



## Rapid Item Development

Scantron's Rapid Item Development Workshop is an intensive five-day program to develop a targeted number of items for immediate field test and operational use. This process contains the same elements of traditional item writing in a shorter, more intense time frame with a more dynamic and immediate approach to feedback. Our approach produces fast results with the same high-quality and validity provided by a traditional development process.

In the world of certification and licensure, every industry is different. The types of content assessed, the rate of industry advancement and change, and the types of candidates certifying and recertifying can sometimes shift rapidly from one year to the next. Unfortunately, the assessment industry can sometimes hinder the flexibility and rapidity with which assessment owners need to respond to their market, their candidates, and their stakeholders. This can be particularly true in the approach to item development.

Because of the stakes associated with certification and licensure exams, the assessment development process rightfully involves significant (and sometimes lengthy) steps to ensure the validity, reliability, and fairness of the examinations. Like other assessment vendors, Scantron has a standardized assessment development cycle based on industry best practices.

### *Innovation Is Born of Necessity*

When our clients can afford the time for a typical development cycle (anywhere from 9 to 18 months), Scantron's traditional approach to item development can be employed without issue. There are times, however, when clients need a more dynamic and efficient methodology for item development that still maintains the high-quality results and validity that is seen with a lengthier schedule.

To fill that need, Scantron has developed the Rapid Item Development Workshop, which allows for the development of valid, defensible, and fair item banks in a dramatically shorter amount of time.

***This tried-and-true process results in high-quality assessments that our clients can count on to produce valid results for their candidates, their program, and the public.***



## ***How Does it Work?***

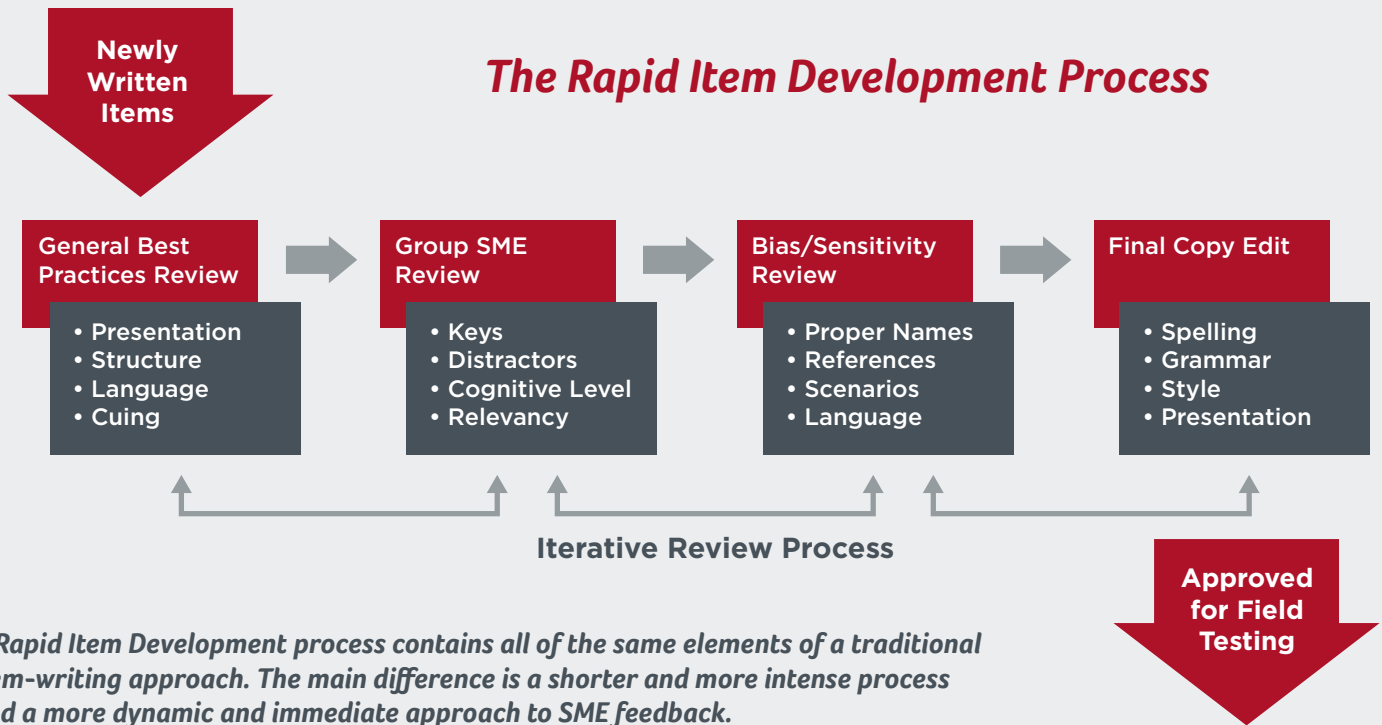
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A Rapid Item Development process is an intensive, self-contained workshop in which subject-matter experts (SMEs) are trained and expertly facilitated in the writing and reviewing of exam items. This innovative approach requires (1) highly qualified SMEs, (2) assessment development and psychometric expertise, and (3) experienced facilitators who can tightly manage the meeting and provide dynamic and ongoing feedback to workshop participants.

A Rapid Item Development Workshop takes place over the course of five full days and is generally facilitated by three Scantron staff members. The goal of the workshop is to develop a targeted number of items that can be immediately field tested for operational use. The workshop is all-encompassing. The items are written by one set of SMEs, reviewed by assessment and psychometric experts, and confirmed for exam suitability by a second set of SMEs.



## The Rapid Item Development Process



A Rapid Item Development process contains all of the same elements of a traditional item-writing approach. The main difference is a shorter and more intense process and a more dynamic and immediate approach to SME feedback.

### High-Level Schedule and the Process Flow

#### Day 1—Item Writing

- Group Item Writing Training
- Individual Item Writing
- Item Editing (overnight by Scantron assessment professionals)

#### Day 2—Item Writing

- Individual Item Writing/Rewriting Based on Scantron Feedback
- Item Editing (overnight by Scantron assessment professionals)

#### Day 3—Item Writing & Item Review

##### SME Group 1

- Individual Item Writing/Rewriting Based on Scantron feedback
- Item Editing (overnight by Scantron assessment professionals)

##### SME Group 2

- Group Item Review Training
- Group Item Review/Item Updates
- Item Editing for Small Item Updates (overnight by Scantron assessment professionals)

#### Day 4—Item Writing & Item Review

##### SME Group 1

- Individual Item Writing/Rewriting Based on Scantron Feedback
- Individual Rewriting Based on Review Group Feedback
- Item Editing (overnight by Scantron assessment professionals)

##### SME Group 2

- Group Item Review/Item Updates
- Item Editing for Small Item Updates (overnight by Scantron assessment professionals)

#### Day 5—Item Update & Item Review

##### SME Group 1

- Individual Rewriting Based on Scantron Feedback
- Individual Rewriting Based on Review Group Feedback

##### SME Group 2

- Group Item Review of Final Item Set

#### Post Workshop

Within two weeks of the completion of the workshop, all of the completed items are provided to the client for final approval.



## Does Fast Production Equal Quality Production?

Developing assessment content quickly doesn't do any good if the quality of the items produced suffers. Based on Scantron's proprietary approach, expertise staff, and innovative supporting systems, Scantron's Rapid Item Development Workshop produces both quantity and quality.

Client Example 1 (IT Certification)	
New Item Targets (MC)	
200 Category 1	200 Category 2
Items Written	
223 Category 1	209 Category 2
SME Approval	
209 Category 1 (94%)	185 Category 2 (89%)
Psychometric Approval	
81% of Category 1 items	(Category 2 has yet to be field tested)

Client Example 2 (Healthcare Certification)	
New Item Targets	
200 MC Items	30 TE Items
Items Written	
231 MC Items	41 TE Items
SME Approval	
203 MC Items (88%)	34 TE Items (83%)
Psychometric Approval	
86% of MC Items	80% of TE Items



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For a free consultation to meet your organization's goals, call **919.572.6880** or visit **www.scantron.com** to learn more.

### About Us

Scantron is a global provider of market-leading assessment, certification, licensure, and technology solutions. Through the development of competency-based testing, training, and high-stakes certification programs, our experts provide the tools to successfully launch and maintain a quality credentialing program.

