



## Assessment Services

As a leader in K-12 assessment, Scantron understands the challenges facing educators today. One critical challenge is to develop assessment blueprints and effective test items that accurately measure student achievement .

Throughout the assessment development cycle, Scantron’s expert consultants can meet you where you are and help get you to where you want to be. Our 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 informal quizzes and short assessments, or more formal Benchmark or Interim assessments training exams, the development process needs to produce fair and valid items. Items must support your assessment blueprint, track to grade-level standards, deliver multiple levels of difficulty, be free of bias, and accurately identify student achievement. Passages and illustrations within items must be appropriate to the grade level or skill and properly licensed for use.

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

- **Helping to develop and support an assessment blueprint.**
- **Developing, reviewing, and maintaining items to implement the blueprint (including alignment).**
- **Identifying and licensing or developing custom images and passages.**
- **Assisting with annual content review and replenishment plans.**

### ***Looking to build or expand internal assessment development capacity?***

The process of developing quality assessments is highly customizable. You may want to include local educators in every step of the assessment development cycle, or you may prefer to target critical review activities to limit their time away from the classroom. 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 the student achievement they demonstrate. Proving measurable student achievement is often the key to acquiring increased funding and other opportunities. Many districts 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.

### ***Adopting Common Core State Standards or a standards-based education learning-based outcomes or an accreditation model?***

New standards and assessment models bring new challenges. Item developers must understand the new environment and the adjustments they must make to their development process—and sometimes even to the way they think about assessment items.

Scantron’s assessment experts understand these new models and the far-reaching effects they may have on your items, assessments, and even on your overall blueprint. We can help guide you through the necessary adjustments to streamline and simplify this otherwise daunting task.

***[Scantron] not only helped write, edit, and review test items for our core content areas, but they’ve helped orchestrate the field testing and the psychometric review of these items so that they pass a single parameter model.***

*Thea Andrade, Assistant Superintendent of Curriculum, Assessment, and Instruction,  
Phoenix Union High School District*

# How can Scantron support your assessment development cycle?

Although your assessment development cycle may vary, typical cycles include at least the following phases. Scantron can help throughout the cycle.

## Design & Blueprint

The program design is the primary strategic phase, where you examine your goals and determine how your overall assessment program can help you meet those goals. The assessment blueprint (sometimes called a test development plan) lays out the exam and item-level details needed to meet the overall goals defined in your program design.

Scantron can provide professional development workshops and in-depth consulting to work with your assessment team to develop a plan that meets your needs.

## Item Development & Review

Item development identifies and creates the specific questions and answer choices that will appear on assessments. Reviewing items ensures they contain appropriate content, support the right grade or difficulty level(s), and are free from bias.

Scantron can provide professional development, item writing, image creation, and assistance with locating and licensing appropriate reading passages. If you are using Scantron-created items, this type of review is included in that development process. If you prefer to create your own items, Scantron can provide expert consulting to assist your team with an “outside eye” or deliver professional development to help build your organization’s capacity.

## Exam Form and Bank Creation

Assessment development assembles completed items into the test forms and assessment banks you intend to present to students. This phase may include field testing of some or all items. It may also include operational testing to ensure your assessment delivery mechanisms run smoothly and efficiently.

Scantron provides a variety of assessment services for this phase. You can purchase Scantron-developed item banks from which you choose assessment items, or our team of assessment experts can assemble an assessment for you. Scantron’s technical experts can help you integrate items you have created or purchased from other sources into Achievement Series®, so you can create assessments from multiple sources of material.

## Analysis, Scoring, & Reporting

The ultimate purpose of assessment is to gather data and information that you can use to drive instruction.

Psychometric analysis and reporting is key to turning your assessment data into meaningful information.

Scantron supports this phase, as well. Our highly qualified team of psychometricians can work with you to analyze test data and create reports to demonstrate the effectiveness of your assessments.

## Maintenance

Performing maintenance tasks and analyzing your assessments for continual improvement is a critical step to ensure you are getting the most accurate results to measure student achievement. You need to plan to address inevitable educational changes in your assessment program. You should plan to refresh your content regularly—which also means you can use topical items that refer to current events or social trends more readily, thus engaging your students in the assessments more thoroughly and relevantly.

Scantron provides ongoing maintenance services as well as consulting and professional development to support this critical activity.



### Design & Blueprint

- Assessment Components
- Analytics
- Structure
- Alignment
- Scoring Model

### Maintenance

- Gap Analysis
- Item Development
- Forecasting
- Update Item Metadata

### Item Development & Review

- Content Creation
- Passages
- Copy Edit
- Bias/Sensitivity
- Scoring Rubrics

### Analysis, Scoring, & Reporting

- Psychometric Analysis
- Item Performance
- School/District Reporting
- Research

### Exam Form & Bank Creation

- Item Selection
- Field Testing
- Operational Testing

## 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 district'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 assess district, state, or Common Core State Standards.**
- **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 grade-specific 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 Achievement Series to create your own banks of test items or to leverage commercial item banks, including those created by Scantron.**  
Commercial item banks provide high-quality, individual items you can include in tests built manually or via an automatic selection process based on particular district, state, or Common Core State Standards.

#### **Incorporate research to demonstrate your results**

Educators know that detailed research validates assessment efforts. However, shrinking budgets and time constraints mean many districts no longer have the staff to conduct these studies. Scantron's team can help with a variety of research studies.

At the end of each study, you receive a research brief or report detailing the results of the study.

#### **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 subjects, and design assessments to measure student achievement.

- **Your blueprint can include diagnostic, computer-adaptive assessment for core subjects using Performance Series.**
- **Using Achievement Series, we can create fixed-form assessments—delivered using paper forms or our online testing engine—to cover additional subjects, reinforce core subjects, or both.**
- **We can incorporate high-quality quantitative research into your plan so you can connect assessment results to a variety of state-mandated or voluntary college-readiness standardized tests.**

And we can provide ongoing support to ensure student achievement continues to increase through every iteration of your assessment development cycle.

**“Scantron has provided the tools needed to validate student learning and support teacher decisions.”**

*Dr. Oliver Grenham  
Chief Education Officer, Adams  
County School District 50,  
Colorado*

## Examples from the thousands of Assessment programs we have supported

District	Solution
<b>Phoenix Union High School District, AZ</b> <ul style="list-style-type: none"><li>• Item Development</li><li>• Research Services</li><li>• Field Testing</li><li>• Workshops</li></ul>	Since 2011, Scantron has created custom content for Phoenix Union. Scantron created a suite of item banks for classroom and district use that are refreshed annually. We are also field-testing items in the district item bank to gather IRT statistics. To date, Scantron has delivered 5,096 custom items in 13 different high school courses for use in Phoenix Union's classroom and district-level assessments. In addition, Scantron has contracted with the district to provide professional development workshops on the assessment development process.
<b>Calcasieu Parish Public Schools, LA</b> <ul style="list-style-type: none"><li>• Item/Test Development</li><li>• Research Services</li><li>• Workshops</li></ul>	<p>A customer since 2007, Calcasieu Parish requires tests with near-identical challenge levels to the high-stakes tests. Calcasieu wants the confidence that results on these assessments indicate performance on the high-stakes test. They also want to measure student growth during the course of the year. Scantron's assessments provide a district-wide common assessment so educators can make real-time judgments that impact the high-stakes test.</p> <p>Scantron has performed research studies to determine the relationships between Scantron assessments and the Louisiana state test (LEAP). The research findings showed strong internal consistency and reliability and the ability to predict performance on the state test.</p>
<b>Adams County School District 50, CO</b> <ul style="list-style-type: none"><li>• Item/Test Development</li></ul>	Since 2009, Scantron has developed approximately 786 tests and more than 4,000 items specifically to Adams 50 curriculum skills within the Colorado State Standards. These items have a high correlation to the high-stakes state testing program. The results of these assessments are used to drive instruction within a learner-centered classroom.
<b>Archdiocese of Washington</b> <ul style="list-style-type: none"><li>• Item/Test Review</li><li>• Research Services</li></ul>	Scantron provided an independent review of religion items for the Archdiocese, ensuring that they followed item development best practices and maintained consistency in style and formatting. We also conducted a review of their item statistics and, using this data, provided consideration for content revisions. This item bank, <i>Faith Knowledge Assessment</i> , is available for purchase through Scantron.



**INFORM INSTRUCTION  
TO IMPACT STUDENT  
ACHIEVEMENT TODAY!**

For a free consultation to meet your academic goals, call **800.722.6876** or visit us at **[www.scantron.com](http://www.scantron.com)** to learn more.

### About Us

Scantron® provides a comprehensive set of solutions that help improve student outcomes in K-12 education. We offer software and services to meet the needs of customers' assessment programs regardless of where they are on the technology spectrum—pure paper, pure online or anywhere in between.

