Proposal for AACE E-Learn 2009

Presenter: Jeff Place, U.S. Sales Manager, Questionmark

Title:
Nine Ways to Leverage Technology for Better Assessments

Description:
Assessments play a vital role in measuring people’s knowledge, skills and attitudes. Effective assessments also help improve learning and performance. How can you create surveys, quizzes, tests and exams that promote learning and measure knowledge effectively? What can you do to ensure the quality of questions and the security of assessments from authoring and scheduling to administration, reporting, and analysis? How can you make the best use of online authoring, reporting, analytical, and security tools?

Participants will learn about selecting the right question type, using feedback to guide learning, organizing questions in a centralized item bank, randomizing delivery of choices and questions, providing a collaborative authoring environment, creating tests that adapt and branch based on participant responses and scores, accommodating participant needs through blended delivery, and using reporting and analytics to derive meaning from assessments.

Session Objectives:

- Learn how online assessment technologies can help you improve surveys, quizzes, tests and exams
- Discover efficient methods for assembling assessments from centralized item banks
- Explore techniques for ensuring the security of assessments at every stage, from authoring through reporting
- Examine the value of analytics in deriving meaning from assessments

Presenter Bio:
Jeff Place, U.S. Sales Manager for Questionmark, has been in the training and development/e-learning industry for more than 10 years. Jeff was a corporate trainer on Nike's "Go Team," training retail staff on product knowledge, customer service and salesmanship. He has advised businesses on the use of e-learning platforms and guided corporations, government agencies and academic institutions in the use of computerized assessments. He has presented at various conferences including ASTD, the Association of Test Publishers, the National College Testing Association and the League for Innovation in the Community College. A graduate of Brigham Young University, Jeff lives in Salt Lake City.