

ETS Assessment Services



**Measure what's
important to drive
better outcomes.**

ETS has the knowledge and resources to bring fresh insights and efficiency to your program and to help you develop customized assessments.



Verified skills are the most powerful force multiplier in human history.

ETS Assessment Services works with organizations and governments to build and assess skills. Purposefully built to leverage the best of our expertise, experience, and capabilities, we offer rigorous, advisory and measurement services that uniquely cater to our client's priorities and raise standards across the board. Our customized solutions are designed to understand and reflect diverse needs and equip them with the necessary tools to improve and achieve their collective goals.



Breadth of Experience and Expertise

ETS leads the industry in content and psychometrics experts with over 600 full-time professionals on staff. Each year, ETS develops, administers and scores more than 50 million tests in more than 180 countries at more than 9,000 locations.



Customized to your Unique Priorities

ETS has worked extensively with a wide variety of organizations in both developed and emerging economies. We understand the road to improvement is not a `one-size-fits-all,` and have the expertise and resources to adapt and meet you on your journey.



Deployed faster and Measured better

Our SaaS and DaaS offerings allow for rapid deployment and scaling of solutions to get to more people, faster. Our measurement and research capabilities allow you to prove progress at every step and provide accurate dashboarding and reporting

Our expertise lies in crafting comprehensive assessment solutions that empower individuals' educational and professional growth journeys.



Advisory Services

ETS staff have world-class expertise in a range of fields related to assessment and educational measurement. Our experts can help you ensure the validity and effectiveness of your assessment program; see how innovative tools can help you gather more valid, actionable data; or develop staff skills and capacity so that your organization is better positioned for the future.



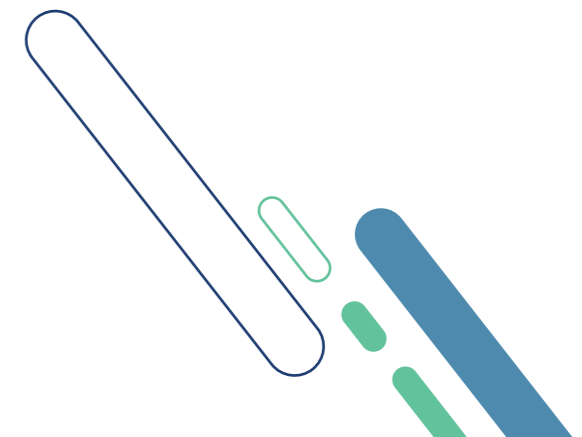
End-to-End Assessment Services

Building and maintaining measurement programs from beginning to end—or for a specific part of an assessment system—is our core competency. With 75 years of experience, we excel in building complete measurement systems, offering resources for building, delivering, and scoring world-class assessments. Rigorous processes ensure assessments are fair and valid for their intended uses.



Licensing

Leverage our expansive intellectual property (IP) to drive growth for your new products. Our IP catalogue offers a range of capabilities to enhance the educational and workforce products and services you provide to your customers or members. As an ETS assessment client, you can add ETS solutions to your portfolio through the implementation of an API. Each offering in the catalogue carries the ETS quality and brand recognition.



Advisory Services

Ensuring the validity and effectiveness of assessment programs



External evaluation of your assessment program

Our audit process offers a thorough, rigorous and objective evaluation of an existing assessment program consistent with broadly accepted international standards, providing detailed information regarding program strengths and weaknesses, and identifying actionable recommendations for improvement.



Custom research studies

Our offering of custom studies of the validity, reliability, interpretation and fairness of tests will provide the valuable insights you need to make important decisions about your assessment program. For example, ETS's population-centered validity research focuses on test validity for minority group members, women and persons with disabilities.



Test Security Consulting

Our vast experience, including involvement in some of the world's largest testing programs, empowers ETS to deliver insightful, reliable, and confidential analysis of your testing program's security. We offer actionable solutions to enhance test security and score validity. Our services encompass test center evaluations, process reviews and advanced analysis of response patterns like biometrics and statistical analysis for comprehensive test security assurance.



Accessibility Consulting

ETS offers strategic and practical accessibility guidance. We help organizations maximize product accessibility, manage risks, meet legal requirements and foster diversity, equity and inclusion (DEI) goals. Our expertise ensures cost-efficient products with inclusive features for all.

Seeing how innovative tools can help you gather more valid, actionable data.



Innovative Task Design

We are leaders in the design and development of innovative, technology-enabled tasks including simulation-based and immersive tasks. These tasks provide richer, more authentic measurement than traditional task types; are more engaging, feeling less like a test; and allow more realistic and direct assessment of the ability to apply knowledge and skills to practical tasks. Our combination of human expertise and proprietary technology enables us to support clients efficiently.



Responsible Use of AI in Assessment

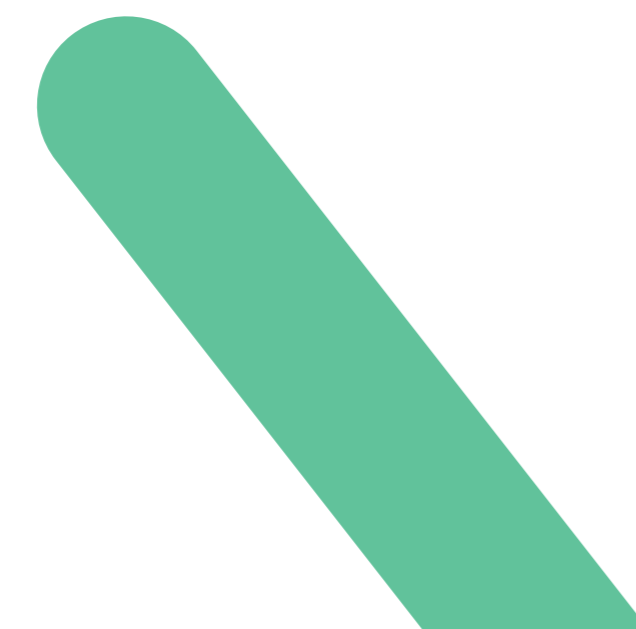
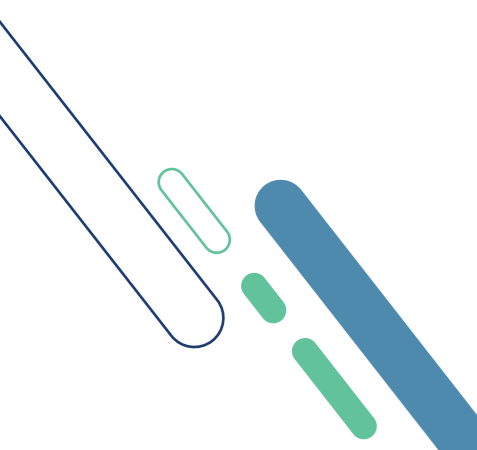
ETS is a leader in the thoughtful, responsible and efficient use of AI technology in assessment development. We will help you to make an informed decision about the appropriate role of AI in your assessment development processes and in implementing a plan that leverages both the efficiencies of AI-based processes and the quality assurance of human-based processes to meet your specific needs and priorities.

Develop staff skills and capacity so that your organization is better positioned for the future.



Assessment Literacy

ETS seeks to advance the fields of testing, assessment and education by making ETS staff resources available to educators, policymakers and testing professionals worldwide through The ETS Research Institute. As the international training and technical assistance arm of ETS, the Research Institute collaborates with ministries of education, universities, and professional organizations around the world, offering regularly scheduled courses and customized offerings related to large-scale standardized testing either in Princeton or in host countries.



End-to-End Assessment Services

Assessment Development



Design

As an industry leader in Evidenced Centered Design (ECD), pioneered by ETS and now a best practice, we're your premier choice for assessment design. Our holistic process spans various tasks including selected response, constructed response, and technology-enhanced to design unique assessments aligned with your measurement goals.

Our focus areas:

- K-12 student programs
- National and international group-score assessments
- College and graduate school admissions
- Workplace and training
- Language proficiency assessments
- Innovative domains like critical thinking, communication, collaborative problem-solving, cross-cultural competence, and social-emotional skills



Content Creation & Form Assembly

ETS has the expansive subject matter expertise and rigorous development processes to create the content required by your assessment program to meet your measurement objectives.

Our focus areas:

- Creating high-quality test content across various disciplines:
 - K-12
 - Higher Education
 - Non-cognitive measures
- Implementing development processes that involve domain experts and stakeholders in item development, review and approval.
- Managing large item pools dynamically, including utilization plans, refresh schedules and release strategies.
- Automating customized assembly of test forms based on your specifications, including pilot, field test and operational forms.
- Developing test packages ready for integration with your delivery system (paper, digital, or hybrid).
- Providing expertise in collateral content creation like item rationales, instructions and detailed scoring guidelines for constructed responses.



Psychometric Analysis

Since its inception, ETS has led in psychometric methodology for testing and assessment. ETS researchers pioneered item response theory, differential item functioning, and test linking methods. Our experts can apply your psychometric procedures or develop new methodologies for heightened assessment validity.



Program Management

When ETS manages your assessment program, you streamline coordination by removing the need for multiple partners. Our experts expand program reach by aligning goals with vendors, enhancing communication and managing vendors cohesively. Operationally, we take charge of key activities for program success. We adapt to client needs, offering tailored solutions unlike generic options used by competitors.

Assessment Delivery

Annually, ETS manages 50M+ tests in 180 countries at 2,000+ centers. We offer comprehensive solutions like test and results delivery, remote proctoring, and center management. This covers registration, scheduling, network management, material distribution and security measures. Our steadfast support ensures seamless administration, and our security expertise addresses breaches and violations.

Assessment Scoring & Reporting

Decades of assessment expertise enable tailored, relevant score reports that are meaningful to your constituents and provide the information they need. We have vast experience in scoring for computer-based and paper assessments. Our robust quality controls ensure reliable, consistent scores. For innovative tasks, ETS excels with AI, machine-scoring, and human raters.



Licensing

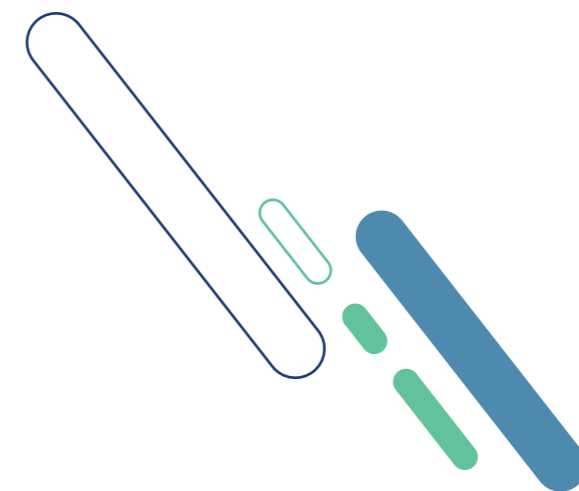
Open new doors by licensing our intellectual property.

Partner with us to drive growth by enhancing your EdTech, education and workforce products or services. Our IP catalogue is comprised of more than 25 solutions available for license and globally supported by flexible terms. The products and capabilities available to license include:



WorkFORCE Assessment & Training for Career Development

Consists of both a web-based assessment and interactive online learning program. The WorkFORCE Assessment for Career Development measures how an individual's natural preferences and tendencies translate to skills and behaviors essential for workplace readiness, training and career success. The complementary research-based dynamic online program provides instruction, practice and feedback on the skills measured in the WorkFORCE Assessment for Career Development.





**e-rater®
automated scoring
and feedback
engine**

An artificial intelligence engine that uses natural language processing to score an essay and provides feedback on writing using a model built on the theory of writing to assess both analytical and independent writing skills. Companies and institutions use this patented technology to power their custom applications.



SpeechRater

Support learning with fast, accurate scores and valuable feedback. This technology uses spontaneous speech recognition and analysis technology to assess and provide feedback on pronunciation, fluency, vocabulary and grammar.



**Criterion® Online
Writing Evaluation
Service**

An online, instructor-led writing development tool through which students receive a holistic score with feedback on grammar, usage and mechanics to help guide their writing revision process. Educators and instructors use the tool to help K-12, college and English-language learning students develop critical writing skills and supports peer to peer feedback.

AI Capabilities



**Assessment
platforms**

We have ready-to-use, state-of-the-art platforms such as item banking, test delivery, analysis and AI scoring to administer your assessment system.

ETS IBIS™ – item management, test assembly and form management

ETS Unify – test delivery, remote proctoring and test center management, with 24/7 operational support and test center dashboard

ETS Response Analysis – item analysis, test equating and fraud detection/security

ETS ONE and ETS e-rater® – human and AI scoring, and rater management

ETS® Data Manager and ETS® ENSR - report creation, distribution and aggregate reporting





The leading global educational measurement, data and research organization.

Connecting Excellence Worldwide

Our team embodies a global approach, connecting excellence in assessment across diverse sectors, including K-12 education, higher education and the workforce. We specialize in fostering collaboration with governments, businesses and associations worldwide, drawing from international insights and robust research. With a resolute mission, we deliver distinctive strategic value that enhances your organization's initiatives.

Established as a nonprofit in 1947, ETS caters to individuals, government agencies, and educational institutions. Our services encompass research, analysis, policy studies, and global representation in over 180 countries. ETS empowers individuals, governments, educators and businesses with measurement tools for selecting top candidates in education and immigration. ETS Global has offices in numerous countries, including South Korea, China, France and more.

We believe in the transformative power of learning, backed by research and measurement. Our journey spans over 75 years, partnering with students, educators and organizations to unlock possibilities through education. Today, our research, products, and services continue to empower individuals in education and career pursuits.



Contact the ETS Assessment Services team at eas@ets.org to talk about how we can collaborate with you to transform your education and workforce programs.



www.ets.org

