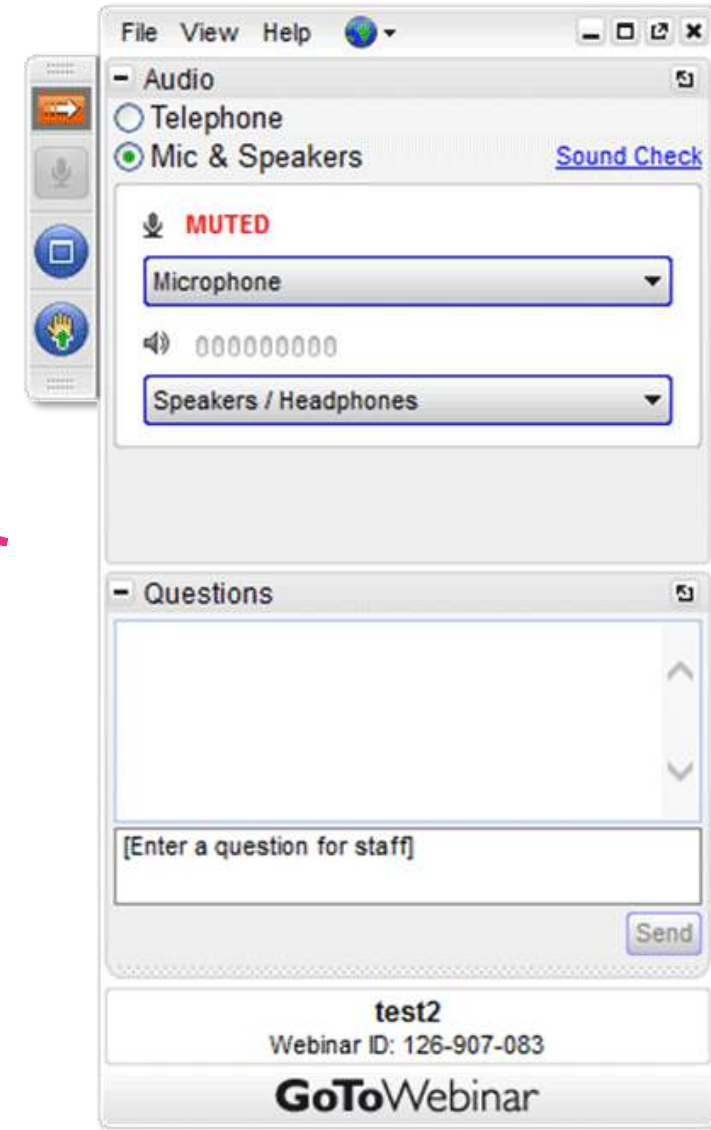# Workday & Questionmark: Accelerating Together

February 10, 2022

To ask questions,
use the "Questions"
feature

Watch for an email after the webinar:
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Questions

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Webinar ID: 126-907-083

GoToWebinar

Presenters

Chelsea Dowd	Emily Smith	Howard Eisenberg

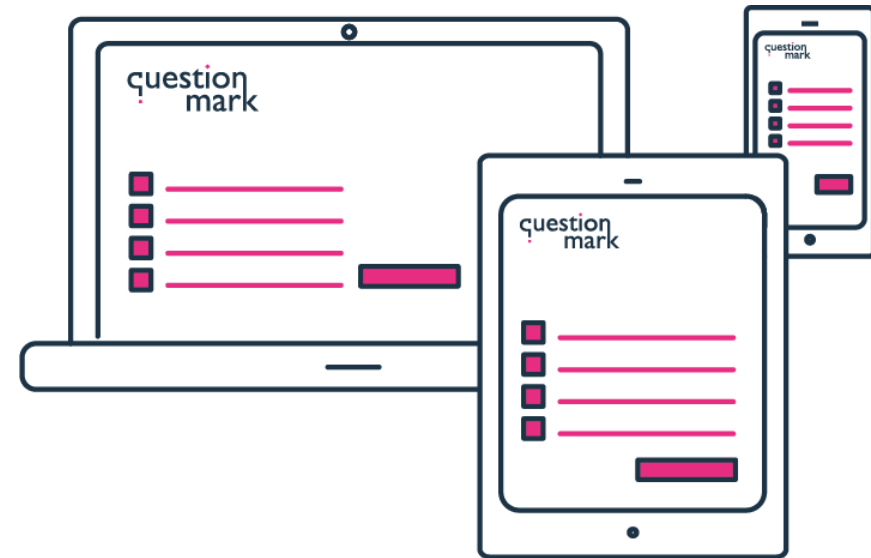**Strategic Partner Manager, International**

Strategic Partner Manager, Americas

VP of Solution Services

Agenda

- Why Trustable Assessments Matter

- Questionmark + Workday

- Impactful Use Cases

- Seamless Integration Details

- Next Steps

What We Plan to Accomplish Today

It is our intention that by the end of this discussion, you understand:

- WHO Questionmark is & WHAT we do

- WHAT to do if you have a client or prospect with assessment needs

- WHY Workday partnered Questionmark to fill Capabilities Gaps

- HOW the integration works between WDL & QM

- WHERE to go if you have additional questions or would like to engage further

- The success in the 1st year of the partnership
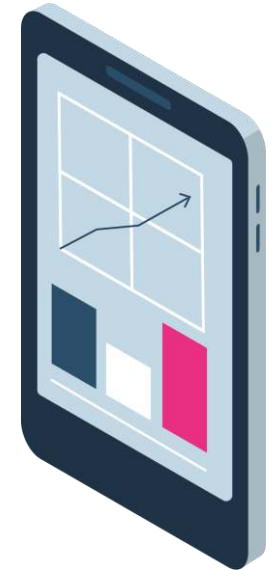
Why Trustable Assessments Matter

How Customers Use Questionmark to Enable *Better Assessments, Informed Decisions & Defensible Results*

Measure and Enhance Learning

- Measure knowledge, skills and attitudes – before, during and after learning
- Correct misconceptions and increase knowledge retention

Qualification and Certification

- Deliver reliable, defensible tests to certify employees
- Ensure sound personnel decisions

Regulatory Compliance

- Ensure knowledge of essential laws, regulations and health/safety guidelines
- Demonstrate compliance and reduce risk

Sales/Technical Expertise

- Competence/product expertise of sales and technical professionals
- Increase revenues, customer satisfaction
- Reduce costs

Credentialing

- Efficiently create and maintain valid, reliable tests
- Generate revenue from exams and practice tests

Higher Education

- Increase student satisfaction
- Reduce cheating
- Improve learning outcomes

7

What Can We Learn from Trustable Assessments?

Did they **like it**?

Did they **learn it**?

Can they **do it**?

Can you **prove it**?

Assessments Strengthen Compliance

Prove to Regulators

- Regulators encourage them
- Demonstrate Commitment
- Document Understanding

Improve Effectiveness

- Find Problems Early
- Increase Knowledge Retention
- Reduce Costs & Training Time
- Reduce Human Error

Regulators: Training alone is not enough....

FDIC — "Once personnel have been trained on a particular subject, a compliance officer should periodically assess employees on their knowledge and comprehension of the subject matter"

"where staff understanding has not been tested, it is hard for firms to judge how well the relevant training has been absorbed" — **FSA**

Life, Limb or Livelihood on the Line

Banks fined £2bn over forex scandal

Auto Manufacturer to Spend $14.7 billion to Settle Emissions Case

Bank Fined US$185 Million over unauthorized accounts

- Healthcare
- Retail
- Manufacturing
- Life sciences
- Transportation
- Pharmaceuticals

- Banking
- Military and defence
- Financial services
- Regulatory compliance
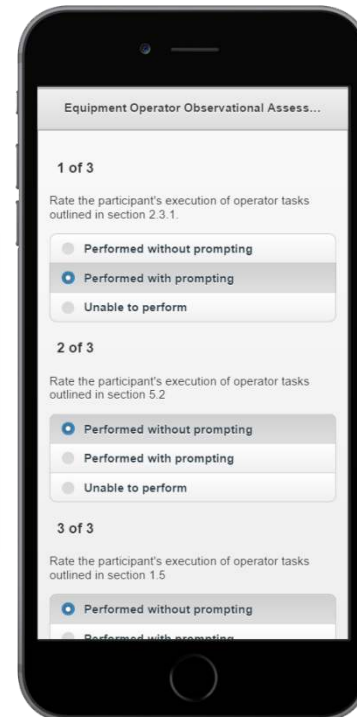- Utilities and power generation
- Higher education

Observational Assessment

Observer "rates" the participant

Rate the participant's execution of operator tasks outlined in section 2.3.1.

- o Performed without prompting
- o Performed with prompting
- o Unable to perform

Example Applications

Sales Training

Certification

Medical and Dental (OSCE)

Equipment operation

Getting Objective Ratings from Observational Assessments

Items typically solicit ratings for

- Performance of task(s)
- Demonstration of appropriate knowledge, skills, abilities, behaviors

Goal is to ensure ratings are objective as possible

- Keys to ensuring **reliability** of observational assessment results:
  - Establish consistent rating scales & scoring rubrics
  - Educate raters to ensure consistent understanding and application of rating scales
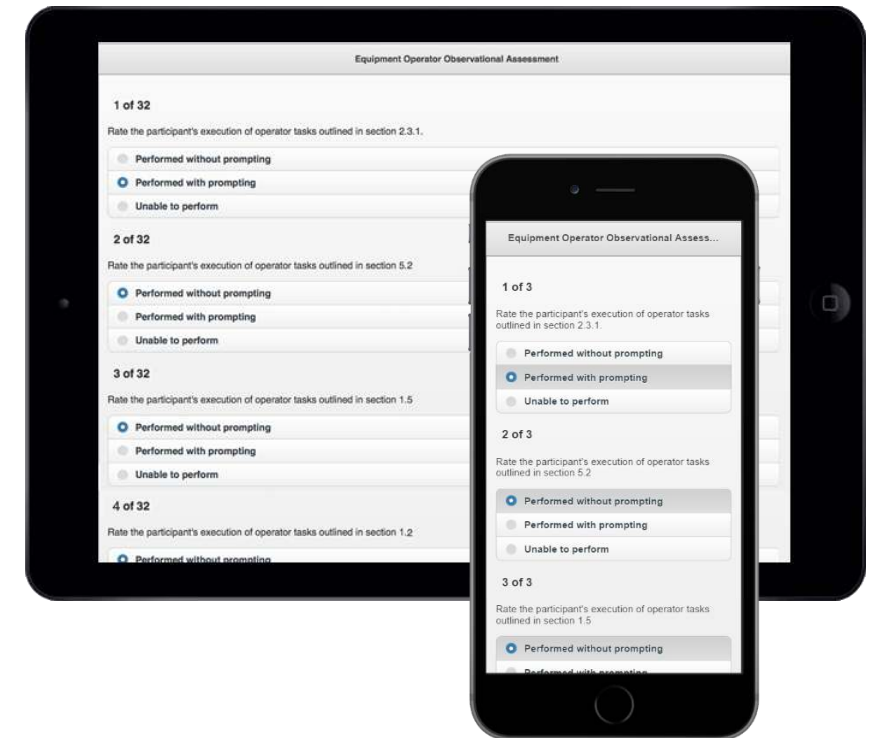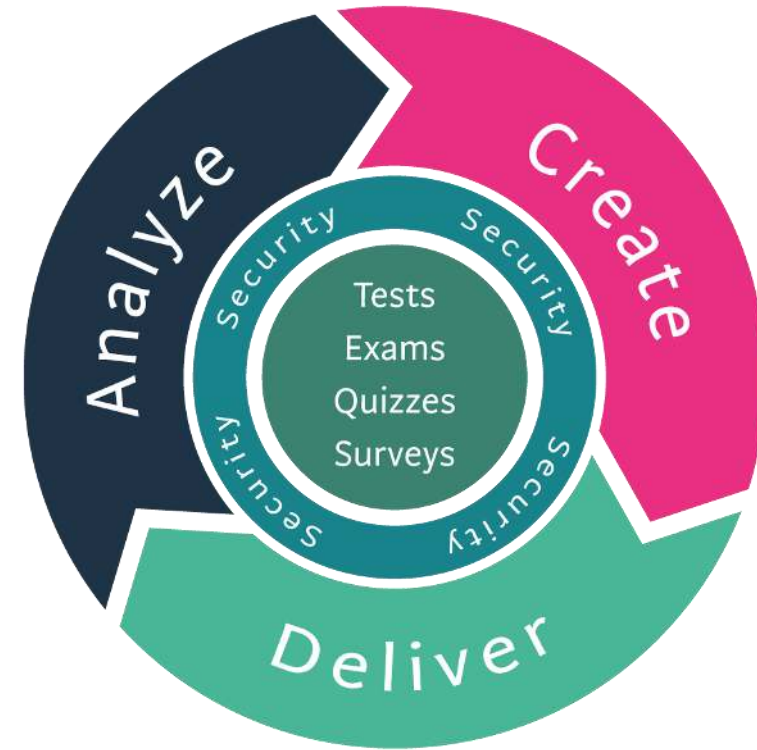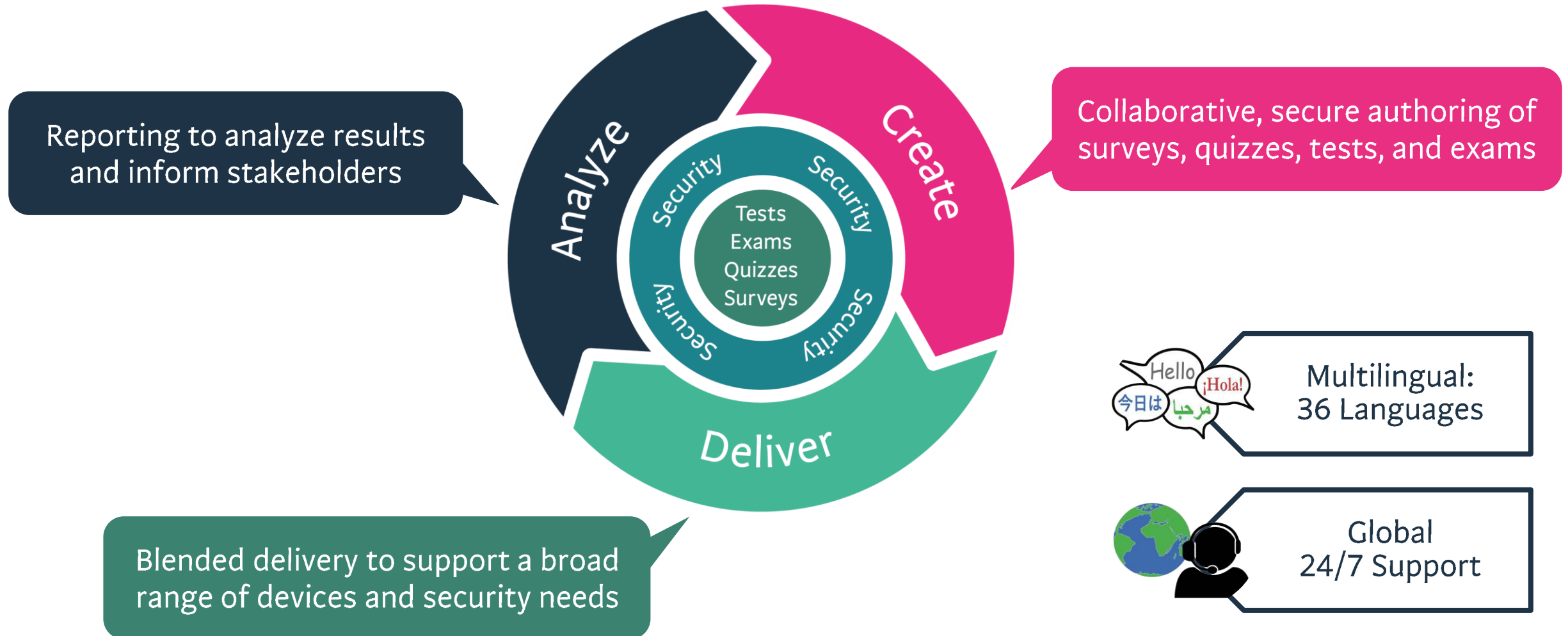
About Questionmark

Background

- Founded in 1988, now part of the Learnosity Group

- Assessment solutions to measure knowledge, skills, abilities and attitudes securely for certification, regulatory compliance, workforce learning, sales-force readiness and higher education

- ISO/IEC 27001 Certified (Learn more: www.questionmark.com/trust)

- *Questionmark OnDemand*
- *Questionmark OnDemand for Government*
- *Questionmark OnPremise*

Questionmark Assessment Management System

Reporting to analyze results and inform stakeholders

Collaborative, secure authoring of surveys, quizzes, tests, and exams

Blended delivery to support a broad range of devices and security needs

Multilingual: 36 Languages

Global 24/7 Support

Analyze

Create

Deliver

Security

Tests
Exams
Quizzes
Surveys

Workday and Questionmark Partnership

- Purpose to strengthen Workday Learning offerings by offering enterprise grade assessment capability with a focus on future innovation around adaptive learning

- Questionmark provides a gateway to proctored certification assessments & digital badging

- Capture key information in WDL & have detailed results data available
  - User & course information sent on launch
  - Completion, success status & assessment score passed to WDL

- Questionmark support organizations to create assessments that are:
  - **VALID** – goal as relevant to the assessment
  - **RELIABLE** – consistent measure of understanding
  - **FAIR** – clear & accurate questions
  - **DEFENSIBLE** – results with integrity

At a Glance

30+
Years in Business

**Financial Services
Pharma and healthcare
IT and certification
Government / defense**
Key Industries

100+
Employees

**Basic Systems
Other LMSs
Paper/Pen**
Typical System Replaced

Learning
Workday Products Integrated

Americas, UK, Europe,
Middle East, Africa,
Australia, Asia-Pacific
Geos Supported

14+ # of Joint Customers

9 # Integrations Live

Why Partner with Questionmark?
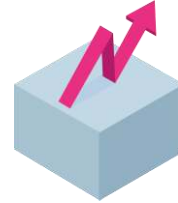
**Reliable and secure** – Fully scalable Platform with 99% uptime and various security certifications

Prove compliance to regulators with a secure & robust platform (ISO27001 & FEDRAMP)

All in one solution – Variety of assessment formats to test the right skills or abilities

Increase revenue streams - manage employees by competencies to improve customer satisfaction & profitability
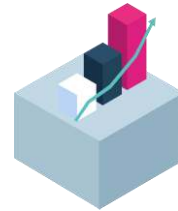
Instant results marking – save time & admin efforts

Identify skills gaps – determine what additional support is needed and where so you can allocate resources effectively

Impactful Use Cases

Information Technology

- **High Level Use Case:** Certifications that are aimed at technical leads who may take multiple product trainings and exams. Some of the tests are knowledge checks. A student, who is a technical admin lead may take multiple certifications exams/tracks (up to 11).

- **Audience:** Enterprise

- **Background:** Was using Cornerstone, looked at other LMSs, including Workday (which they decided to use)

- **Challenge/Problem Solved:** Needed a robust platform to enhance what they are doing through training.

- **Key Functionality Required:**
  - Workday Learning – Integration
  - Platform to grow with
  - Security
  - Global Delivery
  - Item organization
  - Randomization
  - Question blocks
  - Coaching Report
  - Proctoring options

Mining/Oil

- **High Level Use Case:** Enterprise Learning & Development. Safety training, regulatory compliance, pipeline training, observational assessments for field training

- **Audience:** Enterprise
  - Refineries
  - Speedway Locations (Retail)
  - Trucks, Terminals, barges, etc
- **Background:** Engaged in October 2020. Using Successfactors for LMS & Assessments.
  - Live December 27

- **Challenge/Problem Solved:**
  - Proven integration with Workday Learning
  - Detailed reporting
- **Key Functionality Required:**
  - Item Banks
  - Proctoring Options
  - OJT/Observational Assessment Capability
  - Roles/Permissions

Transportation

- **High Level Use Case:** Enterprise Learning & Development, knowledge checks and Observational assessments for field training

- **Audience:** Enterprise

- **Background:** Workday Partner came to us during the Workday Learning implementation. The client has the need for self-assessment capabilities and observational assessments. Client needed observational assessments post training to prove employee competency and skills to conduct tasks correctly and effectively.

- **Challenge/Problem Solved:**
  o Integration to Workday Learning to send result back to Workday
  o Scalable, operating across 34 countries
  o Streamline assessments and results in different languages
  o Submit proof of abilities via reports

- **Key Functionality Required:**
  o Self-Assessment and observational assessment capabilities
  o Provide multiple levels of feedback for further learning

Professional Services

- **High Level Use Case:** High-stakes - program manager readiness assessments

- **Audience:** 3 audiences
  - Gov't
  - International
  - Commercial

- **Background:** Uses several technologies including Taleo, Workday, Metrics that Matter. Plans to start WDL implementation Q4 2021. Have a need for a high-stakes assessment solution for their PM Readiness Program

- **Challenge/Problem Solved:**
  - Integration to Workday Learning
  - Must have "lift and shift" for assessments currently being delivered when they go live with WDL
  - Reliable assessments & Data – high visibility

- **Key Functionality Required:**
  - Basic Question needs (MR/MC)
  - Determine cut score
  - Ability to embed documents in assessment
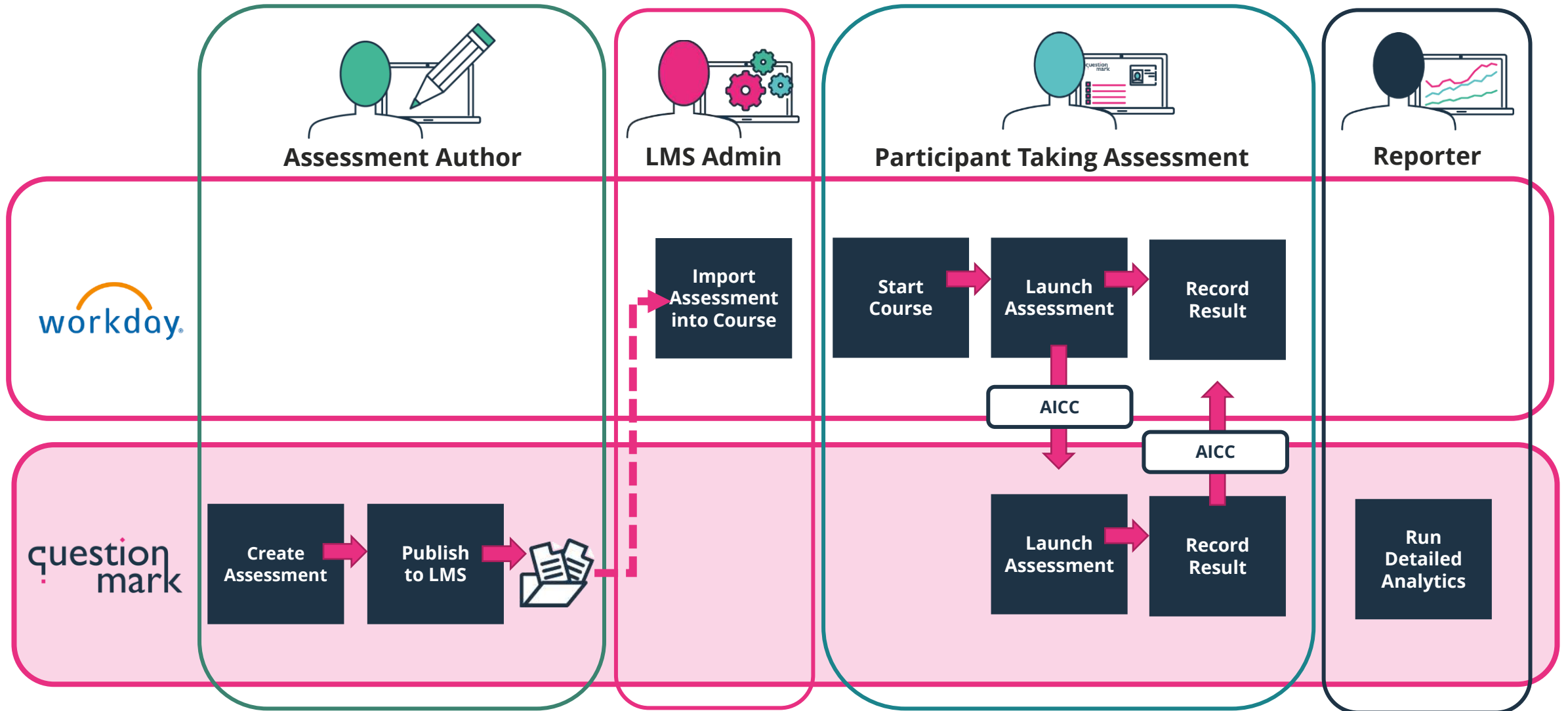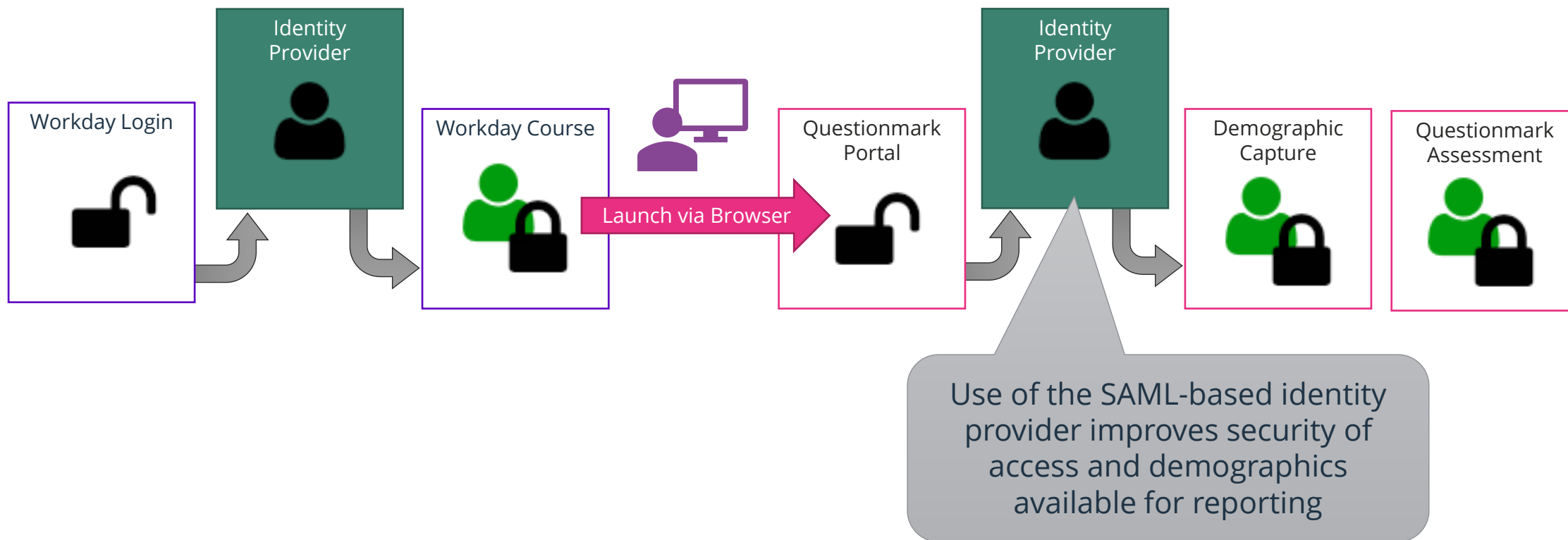 - Allow for set number of attempts

Publish to Workday

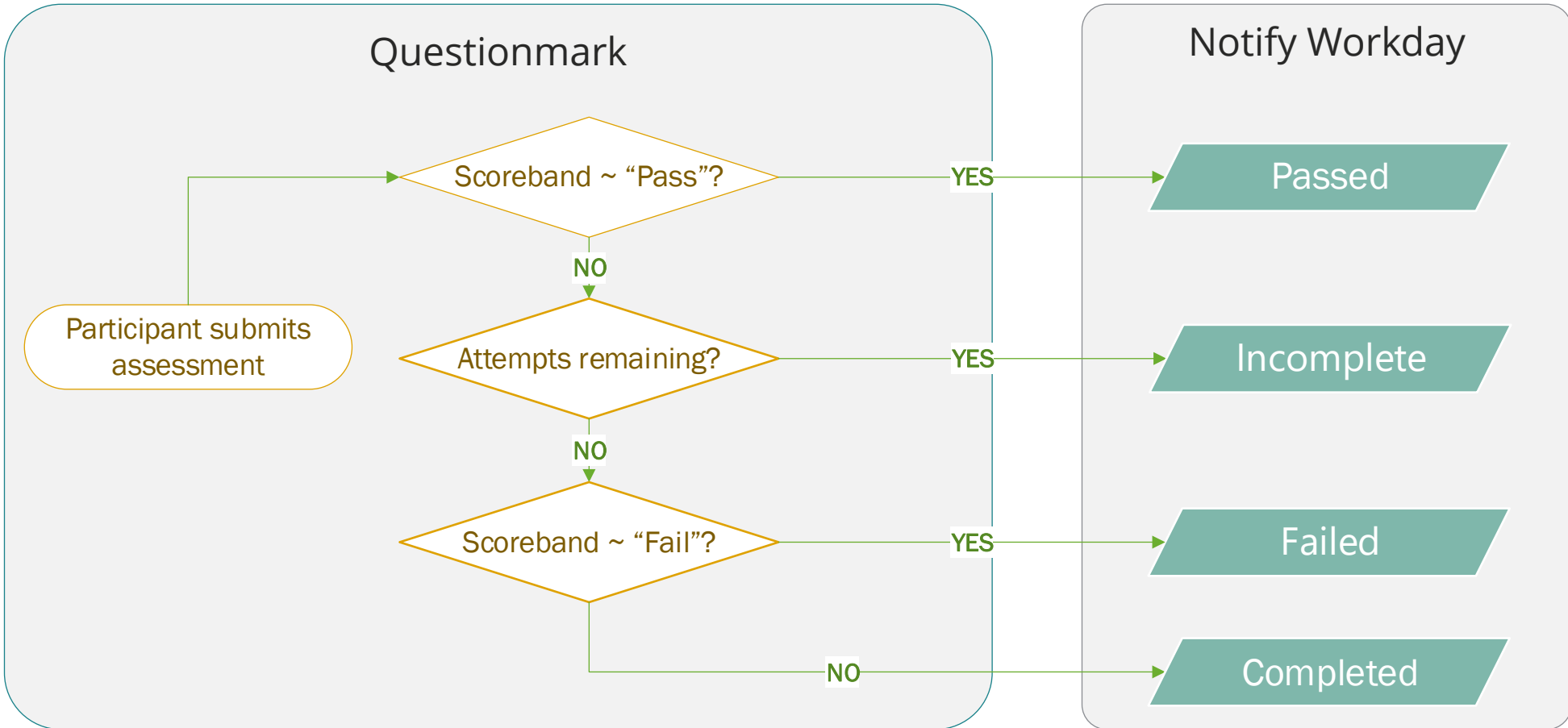# Integration Options

Option	Tool/Standard	Pros	Cons
Standard-based launch and track	AICC (SCORM works too)	• Out of the box, simple setup. • Using AICC means that Questionmark can limit attempts and/or enforce proctoring requirements	• Very limited exchange of data. • No business unit or other demographics available to Questionmark reporting. • Least secure.
Standard + SAML SSO launch and track	AICC + SAML SSO	• Out of the box, but more complex setup due to inclusion of SSO • May be able to provide additional business unit/demographic data • More secure.	• Constrained by the need for the IDP and the Workday Learning to share the same Learner ID. • Additional setup to configure SSO. • In practice, we've yet to encounter may IDPs that can do this.
"Peoplesync" "Joiner-Mover-Leaver" integration API-driven integration	Questionmark DeliveryOData API	• Can be used to share business unit or other demographics between Workday and Questionmark. • Business unit or other demographic data available to Questionmark reporting. • Can be used in conjunction with other methods. • Enables use cases of Questionmark assessments outside of Workday Learning.	• Requires software development. • No one way to automatically share assessment result with Workday; need to determine how to get results "back into Workday."

Combining Publish to AICC with SAML SSO

Workday Login

Identity Provider

Workday Course

Launch via Browser

Questionmark Portal

Identity Provider

Demographic Capture

Questionmark Assessment

Use of the SAML-based identity provider improves security of access and demographics available for reporting

Scenarios for Limited Attempts: What Results are Passed Back to LMS?

Contacts & Resources

I'm Interested in Learning More

- You have a prospect/client expressing a need for delivering assessments that need pass/fail and results data

- You have a prospect/client already using Questionmark and evaluating Workday Learning

- You have a prospect/client implementing Workday Learning and/or Questionmark

- You'd like to have a more in-depth discussion about Questionmark capabilities

Contacts & Resources

For more information:

- **Contact: workday@questionmark.com**
  - Chelsea – EMEA, APAC
  - Emily – Americas

- **Visit our Workday "hub": questionmark.com/workday**
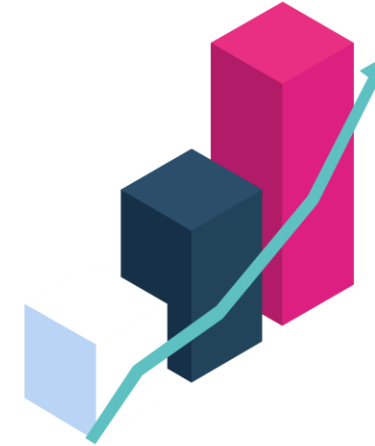 - Overview, additional information, contact form

Questions?

White Papers, Infographics, Reports, eBooks and more!

www.questionmark.com/resources

Upcoming Webinars

Make the Right Choice: How Many Multiple Choice Options is Optimal?

◆ February 16, 2022 - 11:00 am to 12:00 pm (EDT)

How many options should a multiple choice question have? This webinar will look at the practicalities of writing good multiple choice questions.

Click to Register

Introduction to Questionmark's Assessment Platform

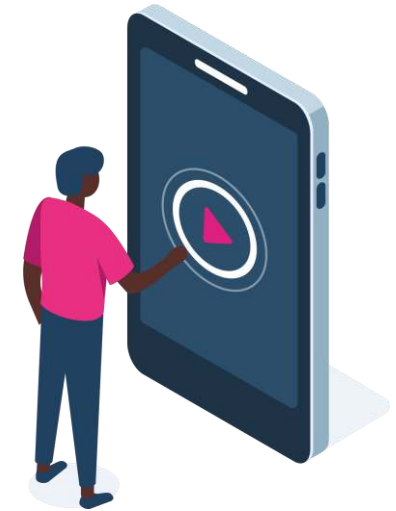◆ February 22, 2022 - 12:00 pm to 1:00 pm (EDT)

Learn the basics of authoring, delivering and reporting on surveys, quizzes, tests and exams. This introductory webinar explains and demonstrates key Questionmark features and functions.

Click to Register

Did They Learn It? Can They Do It? Can You Prove It?

◆ March 8, 2022 - 11:00 am to 12:00 pm (EDT)

Confused about the difference between validity and reliability? Looking for ideas on what goes into to putting together a good test? This session will explore strategies for developing assessments that are both valid and reliable to provide stakeholders with actionable, defensible results for informed decision-making.

Click to Register

Thank you!