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Educational
Assessment
Australia
Prospectus

2010

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About Educational Assessment Australia

Educational Assessment Australia (EAA) is an education group of UNSW Global Pty Limited, a not-for-profit provider of education, training and consulting services and a wholly owned enterprise of the University of New South Wales (UNSW).

EAA is recognised nationally and internationally as a leading educational assessment organisation, specialising in large-scale assessment programs for some 25 years in Australia and over 20 countries in Asia, Africa, Europe, Pacific and the USA.

EAA undertakes research in educational assessment and measurement and provides a diverse range of assessment services and customised measurement instruments to clients in the government and private sectors.

EAA's main product suite is the annual International Competitions and Assessments for Schools (ICAS).

ICAS is a comprehensive skills testing program available to school students covering the areas of Computer Skills, English, Mathematics, Science, Spelling and Writing. It is primarily delivered through schools to maximise the positive impact that ICAS can deliver to improved student learning outcomes.

EAA also provides scanning, data analysis and reporting services to commercial and educational institutions. In addition, our psychometric, research and assessment teams are currently working on various other commercial and research projects.

For more information about EAA go to www.eaa.unsw.edu.au

About UNSW Global

UNSW Global Pty Limited is an innovator and market leader in the provision of education, training and consulting services to individuals, the community, business, government and non-government organisations.

Established in 1999, UNSW Global comprises a number of internationally renowned business groups:

- Educational Assessment Australia
- Expert Opinion Services
- UNSW Global Training
- UNSW Consulting
- UNSW Foundation Studies
- UNSW Institute of Languages
- UNSW Study Abroad.

UNSW Global is supported by a corporate services unit and is also responsible for the management of the UNSW overseas offices in Bangkok, Hong Kong, India, Singapore, Thailand and Vietnam and various other offshore initiatives including the Hong Kong based recruitment company, Australian Education Consultancy Ltd. For more information about UNSW Global go to www.unswglobal.unsw.edu.au



International Competitions and Assessments for Schools (ICAS) Tests

ICAS are skills based annual tests which provide schools with a unique opportunity to measure students' achievement across the core curriculum areas of Computer Skills, English, Mathematics, Science, Spelling and Writing. The tests identify individual and school-wide strengths as well as those areas which may benefit from a greater allocation of resources.

These tests cater for students of all abilities in both primary and secondary school and measure skill levels of students in each area against their peers at school, national and international levels.**

ICAS tests* are currently offered in the countries and at the year levels shown below:

Year Levels and Corresponding ICAS Papers

Paper	A	B	C	D	E	F	G	H	I	J
Australia	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12
Brunei	P3	P4	P5	P6	F1	F2 & F3	F4	F5	PU 1	PU 2
Hong Kong	P3	P4	P5	P6	F1	F2	F3	F4	N/A	N/A
India	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12
Malaysia	Std 3	Std 4	Std 5	Std 6	F1	F 2	F3	F4	F5 & L6	U6
New Zealand	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13
Pacific Region	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12
Singapore	P2	P3	P4	P5	P6	Sec 1	Sec 2	Sec 3	Sec 4 & 5	JC 1
South Africa	G3	G4	G5	G6	G7	G8	G9	G10	G11	G12

**ICAS is known as the International Assessments for Indian Schools (IAIS) in India and Schools International Assessment Test (SIAT) in South Africa.*

- Students enter ICAS tests through their schools. Schools enter their students in ICAS through their respective EAA country representative or directly through EAA for Australian, New Zealand, Pacific Region and International Schools located in countries where EAA is not represented.
- Test papers assess the skills students require to address the curriculum of each of the subject areas. ICAS test questions (items) are mapped to multiple national curriculum documents ensuring the relevance of ICAS test content and giving confidence to parents and teachers that the tests are meaningful and relevant.
- The test papers are developed by a highly qualified assessment team and are underpinned by world acknowledged research and methodologies in psychometric measurement and Item Response Theory.
- ICAS is the only assessment program in Australia that enables the tracking of individual student performance and progress annually from Year 3 to Year 12. It is this depth of information that can help teachers and schools tailor their teaching and learning programs to best meet the needs of their students. This also enables parents to know with confidence the level of their child's performance in comparison to their peers in their state, territory or country.**

*** The ability to report against state, territory and national levels varies for each locale. Please contact EAA for more information.*

more than
JUST
a competition

more than
JUST
a competition

ICAS Subject Areas and Skills Assessed

Computer Skills



General computer skills drawn from a range of curriculum areas and focussing on a range of computing contexts, including:

- Common operating systems and hardware
- Word processing
- Graphics and multimedia
- Spreadsheets and databases
- Internet and email
- Programming and scripting

English



Reading and language skills in a range of texts. Students are required to locate, identify, interpret, infer and synthesise information in and about texts, focusing on the aspects of:

- Reading for meaning in literary texts
- Reading for meaning in factual texts
- Textual devices
- Syntax
- Vocabulary

Mathematics



Mathematical skills in a range of contexts from the following areas:

- Number and Arithmetic
- Algebra and Patterns
- Measures and Units
- Space and Geometry
- Chance and Data

Science



Scientific skills in the subject contexts of Earth and Beyond, Natural and Processed Materials, Life and Living, and Energy and Change, including:

- Knowledge
- Measuring and Observing
- Interpreting Data
- Predicting/Concluding from Data
- Investigating
- Reasoning/Problem Solving

Spelling



Spelling of words that range from words with simple spelling patterns to words with difficult or unusual spelling patterns, in four different contexts:

- Dictation
- Proofreading
- Error correction
- Applying rules and conventions

Writing



Constructing an aspect of a narrative text or a form of persuasive writing demonstrating:

- Text purpose and structure
- Language choices that enhance the writing
- Syntax and grammar
- Punctuation
- Spelling



ICAS Reporting Results

The school report contains detailed breakdowns on students' responses to individual items and skill areas as well as identifying areas of strength and weakness across the school.

The school's overall results are presented as a comparison against all other schools that participated. These reports are designed to enable targeted teaching and learning strategies for individuals and groups of students.

For each test, every school receives a comprehensive hard copy and online report which can be accessed through the EAA website at www.eaa.unsw.edu.au

Every student receives a detailed diagnostic hard copy report with a student code and password to access their own online report through the EAA website at www.eaa.unsw.edu.au

All students are eligible to receive awards of high distinction, distinction, credit and participation. The student who gets the top mark in each ICAS in each locale is also awarded a prestigious ICAS, UNSW Global medal and certificate.

Total Assessment Partnership (TAP)

Australian and New Zealand schools that enter full cohorts of students in the core ICAS subjects of English, Mathematics, Science or Writing can join the Total Assessment Partnership (TAP). Full cohort schools are those schools that enter 85% or more students from all year levels which ensures that the ICAS result's data is meaningful.

TAP is an innovative partnership between a school and EAA designed to provide the school with additional benefits when they enter full cohorts of students.

These benefits include:

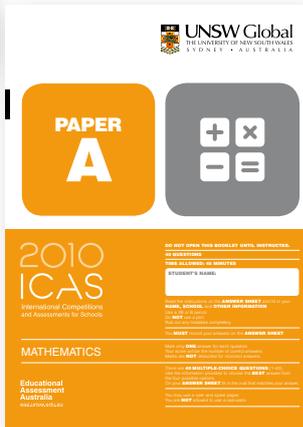
- additional report sections that track individual and full cohort progress each year
- discounted registration at Total Assessment Partnership Conferences held in June and October annually
- free registration for up to five teachers to attend professional development courses such as Criterion-Referenced Writing Assessment and Grammar Workshops when the workshop is hosted at school. (For more information on Professional Development Workshops see page 6)
- access to a TAP consultant to assist with the analysis of online student results
- package discounts for schools that enter full cohorts in English, Mathematics and Science tests
- free return postage of answer sheets to EAA for processing.

Australian and New Zealand schools that currently enter full cohorts of students in ICAS can register for TAP at www.eaa.unsw.edu.au

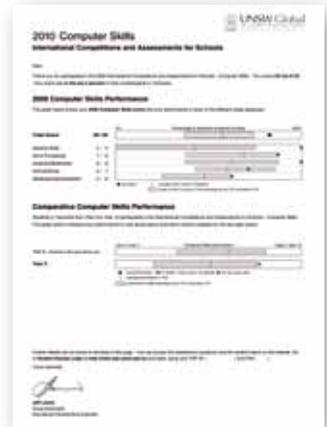
TAP will be available in other countries in the near future.



ICAS UNSW Medal & Certificate



2010 ICAS Mathematics test paper



Detailed diagnostic hard copy student report



Medals and ATAR Credit Points

ICAS medallists are now eligible for bonus points towards entry to UNSW undergraduate programs.

From November 2009 ICAS medallists from Years 11 and 12 are eligible for bonus points when they apply to undertake an undergraduate degree at the University of New South Wales (UNSW). When Australian students apply to the University through the Admissions Centre, they can apply through the *Elite Athletes and Performers Program** to receive credit of one bonus point per medal on the Australian Tertiary Admission Rank (ATAR), that they achieved on matriculation from Year 12 at High School. The maximum number of bonus points available to any applicant under the '*Elite Athletes and Performers Program*' is five points.

For international students the same principle applies. ICAS medal winners are eligible for one ATAR bonus point per medal, up to a maximum of five points. These bonus points are awarded on the basis of ICAS medals won in the last two years of secondary school (Papers I and J) and added to the UNSW assessment of the ATAR equivalence of the student's national school qualification.

This means that ICAS medals could now make a significant difference in gaining a place in a UNSW degree course where entry is highly competitive. For information on the *Elite Athletes and Performers Program* go to:

www.unsw.edu.au/futureStudents/undergrad/ced/eliteathletes.html and click on the Elite Athletes and Performers Bonus Points table.

* *The Elite Athletes and Performers Program* does not apply to the Bachelor of Medicine/Bachelor of Surgery program.

Professional Development and Conferences

Professional Development

EAA offers a range of professional development workshops for schools. These workshops provide both theoretical knowledge and practical strategies to enhance teaching and learning and are accredited.

They are delivered by our staff of experienced teachers and researchers who have a wealth of knowledge and experience in educational assessment and are committed to advancing knowledge and practice in educational measurement and assessment construction.

Topics for workshops include:

- Grammar
- Item analysis
- ICAS reporting
- Gifted education
- Writing good multiple choice assessments
- The purpose and principles of assessment
- Criterion-referenced marking of student writing

Conferences

In addition to providing professional development, EAA holds a number of national and international conferences throughout the year. These events feature high profile guest speakers from various educational backgrounds and provide opportunities for principals, school executives, teachers and other educational leaders to discuss and learn more about topics relating to assessment and measurement.

2010 Conferences include:

- 2010 Mid Year Assessment Conference
21 and 22 June 2010, Singapore
- ICAS Conference 2010
21 and 22 October 2010, Sydney, Australia

For more information on Professional Development and Conferences go to the Professional Development Calendar on the EAA website at www.eaa.unsw.edu.au
Or contact pd@eaa.unsw.edu.au



Specialised Testing Services

General Achievement Test Middle Years Placement (GAT)

GAT is a two-hour General Achievement Test designed specifically for students in the middle years of schooling who are at a critical transition point in their education; in Australia this is Years 5-8. It is available globally for students in equivalent years.

This test is a school-administered assessment which provides a reliable objective measurement of students' proficiency across the core skills of Reading and Language, Mathematics and Writing.

The General Achievement Test is particularly valuable when used:

- to identify gifted students
- to determine class composition within a cohort
- as a secure test for the award of scholarship places
- to assess potential students applying to enter your school
- as an assessment of existing students to provide reliable data on their relative strengths and weaknesses.

GAT is designed to fit into each individual school's scheduling requirements. It can be undertaken as a single two hour assessment or in three parts sat separately over one or more days.

GAT reports provide descriptions of the skills and knowledge tested and show how each student performed on each question and in the writing task.

In addition schools receive a spreadsheet showing all students' raw scores out of 100 marks.

Each student is also provided with a report of raw scores for each section of the test to be distributed by the school.

School and student reports are emailed to schools within 10 working days of the answer sheets being received at EAA for processing.

Australian and New Zealand schools can enter online at www.eaa.unsw.edu.au. Other countries should contact info@eaa.unsw.edu.au to enter.

Customised Tests

EAA also specialises in constructing customised tests for school aged students, further education providers and industry. Businesses interested in having a placement, scholarship, entrance or cadetship test developed to meet their specific needs should contact info@eaa.unsw.edu.au

Cadets

Each year EAA offers a cadetship to a number of high-achieving students in their final year of a teaching degree who demonstrate an interest in educational assessment. Cadets undergo a rigorous eight week training program from November to the end of January, which covers all aspects of assessment and test construction. Cadets are actively involved in the test construction process, working with mentors to write and review items for ICAS papers in all subjects.

By developing their skills in designing and utilising assessments, the program provides an invaluable experience to cadets embarking on a teaching career. Many cadets continue their relationship with EAA, authoring and reviewing items during their teaching careers.

Some current staff members are former cadets.

From left to right:

Leigh van der Veen, Christine Ratcliffe, Melissa Lennon and Cindy Li.



"Being a Cadet over the summer of 08/09 changed my career path, my professional goals, and ultimately my life. With intense workshops and training run by professional, experienced and supportive experts it wasn't long before I realised that the program offered a great deal more than I ever could have envisaged. Not just employment for the school holidays, I was offered extensive professional development to complement my education and experience. Being connected to an organisation such as EAA offers valuable networking experience in the field; a rare opportunity for a university student with little teaching experience. I found the cadetship to be a fantastic experience for a final year education student wondering "where to from here?" at the completion of my degree."

Christine Ratcliffe, Executive Officer, EAA.



Research Activities

EAA conducts research into educational measurement and the application of modern measurement theories for a range of government and non-government organisations.

EAA offers comprehensive quantitative psychometric planning and data analysis as well as qualitative data analysis services.

EAA's services include:

- help in conceptualising assessment/research problems
- advising on the form and content of research
- developing surveys/questionnaires
- developing strategies to obtain evidence for validity and reliability of measurement instruments (eg. assessments, surveys, aptitude tests, etc.)
- drawing customised scientific samples
- conducting trials and main applications for research/measurement instruments
- providing comprehensive data analysis using the latest software tools such as RUMM2020, Conquest, MP5, nVivo, SPSS and SQL based tools.

EAA also utilises software tools developed in-house based on Microsoft and Java technologies using dedicated statistical techniques developed over the last 20 years.

Quantitative Data Analysis

Quantitative data analysis services include:

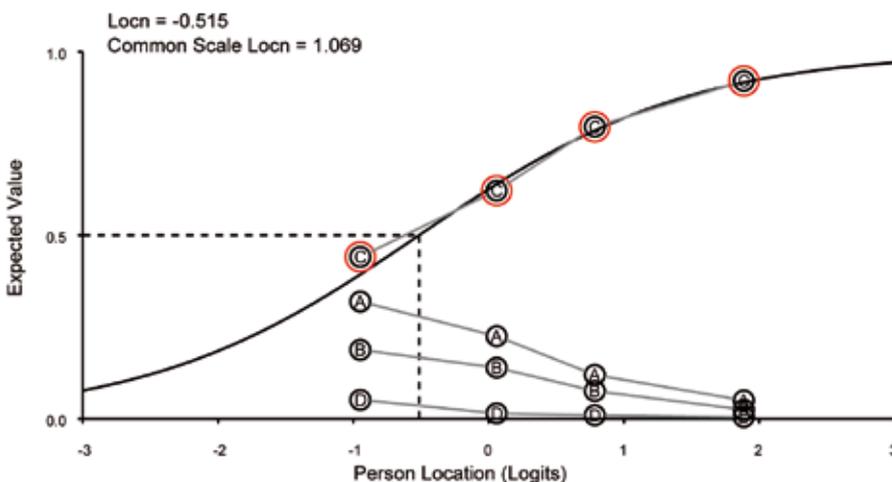
- Rasch Modelling
- Facet Analysis (Multilevel ANOVA)
- Rater Reliability Studies
- Mokken Analysis
- 2PL – 3PL Item Response Theory Models (IRT)
- equating for cut-scores, benchmark and proficiency testing
- IRT Scaling for longitudinal studies and comparative diagnostics
- Classical Test Theory applications (such as significance testing/modelling)
- Hierarchical Multilevel Modelling
- Advanced Univariate and Multivariate statistical analysis.

Qualitative Data Analysis

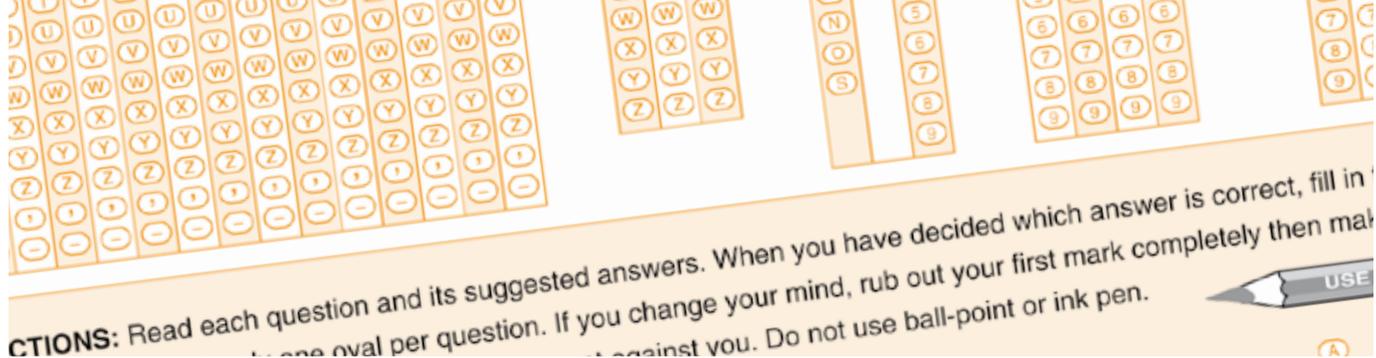
EAA conducts research internally to enhance test development and other processes. EAA staff present papers at conferences around the world and offer professional development based on advanced research techniques and methodologies.

Qualitative data analysis services include:

- data collection and analysis of survey results using nVivo
- presentation of research findings in formal written reports in hard-copy and electronic form
- professional development on interpretation of research findings.



Quantitative Data Analysis Graph



Exam and Survey Scanning and Reporting Service

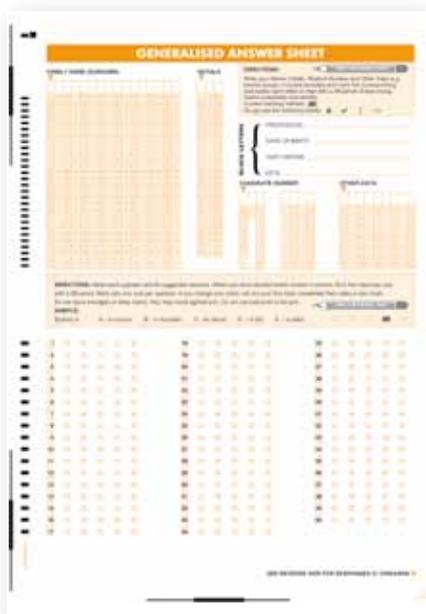
EAA provides a comprehensive exam and survey scanning service to universities, other educational institutions, professional accreditation providers and other commercial organisations.

EAA can manage the complete process of collecting and reporting exam or survey data using a scannable form, including:

- form design
- print management
- form scanning
- validation of scanned data
- analysis and report generation.

EAA provides standard forms for exams, that can be ordered and processed immediately, or forms that are designed to meet specific needs. Scanning is high speed and can process exam results of large student or participant cohorts. Data validation procedures ensure the data is scanned accurately and reliably, using high-speed scanners and software developed to specifically meet the requirements of exam and survey scanning.

Data Processing quotes can be obtained by emailing quotes@eaa.unsw.edu.au



Generalised answer sheet

We're Going Green

Here at EAA the staff are committed to the future of our planet for this and coming generations.

This means consuming and producing less paper whilst maintaining the high level of products and services that we are known and trusted for.

As such, last year we joined the NSW Government's Sustainability Advantage Program. Along with 420 other groups we aim to boost our environmental performance across a number of areas. Our goal is to become a bronze member of the program in 2011.*

We are working with our key suppliers to help us achieve our sustainability goals. Two of our major suppliers are Australia Post and Focus Press. Both businesses are successfully pursuing strong sustainability strategies.

Australia Post began their environmental program in 1992 and now integrate social, environmental and economic considerations into their decision-making processes. They focus on the areas of minimising their environmental footprint, reducing carbon emissions and maintaining a sustainable supply chain.

Focus Press is a carbon neutral printer that prints using vegetable-based inks on paper certified either by the Forest Stewardship Council (FSC) or Programme for the Endorsement of Forest Certification (PEFC). This means that the paper is manufactured from trees that have chain of custody certification or they use 100% recycled paper waste or a mixture of the two in a Process Chlorine Free environment. The trees or fibre is sourced close to the paper mill, thereby requiring less transport and helping reduce greenhouse emissions.

EAA acknowledges our responsibility to the environment and to future generations. We aim to be a leader not only in educational testing but also in the sustainable delivery of our products and services.

We look forward to taking our current and future clients on this journey.

**For details about the Department of Environment, Climate Change and Water and the Sustainability Advantage Program go to www.environment.nsw.gov.au*



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For the contact details of EAA Country Representatives

Please visit www.eaa.unsw.edu.au

or email info@eaa.unsw.edu.au

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