
RESULTS THAT COUNT – ABSTRACT

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Organizations worldwide face similar challenges. How do we increase revenue, reduce costs, and shorten time-to-market? How do we ensure compliance with an increasingly complex labyrinth of laws and regulations?

To successfully rise to these challenges, organizations must provide high-quality learning processes that help employees attain the knowledge, skills and attitudes that will enable them to work effectively. It is critical to understand how people learn, what they have in fact learned, and whether this knowledge is useful for their particular job.

An essential tool for developing successful educational, training, and certification materials is the effective use of assessments. While assessments used to consist of reams of paper upon which students filled in tiny boxes, now companies and educational institutions have a real opportunity to use technology not only to make assessments more widely available but also to make the process far more effective.

Organizations can use assessments to guide people to powerful learning experiences; reduce learning curves; extend the forgetting curve; confirm skills, knowledge and attitudes; and motivate people by giving them a real sense of achievement.

This session examines the range of different types and applications of assessments, and explores the critical role that they play in improving performance, managing workforce competencies and ensuring regulatory compliance. It will explain the particular roles of formative, summative, diagnostic and reactive assessments and the settings in which they can be administered most effectively. It will examine the role of assessments before, during and after learning events and explain current research about how answering questions can enhance the learning process and slow down the forgetting process. Kirkpatrick's Four Levels of assessment will be discussed, along with the kinds of actionable results each type of assessment can yield.

With the growing importance of regulatory compliance, it is essential for organizations to create valid and reliable tests. How can organizations be certain that their tests are good tests? How can the reliability and validity of tests be determined? How can organizations establish reliable audit trails that document their efforts to ensure test quality and security? What methods can be used to set cut scores for medium- and high-stakes tests? In addition to a discussion about best practices, this section of the presentation will explain reporting tools that help organizations analyze test items and compile statistics that can be used to improve instruction and assessments.

Throughout this presentation, questions will be posed to participants to ascertain their views and to demonstrate the role questions can play in the midst of a learning event. There will be ample time for participants to ask questions about the material.

In this session you will learn:

- The various types of assessments and their purposes;
- Effective ways to use assessments before, during and after learning;
- Methods for ensuring that assessments align with organizational goals;
- The use of item analysis and question statistics in improving instruction and assessments;
- How to use questions to enhance the learning process.

Keywords: assessment, testing, Kirkpatrick assessment levels, learning

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