



**STUDENT ASSESSMENTS FOR
TEACHER AND PRINCIPAL EVALUATION SERVICE PROVIDER
PUBLICLY-AVAILABLE SERVICE SUMMARY**

FORM C

This form will be posted on the New York State Education Department’s Web site and distributed through other means for all proposals that are approved in conjunction with this RFQ to allow LEAs to understand proposed offerings in advance of directly contacting providers regarding potential further procurements.

Provider Information	
Name of Provider:	Scantron Corporation
Provider Contact Information:	Attn: John Marchei, Sr. Account Executive 1251 E. Dyer Road, Suite 200 Santa Ana, CA 92705 Email: john_marchei@scantron.com Phone: 800-722-6876 x 7764
Name of Product Proposed:	Performance Series
Does this product provide normative inferences about student growth? If so, how?	Performance Series can be used to measure growth over time using the (vertical) scaled score provided in all reports. After both qualitative and quantitative evaluation, test items are placed on a vertical difficulty scale to provide insight to a student’s ability level within a subject. This scale is used across grades and enables educators to view growth over time. The growth or gain is calculated as the difference between Scaled Scores at two separate administrations (whether at the aggregate Mean Scaled Score level or individual student level). For each gain reported, a standard error for the gain is also calculated and displayed. Scantron indicates those gains that are not significantly different from zero at the 67% confidence level (plus or minus one standard error of the gain). This vertical scale and gains reporting ability combined with the previous national norm research study enables educators to evaluate student growth against observed mean growth for the student’s grade, quartile, or decile.
What are the grade(s) the proposed product covers:	Performance Series currently includes assessments for reading (grades 2-12), math (English and Spanish; grades 2-9), languages arts (grades 2-8), and life science and inquiry (grades 2-8). Scantron will release Performance Series assessments for mathematics and reading grades K-2 as well as high school Algebra and Geometry in 2011.
What are the subject area(s) the proposed product covers:	The reading portion of Performance Series assesses students’ ability to read passages similar to those they read in school or in outside books, providing an authentic context for comprehension. The reading portion of Performance Series covers items grouped into four units:

	<p>Vocabulary, Fiction, Nonfiction and Long Passages.</p> <p>The mathematics portion of Performance Series assesses student's ability to correctly complete computation and problem solving skills similar to those that might be encountered within a real world setting. The mathematics portion of Performance Series covers items originally grouped into four units: Numbers & Operations, Algebra, Geometry, Measurement, and Data Analysis & Probability.</p> <p>The language arts portion of Performance Series covers four units common to all language arts curricula: Capitalization, Parts of Speech, Punctuation and Sentence Structure.</p> <p>The Life Science and Inquiry portion of Performance Series assesses three units: Living Things, Ecology, and Science Processes.</p> <p>Performance Series items are aligned to both New York State Learning Standards as well as the Common Core State Standards (CCSS). Items were developed at specific cognitive complexity levels, using the taxonomies of Blooms and Marzano, to help ensure appropriate depth-of -knowledge consistency.</p> <p>As mentioned above, Scantron will release Performance Series assessments for mathematics and reading grades K-2 as well as high school Algebra and Geometry in 2011. Algebra I and II will cover Arithmetic and Polynomials and Rational Expressions, Building Functions, Creating Equations, Linear & Exponential Models, Reasoning with Equations and Inequalities, Seeing Structure in Expressions and Trigonometric Functions.</p> <p>The Geometry portion will cover Circles, Congruence, Expressing Geometric Properties with Equations, Geometric Measurement and Dimensions, Modeling with Geometry and Similarity, Right Triangles and Trigonometry.</p>
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Please provide an overview of your proposal for LEAs describing in detail the assessment, use of the assessment, and how your organization supports implementation of the assessment. (2 pages max)

Performance Series is a criterion-referenced, web-based computer-adaptive test available in both English and Spanish that allows educators to quickly pinpoint the estimated ability level of students across a range of subjects corresponding to New York State and Common Core State Standards. Performance Series dynamically adjusts to each student's instructional level for personalized testing. It provides a clear understanding of students' performance across a range of subjects without being limited to a particular grade level, making it easy to develop individualized learning plans, place students more accurately, diagnose instructional needs and measure student gains across reporting periods. The adaptive assessment provides a valid and reliable scaled score that can be used to measure academic growth and evaluate student abilities at, or above and below grade level. Performance Series may be used for screening, diagnostic assessments and progress monitoring - as well as for measuring student growth, which can be used for determining educator effectiveness.

Results from the Performance Series assessments can be incorporated into an LEA's evaluation system that uses multiple data points to measure a teacher's contribution to a student's academic growth. Because Performance Series assessments are vertically scaled, growth can be determined as multiple test administrations yield scores on a common scale. These student level growth scores can then be used as outcome variables in a value-added multi-level regression model to estimate the effect each teacher has on the improvement of his or her students. Scantron will work closely with LEAs on the development of this value-added model. This work will be significantly enhanced by the guidance and expertise of Dr. Peter Goldschmidt, a renowned expert on value-added modeling in the nation.

Scantron believes the foundation of successful project implementation is building and sustaining a strong partnership with our customers. Our implementation methodology blends best practices – developed and refined over the past 10 years through implementing Scantron's web-based solutions in school districts, states and business organizations across the country – with customized project plans that meet the needs of each individual client. Scantron's implementation experts, comprised of our Project Management, Professional Development, Engineering and Content and Research Teams, combine more than 100 years of experience implementing education technology solutions. The Scantron implementation team will work collaboratively with each LEA to develop a project work plan and schedule that meets the needs of the LEA and ensures a smooth, efficient and positive transition.

Scantron's Project Management services include both onsite and/or offsite Project Managers and Implementation Specialists who can be dedicated full time or part time to an LEA to ensure efficient and effective implementation of our products. Among other activities, our Project Managers oversee project planning and initiation, data import, consulting with LEAs on assessment deployment strategies, establishing performance bands and testing windows, scheduling training and professional development, support for administering assessments and providing ongoing evaluation and support services.

All Training and Professional Development services are customized to meet the needs of each client. Initial training focuses on introductory product features and usage. Scantron's Professional Development sessions also teach how to best use the proposed solution to make effective data-driven decisions in the classroom to improve student achievement.

Estimated Service Provider Costs (non-binding)	
<p>Fixed costs over a given academic year.</p>	<ul style="list-style-type: none"> • Minimum of 2 days of on-site, —in the trainer” training - \$4,000 • Minimum of 10 Hrs. of remote Project Management time - \$1,500 <p>*These fixed costs are required in the first year of implementing and administering the Performance Series Assessments.</p> <p>For each consecutive year, each LEA can decide if they want additional training and/or Project Management support and at what level.</p>
<p>Per-student costs over a given academic year that are above the estimated fixed costs.</p>	<p>Annual Student license Subscription (Math, Reading, Language Arts & Science)</p> <p>One Subject* (PS-SUBJECT1) \$6.00 / student</p> <p>Two Subjects* (PS-SUBJECT2) \$12.00 / student</p> <p>Three Subjects* (PS-SUBJECT3) \$14.00 / student</p> <p>Four Subjects* (PS-SUBJECT4) \$15.00 / student</p> <p>Math (en espanol) (PS-MATH-ES) \$6.00 / student</p> <p>Scantron Performance Series pricing is based on many factors, including, volume discounts, multiple subject discounts, multiple year discounts, and other factors including customization for individual LEAs. Final pricing will be determined through negotiation with each LEA.</p>

<p>Time-and-materials costs that are limited to special services that are NOT required for standard administration during a given year (e.g., special professional development services at the start of a contract, standard setting if required, test augmentation if required, language translation fees for tests and supporting materials) and that are delineated on either a time-and-materials or a cost-per-service basis for each special service).</p>	<p>Professional Development</p> <p>PD Series I: Classroom Applications of Data (PS-TRAON-PD1) \$2,800.00 / day [Class and Sub-Group Data & Resources]</p> <p>PD Series II: Making the Connection (PS-TRAON-PD2) \$2,800.00 / day [Students – Parents – Colleagues]</p> <p>PD Series III: Evaluating Student Progress & Growth [Creating Expectations & Evaluating Trends] (PS-TRAON-PD3) \$2,800.00 / day</p> <p>All delivered on-site. Includes travel and expenses.</p> <p>Services</p> <p>Performance Series Daily Project Management (PS-PM) \$1,500.00 / day</p> <p>Delivered on-site. Includes travel and expenses.</p> <p>Performance Series Hourly Project Management (PS-PM-HR) \$150.00 / hour</p> <p>Hourly Content & Research Consulting Services PS-(C-HR) \$175.00 / hour</p> <p>Minimum of 4 hours must be purchased. Services provided by Scantron’s content department.</p> <p>Single Day Onsite Training (PS-TRAON) \$2,000.00 / day</p> <p>Online Training Session (PS-TRAWEB) \$550.00 / session</p> <p>Hourly Training Session (PS-TRAIN-HR) \$150.00 / hour</p> <p>Only available through online delivery.</p>
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If approved as a provider of student assessments for teacher and/or principal evaluations, we are prepared to provide services to (Please indicate by clicking on the appropriate boxes below):

<input checked="" type="checkbox"/>	<u>All</u> Districts/LEAs in the State of New York, or
<input type="checkbox"/>	Only to those eligible Districts/LEAs indicated below: