

Centralized Assessment Project

Patrick Perry

Vice Chancellor of Technology,
Research, & Information
Systems, CCCCO

Overview

- The Business Problem
- The Genesis of the Proposal
- The Proposed Solution
- The Grant and The Bill
- The Role of Faculty
- The Proposed Benefits

The Business Problem

- Testing costs borne locally
- Number of students tested is limited
- Matriculation funds reduced
- Little purchasing economy of scale
- Scores non-transferrable; students re-tested
- No central score repository

The Perception Problem

- “CCC uses 300 different placement tests”
 - Actually, 3-5 main per each curricular area
- “Students face different cut scores locally”
- “Students are not required to test”
 - Mandatory vs optional, reality of resources and allowed exemptions

The Genesis of The Proposal

- **System Strategic Plan:**
 - **Goal B2 (Student Success & Readiness):**
 - Develop methods to more effectively assess student preparedness levels and to place students in appropriate courses.
 - **Goal D2 (Comprehensive Measures of Success):**
 - Develop additional measures of success based on student outcomes and the unique role of the Community Colleges.

Proposed Solution: Centralized Assessment

- Provide/deliver testing instruments centrally (like tech utilities are)
- Let system/faculty pick instruments
- Collect/store scores centrally/web portal access
- Leverage purchasing power of system
- Don't mandate: economically incentivize, centrally fund

Internal Vetting

- Telecommunications and Technology Advisory Committee (TTAC)
- Assessment Task Force
- BOG

The Grant

- Hewlett and Gates each put forth \$250,000 to fund the project
- \$500k to cover all background work, feasibility analysis, limited piloting
- Ongoing costs must be borne by the State

The Bill

- Decided to codify pilot effort into a bill
 - AB 2682 (Block)
- Calls for feasibility study report Feb. 2011
 - Budget timing for FY 11-12 cycle

The Pilot/Feasibility Study

- Is it technically feasible?
- Is it economically viable/ does it produce significant savings or economies of scale?
- What will be ongoing costs and infrastructure necessary?
- What instruments might be used?
- What other data can be leveraged?
- What infrastructure can be built now?

Project Oversight

- CCC Assess Oversight Committee
- Faculty/Matric Instrument Selection Workgroups
- Butte Tech Center
- SAC Committee
- CCC TRIS Division Staff/other CCC divisions

The Role of Faculty (and Metric.)

- Project Oversight
- Create criteria for instrument selection
- Evaluate potential vendor products
- Produce list of potential vendors
- Eventually evaluate product/cost issues and select instrument for each curricular area

Project Timeline

- Now: Faculty begin developing criteria/rubrics for issuing RFI (request for Information)
 - RFI: defines who wants to play

Project Timeline

- Fall 2010:
 - Convene and evaluate RFI respondents
 - Measure product against evaluation rubrics
 - Create “preferred” vendor list
 - We will not choose a single vendor...yet

Project Timeline

- Fall 2010:
 - Find some existing campuses using preferred vendors and work out data transmission and data warehouse population issues
 - Define and prototype proposed user interfaces (web, ERP)

Project Timeline

- CCC has contracted with outside evaluator to look at other centralized assessment models for CC's nationwide
- Report back Fall 2010

Project Timeline

- Spring 2011:
 - Submit report to Legislature
 - Negotiate ongoing funding sources, seek budget line item

Project Timeline

- Summer/Fall 2011:
 - Conduct full RFP
 - Analyze product quality vs cost
 - Award final selection, contract
- Thereafter:
 - Implement, develop, deliver

What We Seek

- Selection of single instrument for math, English (reading, writing), and ESL assessment
 - Doesn't have to be same company for all
- Unlimited user license annually
- Online pretest

Bells and Whistles

- Customizable test for CCC
- Individual college branding
- The rest is up to you

Data Warehouse

- All CCC test scores
- All available K-12 test scores
 - STAR, CAHSEE, EAP
- Electronic Transcript information?
 - Last and highest math/English taken?
- Portal
 - For matric/counselors/students?

Advisement Tool

- Using MIS data, look at subsequent course success rates for students at various levels of remediation
- Help advise students into courses more appropriate for their particular level

The Proposed Benefits

- Save money by buying in bulk
- Free up local money to do other things
- Expose students to test before taking it
- Test and re-test as much as you want (if unlimited license)
- No re-test if student moves

The Proposed Benefits

- Centralized score warehouse with multiple data points to better place
 - Placement algorithm?
- Better research on preparedness upon entry

The Proposed Benefits

- Major system win: we solved a major problem...ourselves.