scantron's team of assessment experts can help guide the item development process, including instruction on the important points of skillful question writing to ensure that tests contain quality items that are valid, reliable, and legally defensible.**
- **Sometimes an outside eye can provide that final level of polish you need. Scantron's team can review your existing items for content, difficulty level, bias, and other critical factors. We also provide professional development on bias and other review topics.**
- **Once you have items, assembling them into a psychometrically valid and reliable test may prove**

more complicated than you think. Scantron's assessment experts can help you create test forms and banks you can deliver easily.

Provide standard or custom content

- **Work with Scantron's team of item development experts to create individual items to fill in gaps, comprehensive item suites, complete tests, or all of the above, designed expressly for your needs.**
- **Use a Scantron assessment solution to create your own banks of test items or to leverage commercial item banks. Commercial item banks provide high-quality, individual items you can include in tests.**

Incorporate statistics to demonstrate your results

Quality assessment programs are built on sound science. While subject-matter expertise is critical, so is the inclusion of the right assessment development and psychometric expertise. Scantron can help evaluate and train your staff on the important statistical considerations at the item, exam, bank, and candidate level.

Help you develop and deliver a complete plan

Scantron Assessment Services can help you with your complete assessment plan. We can guide you through best practices, create blueprints, develop comprehensive item suites for a variety of exam types, and design assessments to measure the critical job components for both organizational success and public protection.





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For a free consultation to meet your training goals, call **800.722.6876** or visit us at **www.scantron.com** to learn more.

About Us

Scantron® provides technology to help you collect data you can use. We offer solutions and services, delivered with the quality you expect from decades of experience. Whether you need to work on paper, online, or anywhere in between, Scantron can meet you where you are and help you get to where you want to be.

