

# Implementing a Global Assessment Management Solution

Lee Bannister  
Global Human Capital Technology  
PricewaterhouseCoopers

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# PRICEWATERHOUSECOOPERS

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- Global partnership with industry-focused services in the fields of assurance, tax, human resources, transactions, performance improvement and crisis management
- Over 146,000 people in 150 countries
- Structured as a network of member firms, connected through membership in PricewaterhouseCoopers International Limited



# About the presenter

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- 12 years leading change management, learning & technology initiatives
- Current Focus:
  - ◆ Learning Effectiveness & Assessment Technologies
  - ◆ Performance Coaching & Development Technologies
- Prior to Current Role:
  - ◆ Strategy, Industry and Markets, Advisory practice
  - ◆ US Learning & Education Technology Curriculum Leader
  - ◆ Technology Risk Services client-facing (directory services, single sign-on, etc.)
  - ◆ Joined PwC from academic computing management role at a large research university
  - ◆ BS in Information Science; MBA with focus on organizational behaviour



# Agenda

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- The Need for Global Assessments
- Challenges
- Our Solutions
  - Assessment Blueprint
  - Authoring
  - Global Assessment Manager (GAM)
- *Demonstration*
- Upcoming Areas of Focus
- Discussion/Q&A



# The Need

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- Our clients require a consistent set of skillsets and behaviors from our people to perform globally
  - Support global mobility of resources to satisfy client needs and staff member professional and personal development
- Meet and/or exceed current and anticipated regulatory requirements from territory governments and professional associations
- Increasing the overall quality of learning
  - Are our people learning what we think they are learning?
  - Do certain learning interventions lead to greater learner retention and transference?



# Challenges

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- Overall impact on business to support assessments
- SME's and project managers are transient populations
- Language Translations
- Data privacy/worker councils
- Prioritization of assessments in the overall ADDIE process
- Global Information Technology (IT) infrastructure



# Our Solutions

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- Assessment Blueprint
  - Performed up-front before any development of assessment content or assessments begins
  - Template-based method for determining appropriate numbers and types of questions by learning objective
  - Can be considered a Service Level Agreement between all parties involved
    - ◆ Who does what
    - ◆ Deadlines and expectations
  - Referenced throughout the assessment process



# Our Solutions

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- Authoring
  - Enhanced the QM MS Word Authoring Template to support our specific authoring/business process
  - Allows for track changes/spell checking
  - Supports initial importation and the exportation back into the template after assessment pilot
  - Maintains/references QM item ID
  - Supports additional metafields to support item analysis data



# Our Solutions

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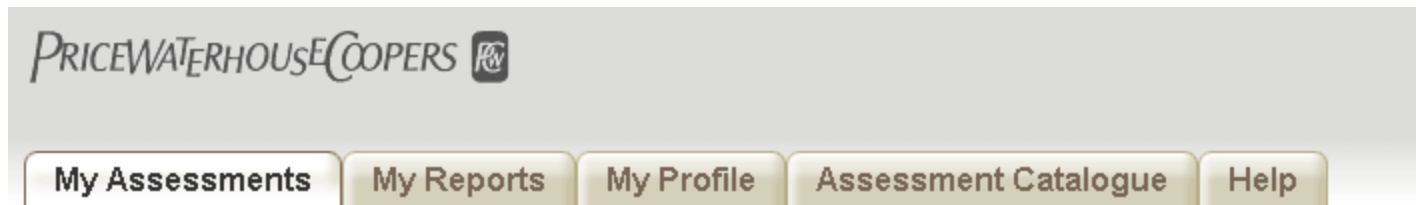
- Global Assessment Manager (GAM)
  - An assessment management system with LMS-like functionality just for assessments
    - ◆ QM-developed Web application running on locally installed QM Perception webserver
  - Enables modularized/clustered assessments
  - QM Enterprise Manager enhancements made to support cluster creation/linking of assessments
    - ◆ Includes pass/fail logic
  - Multiple launch methods supported
    - ◆ GAM catalogue, from LMS, from embedded eLearn link, from a URL link emailed to learners



# Demonstration

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A live demonstration of PwC's Global Assessment Manager (GAM) application will be given.



**Welcome to the PwC Learner Testing and Assessment Service!**

A list of your currently scheduled and/or completed assessments is shown below.



# Upcoming Areas of Focus

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- Streamlining the authoring/harvesting process with such a large and transient population of SME's
- Enhanced reporting
  - Default pack of reports for curriculum and project managers
    - ◆ Focus on tangible actions that these audiences can undertake
  - Automation of item analysis extracts
  - Summary roll-up reporting across territories for different assessment types
- Planning for system upgrades and enhancements
  - Normal QM Perception revisions
  - GAM 2.0



# Discussion/Q&A

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- What type of challenges exist in your organizations in authoring and delivering global assessments?
- How do you handle/overcome data privacy issues in your organization?
- What is your best method of authoring items and building assessments in an environment with many individuals involved?
- What type of functionality does your organization require to support global assessments that isn't already available?

