Innovations in Assessment

Going beyond checking the box

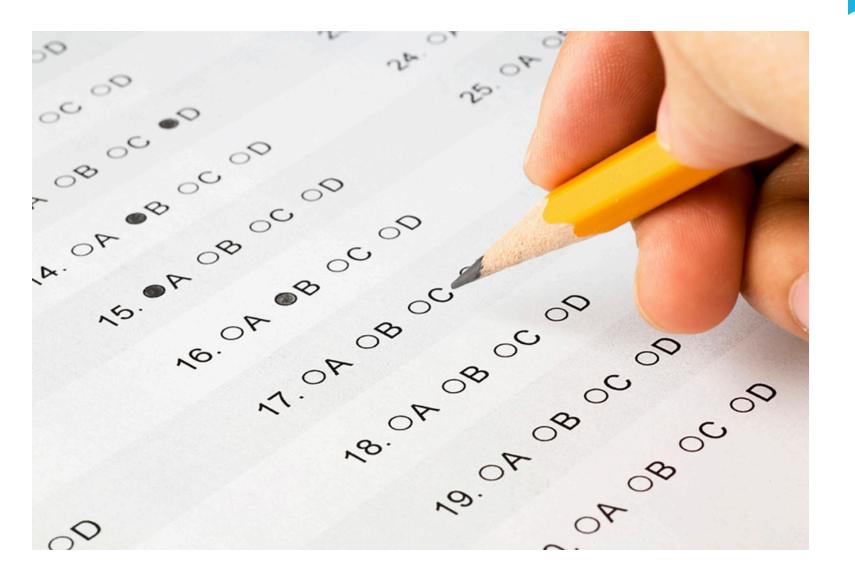
Tawnya Means, PhD

Director, Center for Teaching, Warrington College of Business, University of Florida



Traditional Exams

"Multiple guess, three scantrons and a cloud of dust..."



Basic Assessment Strategies

"Good practices..."

- Shuffle answer order
- Smaller stakes, more frequent assessments
- Question banks (<u>Canvas Guide #3048</u>) and groups linked to banks (<u>Canvas Guide #2903</u>)



Advanced Assessment Strategies

"Authentic, practical, personalized, and rigorous assessment"

- File attached question type (data set for download and manipulation)
- Formula quiz questions (<u>Canvas Guide #2931</u>)
- User created sections for differentiated assignments based on exam appointment time, last name, or random to provide multiple exam versions (<u>Canvas Guide #2630</u>)
- Short answer and rubric scored questions (case analysis and open-ended response)
- Video response with Media Recordings
- Non-exam based assessments

File Download

"I need more data!"

During the exam you will be asked to analyze data from the file in Excel (download whichever version you prefer):

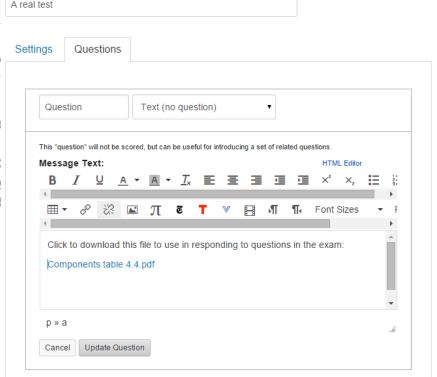
AutoSalesPerMonth.xlsx 🗟 ♂

AutoSalesPerMonth.csv 🗟 🗹

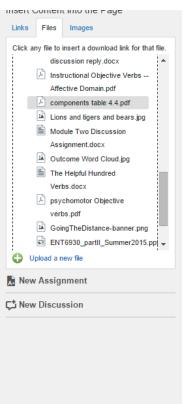
Question 1

In a random sample of 250 Gaines\ indicated that they thought their lan with a safe place to live."

Use this information to test the hype 0.53 of the apartment dwellers had sided alternative. Use a significant For your answer, give the <u>computer</u> of the test. This statistic could be a and state it to four decimal places.



Points 0 A Not Published



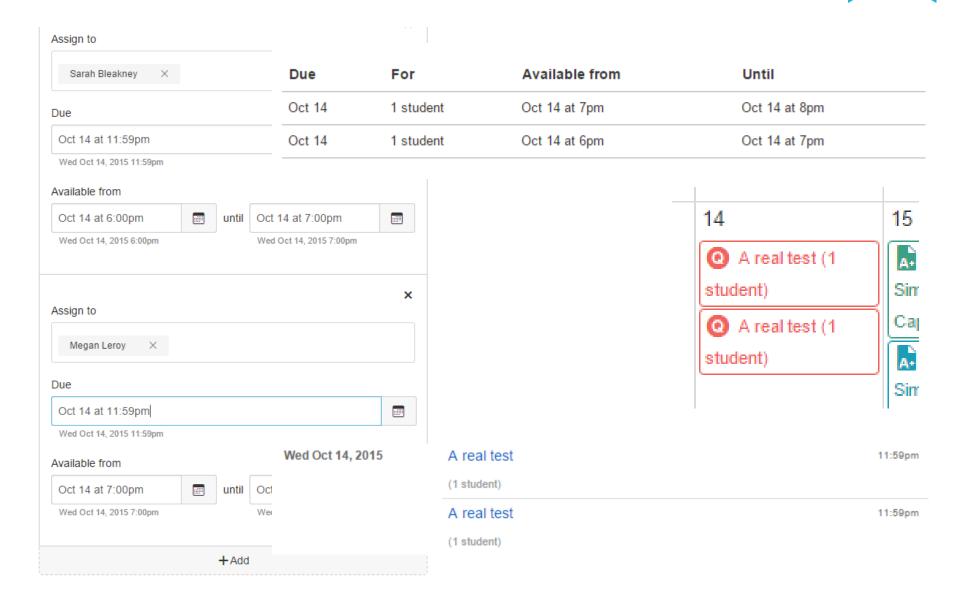
Formula Questions

"A recipe for generating unique questions..."

Answers: Variable Definitions Enter your question, build a formula, and generate a set of possible answer combinations. Students will see the question with a randomly Once you have entered your variables above, you should see them listed here. You can specify the selected set of variables filled in and have to type the correct numerical answer. Variable Min Max Decimal Places Question: You can define variables by typing variable names surrounded by brackets (i.e. "What is 5 plus [x]?") Need help? b1 17.123 27.123 3 HTML Editor $\underline{A} \star \underline{A} \star \underline{J}_{x} \equiv \underline{\Xi} \equiv \underline{\Xi} \times^{2} \times_{2} \equiv \underline{\Xi}$ sb1 3 3.101 4.123 Simplify b2 -135.131-125.121 3 5+(2-([x]*12)) sb2 44.123 59.132 3 b3 20.432 26.093 3 Answers: sb3 5 001 8.111 3 Variable Definitions Once you have entered your variables above, you should see them listed here. You can specify the range of possible values for each variable below. Formula Definition Variable Min **Decimal Places** Example Value Recompute Next you'll need to write the formula or formulas used to compute the correct answer. Just use the s Formula Result 0 slope0 = b1= 25.032slopeadj = b3 = 21.378Generate Possible Solutions slope1 = b1 + b3= 46.41Finally, build as many variable-solution combinations as you need for your quiz. the last formula row will be used to compute the final answer possible value combinations (max 200) Offer Decimal Plad Save allow an error margin of +/-Generate

Sections for Differentiated Assignments

"Version A, B, C, etc..."

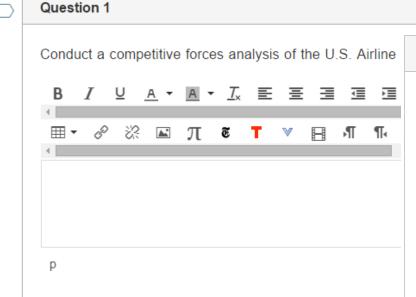


Short Answer, Case Analysis

"Tell me more..."

Read the case below and respond to the case questions.

U.S.Airline Industry.pdf 🗟 🛭



Question 1

4 pts

Conduct a competitive forces analysis of the U.S. Airline industry.

Your Answer:

According to Porter's Five Competitive Forces, the Airline Industry is affected differently by each force.

/4 pts

Power of Suppliers: This is touched on in my answer to number two, but one of the main resources that Airlines need is Jet Fuel. The supplies of Jet Fuel hold the power over the airlines and can charge higher prices if they wish. This is the biggest force that affects the Airline Industry.

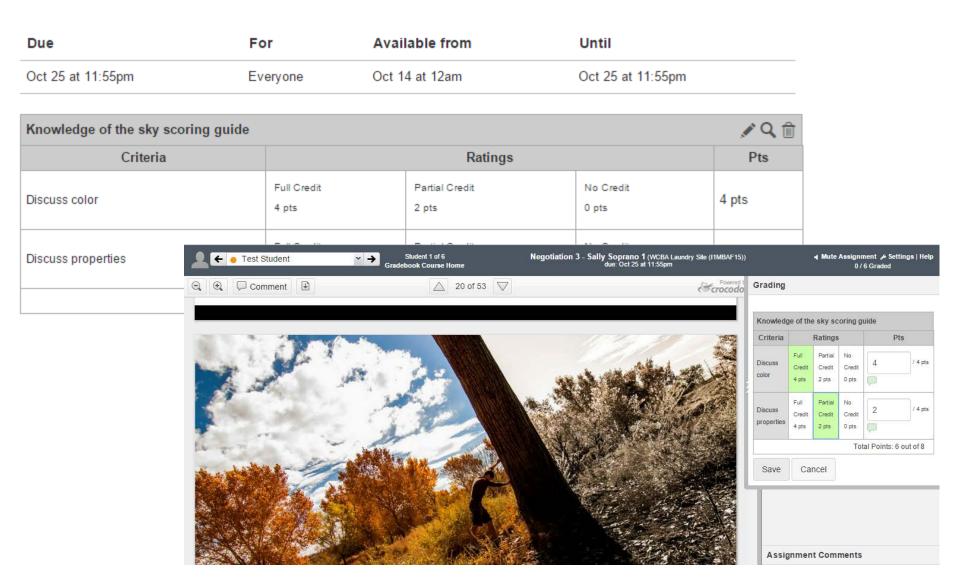
Power of Buyers: Those flying hold some power, but not as much as suppliers. The type of travel greatly impacts the power of the buyer. If a person in chicago has a business meeting in LA the next day, he is almost invariably stuck paying the going rate of air travel. A person who is flying for leisure has the option to drive, or fly standby to receive a lower price.

Substitutions: Airlines will virtually always be substituted by car and there isn't usually much they can do about it. Any consumer can drive to a destination, unless they need to be at a certain time. Lesser used substitutions would be trains or boats. Either way the high cost of airline tickets drive consumers to alternative forms of transport.

Barriers to Entry: This is a force that helps keep competitors out of the industry, since the barriers are very high. A new company looking to get into the airline industry must pendiate contracts with

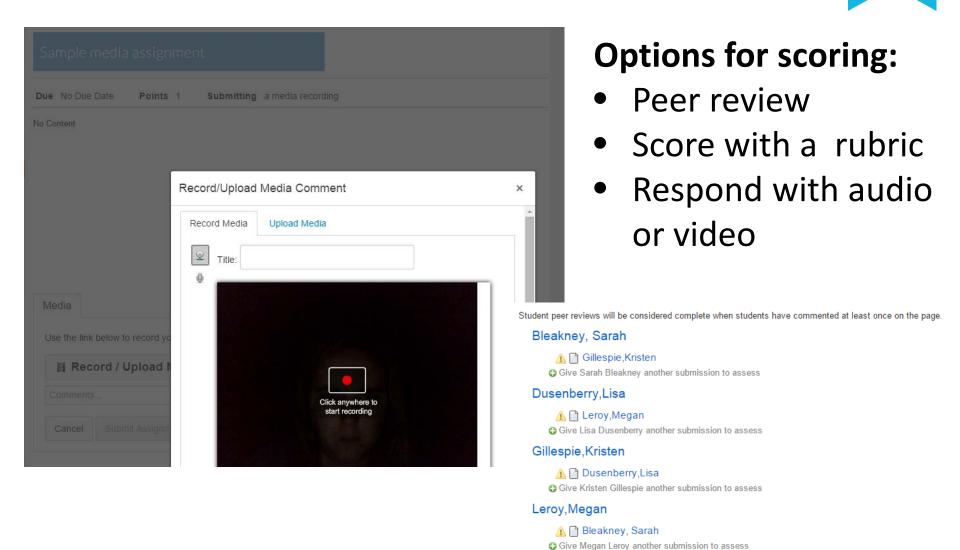
Using a Rubric

"Consistency in grading and feedback for all..."



Media Recordings

"Show me..."



Non-exam Based Assessments: GoReact

"Show me more..."

GoREACT in Action



recorded presentation, the actual video plays in the window.)

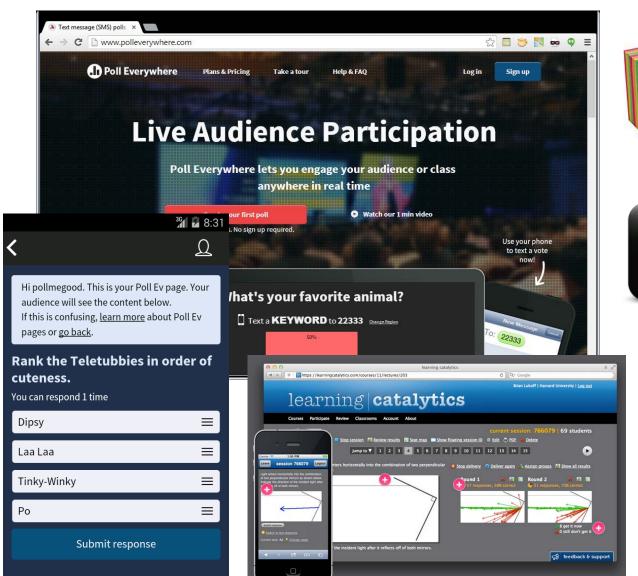
Non-exam Based Assessments: TBL and RATs

"Readiness Assessment Tests...iRAT and tRAT"

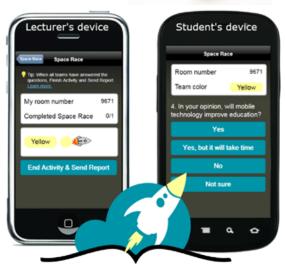


Polling and One-Minute Responses

"Tell me what you think..."

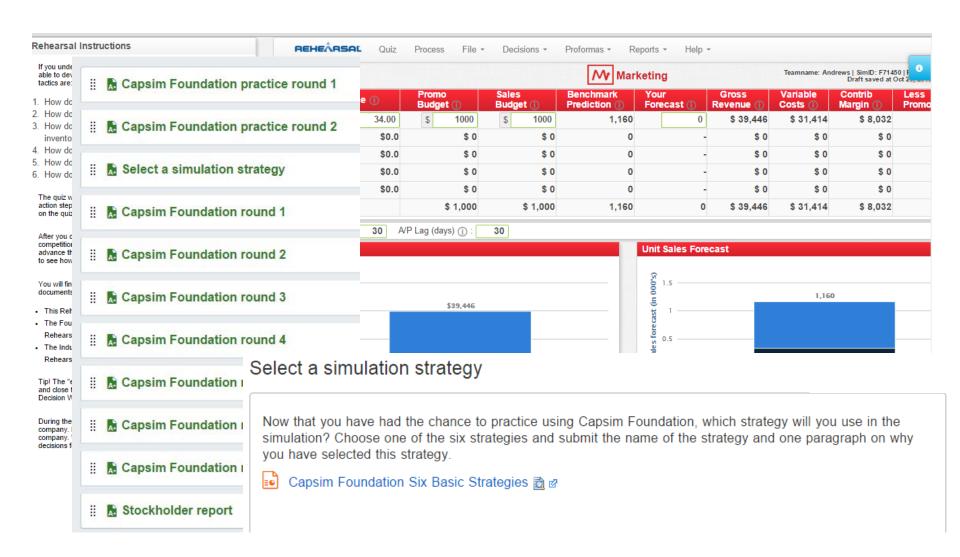






Simulations

"Learn by doing ... "



Supporting Student Preparation

"Know before you go..."

