Questionmark Conference 2017

Innovate. Inspire. Succeed.

March 21–24, 2017
Inn and Spa at Loretto
Santa Fe, New Mexico

Download the conference app now!
www.questionmark.com/go/app
What’s on Your Mind?

Please tell us if there’s something you’d like to learn about or discuss that’s not on the conference program.

We can help organize a discussion, an info session, a meeting of like minds – any kind of gathering you would like!

How?

Just visit the conference registration desk and tell us what you’d like to learn or talk about. We’ll do all we can to bring the right resources together to make that instruction or discussion take place. We can help you create conference content on the fly and spread the word about what’s happening.

This is YOUR conference, so bring us your ideas!
We are delighted to see you here and look forward to three intensive, fun and stimulating days of learning and networking.

Take this opportunity to build closer relationships with Questionmark staff as well as fellow delegates. Drop in to Tech Central while you’re here for face-to-face meetings with members of our technical support staff.

Getting to know fellow Questionmark users is valuable, too. Networking with peers is one of the things conference participants value the most! The evening events, meals and breaks between sessions all offer great opportunities to get acquainted.

We have a full program planned for the coming days, so take some time to review the agenda and choose the subjects that interest you.

There is a great deal to learn, and we want you to leave the conference with knowledge and skills you can act on when you return to your office. Please let us know if there is anything we can do to improve your experience here, and help us improve future conferences by completing session evaluations and our post-conference survey.

If you have any problems or questions, please go to the conference registration desk and ask for Santina Craze. If registration is closed, please call the hotel operator and ask to be transferred to Santina.

All of us at Questionmark are happy to help you in any way we can.

Enjoy the conference!

With my warmest regards,

Eric Shepherd, CEO
eric@questionmark.com
TUESDAY, MARCH 21
Pre-Conference Workshops ........................................... 9:00 am – 4:00 pm
Registration Open ...................................................... 6:00 pm – 7:30 pm
Welcome Dessert Reception ...................................... 7:30 pm – 9:00 pm

WEDNESDAY, MARCH 22
Registration Open ...................................................... 7:30 am – 4:45 pm
Networking Breakfast ............................................... 7:30 am – 9:00 am
Introduction to Questionmark .................................. 8:00 am – 9:00 am
Conference Kick-Off ............................................... 9:15 am – 10:45 am
Networking Break .................................................. 10:45 am – 11:15 am
Tech Central Open ................................................. 10:45 am – 4:45 pm
Morning Breakout Sessions ................................. 11:15 am – 12:30 pm
Networking Lunch .................................................. 12:30 pm – 1:45 pm
Afternoon Breakout Sessions ............................ 1:45 pm – 3:00 pm
Networking Break .................................................. 3:00 pm – 3:30 pm
Afternoon Breakout Sessions ............................ 3:30 pm – 4:45 pm
Reception & Dine-Arounds ..................................... 6:00 pm

THURSDAY, MARCH 23
Registration Open ...................................................... 7:30 am – 4:45 pm
Upgrading to Questionmark OnPremise .................. 8:00 am – 8:45 am
Networking Breakfast ............................................... 7:30 am – 9:00 am
Conference Keynote ............................................... 9:15 am – 10:45 am
Networking Break .................................................. 10:45 am – 11:15 am
Tech Central Open ................................................. 10:45 am – 4:45 pm
Morning Breakout Sessions ................................. 11:15 am – 12:30 pm
Networking Lunch .................................................. 12:30 pm – 1:45 pm
Afternoon Breakout Sessions ............................ 1:45 pm – 3:00 pm
Networking Break .................................................. 3:00 pm – 3:30 pm
Afternoon Breakout Sessions ............................ 3:30 pm – 4:45 pm
Evening Event ......................................................... 6:30 pm – 10:00 pm

FRIDAY, MARCH 24
Registration Open ...................................................... 7:30 am – 12:00 pm
Networking Breakfast ............................................... 7:30 am – 9:00 am
Breakout Sessions ................................................ 9:15 am – 10:30 am
Networking Break .................................................. 10:30 am – 10:45 am
Closing General Session & Prize Drawings ..... 10:45 am – 12:00 pm

SCHEDULE-AT-A-GLANCE
Join the conversation!
Tweet @Questionmark
Follow Questionmark on Twitter: Twitter.com/Questionmark

Network with your peers!
Become part of the Questionmark group on LinkedIn

Like us!
Join the Questionmark group on Facebook: facebook.com/questionmarkgroup

View conference photos and more!
flickr.com/QuestionmarkPictures

See Questionmark in action!
YouTube.com/QuestionmarkVideo

Follow us on this journey!
@Questionmark_corporation

Program Key

- General Session
- Tech Central
- Best Practices
- Assessments in Practice
- Features & Functions
- Networking
- PInG Sessions
8:00 AM – 10:00 AM
Registration Open
LOCATION: Loretto Living Room

9:00 AM – 4:00 PM
Pre-Conference Workshop
Questionmark Boot Camp – Basic training for beginners
LOCATION: Chaco West
RECOMMENDED EXPERIENCE LEVEL: Beginner/Novice
INSTRUCTOR: Rick Ault, Questionmark Trainer

Do you want to get the most out of the Questionmark Users Conference even though you are just starting out with Questionmark? Here's what to do: Learn directly from a Questionmark expert during a one-day pre-conference workshop.

The workshop begins with a broad introduction to the Questionmark platform and then becomes an interactive, hands-on practice session. After viewing an example assessment, you will learn how to create an assessment of your own. You will follow along through the process of creating questions and an assessment, eventually scheduling and taking your assessment, and finally viewing the results via reports and analytics.

By gaining a better understanding of everything Questionmark offers and seeing the many authoring, scheduling, delivery and reporting tools that are available, you will be able to choose conference sessions that will bring you the most benefit.

To participate in this workshop, you will need to:
- Bring a laptop
- Be able to connect to Questionmark OnDemand using a provided wireless internet connection

Learning objectives:
- Understand the basic workings of Questionmark
- Discuss and understand the use of topics for organization and reporting in objectives
- Create several types of questions
- Create and publish assessments for delivery
- Create participant accounts
- Schedule assessments
- Get acquainted with reports and analytics

To participate in this workshop, you will need the following:
- An open mind to think outside the traditional box of multiple-choice, true/false testing
- A laptop/tablet computer for item writing practice (helpful but not required)

Learning objectives:
- Describe the difference between criterion-referenced and norm-referenced tests
- Describe the importance of reliability and validity in testing
- Review the factors that affect achieved test scores
- State the key factors to test defensibility
- Design a test plan
- Describe various methods used to establish test cut (passing) scores
- Design test items that match complexity to difficulty
- Review the importance of test analysis

6:00 PM – 7:30 PM
Registration Open
LOCATION: Loretto Living Room

7:30 PM – 9:00 PM
Welcome Dessert Reception
Loretto Living Room

This will be a fun and delicious way to get into the spirit of the conference, meet fellow Questionmark users and staff, and enjoy Santa Fe’s diverse culture. Join us for dessert and refreshments as we anticipate the coming three days.
Conference Kickoff and Opening General Session
LOCATION: Zuni Ballroom
PRESENTERS: Questionmark CEO, Eric Shepherd, and the Product Management Team

Kick off your conference by getting acquainted with your colleagues and learning about the latest developments in assessment technology. Questionmark CEO Eric Shepherd will moderate this session and call on members of our product management teams to present and demonstrate the latest releases and new features in assessment authoring, delivery, and reporting. There’s no better way to get your three days of learning off to a great start!

P.S. We have a few surprises planned as we get ready to kick off the general session – so be sure to grab your seats early!

Innovate. Inspire. Succeed.

This session will be webcast
PRESENTER: Vanessa Mosher, Manager, Delivery and Integrations, Questionmark

TARGET AUDIENCE: Business/Corporate

RECOMMENDED EXPERIENCE LEVEL: All

LOCATION: Zuni Ballroom

Assessments in Practice Session

Avionics: A hands-on, performance-based certification using Questionmark

LOCATION: Zuni Ballroom

RECOMMENDED EXPERIENCE LEVEL: Intermediate/Experienced

TARGET AUDIENCE: Business/Corporate, Academic/Higher Education, Government and/or Military, Credentialing and/or Certification

PRESENTERS: Carolyn Parise, Certification Manager and Steve Kane, Executive Director, SpaceTEC

SpaceTEC, under its sister organization CertTEC, has created an Avionics certification for use in the aviation industry. SpaceTEC and CertTEC deliver knowledge-based assessments through Questionmark. But they also deliver practical exams that require participants to perform tasks and troubleshoot on an electronic trainer. One example of this would be finding a fault or making measurements. Such tests call for the use of electrical test consoles and proprietary electronic card sets.

Practical exams typically are administered by an examiner working with the candidate on the test equipment. But this is costly and difficult to organize nationwide since exams take 3 to 4 hours each and examiners need specialized training. SpaceTEC is showing how performance and practical tests—not just knowledge assessments—can be run in Questionmark. The software allows HTML coding to be inserted into the exam questions, thereby creating interactive buttons within the exam questions that enable participants to communicate with an external trainer. The exam administered this way only requires a proctor instead of the certified examiner.

Session objectives:
- Discover how Questionmark can be used to run practical tests as well as knowledge assessments
- See how to control test equipment by inserting HTML coding within Questionmark items
- Learn to configure questions to communicate with test equipment

Both assessments are fed into a data warehouse that reports on the status of associates. The data warehouse is accessible to all associates for monitoring and action.

Session objectives:
- See how a highly-disbursted workforce manages consistent certification processes of services associates
- Learn how PetSmart has used a two-point assessment process to certify employees in service-oriented jobs
- Discover how you can use observational assessments to test employees on the job Learn how to analyze and share your assessment results

This session will be webcast
In this session, you will learn which SSO options Questionmark supports and the business benefits of using SSO. We will pay extra attention to the SAML protocol and its advantages.

This session will appeal to people with varying levels of experience, and no previous knowledge of this topic is required. However, some familiarity with web services and XML will help participants understand the technical aspects of the presentation.

Learning objectives:
- Understand which SSO options exist for Questionmark
- Review the advantages of the SAML protocol
- Evaluate which options work best in your organization

Testing, or assessments, allow us to validate what an individual knows or doesn’t know. Did the trainee who spent 12 weeks in school learn what they were supposed to learn, and are they able to perform satisfactorily on the job? Can we diagnose trainees’ or even instructors’ deficiencies? Can we say with confidence that a trainee has mastered the required objectives or job tasks?

We can answer these questions by testing. If tests and assessments are written to match training objectives, we should be able to diagnose where an individual’s knowledge and skills are deficient. Because tests given during courses and at schools are based on objectives, and we are testing the knowledge and abilities of individuals to meet these objectives, it is best to use criterion-referenced testing (CRT) -- which measure an individual’s mastery of a concept or task. Traditional knowledge-based or cognitive tests can only give us an indication of what the student remembers, not what they can do. To assess whether the student has mastered the required skills we must test as close to on-the-job performance as possible, using performance-based testing, a type of CRT. Performance-based testing contrasts with the formative, cognitive tests given at intervals during a course to assess the skills or behaviors the students are learning.

When selecting the type of CRT to use, it is important to consider these questions:
- At what level of performance do we want the student to demonstrate their mastery?
- What is performance-based testing and what value does it have?
- Why should we use performance-based testing?
- What if it is impossible to test every trainee on every objective in a performance-based environment due to both time and budget constraints? Is there an alternative?

Learning objectives:
- Distinguish between traditional testing methods and performance-based testing
- Write learning objectives to a standard that is obtainable in a training or laboratory environment
- Development a test plan that will achieve the appropriate balance between traditional testing methods and performance-based methods

The use of Software as a Service and multiple service providers being the standard nowadays, organizations want to make sure their users can log on securely to all those applications.

Single Sign-On (SSO) enables you to manage authentication in one place so that your users can access applications using a central login.

In this session, you will learn which SSO options Questionmark supports and the business benefits of using SSO. We will pay extra attention to the SAML protocol and its advantages.

This session will appeal to people with varying levels of experience, and no previous knowledge of this topic is required. However, some familiarity with web services and XML will help participants understand the technical aspects of the presentation.

Learning objectives:
- Understand which SSO options exist for Questionmark
- Review the advantages of the SAML protocol
- Evaluate which options work best in your organization
Assessments in Practice Session  
**Holistic Test Security: When monitoring is not enough**  
**LOCATION:** Tesuque  
**RECOMMENDED EXPERIENCE LEVEL:** Intermediate/Advanced  
**TARGET AUDIENCE:** Business/Corporate, Government and/or Military, Credentialing and/or Certification  
**PRESENTERS:** John Kessler, Certifications Director, Accenture and Jamie R. Mulkey, Vice President, Client Services, Caveon Test Security  

When you go to the doctor, do they just listen to your heart beat and send you home? Of course, not! Your doctor takes a holistic approach to evaluating your total body health, checking your blood pressure, testing your reflexes and looking for any potential abnormalities.  

The same should be true of your test security efforts. A holistic approach is needed for monitoring and managing testing irregularities that indicate potential cheating and test theft, so that you protect your items and make sure that testing is a fair experience for all program participants.  

This session will use a case study approach to describe a model for managing test security within an assessment program. Accenture will describe its test security journey and the results they have achieved by using multiple monitoring activities and established policies to reduce testing irregularities. Participants will learn about different test security processes and techniques to monitor and manage their test environment. Participants will also learn how to complement these security practices with Questionmark’s item analysis capabilities, which can provide deeper analysis of irregular attempts. A hypothetical case study will be presented during this session.  

**Session objectives:**  
- Describe how a testing program can establish test security processes and policies that achieve measurable results  
- Triangulate test security monitoring processes to verify nefarious activities  
- Plan strategies within your program to prevent and mitigate test item disclosure  

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Applying Best Practices Session  
**Set a Fair, Defensible Cut (Passing) Scores**  
**LOCATION:** Chaco East  
**RECOMMENDED EXPERIENCE LEVEL:** All  
**RELEVANT JOB ROLES:** Those managing or responsible for Questionmark OnDemand or Questionmark OnPremise systems  
**PRESENTERS:** John Kleeman, Chairman and David Hunt, Information Security Officer, Questionmark  

Barely a day goes by without mention of another security breach or data leak. This interactive session offers advice on how to set up and manage your assessment program to reduce your organization’s chance of suffering a security breach. It will explain how you can identify risks and threats to your program and describe some strategies and techniques for managing them. There will also be specific pointers for users of Questionmark OnDemand and Questionmark OnPremise.  

**Learning objectives:**  
- Understand evolving security threats to assessment programs and systems  
- Learn practical measures to protect your assessments  
- Get specific security advice for users of Questionmark OnDemand and Questionmark OnPremise  

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Features and Functions Session  
**Augmenting and Customizing Your Portal with Questionmark Apps**  
**LOCATION:** Zuni Ballroom  
**RECOMMENDED EXPERIENCE LEVEL:** Intermediate/Advanced  
**RELEVANT JOB ROLES:** Exam Program Manager, Administrator  
**PRESENTERS:** Bart Hendrickx, Product Manager for Portal and Howard Eisenberg, Director of Solution Services, Questionmark  

Besides using the typical Questionmark features, such as Authoring, Delivery and Reporting, you might require additional functionality to help you meet assessment needs specific to your organization or industry. For example, you may want to enable training partners to manage candidates and enrollments so that you can focus on the content of your exams. Or perhaps you would like to generate certificates for your candidates.  

Questionmark Apps make it possible to extend the functionality of your portal.  

In this session, you will learn what Questionmark Apps are available and how they can facilitate your organization’s use cases.  

**Learning objectives:**  
- Understand principles behind Questionmark Apps  
- Review which Apps are available and what they do  
- Explore how to adapt Apps to your organization  
- Discuss ideas for future Apps
6:00 PM

**Evening Event – Reception & Dine-Around**

**LOCATION:** Meet in the Loretto Living Room

What better way to spend an evening in Santa Fe than dining and exploring in the heart of downtown? Sign up for a local restaurant and enjoy it with a group while taking in the sites and tastes of this enchanting city. If you’d prefer to opt for a night out on your own, that’s fine. But if you’d like to join a Questionmark-led dining group, here’s what to do:

- Sign up for a dining group at the registration desk by 12 pm Wednesday, March 22
- Connect with your dining group at a special reception in the Loretto Living Room at 6 pm on March 22
- Take a short stroll with your dining group to the restaurant of your choice (all restaurants are within walking distance of the hotel)
- Discover the heart of Santa Fe by enjoying a delicious meal, browsing the quaint shops, and exploring popular attractions
THURSDAY, MARCH 23

7:30 AM – 4:45 PM
Registration Open
LOCATION: Loretto Living Room

9:15 AM - 10:45 AM
Panel Discussion
Prevailing in the Test Security Arms Race
LOCATION: Zuni Ballroom
MODERATOR: Eric Shepherd, CEO, Questionmark

Alarming headlines about the latest security breach or data leak appear almost daily. And while testing and assessment professionals have long been a security-conscious group, the constantly shifting landscape of security challenges requires continuous vigilance.

This interactive session will feature a panel discussion and dive into the risks, threats and emerging challenges in test security -- and how Questionmark customers are addressing them.

Moderated by Questionmark CEO Eric Shepherd, the session will examine the role of security through the assessment planning, development, delivery, reporting and maintenance process. What are the most pressing security concerns for testing and assessment programs? What strategies and technologies can be deployed to mitigate these risks and threats? Some of the topics to be covered include:

• Techniques for spotting irregularities in results
• Monitoring for (and preventing) content leakage
• Current and emerging techniques to mitigate risks of cheating
• Policies and procedures to ensure security through the assessment process
• Data privacy issues related to testing and assessment

10:45 AM – 11:15 AM
Networking Break
LOCATION: LORETTO LIVING ROOM

8:00 AM – 8:45 AM
Features and Functions Session
Upgrading to Questionmark OnPremise: Everything you need to know
LOCATION: Tesuque
RECOMMENDED EXPERIENCE LEVEL: Advanced
RELEVANT JOB ROLES: System Administrator, Questionmark Server Administrator, IT staff
PRESENTER: Greg Appel, Technical Support Representative, Questionmark

Learn the requirements for upgrading to the newest version of Questionmark OnPremise, with its new technology for single-sign-on and web-based content creation.

The following features and capabilities will be covered:

• System requirements
• New technology
• Method of software deployment

10:45 AM – 4:45 PM
Tech Central Open
LOCATION: Acoma South

Drop in to talk with a Questionmark Tech Support representative. When you have some free time, come by Tech Central to get acquainted, ask basic technical questions, and check on the progress of current tech support issues. Tech Central offers a great place to touch base, have a face-to-face meeting with a tech support rep and keep projects moving along while you are at the Conference!
Applying Best Practices Session

**Identifying the Knowledge Gap**

**LOCATION:** Chaco West

**RECOMMENDED EXPERIENCE LEVEL:** Intermediate/Advanced

**RELEVANT JOB ROLES:** Instructors, Test Item Developers, Test/Assessment Developers, Assessment Program Manager, Training Administrators

**PRESENTER:** Jim Parry, Owner and Chief Executive Manager of Compass Consultants, LLC

We hear discussions that refer to “the knowledge gap” of students or employees. Many times, it is in the context of “We have identified a knowledge gap with graduates of …” or “There appears to be a knowledge gap among employees who work on the ….”

So, what is this elusive knowledge gap and how is/ was it identified? Or, better yet, how can we fix the knowledge gap?

**Learning objectives:**
- Understand the meaning of “knowledge gap”
- Distinguish between a general perceived knowledge gap and a specific knowledge gap
- Distinguish between “expected passing score” and “achievable passing score”
- Identify three methods of setting a fair, defensible, achievable passing score

Assessments as Career Development Tools at Caterpillar Inc.

**LOCATION:** Zuni Ballroom

**TARGET AUDIENCE:** Business/Corporate, Credentialing and/or Certification

**PRESENTERS:** Lauri Buckley, Instructional Designer and Lindsey Clayton, Instructional Design Team Lead, Caterpillar Inc.

Caterpillar Global Dealer Learning is deploying a variety of assessments to give our users clear career development paths.

We provide assessment participants with access to Questionmark tools to establish goals and milestones for measuring progress toward them. Using proficiency assessments, we evaluate learners’ strengths and weaknesses and probe their comprehension of competencies or tasks. We use validation assessments to verify a learner has the knowledge, skills, and behaviors expected for high performance.

In this session, we will discuss the necessary framework for supporting this assessment strategy and review best practices in using Questionmark to produce the assessments and reports required.

**Session objectives:**
- Learn about Caterpillar Inc.’s assessment strategy
- Distinguish between proficiency and validation assessments
- Define best practices in designing and delivering validation assessments in Questionmark

Participants in the Portal: Boosting user experience

**LOCATION:** Tesuque

**RECOMMENDED EXPERIENCE LEVEL:** Beginner

**RELEVANT JOB ROLES:** Exam Program Manager, Administrator

**PRESENTERS:** Bart Hendrickx, Product Manager for Portal, Questionmark and Shaun Wilson, Training Solutions Consultant, Questionmark

Participants, candidates, test takers, students: the people for whom you make assessments and whose knowledge, skills and abilities you want to measure. Participants are typically your prime constituency.

In this session, you will learn which Portal features and functions you can use to boost the user experience for your participants.

**Learning objectives:**
- Understand which options you can offer to help your participants authenticate—securely (password management, SSO)
- Explore profiles and use demographics for rich reporting
- Learn about customizing the look and feel of the Portal

This session will be webcast
Assessments in Practice Session
How PG&E’s Move to the Cloud Has Streamlined Assessments

LOCATION: Chaco West
RECOMMENDED EXPERIENCE LEVEL: All
PRESENTER: Jeff Wagner, Test & Assessment Strategist, Principal, Pacific Gas and Electric Company

Pacific Gas and Electric Company’s migration to Questionmark OnDemand has increased system uptime, enabled us to test offsite (outside the PG&E firewall and network) and improved browser compatibility. Having moved our installation from OnPremise to OnDemand, we anticipate a reduction in infrastructure and operational costs as well as quicker access to new Questionmark features and functionality.

This case study will focus on three key aspects of our successful move to the cloud:

- The migration process, collaborating with Questionmark from start to finish
- Implementation of the SAP connector with SAP My Learning, which has helped us reduce administrative work such as scheduling assessments and has allowed us to provide assessment scores to participants in real time
- Mobile delivery of assessments, which has reduced our dependency on paper and decreased administrative overhead associated with scanning. It has improved instructor safety and ergonomics through quicker setup and teardown. Transporting lighter devices has also increased safety by posing fewer tripping hazards than those that occur with hard-wired laptops. We will demonstrate how we use iPads to deliver assessments.

Session objectives:

- Understand what is required to migrate from OnPremise to OnDemand
- Learn how PG&E implemented the SAP Connector to deliver assessments through our learning management system
- See how iPads are used to deliver Questionmark assessments

Freeze! Distinguishing Between Good Security Policy and Bad Assumptions

LOCATION: Zuni Ballroom
RECOMMENDED EXPERIENCE LEVEL: All
RELEVANT JOB ROLES: Those managing or responsible for Questionmark systems
PRESENTERS: Nikki Eatchel, EVP of Assessment and Sue Steinkamp, VP of Assessment Development and Psychometrics, Scantron

The issue of assessment security is often an extremely heated one, with security issues within the global assessment arena making the news on a regular basis. An interesting result of the increased spotlight on security is the variety of approaches undertaken to develop security programs. As happens with a sudden, intense level of scrutiny, the various approaches to addressing security range from the overly minimal to the extremely excessive. And while a good security program requires strong software security, it also involves the development of security protocols for your entire assessment development and maintenance process. This session will review the important components of a security approach that neither under-protects nor overly burdens the teams involved in your assessment administration, scoring, and reporting.

Learning objectives:

- Review the types and frequency of common security concerns
- Describe the various security procedures and the frequency with which those procedures are known to reduce security issues (the return on investment)
- Outline critical components of security throughout assessment design, development, reporting, and maintenance process

Role-based Security in Questionmark OnDemand: Managing users and roles effectively

LOCATION: Tesuque
RECOMMENDED EXPERIENCE LEVEL: Intermediate/Advanced
RELEVANT JOB ROLES: Manager, Administrator
PRESENTERS: April Barnum, Product Manager for Authoring and Bart Hendrickx, Product Manager for Portal, Questionmark

Questionmark’s next-gen platform provides robust role-based security that enables you to easily manage your users and control their access to the system.

In this session we will demonstrate capabilities such as granting roles, revoking roles and assigning users to specific topics and/or assessment folders in order to control access to assessment content.

Learning objectives:

- Understand the role-based security model
- Create and configure roles
- Assign roles to users individually and collectively
- Remove roles from users individually and collectively
- Delegate role assignment
- Use roles to control access to question and assessment content

This session will be webcast
3:30 PM – 4:45 PM (CONT’D)

**Features and Functions Session**

**Moving from OnPremise to OnDemand: A smooth migration**

**LOCATION:** Chaco West  
**RECOMMENDED EXPERIENCE LEVEL:** Intermediate/Advanced  
**RELEVANT JOB ROLES:** Database administrators and Questionmark platform managers  
**PRESENTERS:** Cecil Trussell M.S., Technical Services and Will Kahl, OnDemand Migration Specialist, Questionmark

The prospect of moving from Questionmark OnPremise to Questionmark OnDemand can feel daunting, but thinking through the big move ahead of time will help it go smoothly. Many of our customers have made this transition without difficulty by planning ahead, knowing what to expect during the changeover and communicating effectively with Questionmark staff throughout the process.

This session will describe what you can do to before your migration to streamline the process. It will also explain the nuts and bolts of moving your data to the OnDemand platform. You will learn how Questionmark technical services personnel, OnDemand administrators and other people involved in the migration can collaborate effectively in testing the system to ensure that trial and production databases are in good order.

**Learning objectives:**
- Create a pre-migration plan
- Learn the nuts and bolts of database migration
- Prepare for effecting testing of your new OnDemand platform
- Get tips moving data safely and efficiently

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**Applying Best Practices Session**

**Using Surveys to Get Meaningful Results**

**LOCATION:** Chaco East  
**RECOMMENDED EXPERIENCE LEVEL:** All  
**RELEVANT JOB ROLES:** Those writing course evaluation, employee attitude and other surveys in learning, compliance and certification that seek to measure opinions and attitudes.  
**PRESENTER:** John Kleeman, Chairman, Questionmark

How do you create online surveys to measure attitudes effectively and bring your organization meaningful results? This session is an update of a popular session from the 2016 conference.

Get good practice tips backed up by research evidence on authoring surveys, and see how Questionmark technologies can help you measure attitudes more effectively.

Here’s what one attendee said last year: “This was the best session of the conference so far. I work with surveys regularly and the content focused on helping improve my understanding of the theory behind survey design. It was very applicable and well delivered. Thank you so much!!!”

**Learning objectives:**
- Understand what influences people answering attitude surveys
- Write more effective survey questions
- Limit “satisficing,” where participants take shortcuts or select a response without adequate thought
- Use key capabilities in Questionmark authoring, delivery and reporting to create and deliver effective surveys

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**THURSDAY, MARCH 23**

**6:30 PM – 10:00 PM**

**Evening Event:**  
**Meow Wolf’s House of Eternal Return**

**LOCATION:** Meet in the Loretto Living Room

Explore many worlds through the popular Meow Wolf attraction, The House of Eternal Return – an exciting multimedia immersive art exhibit experience. Enjoy drinks and appetizers as you follow your “charter agent” and discover clues that will help unravel the mysteries of this eclectic “house”. The night will conclude with dinner, drinks, dancing, as well as surprise acts! We recommend comfortable attire to help you explore this special house to the fullest. Transportation will be provided.
FRIDAY, MARCH 24

7:30 AM – 12:00 PM
Registration Open
LOCATION: Loretto Living Room

7:30 AM – 9:00 AM
Networking Breakfast
LOCATION: ZUNI BALLROOM

9:15 AM – 10:30 AM
Applying Best Practices Session
Capturing Demographics When Delivering Assessments
LOCATION: Chaco East
RECOMMENDED EXPERIENCE LEVEL: Beginner/Intermediate
RELEVANT JOB ROLES: Test managers, Item writers, Instructors
PRESENTERS: Scott Thacher, Product Manager for Dashboard and Reports and Rick Ault, Trainer, Questionmark

Many assessment research questions involve comparisons between subgroups in your participant population. Did one class score higher on average than another class? Did women respond differently than men on a survey item? These types of questions require us to collect demographic information about our participants.

In this session, we will demonstrate how to use Questionmark to create demographic questions. These questions can be included on an assessment to allow participants to self-report demographic variables that can be used for reporting or statistical analysis. We will also look at some Questionmark Analytics reports that are designed to leverage demographic data for course evaluations, job task analyses, and score reporting.

Learning objectives:
• Create a demographic question in Questionmark
• Recall the number of demographic variables that can be recorded for each assessment result
• Use at least one Analytics report to compare results between multiple demographic groups

10:30 AM – 10:45 AM
Networking Break
LOCATION: LORETTO LIVING ROOM
10:45 AM – 12:00 PM

Closing General Session & Prize Drawing

Zuni Ballroom

Come to this session to learn about -- and influence-- the direction of Questionmark's product road map.

We'll start with a review of what the product management team has learned during the Future Solutions focus groups and other discussions with customers during the past two days. They'll describe the most-requested features and ask you what you think of them:

- Do you agree that they are important?
- How might they help your organization?
- How much would you use them yourself?

Your feedback during this important session will help us set the course for future developments.

We'll be giving away some great prizes at the end of this session, so stay with us as we end the conference and wish everyone well for their journeys home.