



Defence Academy  
of the United Kingdom

*Cranfield*  
UNIVERSITY

College of Management and Technology

e-Assessment in Practice

13 - 14 June 2012



End Users,  
Customers,  
Stakeholders,  
Learners

Organisations,  
Qualifications Authorities,  
DSA, Edexcel,  
Examination Boards,  
Ofqual

e-ASSESSMENT

Authors, Teachers,  
Subject Matter  
Experts,  
Directing Staff

Software Developers,  
Learning Designers,  
Publishers

e-ASSESSMENT IS MORE THAN JUST MULTIPLE CHOICE

[www.symposiaatshrivenham.com](http://www.symposiaatshrivenham.com)

# e-Assessment in Practice

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Qualifications Auth  
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Examination Bo

## Background

Assessment is an integral part of learning. Although content development in e-Learning environments has come a long way, e-Assessment together with intelligent feedback remains a challenge. Assessment has moved on from simple multiple choice questions to very innovative approaches using virtual manipulatives, symbolic systems, free text processing using techniques from natural language processing, computer assisted validation of human marked scripts, convenient mathematical input with the help of MathML. Many challenges still remain. Diagrammatic reasoning, free hand graphical input, and their assessment still need to find a technological solution. It is still early days to find all the functionality in one single platform. Publishers are increasingly offering books with integrated self-assessment with tools such as MyMathlab. Assessment items can now be embedded in a dynamic way (e.g. iBook).

e-Assessment is an enormous challenge to designers, developers and the users alike. Despite significant improvements in the underlying technologies, there appears to be some reluctance to fully integrate assessment into the curriculum.

e-Learning in general shifts the responsibility to the learner which in turn demands far greater motivation and self-discipline. Organisational and cultural practices quite often sit at odds with the philosophy of e-Learning, which in turn impacts on the take-up of e-Assessment. Despite some of these challenges, e-Assessment has been used successfully for many qualifying examinations (MRCS, Driving Licence Tests, DHS, IELTD, TDA) where there is little need for immediate intelligent feedback.

e-Assessment has come a long way and is here to stay. Many technological challenges still remain. The conference provides ample opportunities to discuss your concerns with leading authorities in the field, and provides an opportunity to shape the future of e-Assessment.

## How can you contribute?

Papers are solicited on any subject relevant to the conference topic. The following areas are suggested, but the list is not exhaustive:

- Technological innovations in e-Assessment
  - Assessment of free text
  - Symbolic and graphical input
  - Diagrammatic reasoning
  - Audio assessment
  - Free-hand diagrams
- Problem-based/project-based assessment
- Intelligent Feedback
- Formative and Summative assessments
- Pedagogical principles and practices
- Use of computer games and virtual environments
- Cultural and organisational issues of e-Assessment
- End-user and organisational perspectives
- Reviews of current technologies

## Who will be there?

The symposium is strongly focussed on current technologies that have been successfully deployed and provides an opportunity to preview the forthcoming developments. The audience not familiar with some of the technologies have an opportunity to sample and discuss the possibilities in hands-on workshops. The highlights of the symposium include:

### Invited speakers

#### John Kleeman

Embedding e-Assessments for Better Learning and Retention, **Questionmark**

#### Peter Bennett

e-Assessment Design, **Questionbank Management**

#### Gavin Clooney

Giving Assessment a Voice, **Learnosity**

#### Andrew Boyle/Tom May

A proposal for an e-Portfolio system for mobile devices, **City & Guilds**

#### Peter Pascale

Mobile Technology and the Future of Assessment, **Pearson VUE**

### Panel discussions

The final day will conclude with a panel discussion entitled "e-Assessment is doomed to fail unless..."

### Format

This symposium, as one of a series of symposia at Shrivenham, builds on the well-proven format which brings together representatives from Defence, Government Agencies, Educational Authorities, Academic Institutions and Publishers in a relaxed atmosphere within the surroundings of the Defence Academy. In this symposium, the presenters will include academic practitioners, educationalists, designers and developers of e-Assessment, educational

authorities, councils, military decision makers and educational experts.

Delegates are invited from any organisation that is involved in e-Assessment or those actively thinking of exploiting the technology.

Ample time is provided to encourage informal discussion during breaks for coffee, lunch, tea and supper. You will have further opportunities to network and discuss issues with your peers.

*Proceedings are made available at the end of the symposium free to all delegates.*



### Timings and Registration

Registration will begin at 0930 hrs on Wednesday at the Defence Academy of the United Kingdom, Shrivenham. If you wish to attend the symposium, please complete and return the attached Registration Form, to the address shown. In order to keep the intimate atmosphere of the symposium, attendance is limited to 200 participants.

### Paper Submission

If you believe you can provide a valuable contribution to this Symposium, please contact Dr Venkat Sastry who is chairing the programme committee.

Email: [v.v.s.sastry@cranfield.ac.uk](mailto:v.v.s.sastry@cranfield.ac.uk)

If you wish to submit a paper or a poster, please email your abstract of up to 300 words by 16 April 2012 to:

#### Mrs Caroline Dawson

Email: [caroline@symposiaatshrivenham.com](mailto:caroline@symposiaatshrivenham.com)

Tel: +44 (0)1793 785268

The presentation of your paper should be planned to take 30 minutes, to include questions. Poster size is limited to AO.

Although your paper may be classified your abstract must be unclassified. Acceptance of papers will be notified in late April 2012.

## e-Assessment in Practice

### Exhibition and Demonstrations

The symposium provides a highly targeted audience. We offer companies, departments and establishments the opportunity to exhibit, display or demonstrate their software product, or advertise their capabilities. Ample time is programmed for lunches, refreshment breaks, reception and the buffet supper to allow delegates to visit display stands. We provide space, tables and chairs.

To book display space, please complete and return the Display Application form.

### Sponsorship

Sponsorship is invited for activities during this event which offer the opportunity for delegates and speakers to socialise and network, such as the reception supper on the first evening. The benefits available can include complimentary registration fees and prime display space, the inclusion of the sponsor's name, logo and a full page advertisement in the symposium programme and advertising the name of the sponsor, with logo, throughout the event within the main auditorium. Please contact us as soon as possible to discuss options of sponsorship and the benefits to be gained.

## Display application form To receive a 10% discount, book and pay online at [www.symposiaatshrivenham.com/ea](http://www.symposiaatshrivenham.com/ea)

Please reserve the following (tick as applicable):

Single display space (3m x 2m) £600

Double display space (6m x 2m) £950

Please remember that display personnel need to register as delegates if they wish to attend the symposium presentations.

To apply for a display space, please first complete the following details  
(in BLOCK PRINT)

Display Manager \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Post/ZIP Code \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

e-mail \_\_\_\_\_

Your Purchase Order number (if required) \_\_\_\_\_

TO BE RETURNED BY 5 October 2010

Please reserve the following display space, each supplied with power sockets, tables and chairs (tick as applicable)

Three methods of payment (please tick):

Cheque made payable in Sterling to Cranfield University

Invoice; we may need your Purchase Order number \_\_\_\_\_

Credit/Debit card

Please debit my Visa / MasterCard / AMEX (delete as required)

Card No. \_\_\_\_\_

Expiry date \_\_\_\_\_

Name on card \_\_\_\_\_

Details above are correct and payment as shown is authorised with this Credit Card

Security No. \_\_\_\_\_

(last three digits found on the reverse of the card)

Signature \_\_\_\_\_

If this form is returned by e-mail, Cranfield University assumes this authority is implicit. You may prefer to telephone with your credit card details.

# e-Assessment in Practice

13 -14 June 2012

## Registration and Booking Form

### Registration and Costs

#### Three easy ways to register:

1. To receive a 10% discount, book and pay online at [www.symposiaatshrivenham.com/ea](http://www.symposiaatshrivenham.com/ea)
2. Mail return this form, completed and signed, with payment details to Symposia at Shrivenham, Defence Academy of the United Kingdom, Shrivenham, Swindon SN6 8LA
3. Fax +44 (0)1793 785325

#### Costs

The following fees include buffet lunches, supper on 13 June, bus pick-up service from hotels and all beverages during conference sessions.

- UK Government/Academics and MOD Trading Funds (inc Dstl) **£270**
- UK core MOD/Military **£130**
- All OF5 Officers and equivalent **no charge**
- Submitted speakers **£175**
- All other delegates **£680**

Group rates may be negotiated. VAT is not payable.

### Accommodation

Preferential hotel rates have been negotiated for this event at the hotels listed below. A complimentary bus service between these hotels and the Defence Academy is available. Please book your accommodation directly quoting Reference DACU.

Blunsdon House Hotel      £89 per night bed and breakfast  
Tel: +44 (0)1793 721701

Brook Madison Hotel      £75 per night bed and breakfast  
Tel: +44(0)1793 831333

Jurys Inn      £65 per night bed and breakfast  
Tel: +44(0)1793 514777

Further information is available at: [www.symposiaatshrivenham.com/ea](http://www.symposiaatshrivenham.com/ea)

- I am entitled to and require a room in the Officers Mess for the nights of  
 13 June    Service No. \_\_\_\_\_

### Travel and Subsistence

- I will use the bus pick-up service from my hotel each day
- I will attend the supper on 13 June

To register, please complete the following details  
(in BLOCK PRINT)

Rank/Title	Initials
_____	
Surname	
_____	
Forename	
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Date of Birth	Nationality
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Position	
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Organisation	
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Address	
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Post / ZIP Code	
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Telephone	
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Fax	
_____	
email	
_____	

#### Three methods of payment

- Cheque made payable in Pounds Sterling to Cranfield University
- Invoice; we may need your Purchase Order number
- Credit/Debit card

Please telephone Symposia at Shrivenham on +44 (0) 1793 785268 with your card details.

Please specify any dietary requirements:

CANCELLATIONS. Substitutions are welcome and may be made at any time, at no charge, provided the organisers are informed prior to the start of the event. If you have to cancel your booking, please do so in writing to Cranfield University. Cancellation up to 10 days working days prior to the start date is subject to a £100 administration fee, after which, regrettably, no refund can be made. Refunds will be processed after the event. PROGRAMME CHANGES. It may be necessary, for reasons beyond the control of the organisers, to change programme content, speakers and/or timing of the event. Neither Cranfield University nor the Defence Academy is liable for any changes. DATA PROTECTION. If you have received correspondence from us where the personal or company details are incorrect, please contact Symposia at Shrivenham so that we may update our records. Cranfield University gathers and manages data in accordance with the Data Protection Act 1998.

- The information may be used to update you on our other events and courses. Please tick this box if you do not wish us to do so.
- If requested, we would like to make your contact details available to other attendees at this event. Please tick this box if you do not wish us to do so.

# e-ASSESSMENT IN PRACTICE SYMPOSIUM PROGRAMME

## Wednesday 13 June 2012

1000 Welcome and Introduction to the Defence Academy

e-Assessment Design

**Peter Bennett**, *Questionbank Management*

Embedding e-Assessments for Better Learning and Retention

**John Kleeman**, *Questionmark*

Giving Assessment a Voice

**Gavin Cooney**, *Learnosity*

1315 ***Buffet Lunch***

1415 Assessing Mathematics Onscreen: Some Issues and Potential Solutions

**Sarah Hughes and Irene Custodio**, *Pearson Qualification Services*

Title tbc

**Dennis Saunders**, *Calibrand*

e-Assessment, Test Steered Learning and Lessons to Learn from Learning Analytics

**Dirk Tempelaar**, *Maastrich University, Netherlands*

Panel Discussion: e-Assessment is Doomed to Failure Unless.....

1715 ***Delegates' Reception and Supper***

1930 Delegates transported to **Blunsdon House Hotel, Brook Madison Hotel and Jurys Inn**

## Thursday 14 June 2012

0930 Mobile Technology and the Future of Assessment

**Peter Pascale**, *Pearson VUE*

A Proposal for an e-Portfolio System for Mobile Devices

**Andrew Boyle and Tom May**, *City & Guilds*

Using Peer Assessment and Electronic Voting: To Promote Higher Order Thinking in Practical Assessment

**Trevor Barker and Steve Bennett**, *University of Hertfordshire*

1230 ***Buffet Lunch***

Stimulating Metacognitive Engagement with the Assessment and Feedback Process Through the use of PeerMark

**Dr Neil McPherson**, *University of West of Scotland*

1330 Title tbc

**Brian O'Malley and Jacqueline Truss**, *Intuition and Ministry of Defence*