

Getting to Higher-Quality Assessments: Evaluating Costs, Benefits, and Investment Strategies

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Executive Summary

Among the many driving forces influencing state assessment, the issues of increasing assessment quality, cost of innovative assessments, lack of state funds, and increased amounts of testing are at the forefront. Given the current financial situation in most states, there is concern that new assessment designs, such as those developed by the two new assessment consortia (SBAC and PARCC) need to be as cost-effective and efficient as possible, as well as supportive of higher-quality learning that is more comparable to assessments in high-achieving nations than the tests currently in wide use in the U.S. today.

As policymakers consider the costs of new assessment systems, it is important to understand the costs of existing testing systems that have evolved at the local as well as state levels, currently pointed at improving performance on NCLB summative tests. To examine these issues, the Assessment Solutions Group (ASG) conducted a research effort in selected locations across the U.S. to estimate the total current assessment spending per student combining summative, interim, and formative assessment approaches now in place. A sample of state and district staff was surveyed to collect this information. ASG then compared current assessment spending for state summative and interim assessments against what a new higher-quality assessment system, that contained these types of assessments, might look like and cost.

The ASG study brings together this current survey data from states and districts along with data from a previous ASG study (2010), from an unpublished ASG survey of states (2011), and information from a soon-to-be published (April, 2012) paper on use of interim assessments by large school districts. In this report, we review the results of all of our analyses to determine the affordability of higher-quality assessments.

An examination of the data indicates that higher-quality assessment systems, those that do a better job of measuring students' critical thinking skills, should be readily affordable in today's testing environment. ASG found that the average current state spending on mathematics and ELA summative assessments required by NCLB is in the \$20 - \$25 per student range. Additional state spending on non-NCLB required assessments (additional assessments, domains and grades) represent a potential additional source of funding for higher-quality assessments. ASG estimates this additional spending to be roughly \$10 a student.

In addition, school districts are spending an average of \$15 - \$20 or more per student on interim assessments, often purchased from a range of vendors, and data management systems to house their test data. The combined costs of typical state and local spending on interim and summative assessments in ELA and mathematics are in the vicinity of \$35 - \$55 per pupil. Ironically, these

investments are made in fragmented ways on tools that are not always well-aligned and are focused on tests that, in general, measure few of the more advanced skills needed for college and careers. **A more unified system of higher-quality assessments, combining state and district spending, could result in significant additional dollars that could be made available for an integrated system of higher-quality assessments or other educational uses.**

I. Introduction

In the past two years, significant activity has been occurring nationwide in the area of K-12 educational assessment. In particular, two large initiatives are having a major impact in these areas. They are:

- Common Core State Standards (CCSS) in mathematics and English language arts
- Race to the Top (RTTA) common state assessment consortia (general, alternate, and English language proficiency assessments)

The development of the CCSS and the common state assessments, as well as other educational reforms, represent important initiatives in upgrading the educational system in the United States. The CCSS is a joint project spearheaded by the Council of Chief State School Officers (CCSSO) and the National Governors Association (NGA) that developed a common set of content standards for the states to benchmark their academic standards to some of the more rigorous educational systems in the world. These standards are being used to focus the curriculum on the rigorous skills students will need to succeed in the 21st century and help states in terms of improving student education and assessment. As of early 2012, 45 states and the District of Columbia have adopted them.

The RTTA common state assessments, aligned to the CCSS, intend to make assessment an integral part of curriculum and instruction that actually improves student learning. The two main common assessment consortia, the Partnership for Assessment of Readiness for College and Careers (PARCC) and the SMARTER Balanced Assessment Consortium (SBAC), aim to develop the next generation of higher-quality assessments that do a better job of measuring critical thinking skills and make use of technology in developing and administering the assessments. Many states are eagerly looking forward to implementing these new consortium-developed assessments in 2014-2015 and beyond.

As we look to move to higher-quality assessments, two key questions arise in the attempt to understand whether these next generation assessments will be affordable:

- What is currently being spent on assessments?

- How much might higher-quality assessments cost?

Impact of NCLB on Testing Costs

In ASG's previous report, "*The Cost of New Higher Quality Assessments: A Comprehensive Analysis of the Potential Costs for Future State Assessments*, (Topol, Olson, & Roeber, 2010), information was presented on the current costs for state assessments. A significant increase in testing occurred as a result of the No Child Left Behind Act (NCLB) and the result is that the total amount of statewide assessment in the U.S. has increased dramatically since 2001. In some states that pioneered statewide assessment programs, a more than 500% increase in the size of the state assessment program took place. The amount of change in many other states has been comparable, with many adding statewide assessments as a state accountability policy lever for the first time in their states' history in addition to expanding assessments to meet federal requirements.

In addition, the required state assessments that once cost just a few million dollars per state can now run to as much as \$100 million per year in a large state. Even though a portion of these costs is paid from federal funds, the state portion of the costs of testing has risen dramatically in recent years. In the past decade, the total amount of testing-related costs has increased dramatically. ASG estimated that, across the entire U.S., contracts for summative assessment activities now cost between \$800 million and \$1 billion annually and are increasing. Other studies estimate that total state assessment costs (summative, formative, local, etc.) run from \$1.0 billion to \$1.3 billion (*ibid*). Although this is a large sum of money, it is worth noting that it constitutes far less than 1 percent of the nation's \$500 billion education budget.

Also as a function of No Child Left Behind, the content and format of tests have a much greater effect on instructional practice. Not only are tests given more frequently to more children -- every child in every grade level from 3 to 8 plus one high school year -- but test scores are used to drive an increasing number of high-stakes decisions, including student placements, promotions, and graduation; school rankings, intervention, and closure; and, more recently, teacher evaluations, compensation, and dismissal. This means that a growing share of instructional time and effort is focused on performance on the specific test instruments that are used for summative decisions.

However, the quality of state assessments has become a significant issue. Most states that were pursuing open-ended performance assessments in the 1990s dropped them during the NCLB era, largely due to cost issues. Many states now rely solely on multiple-choice items on "bubble in" types of tests. Some are tests of rote memorization rather than measuring 21st century skills. In addition, as of the 2011-2012 school year, interim/benchmark testing (sometimes including

interim/benchmark assessments masquerading as formative approaches) and other types of testing have been implemented. These tests are designed to determine which students are struggling academically so as to modify instruction and improve student performance on the summative assessments. All of this additional testing means that more time must be spent preparing for the state assessments, more teacher training is required (e.g., how to use assessment information to improve instruction), additional data systems require implementation, and other activities are taking place that use significant resources.

However, little evidence exists that any of this increase in testing and test preparation is leading to improved student learning or critical thinking skills or the abilities that will prepare them for college and careers. For example, recent national results from NAEP and from international assessments such as PISA, PIRLS, and TIMSS show that, except for early grades mathematics, which is generally tested as basic arithmetic, the performance of U.S. students has remained largely flat, or in some cases, decreased. Most experts agree that we need to move, as many other countries have, toward a better system that aims for assessment that is "of," "for," and "as" learning, one where assessments measure not only what students have learned but can become a learning tool in and of themselves for students, parents and teachers.

Given the current financial situation in most states, new assessment designs need to be as cost-effective and efficient as possible, while it is imperative that they support higher-quality learning. Education budgets continue to be tight and all levels of government must make the best use of their educational dollars. As educators and policymakers make decisions about how to design, conduct, and pay for assessments in the future, they need to weigh and balance accurate information about the range of costs that fall on schools, districts, and states, as well as the instructional costs and benefits of different designs for assessment items and tasks. If assessments are to provide "tests worth teaching to" (Resnick, 1987), it will be critical to ensure that high-quality assessment designs are married to plans for thoughtful investment and sustainability.

The big question that underlies all of the current planning is: are we -- and will we be -- spending our nation's assessment dollars wisely? More testing usually means more student time spent on testing and test preparation, more time spent for teacher training on different assessments, and more valuable education dollars spent administering and scoring the exams. If we had better and higher-quality assessment systems might we be able to:

- Do a better job of measuring students' critical thinking skills?
- Use the assessments themselves to improve learning and instruction?

And if we were able to do these things, might our assessments have instructional benefits that balance out their costs?

The questions of the instructional benefits of high-quality assessments -- both within the United States and internationally -- are treated elsewhere (see, for example, Darling-Hammond & Adamson, 2010; Parke, Lane, & Stone, 2006). This paper provides data to answer the questions of how much we spend today on assessments, how much future higher-quality assessments might cost, and how education agencies might think about their assessment choices and investments.

II. Methodology

ASG conducted a research effort in selected locations across the U.S. (21 state education agencies, 16 local education agencies and one state's data on assessment spending for each of its 174 districts) to arrive at a rough estimate of *total* current assessment spending per student combining summative, interim, and formative assessment approaches currently in place. While these data are not from a nationally representative sample of all educational systems in the country, they represent a wide range of state and district types. ASG contacted a targeted sample of large and small states and districts that had implemented interim/benchmark and/or formative assessments and were willing to share their data. Therefore, although much valuable data were collected which provide important and useful information on many of the types of assessment activities that are being implemented; the results reported here may not fully represent the national situation.

Also note that in the study, we excluded the costs of teacher and student time for administering and taking the tests, additional teacher training and administration time associated with interim testing, test preparation time and materials, costs of student interventions designed to improve test scores, supplemental education services (SES), professional development and, perhaps most importantly, the reduction in classroom time spent on actual summative assessment test preparation activities. Consequently, these results underestimate the current costs of testing systems in many ways.

ASG then examined what improved assessments might cost versus current testing costs and compared the two. Among the key issues that are addressed regarding administering higher-quality assessments is the cost of scoring open-ended and performance items, especially if these are human-scored.

Overview of the Procedures Used in This Study

For this study, which included surveys of 16 LEAs and one SEA, ASG also used data from a previous cost study (Topol, Olson, & Roeber, 2010) along with the additional information that was gathered in an unpublished ASG survey of states (2011). The following series of activities were conducted:

- ASG took state summative assessment information that we gathered in our separate survey of 21 states in 2011 to derive an estimate of what states currently spend on existing summative assessments¹. ASG obtained information on the overall structure and costs for their current assessment programs.
- Current spending was then adjusted to eliminate costs of tests beyond mathematics and English language arts (ELA), in states that had them.
- Then, ASG gathered independent data from 16 districts and one state on their interim assessment programs. (Few states offer interim assessments; most such tests are purchased and managed by districts.) ASG conducted interviews in early 2012 with staff from these districts and state to gather data on the structure and costs for their interim and formative assessments and other costs related to improving student performance on the state's summative assessment. (Some agencies call these formal interim or benchmark tests "formative assessments", although the term formative assessment has been defined by many researchers and practitioners as a much more comprehensive process of instructionally-embedded tasks, diagnostic activities, and scoring or evaluation exercises on the part of teachers.² We did not seek to collect data on these kinds of curriculum-embedded formative assessments and activities.) We were also able to gather interim assessment spending data for all of Kentucky's 174 school districts. For the surveyed districts and state, education department staffs were asked to provide details on the following items in the survey:

- 1) Interim and formative assessment spending
 - a) Total annual costs paid to outside vendors for assessment products
 - b) Assessment description, mode of administration, number of administrations per year, domains assessed, and so forth.
 - c) Number of students assessed by grade
- 2) Annual spending on other assessments designed to improve student summative assessment performance
- 3) Other spending by state or district

¹ ASG gathered data on each state's entire assessment program, subjects covered, types of tests, student counts, administration mode, contract costs, purpose of each assessment, etc.

² CCSSO defines formative assessment as follows: "*Formative assessment is a process used by teachers and students during instruction that provides feedback to adjust ongoing teaching and learning to improve students' achievement of intended instructional outcomes.*"

- a) Resources (labor) related to test/item development or test result reporting
- b) Instructional and data management systems - ongoing operating costs

Note: Items 1 and 2 are summarized in the “Assessment Costs” column in Figure 3 below and item 3 is summarized in the “Other Systems Costs” column.

- In addition, ASG summarized data from a recent survey of large urban school districts that was conducted by the Council of the Great City Schools (CSGC) and American Institutes for Research (AIR) (2011) that is to be released in April 2012. There are 65 current district members in CGCS representing about 15% of the student population in the U.S. The draft report from CGCS/AIR provides details on what districts are currently doing with their implementation of interim assessments. The survey had information on the types of interim testing in districts but did not include any cost data.
- ASG researched the pricing for eight major interim assessment products in use today and used their average pricing as a validity check on the data ASG gathered from its district and state survey.
- ASG then combined per student pricing for interim assessments with the summative assessment data and summarized the results.

III. Results

In this section of the paper, we review the results of our analyses to determine *how much is currently being spent on assessments* and *how much higher- quality assessments might cost*. The answer to these two questions will allow us to get a sense as to whether higher quality assessments are affordable given current budget constraints.

With this data, we can then make a comparison of current spending levels on summative and interim assessments, both separately and combined, with the potential cost of new higher quality assessments. The analysis shows the total funds potentially available (state, district and combined) for unified, higher quality assessment systems.

How Much Is Being Spent on Assessments Today?

A. Survey of State Summative Assessment Costs

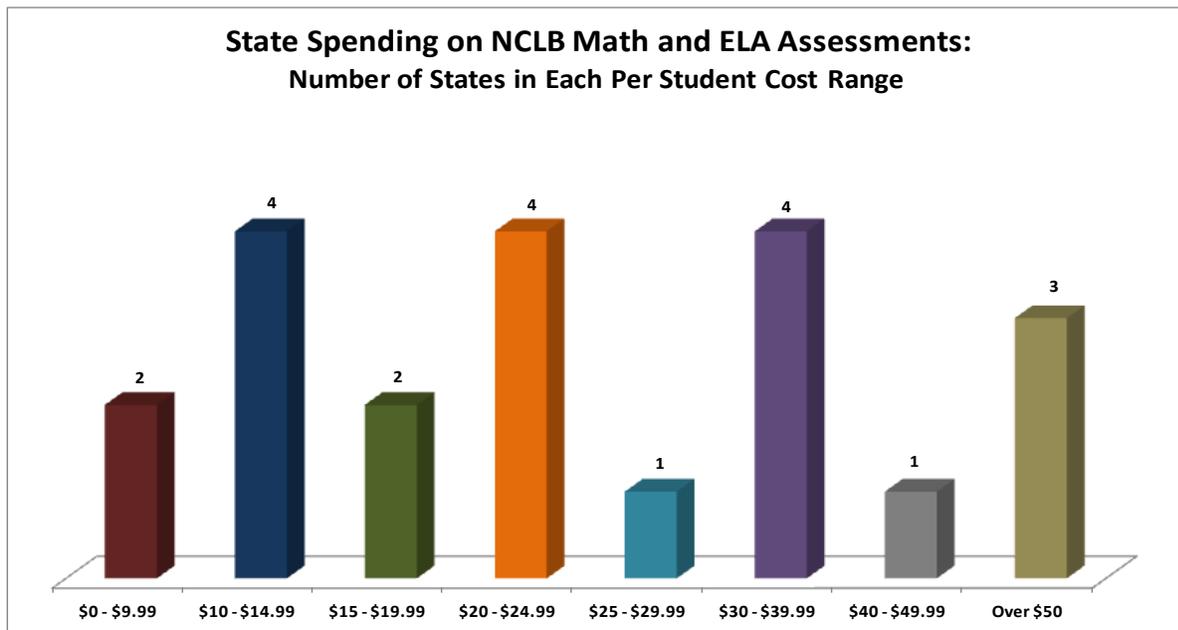
In 2011, ASG surveyed (unpublished) a number of state education agencies (SEAs) on the current costs of their summative assessment systems in order to gain a better sense of current assessment spending, to compare actual state spending on summative assessments with the ASG cost model predictions, and to determine if new, high quality assessments will be affordable given current state and district spending and financial constraints.

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ASG conducted a detailed survey of the assessment components, student counts, and program costs of 21 SEAs³. The amounts reported included all fees paid to outside vendors for assessment services. For the survey, all states were invited to participate and 21 provided data. ASG took the data for state assessment spending and student population, made adjustments to include only the mathematics and ELA NCLB-required subjects and student counts, and then developed an estimate of the average cost per student for the mathematics and ELA NCLB-required assessment components.

Figure 1 shows the range of assessment costs and the number of states that spend the amount indicated in each range. Figure 1B shows individual state costs for their Math and ELA assessments.

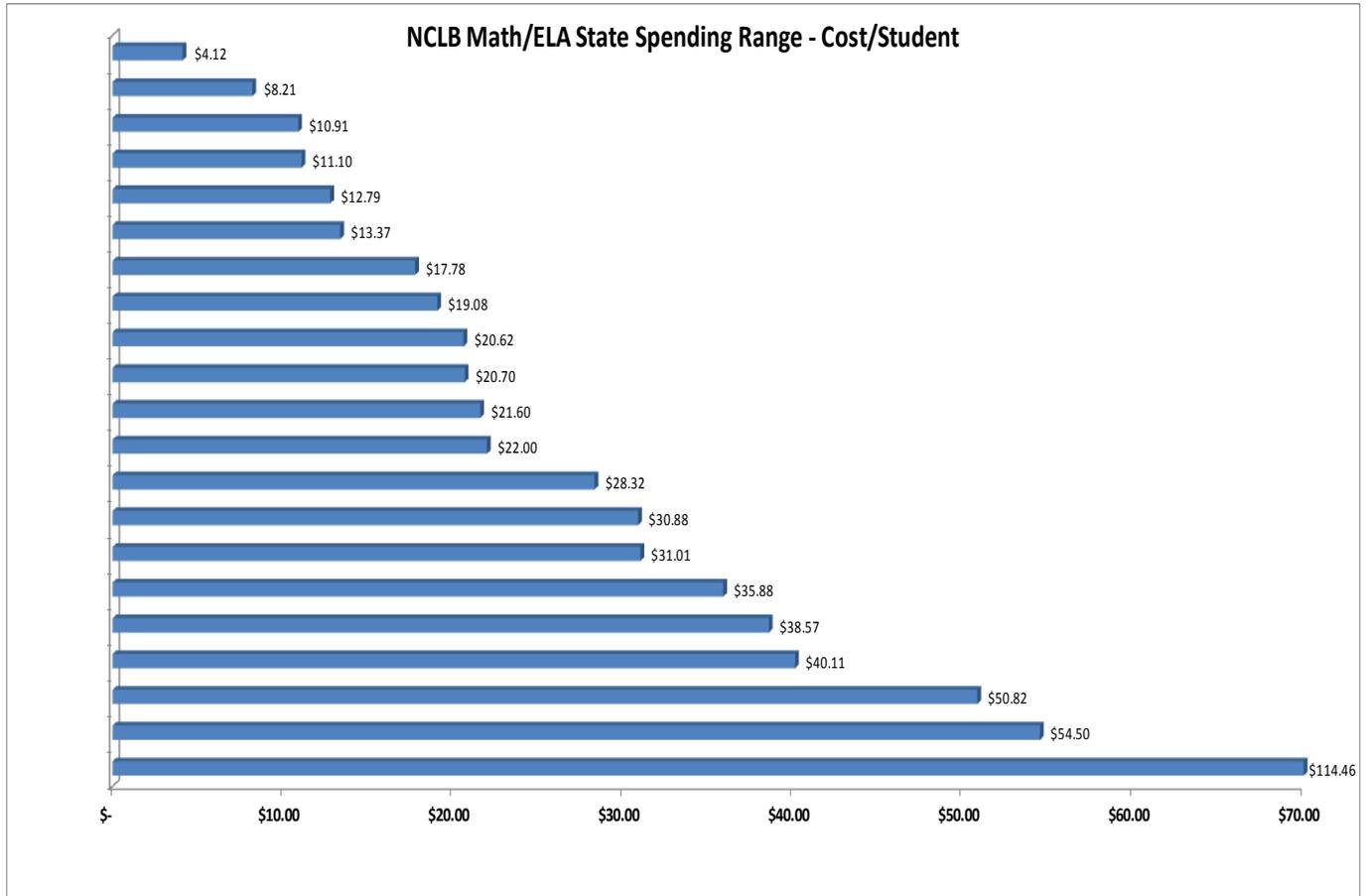
Figure 1 – Current State Summative Assessment Spending



The average NCLB summative assessment spending was \$21.24 per student for mathematics and ELA combined, very close to our original estimate of \$19.93 per student. One can also see that there is a significant range of expenditures between states. In the survey of 21 states, the range of spending was \$4/student on the low end to \$114/student at the high end of the range.

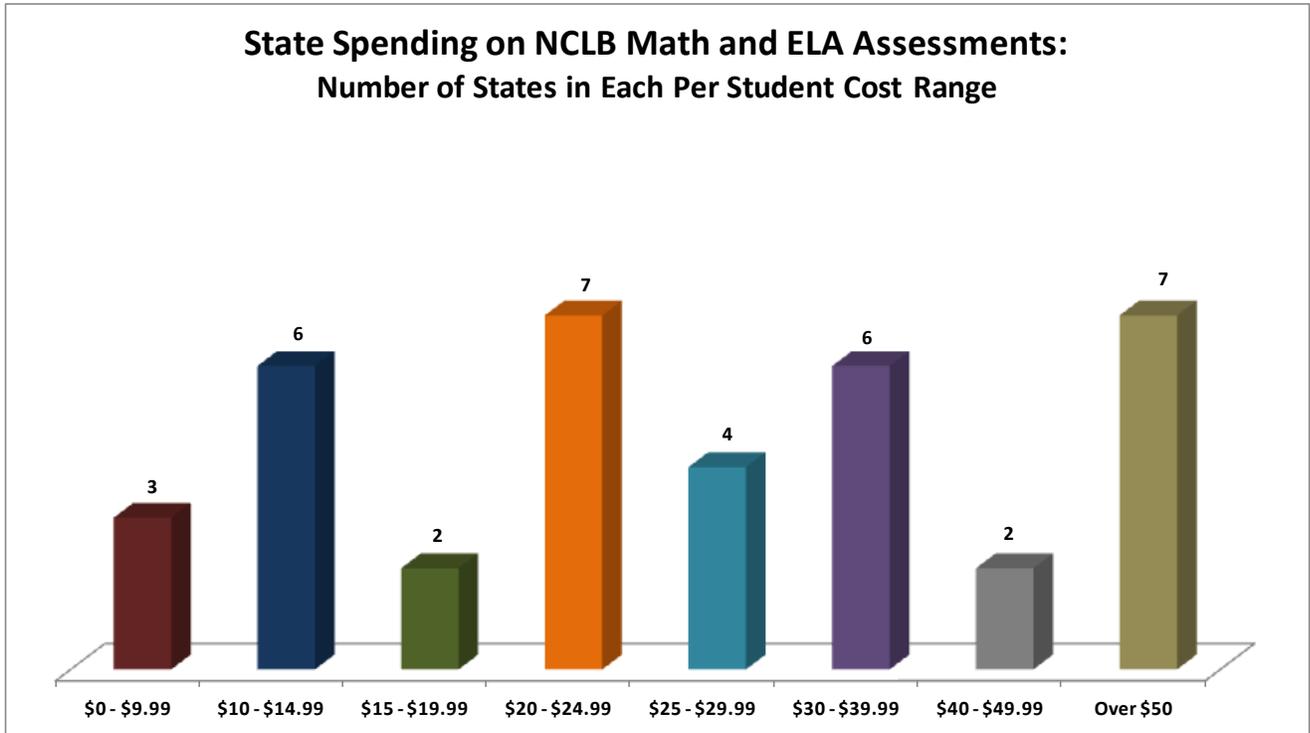
³ CA, CO, CT, FL, IL, IA, KY, MD, MI, MO, NM, NC, OH, PA, SC, TN, UT, VT, WV, WI, WY

Figure 1B – Individual State Summative Assessment Costs



To find additional state data on summative assessment spending, we looked at the “*SBAC Race to the Top Assessment Program Application for New Grants Comprehensive Assessment Systems*” (State of Washington, 2010), where a listing of potential member state current summative assessment spending was shown in the appendices. In examining this data, we found there were 13 states that were in the ASG 2011 survey of state assessment spending and that these states were reporting higher per student costs in the SBAC grant document than we calculated based our survey. We attribute this difference to the likelihood that the data that was reported to the SBAC consortium was not adjusted for non-NCLB required subjects and student counts. Consequently, we have made adjustments to the data for 16 states that we did not survey and present a combined table (ASG-surveyed states plus additional SBAC-reported states, adjusted) of NCLB-required summative assessment spending in Figure 2.

Figure 2 – Combined ASG and SBAC Reported State Spending on Summative Assessments (Mathematics and ELA Only)



The average state spending on the mathematics and ELA components of their NCLB summative assessment programs was \$24.52 per student for the larger 37 state sample. From the data above we estimate that an average state currently spends between \$20 and \$25 on their mathematics and English language arts NCLB assessment components.

B. District Surveys on Interim/Benchmark Assessment Spending

In 2012, ASG surveyed 16 districts and one state on their spending for interim/benchmark assessments and test data management systems. Interim assessments and test data management systems are designed to improve student performance on the state summative assessment and provide educators with the data they need to identify students potentially needing extra instructional assistance. As such, one can consider them to be part of a total summative assessment system.

It should be noted that districts also spend money on test preparation materials, teacher professional development in the assessment area, student tutoring and remediation, and other Supplemental Education Services required by NCLB, and so forth. The amount spent in these areas is significant. However, due to differences in data reporting and data availability at the

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district level, we decided to limit our analysis to district spending on interim assessments (sometimes also called formative assessments), and test data management systems.

Additionally, ASG reviewed a soon to be published survey by the CGCS and AIR (Heppen, et al., 2011) that looked at interim assessment practices among the Council's then 67 school districts. Separate surveys in each district were administered to the Research Director (RD) and Curriculum Coordinator (CC) and 62 districts responded to the survey. These 62 districts represent almost 15% of the nation's K-12 public school students. The findings in this study allowed ASG to become more comfortable with the findings in its survey of school districts and helped validate the data. Among the key findings in the CGCS /AIR report:

1. "Use of interim assessments is prevalent in urban districts. . . All Research Directors indicated that interim assessments are administered in reading/English language arts in their districts, and 94% of Research Directors reported that interim assessments are administered in mathematics."
2. "According to the RDs surveyed, interim assessments are created through a collaborative effort among district-level staff, teachers, and commercial test publishers. . . Commercial test publishers were reported to have constructed interim assessments in reading in 57% of the districts and in mathematics in 45% of the districts. . . However, a higher percentage of Curriculum Coordinators indicated that commercial test publishers help construct the assessments in reading (76%)."
3. "Overall, CCs reported that the district provides concrete supports to encourage the use of interim assessment data to increase student achievement. For example, 88% agreed or strongly agreed that the district has invested substantial resources to support the use of data to guide instruction and decision making."
4. "A total of 45% reported that their data systems were off the shelf commercial products, while 49% reported their systems were created by a vendor working in collaboration with the district."
5. "Nearly all districts offer training and professional development. 89% of CCs reported that their district employs or assigns support staff, such as data coaches, who are responsible for helping schools work with student performance data, including interim assessment data."

While the CGCS /AIR study did not look at district cost data, the qualitative data provided above, the results of ASG's district surveys, and a look at the costs of some popular interim assessment products on the market give us comfort that the spending figures gathered in our survey of districts are reasonable. In looking at the cost of interim assessment products, ASG examined the costs for eight vendor-developed assessments that are used by districts in their

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assessment programs⁴. The average cost of these products is \$12 per student for the base product. Additional product and reporting features, as well as data systems are typically extra. Note that many districts we surveyed use more than one product and several use additional product features, as well as an assessment database and reporting system.

The ASG survey of 16 districts and one state’s spending on interim assessments and assessment data systems found similar results to that of the CGCS /AIR report. All districts surveyed by ASG used interim assessments in their testing programs. Most districts used products developed by vendors while a few created the interim assessments themselves.

Figure 3 shows the districts, number of students, and spending on interim assessments and assessment data systems.

Figure 3 – District Interim Assessment Spending Data from ASG 2012 Survey

District Interim Assessment Data						
Name	Total Students	Assessed Students	Assessment Costs	Other System Costs	Total Costs	Cost Per Student
New York City, NY	1,100,000	969,555	\$ 16,841,829	\$ 4,507,200	\$ 21,349,029	\$ 22.02
Escondido, CA	17,427	15,519	\$ 292,987	\$ -	\$ 292,987	\$ 18.88
District C, KY	37,658	37,658	\$ 425,000	\$ -	\$ 425,000	\$ 11.29
Poway, CA	34,472	19,193	\$ 134,000	\$ 15,000	\$ 149,000	\$ 7.76
Hardin, KY	13,900	11,747	\$ 150,000	\$ -	\$ 150,000	\$ 12.77
San Diego, CA	131,784	105,490	\$ 222,025	\$ 517,500	\$ 739,525	\$ 7.01
District G, PA	17,600	17,600	\$ 252,000	\$ -	\$ 252,000	\$ 14.32
Los Angeles, CA	664,233	597,810	\$ 3,900,000	\$ -	\$ 3,900,000	\$ 6.52
San Francisco, CA	42,000	42,000	\$ 511,000	\$ 270,000	\$ 781,000	\$ 18.60
Cleveland, OH	41,000	41,000	\$ 1,215,000	\$ 320,000	\$ 1,535,000	\$ 37.44
Encinitas, CA	5,472	3,952	\$ 88,248	\$ 4,250	\$ 92,498	\$ 23.41
District L, SC	16,362	11,435	\$ 163,500	\$ -	\$ 163,500	\$ 14.30
Philadelphia, PA	150,000	126,440	\$ 3,100,000	\$ 4,500,000	\$ 7,600,000	\$ 60.11
Columbus, OH	50,000	50,000	\$ 90,000	\$ 400,000	\$ 490,000	\$ 9.80
District O, SC	22,360	13,420	\$ 189,000	\$ -	\$ 189,000	\$ 14.08
San Marcos, CA	18,500	18,500	\$ 160,000	\$ 40,000	\$ 200,000	\$ 10.81
Kentucky 174 districts	506,000	450,000	\$ 5,748,267	\$ -	\$ 5,748,267	\$ 12.77
Total Districts	2,868,768	2,531,318	\$ 33,482,856	\$ 10,573,950	\$ 44,056,806	\$ 17.40

The weighted average per student district expenditure is \$17.40 per student (un-weighted average \$18.07, excluding the KY districts). Additionally, a handful of states fund interim

⁴ MAP- NWEA; Renaissance Learning – STAR; Pearson GMAD/GRADE; Galileo – ATI; iReady – Curriculum Associates; ipGrowth – Core K-12 Assessment Center; Performance Series – Scantron; Accuity - CTB

assessments at the state level. West Virginia is a good example of this practice, spending \$15.86 per student on its interim assessment program.

Overall Estimate of Current Spending Levels

As one can see from the data gathered in our state and district surveys, both states and local school districts make significant investments in their student assessment programs. States are responsible for meeting the assessment requirements of NCLB and manage the mathematics, ELA, science, additional NCLB and other testing programs in their states. Districts have their own assessment programs that are supportive of the state summative assessment and are largely designed to provide information that can be used to guide instruction and identify students that might need additional help in order to do well on the summative assessment.

States not only fund the NCLB-required assessments but a number of other assessments designed for a variety of purposes, including interim assessments, as well. Some districts, such as New York City, have very sophisticated assessment programs that include a number of different assessments used for a wide variety of purposes. It is also worth noting that New York City and the other New York state districts provide teachers to score the open ended items for the state summative assessment, thereby giving teachers important professional development experiences, as well as reducing overall state assessment costs to the state.

An examination of the data above indicates that states spend around \$20 - \$25 a student on their NCLB-mandated mathematics and ELA summative assessment programs. Additionally, states spend roughly \$10 per student (based on our sample of 21 states) on other non-mandated testing (additional assessments, grades and subjects) although there is a wide disparity in this spending by state. Furthermore, districts appear to be spending \$15 - \$20 plus on their interim/benchmark assessments and data systems. All in all, states and their districts are spending \$35 - \$55 per student on testing, not counting any of the related human resource and other time that goes into the testing and test preparation, professional development, data analysis, interventions and supplemental education services designed to raise scores, all of which are pointed at relatively narrow kinds of learning that have a dubious relationship to the skills and abilities students are now being called upon to acquire.

In total, these investments amount to many billions of dollars of educational investment that may not be leveraging the kinds of instruction the Common Core standards and understandings of 21st century skills require.

This raises an important question -- ***Might our nation's schools be able to improve test quality, and better invest valuable resources with a more integrated, higher-quality assessment system,***

especially if resources currently spent in uncoordinated, fragmented ways can be coordinated to support complementary assessment activities?

How Much Might the New, Higher Quality Assessment Systems Cost?

A. Review of ASG 2010 Report – “The Cost of New Higher Quality Assessments”

ASG conducted an analysis of the affordability of higher quality assessments (2010) just prior to the USED issuance of the Race to the Top Common Assessment Grant guidelines. Working with the Stanford Center for Opportunity Policy in Education (SCOPE), ASG determined the potential cost of new, higher quality assessments. In the study, ASG:

1. Used its Assessment Cost Model to calculate the “pro forma” cost of a “typical” current summative assessment used by a “typical” state. The cost of the assessment included all costs necessary to develop the instrument, administer it on an ongoing basis and refresh a percentage of the items annually. The functional areas estimated in the cost study included item development (including bias/sensitivity meeting travel), IT, production and manufacturing (printing), composition, QA, program management, scoring, reporting, scanning, editing, warehousing and distribution, psychometrics, and so forth.
2. Created a high quality assessment design consisting of multiple choice, open ended items, and both short and long performance tasks. (We term these short tasks -- which are on-demand activities that students complete in a class period involving a written activity or a performance that is observed and rated by the teacher -- "performance events." Longer activities that students will work on in and outside of class for periods ranging from a couple of days to several weeks, that result in a paper, a completed project, and/or presentation are called "performance tasks.") The high quality assessment design included more open-ended items than are typically seen in current assessments, as well as some performance events and performance tasks designed to measure students’ critical thinking skills. (See Appendix A for the “typical” and “high quality” test designs.)
3. Estimated the cost of a single state implementing the higher quality assessment design
4. Examined various strategies for reducing the cost of the higher quality assessment including:
 - a. Participating in a state assessment consortium
 - b. Using computer based technology to deliver the assessment
 - c. Implementing artificial intelligence to score the assessment’s performance items

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- d. Using teachers to score the performance items either, 1) as part of their professional development (non-compensated) or, 2) by compensating them with a stipend of \$125 a day
- e. Implementing various other computer based strategies such as using distributed scoring for the short and extended constructed response items

A summary of the results is shown in the charts below. (For a copy of the full report go to http://assessmentgroup.org/uploads/Cost_of_New_Higher_Quality_Assessments_FINAL_4-2-10.pdf)

As shown in Figure 4, the cost of the current typical assessment (for ELA and mathematics) was estimated to be \$19.93 per student. The cost of a single state implementing a higher quality assessment was \$55.67 per student, or almost three times that of the typical current assessment. The cost for 30 states implementing the same higher quality assessment together, before cost reduction strategies are employed, is \$38.83 per student. ASG then determined the impact of different operational strategies on reducing the per-student costs of the higher quality assessment. (See Figure 5.) Implementing all of the strategies, including teacher scoring with a \$125/day stipend, resulted in a per student cost of \$21, or roughly what the typical assessment costs today.

Figure 4 - Summary of Assessment Costs for Typical and Higher Quality Assessments

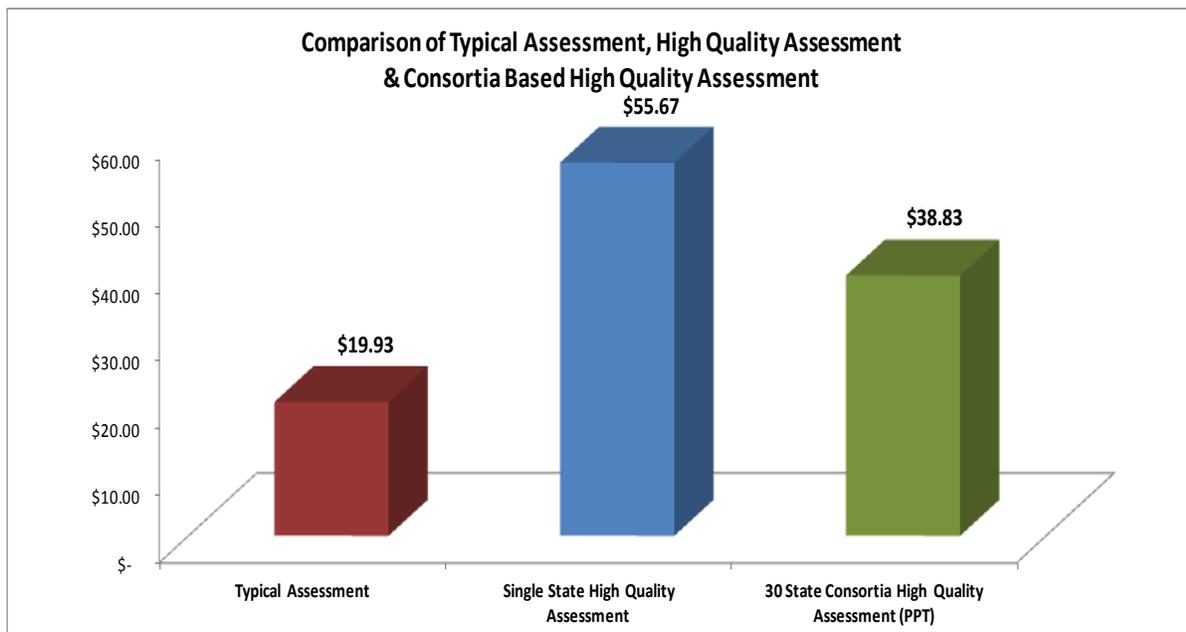
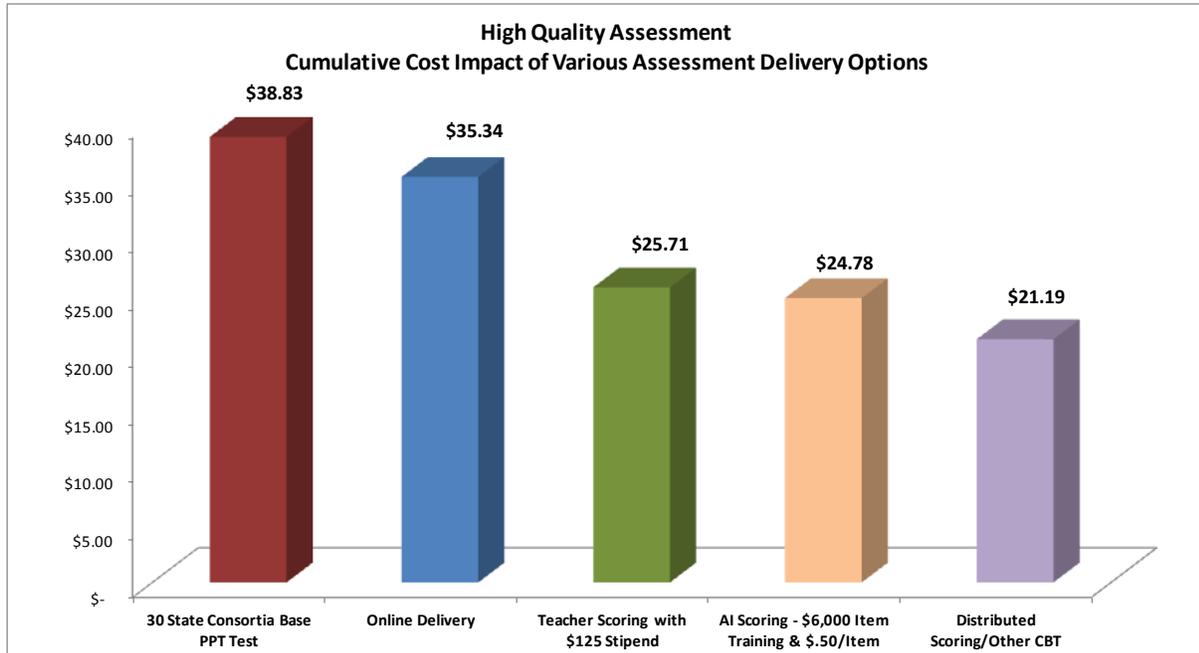


Figure 5 – Impact of Various Cost Reduction Strategies on Higher Quality Assessment Costs



A key assumption in arriving at these costs estimates is that performance items and performance tasks can be scored effectively and efficiently, either by humans or using artificial intelligence. There is substantial evidence that well-designed performance tasks can be scored reliably by humans and that many can be scored reliably by computer as well (Lane, 2010). The efficient scoring of these item types will be critical to delivering affordable higher quality assessments. Cost estimates are highly sensitive to these assumptions.

Given the current costs of developing and fine-tuning algorithms for AI scoring of open-ended items and tasks, in many cases the costs of human scoring are nearly comparable. Of course, with very high volume, the per item costs of AI scoring go down significantly. With human scoring, the estimated time (and cost) for scoring decreases, somewhat, as scorers become more highly skilled.

A benefit of teacher scoring is that it supports teacher learning about the nature of the standards and assessments, and can stimulate improvements in instruction, which is a major goal of assessment policy. In some places, professional development days are used as the vehicle for teacher scoring, shifting the costs of this component of the assessment to the professional learning budget. Finding the right blend of machine and human scoring to optimize benefits and reduce costs will be an important part of building an efficient system.

B. Review of PARCC and SBAC Proposed Assessment Systems

ASG worked with both the PARCC and SBAC assessment consortia in 2010, assisting them in the design and cost analysis of their proposed assessment systems prior to submission of their proposals to USED. Subsequent to our initial work with the consortia, ASG has assisted PARCC in some further cost analysis related to its updated assessment system design.

Both the PARCC and SBAC proposed assessment systems are constructed to be higher quality assessments using a variety of new item types (computer enhanced, performance related) designed to test 21st century skills. While these assessments are still in development, they are both expected to cost in the \$18 - \$25 per student range. Again, the cost estimates are somewhat dependent on the strategies chosen to score performance events and performance tasks efficiently.

Both assessment consortia will also offer either interim and/or diagnostic assessments as part of their integrated assessment systems. These assessment components are expected to cost between \$7 and \$8 additional per student, although the designs for these assessments are still in progress.

IV. Conclusions

The Common Core State Standards and new assessment consortia represent two potentially significant improvements in our education system. New higher-quality assessments- those that are aligned to the CCSS, test 21st Century skills, and assist in learning and instruction- are sorely needed in order to achieve the vision of an improved educational system.

An examination of the data indicates that higher-quality assessment systems, those that do a better job of measuring students' critical thinking skills, should be readily affordable in today's testing environment if delivered through a consortium with a combination of on-line and teacher scoring. The average current state spending on mathematics and ELA summative assessments required by NCLB is in the \$20 - \$25 per student range, exclusive of other NCLB required tests (such as English language proficiency assessments and assessments for students with significant disabilities)

Additional state spending on non-NCLB required assessments (additional subject areas, grades assessed or different types of tests) might represent an additional source of funding for higher-quality assessments, although proponents of assessments in areas such as science and social studies are likely to object. ASG estimates this amount to be roughly \$10 per student (based on our survey of 21 states) although there is a wide variation in state spending for these additional assessment components. Additionally, districts are spending an average of \$15 - \$20+ per student on interim assessments and data management systems to house their test results. Thus,

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the total costs of current interim and summative assessments average roughly \$35 - \$55 per pupil across the country.

Given that the two assessment consortia are estimating costs in the \$20-\$25 plus per student range for summative assessments, and fewer than \$10 per student for closely aligned and diagnostically-designed formative and interim assessments, it would appear these higher quality assessments are affordable within current budget constraints.

A more comprehensive and unified system of higher-quality assessments, combining state and district spending, would result in significant additional dollars that could be made available for high quality assessments or other education uses (e.g., instruction for students, technology upgrades). And the inclusion of aligned formative and interim assessments raise these costs much less than what states and localities are spending in the current marketplace for a much more fragmented and generally lower-quality basket of tests. While a variety of hurdles would have to be worked out in many states in order to make this possible, the prospect of even higher quality assessment systems is plausible and bears further exploration.

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APPENDICES

Appendix A. Typical and High Quality Assessment Designs from ASG 2010 Report: “The Cost of New Higher Quality Assessments”

Summative Assessment		Item Counts			
	Multiple Choice	Short Constructed Response	Extended Constructed Response	Performance Event	Performance Task
Mathematics					
Current Typical Assessment	50	0	2	0	0
High Quality Assessment	25	2 (1 in grade 3)	2 (0 in gr. 3, 1 in gr. 4)	2	2 (0 in gr. 3, 1 in gr. 4)
Summative Assessment		Item Counts			
	Multiple Choice	Short Constructed Response	Extended Constructed Response	Performance Event	Performance Task
English Language Arts					
Current Typical Assessment (Reading)	50	0	2	0	0
Current Typical Assessment (Writing)*	10	0	1	0	0
High Quality Assessment (Reading)	25	2 (1 in gr. 3 & 4)	2 (1 in gr. 3 & 4)	2	1
High Quality Assessment (Writing)*	10	2 (1 in gr. 3 & 4)	2 (1 in gr. 3 & 4)	2	0

*Administered in grades 4, 7, and 10

Appendix B. About the Assessment Solutions Group

The Assessment Solutions Group (ASG) is a consulting organization with a mission of assisting state departments of education and other institutions interested in improving educational assessment in adding value throughout assessment design, costing, procurement and management functions. For more information on ASG go to www.assessmentgroup.org