

Assessment Maturity Model

Moving from Ad-hoc Measurement to
Assessments Aligned with
Organizational Goals



2008 Users Conference ♦ San Antonio



A high-resolution image of Earth from space, showing the curvature of the planet. The sun is rising over the horizon on the right side, creating a bright glow and lens flare. The Earth's surface is visible with blue oceans, green landmasses, and white clouds. The background is the dark, star-filled space.

In a Perfect World...



All Assessments

would be ...

- Fair
- Valid
- Reliable
- Secure

...from the **Very first time** they were delivered to the **Very last.**



There would be

No Ambiguity with questions or choices


No Miskeyed scoring algorithms

A view of Earth from space, showing the curvature of the planet and the sun rising over the horizon. The sun is a bright white circle on the right side, creating a lens flare effect. The Earth's surface is a mix of blue oceans, green landmasses, and white clouds. The background is a dark blue space filled with stars.

Assessment items would

Never Be Biased

towards one gender, cultural or ethnic group or another.

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Assessments would be
Easy To Translate
to save us from the hassle
of translations.

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We'd have

Best Practices

for all test development,
administration and scoring to be
successful in all situations.

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Satisfied candidates would mean
No Appeals
of a test result.

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Everyone could see
Meaningful Results
in their context

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The processes would be
Fast and Efficient



Okay, so our world
Isn't Perfect...



..but

How

do we get to our

Perfect World?

To Get to Our Perfect We'll Need:

- Standards and Best Practices
- Systems and Tools
- Assessment Maturity Model

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Standards and Best Practices

Question *mark*– helps create and supports technical standards

- AICC Certified (4 consecutive times)
- QTI
- HR-XML certified
- ADL SCORM compliant
- .NET certified



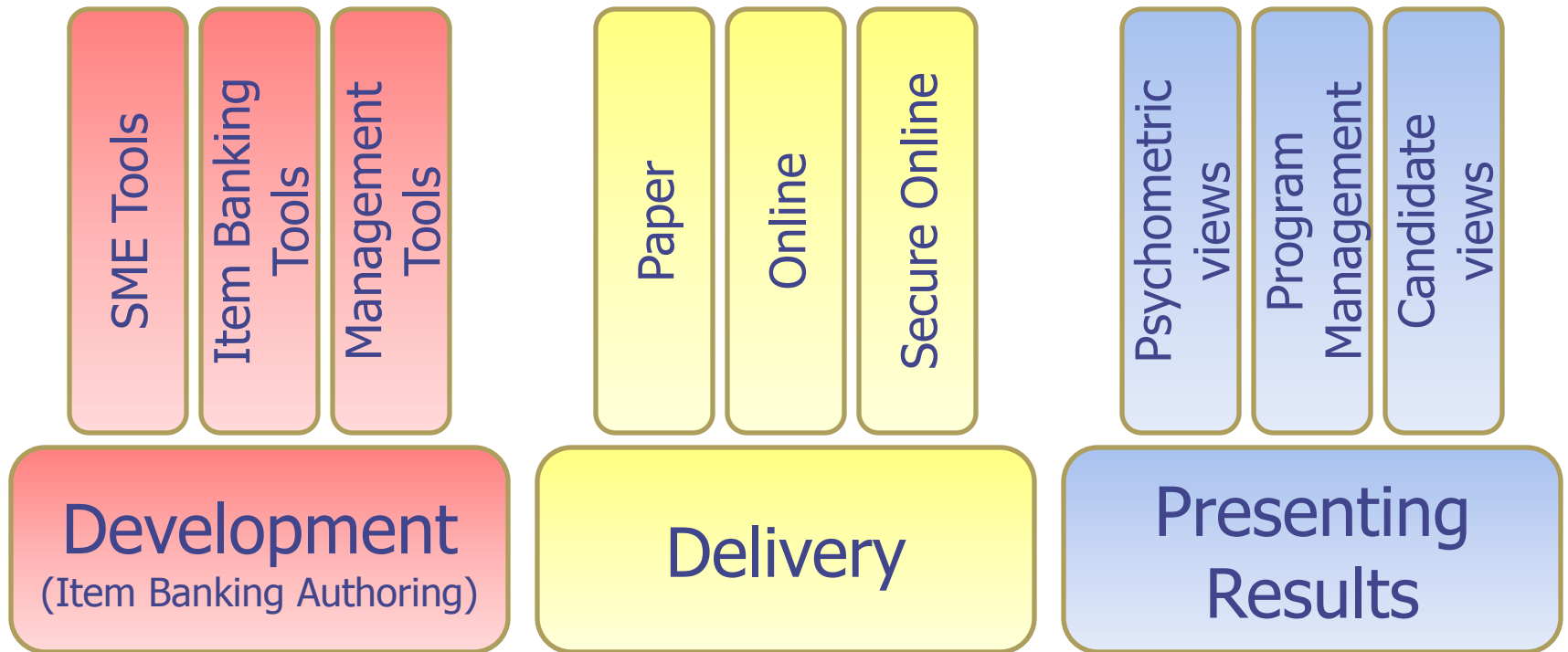
Question*mark* – is an active promoter of Best Practices...

- Provide guidance to our customers on usage of Questionmark products in conjunction with test development, administration and scoring procedures including...
 - ANSI/ISO 17024
 - Guidelines for Computer Based Testing (ATP)
 - NCTA Professional standards and guidelines for Post Secondary Test Centers
 - QCA Regulatory Principles for e-Assessment

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So what else do we need
Systems and Tools

Well we have great vendors providing...

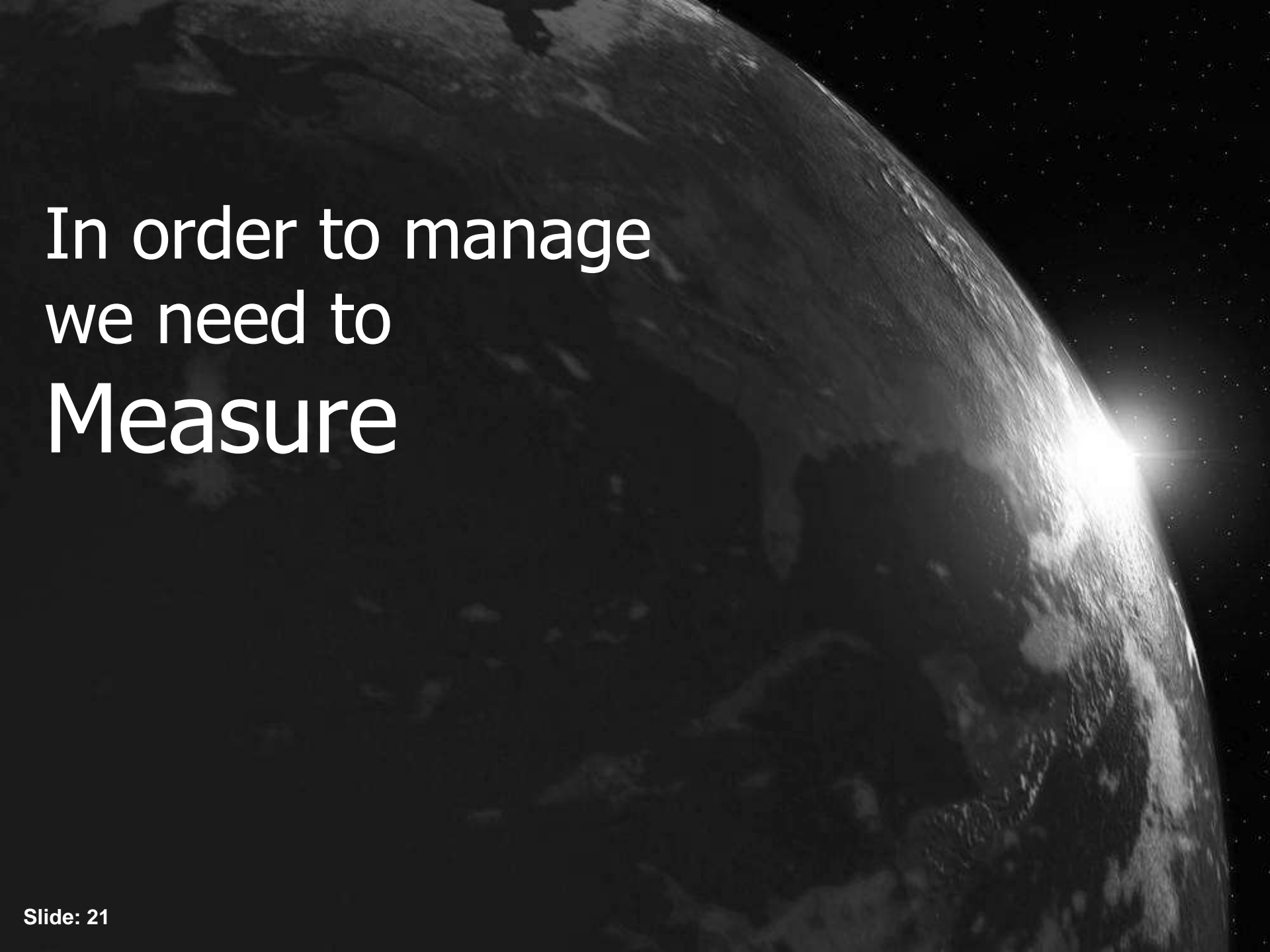


A black and white photograph of the Earth's horizon from space. The curve of the planet is visible on the right side, with a bright light source (the sun) just below the horizon, creating a lens flare effect. The rest of the image is dark, showing the texture of the Earth's surface and the starry background of space.

What else is
Needed?



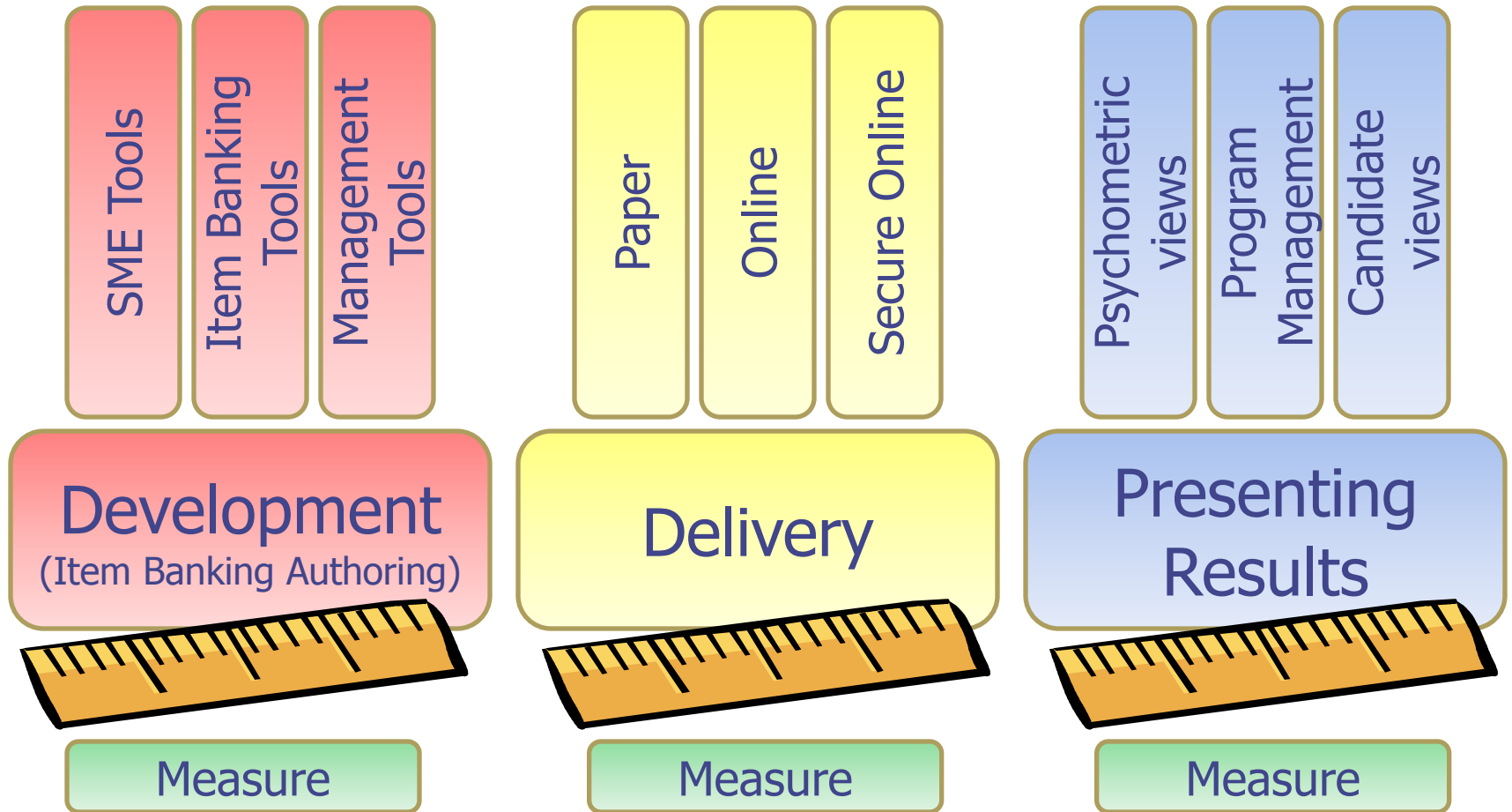
We need to
Manage
processes, data, expectations, etc.





















In order to manage
we need to
Measure

Measure What?

We need to Measure Performance in....



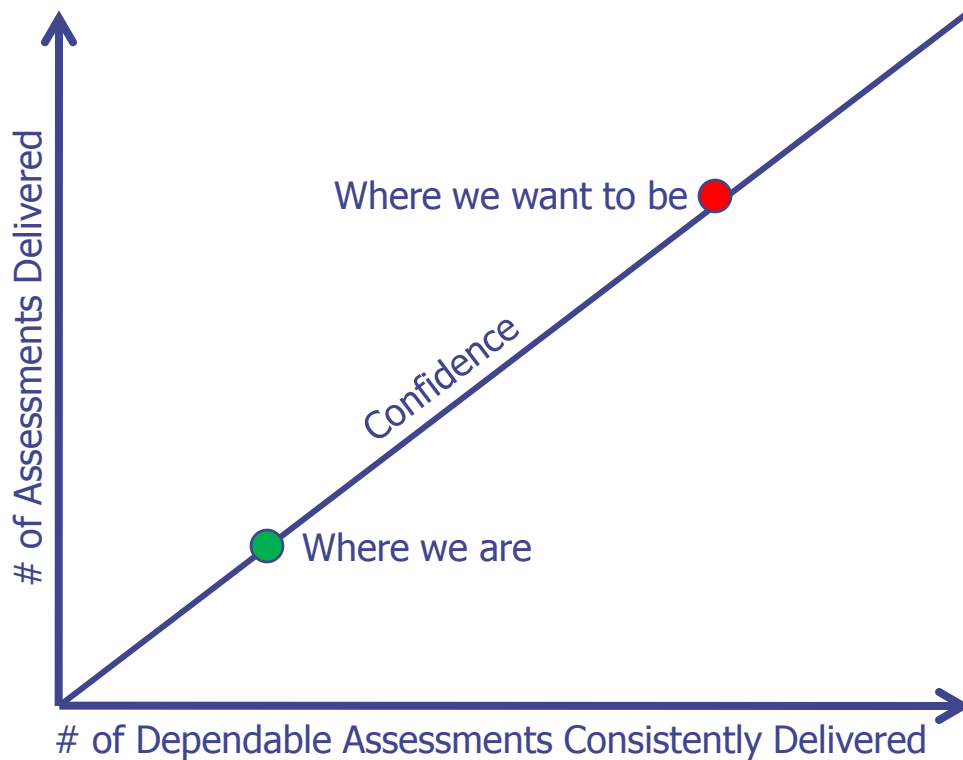
What Should You Measure?

Measure	Development	Delivery	Presentation of Results
Strategic Goal Alignment			
Maturity of Processes used			
Quality of Data Management			
Assessment Security			
Maturity of Communications			
Satisfaction of Stakeholders			



Okay...but
Why?

If We Measure Our Maturity As an Organization We Could...



- **Assess**
where we are
- **Target**
where we want to be
- **Mature**
to reach higher standards

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Introducing: The Assessment Maturity Model

Assessment Maturity Model is a...

...a descriptive model that allows organizations to chart and improve their assessment maturity.

This is a new initiative and just started in the last 18 months

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“What is not started today
is never finished tomorrow.”

-- Johann Wolfgang von Goethe

Assessment Maturity Model


Contributors include:

- Allison Horn, Accenture
- April Schmid, Citigroup
- Bonnie Blum, Bank of America
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Process To Develop a Maturity Model

1. Challenge Recognized
2. Brainstorming
3. Documenting
4. Gain Consensus
5. Develop Self-Assessment
6. Develop Benchmarks
7. Standardize Model

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Assessment Maturity Model

Learning Design and Assessment principles and practices are well understood and well documented (e.g. Secu Assessment Maturity Model will address the challenge of successfully deploying assessments throughout an o consistently, predictably, cost effectively, efficiently, and reliably. The Assessment Maturity Model is a descript and improve their assessment maturity. This wiki exists to openly share and incubate knowledge and descriptiv achieve a common understanding a [vocabulary](#) and classifications have been defined.

Table of Contents

- An Overview of Key Concepts (read below)
- Key concepts explained:
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- 

Example Self Assessment questions

Delivery Communications

Does your organization send messages to your assessment delivery stakeholders in a timely manner, allowing them to subscribe to the information that they need, and taking care to provide the information in a useful, meaningful and actionable way?

Yes Sometimes No Not Applicable

Delivery Data

Does your organization uniquely identify and store assessments results generated from administering assessments in a way that can be easily accessed from different systems?

Yes Sometimes No Not Applicable

Delivery Processes

Does your organization establish documented and standardized assessment delivery processes and use these processes?






Yes Sometimes No Not Applicable

Example Self Assessment questions

AMM Self Assessment\Delivery\Delivery Data

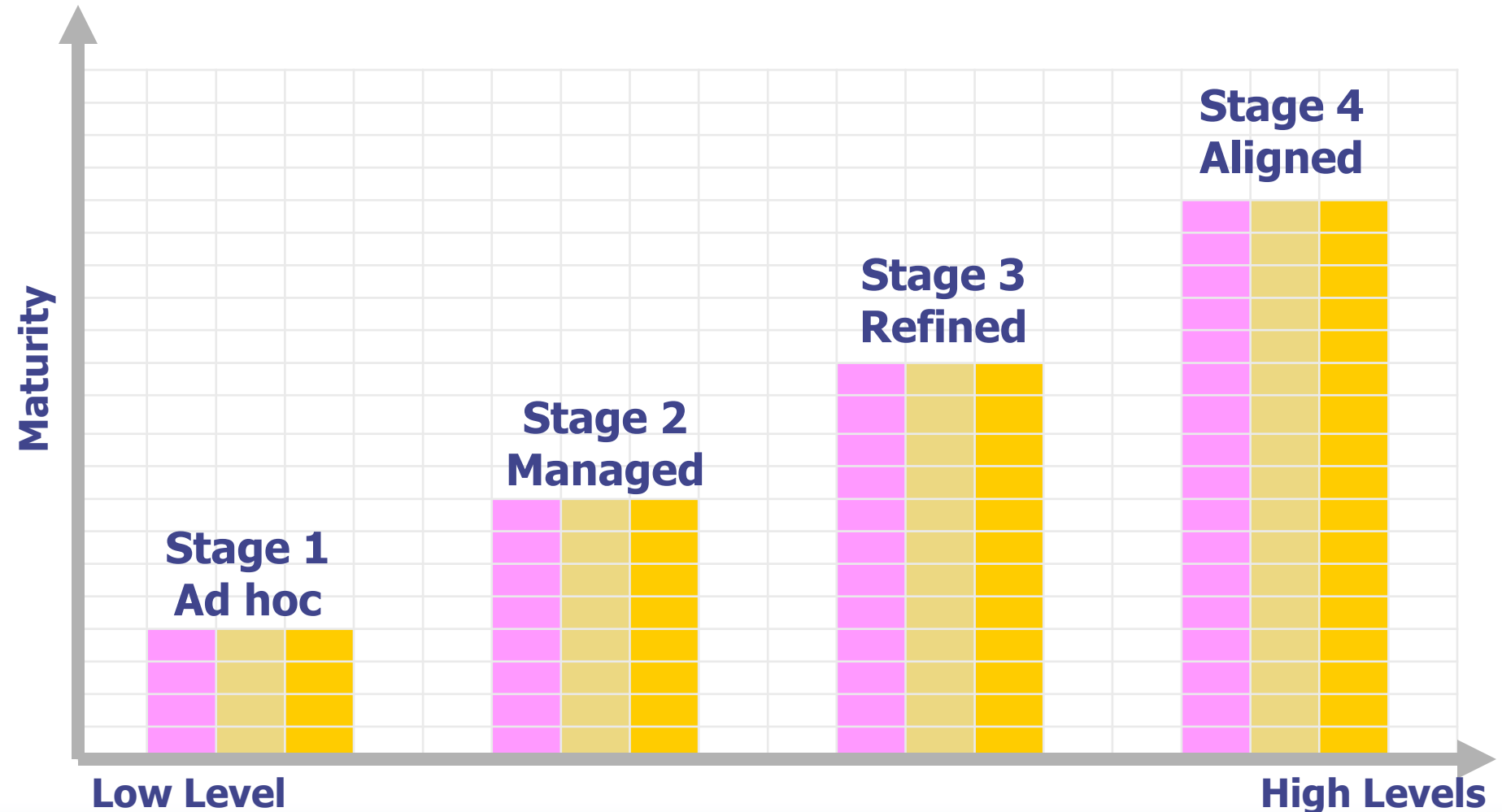
Delivery Data

Does your organization uniquely identify and store assessment results generated from administering assessments in a way that can be easily accessed from different systems?

Choice	%
Yes	33.98% 
Sometimes	18.45% 
No	19.42% 
Not Applicable	0.97% 
Not answered	27.18% 
Total	100%

Min weight	0%	Max weight	100%	Mean weight	60.14%
Median weight	50%	Standard deviation	41.9%		

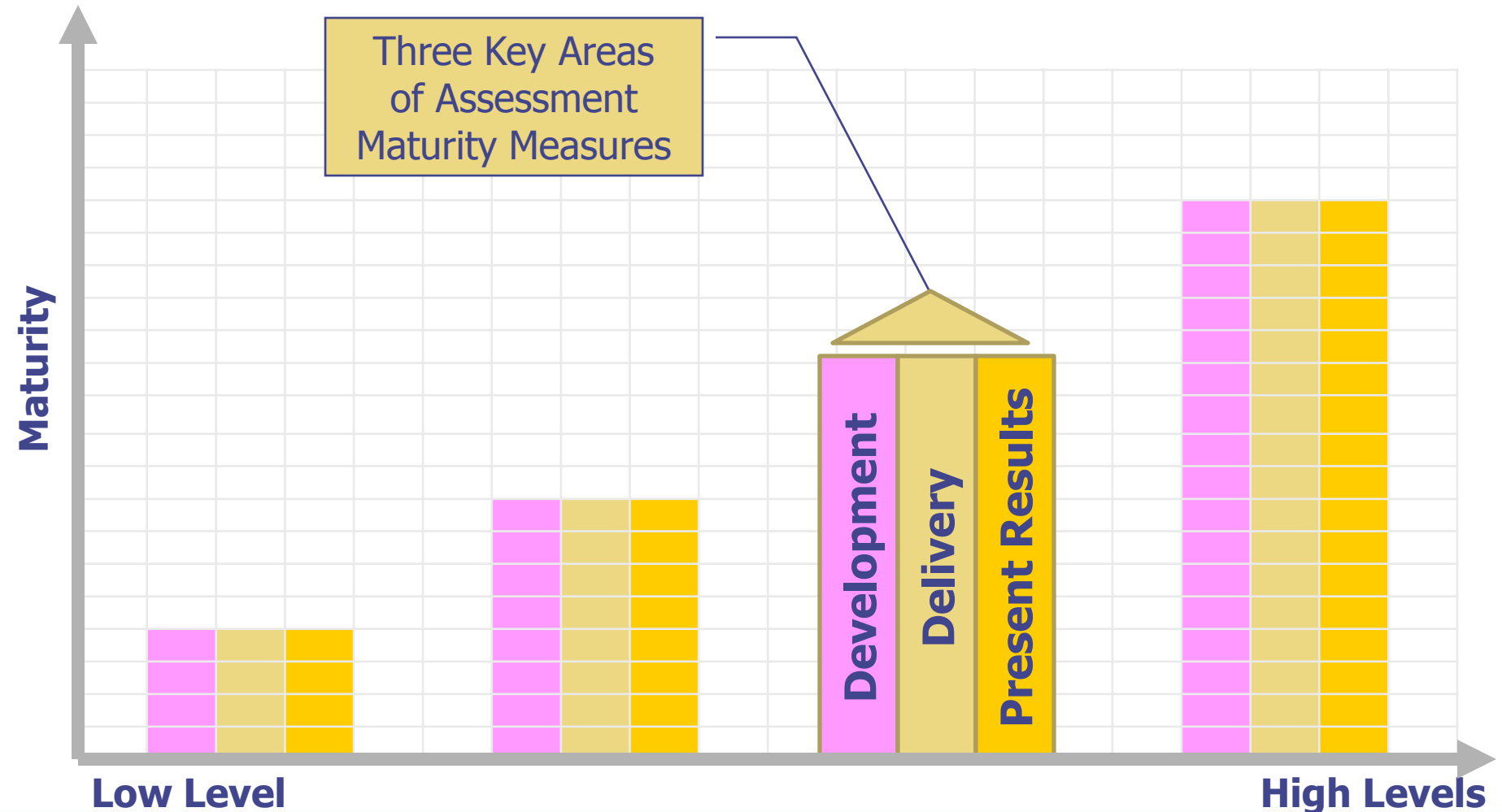
Developing Benchmarks



Measures for each Area



Measures For Three Areas





This is a
Work In Progress

Introduction to Panel Members

- Allison Horn, Accenture
- Lee Bannister, PricewaterhouseCoopers
- Stefanie Moerbeek, EXIN

Questions for panel



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A satellite view of Earth from space, showing the curvature of the planet and the sun rising over the horizon on the right side. The Earth's surface is visible with blue oceans, green landmasses, and white clouds. The sun is a bright, glowing orb on the right, creating a lens flare effect. The background is the dark, starry expanse of space.

Interested?

A satellite view of Earth from space, showing the curvature of the planet and the sun rising over the horizon on the right side. The sun is a bright white and yellow orb, partially obscured by the Earth's edge, creating a lens flare effect. The Earth's surface is a mix of dark blue oceans, green and brown landmasses, and white clouds. The background is a deep black space filled with numerous small, distant stars.

Learn More

A high-angle, wide-angle photograph of Earth from space. The planet's curvature is prominent, showing a mix of blue oceans, green landmasses, and white clouds. The sun is visible on the right side, creating a bright glow and lens flare effect over the horizon. The background is a deep black space filled with numerous small, distant stars.

Get Involved

The Assessment Maturity Model

<http://assessmentmaturitymodel.wikispaces.com/>

Or email me (Eric Shepherd) at:

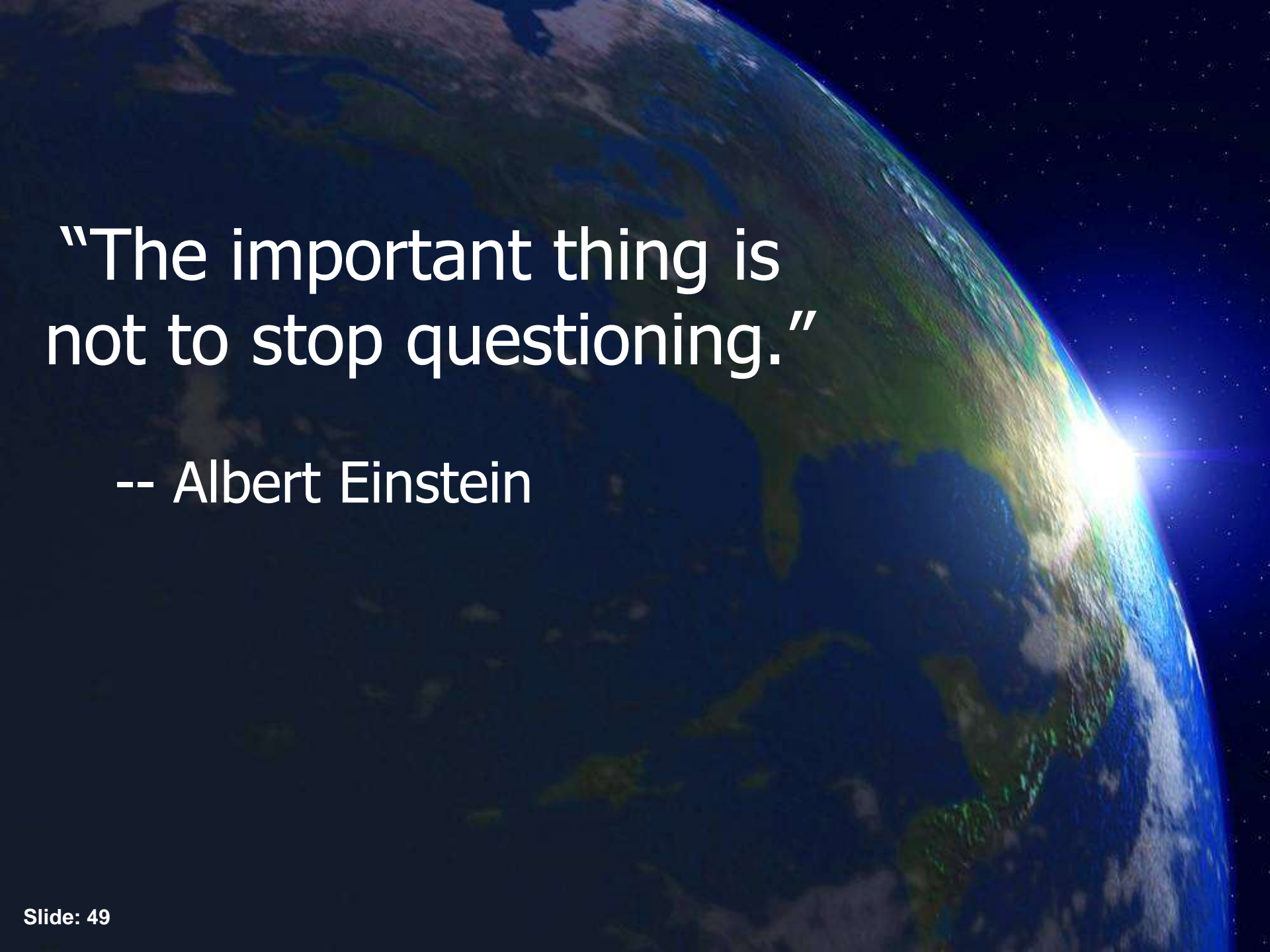
eric@questionmark.com

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One last thought for our
Perfect World

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From
Albert Einstein

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“The important thing is
not to stop questioning.”

-- Albert Einstein



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