How Assessments Tell a Story

A Strategic Framework for Data Driven Success

Matt Frankenbery
Chief Executive Officer

Garrett Curran
Strategic Account Advisor

THE BIG PICTURE:
ASSESSMENT AS A STRATEGIC NARRATIVE

Assessment is a "vital tool" in our mission to shape young minds.

It's about understanding the complete "learning journey" of a student.

OUR GOAL

To build a balanced system that uses the assessment story to empower students, inform instruction, and drive policy.

electronic assessment engine

THE OPENING GAME: DIAGNOSTIC ASSESSMENTS

CONCEPT:
Diagnostic Assessments

CHESS ANALOGY:
The opening moves that establish the initial strategy.

PURPOSE:
To identify a student's "prior knowledge, skills gaps, and learning needs before learning".

THE STRATEGIC VALUE:
This baseline data helps educators "tailor instruction to students' specific needs" and allows leaders to allocate resources for early intervention effectively.

electronic assessment engine

THE MIDDLEGAME (PART 1): FORMATIVE ASSESSMENTS

CONCEPT: Formative Assessments

CHESS ANALOGY: The ongoing, tactical adjustments made during the game.

PURPOSE: To "monitor progress" and "inform instruction" in real-time.

KEY BENEFIT: They provide "timely feedback" and allow for immediate "adjustments in teaching and learning".

INDUSTRY'S ROLE: Provide insights and feedback on Skills gaps and potential shortfalls in the career pipeline.

electronic assessment engine

THE MIDDLEGAME (PART 2): INTERIM ASSESSMENTS

CONCEPT:
Interim Assessments

CHESS ANALOGY:
Pausing periodically to evaluate the overall board position.

PURPOSE:
To "monitor progress towards end-of-year goals".

SYSTEMIC FUNCTION:
These "benchmark assessments" provide the data needed to ensure schools and districts are on track to meet state accountability targets.

electronic assessment engine

THE ENDGAME:
SUMMATIVE ASSESSMENTS

CONCEPT:
Summative Assessments

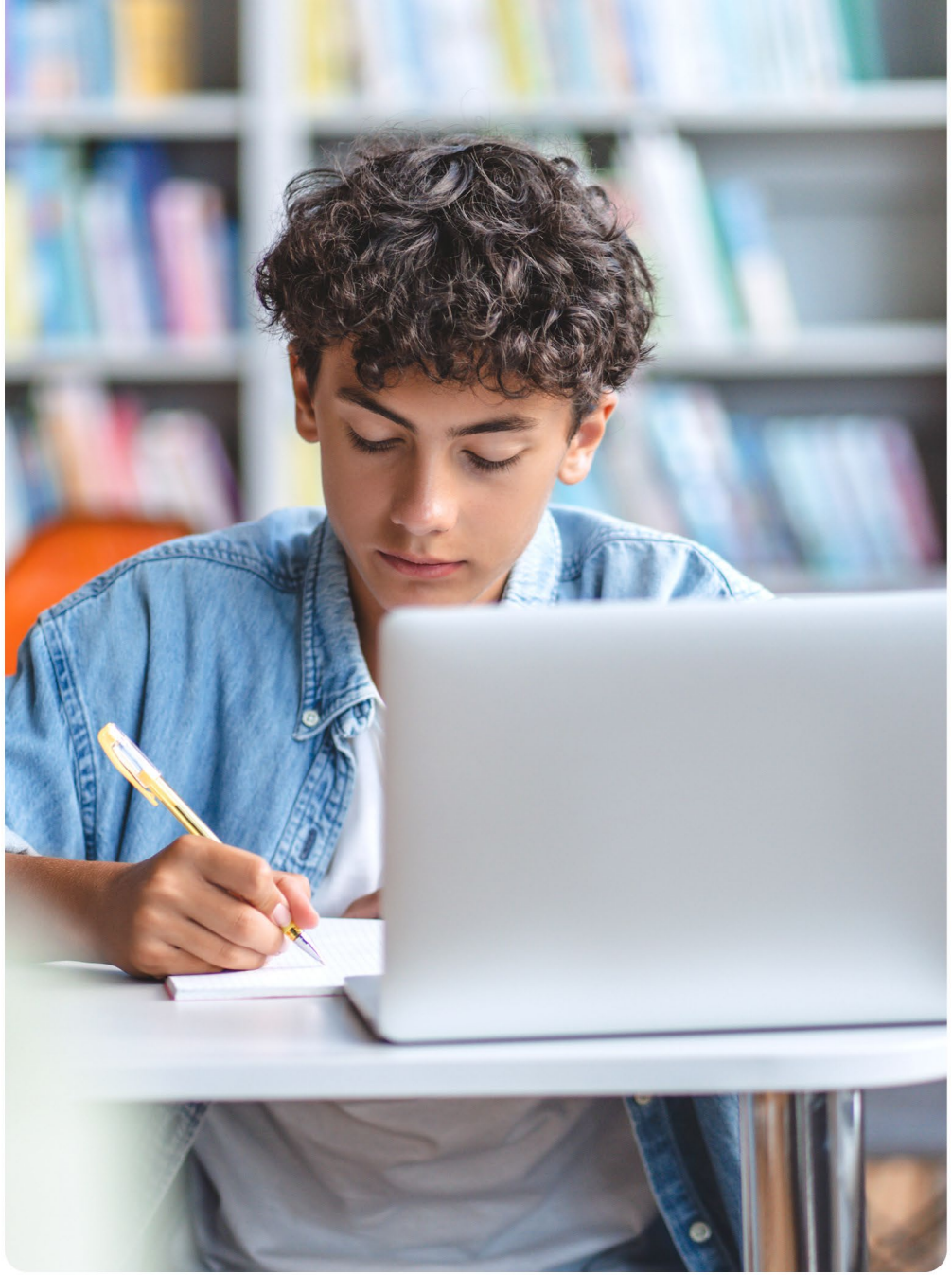
CHESS ANALOGY:
The final moves that determine the outcome of the game.

PURPOSE:
To "evaluate learning at the end of an instructional period".

ROLE IN ACCOUNTABILITY:
These assessments provide "a broad overview of student performance, often used for accountability".

THE RIGHT PERSPECTIVE:
They are a crucial piece of the puzzle, but not the *only* piece.

electronic assessment engine



BEYOND THE BOARD: INNOVATIVE ASSESSMENTS

Telling a richer story that reflects modern skills.

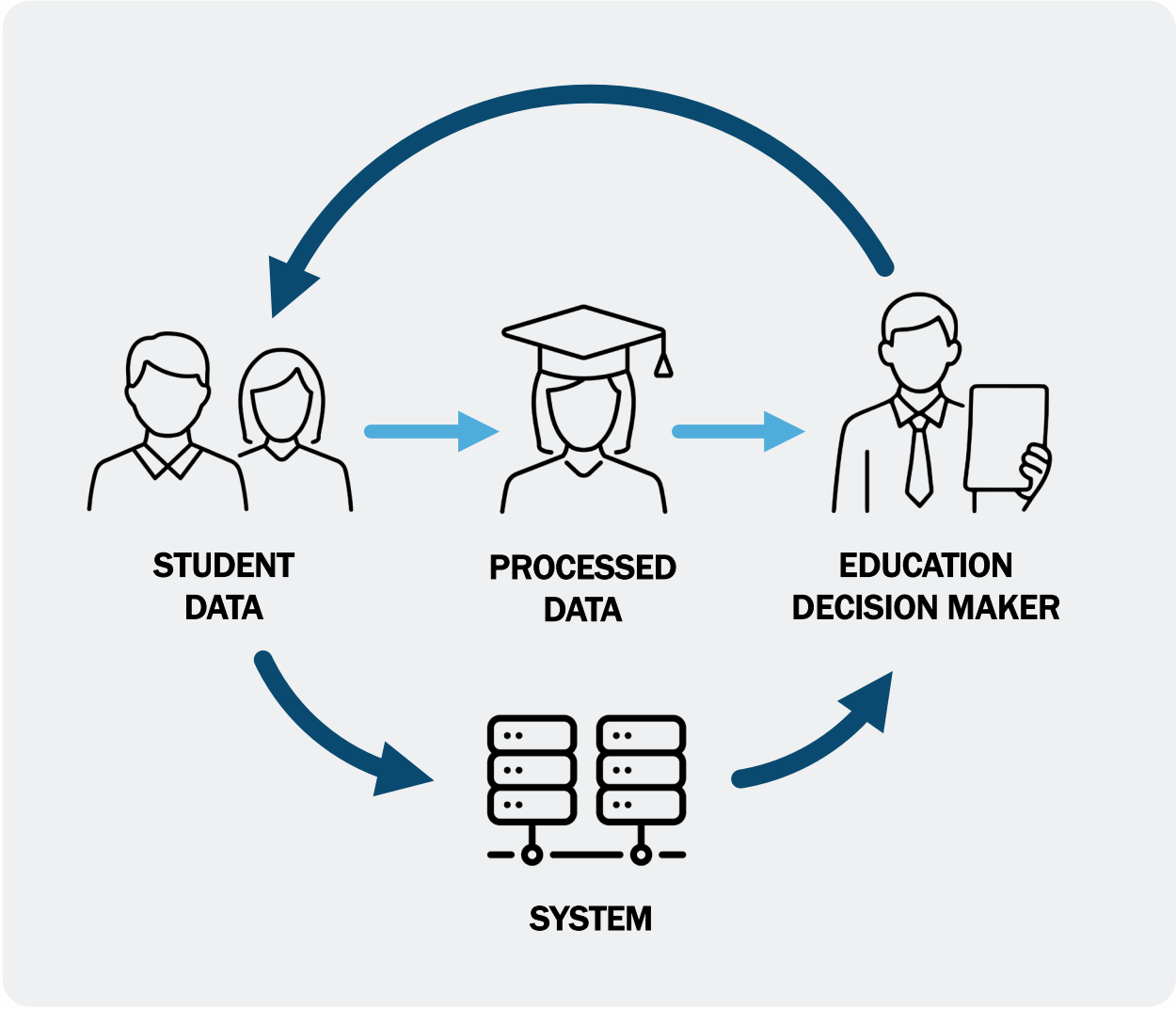
- **PERFORMANCE-BASED ASSESSMENTS:** Allow students to "demonstrate their understanding through projects and tasks", assessing critical "higher-order thinking skills".
- **DIGITAL PORTFOLIOS:** Provide a "comprehensive view of student growth" over time.
- **THE GOAL:** To assess the competencies needed for college and career readiness in the 21st century.

electronic assessment engine

THE COACH'S ANALYSIS: USING DATA FOR IMPROVEMENT

Making the story actionable for all stakeholders.

- **FOR THE STUDENT:** Data provides "timely and actionable feedback" which is "crucial for student growth".
- **FOR THE TEACHER:** Platforms with "robust data analytics capabilities" help "identify learning gaps, and differentiate instruction".
- **FOR THE SYSTEM:** Aggregate data is essential for "monitoring system performance and informing educational policy".



electronic assessment engine

FROM DATA TO DECISIONS: REPORTING IN ACTION WITH E-SESS

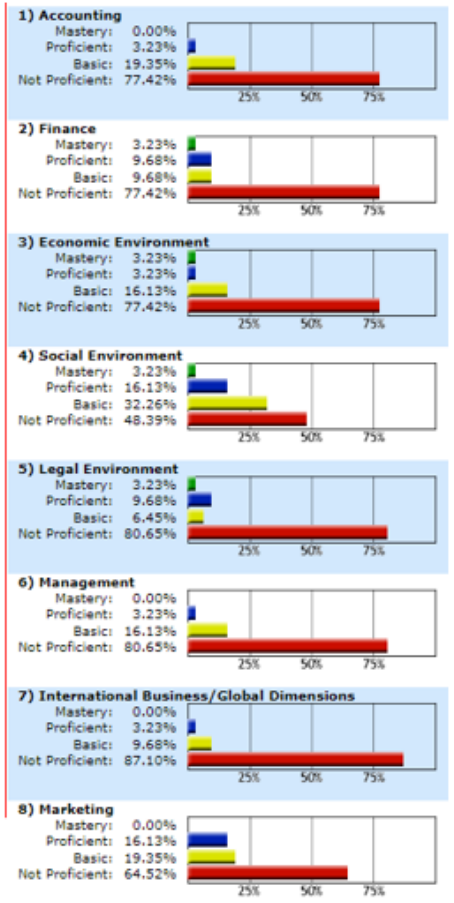
The E-SESS platform provides "insightful data and reports" that enable you to:

- **TRACK STUDENT PROGRESS IN REAL-TIME:** See how students are performing on current standards and activities.
- **MONITOR STUDENT GROWTH OVER TIME:** Analyze performance trends for individual students, classrooms, or subgroups across a semester or year.
- **IDENTIFY LEARNING GAPS:** Pinpoint specific concepts or skills where students are struggling.
- **INFORM INSTRUCTIONAL DECISIONS:** Use data to group students, adjust pacing, and "differentiate instruction to meet individual needs".

electronic assessment engine

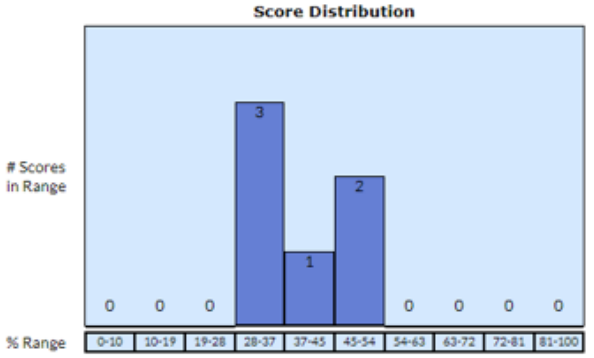
REPORTING

	Not Proficient			Basic			Proficient			Mastery		
	You	Peer	All	You	Peer	All	You	Peer	All	You	Peer	All
Accounting	47.37%	62.64%	63.07%	21.05%	20.93%	21.91%	31.58%	14.07%	13.06%	0.00%	2.36%	1.97%
Finance	52.63%	65.54%	66.80%	15.79%	21.84%	21.48%	31.58%	11.14%	10.32%	0.00%	1.48%	1.41%
Economic Environment	42.11%	52.70%	54.33%	36.84%	35.86%	35.03%	21.05%	8.71%	8.16%	0.00%	2.72%	2.48%
Social Environment	42.11%	40.41%	42.40%	21.05%	25.80%	25.29%	31.58%	22.41%	21.99%	5.26%	11.38%	10.33%
Legal Environment	47.37%	55.00%	55.22%	21.05%	23.73%	23.36%	15.79%	15.54%	15.71%	15.79%	5.73%	5.71%
Management	57.89%	48.79%	51.87%	26.32%	39.22%	37.43%	15.79%	11.14%	9.97%	0.00%	0.85%	0.74%
International Business/Global Dimensions	57.89%	46.07%	46.32%	36.84%	35.18%	34.91%	0.00%	12.83%	12.86%	5.26%	5.91%	5.91%
Marketing	52.63%	45.98%	48.28%	36.84%	31.07%	30.90%	10.53%	20.65%	19.06%	0.00%	2.30%	1.75%
Number who took exam	19	6140	13581	19	6140	13581	19	6140	13581	19	6140	13581



Assessment	CBE 4.8t
Description	
Number participants	6
Items on assessment	88
Testing range	07/19/2023 - 07/31/2023
Time limit	01:30:00
Minimum score possible	0
Maximum score possible	88
Mean score	38.83 / 88 (44.12%)
Median score	43.00 / 88 (48.86%)
Mode score	The following score occurred 2 times: 29
Standard deviation	8.88
Reliability coefficient (KR21)	0.7332
Score Range	24
Interquartile range	14

	Min	Max	Mean
Score	29	53	38.83 (44.12%)
Time	0:39:08	1:27:19	1:15:40
Items Answered	100	100	100



electronic assessment engine

THE NEXT CHAPTER:
INNOVATING THE NARRATIVE

E-SESS is actively developing the next generation of assessment tools to tell a richer, more dynamic story:

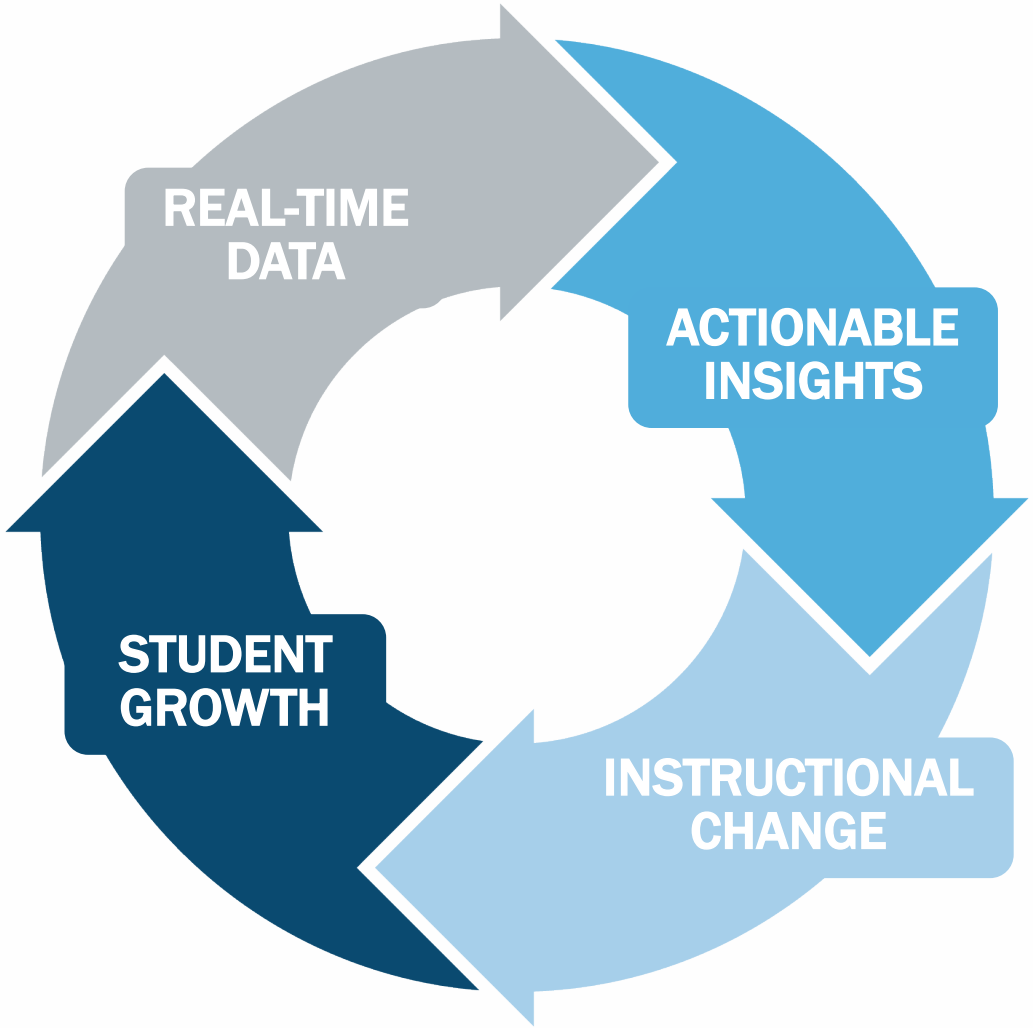
- **PERSONALIZED & ADAPTIVE LEARNING:** We are exploring "computerized adaptive testing (CAT)" which "tailors questions to individual student needs", making each student's story truly unique.
- **Classroom Deployment and Integration:** Getting our powerful assessment platform into more classrooms for educators to harness the tools available. Making integrations happen with LMS' for a more seamless experience.
- **ENGAGING, AUTHENTIC FORMATS:** We are using real-time feedback from all stakeholders to improve and shape the way assessments are delivered. In addition to assessment, we are improving and modernizing our reporting mechanisms for easier readability and greater insight.

electronic assessment engine

A LIVING STORY:
THE E-SESS FEEDBACK LOOP

Our innovation is driven by the data story.

- **REAL-TIME EVALUATION:** E-SESS provides "continuous and real-time evaluation", offering "immediate feedback to students and you".
- **A CYCLE OF IMPROVEMENT:** This data is not just for the classroom. We use these insights to guide our own development, fixing issues and enhancing features.
- **TYING IT TOGETHER:** This makes the assessment story a *living document*. It not only reflects past learning but actively shapes future instruction and the evolution of the assessment tools themselves.



electronic assessment engine

A PARTNERSHIP FOR A BETTER GAME

- **THE CHALLENGE:** To avoid the trap of an overemphasis on standardized tests, which "can sometimes narrow the curriculum".
- **THE SOLUTION:** A "balanced and thoughtful approach to assessment" that integrates multiple measures.
- **THE CALL TO ACTION:** A partnership between educators, policymakers, and industry is needed to build this system. Platforms like "Pitsco Education's E-SESS are designed to support" this collaborative mission.

electronic assessment engine