

Client Story

Leading U.S. Higher Education Publisher **Develops High-Quality, Adaptive Assessments** in Partnership with LearningMate

INDUSTRY

Higher Education
Publisher

SOLUTION

Adaptive Assessment
Authoring

PROJECT SIZE

230,000+ Questions
Across 28 Titles

PROJECT DURATION

3 Years

Background

As education technology advances, today's publishers are faced with the challenge of providing students with accurate, complex, and relevant adaptive assessments grounded in cognitive science, which is key to finding out where the students excel and where they need help. A leading U.S. higher education publisher needed to develop adaptive assessments to supplement 28 core textbook titles for their newly launched adaptive platform. These titles covered a wide range of disciplines, including business management, psychology, organizational behavior, accounting, economics, finance, and statistics.

With a desire to reach the market quickly, the publisher identified the need for assistance with reviewing, authoring, and tagging a large volume of adaptive assessment questions. After evaluating several options,

the publisher turned to LearningMate — a trusted partner with an experienced team skilled at developing high-quality assessments at scale. LearningMate's tasks were to write, tag, and program the questions while adhering to strict parameters for difficulty and complexity required by the adaptive platform. Additionally, the publisher hoped to draw from existing, non-adaptive assessment content and repurpose it to fit in the adaptive environment.

“By leveraging LearningMate’s assessment authoring expertise, the publisher was able to develop a consistently strong assessment program at scale.”

The Solution

Through a strategic partnership and collaborative process, LearningMate deployed a team of subject matter experts to author and revise over 230,000 unique and variant assessment questions across all Bloom's levels for the adaptive modules, then programmed the questions on the publisher's adaptive assessment platform for delivery. LearningMate also developed specific processes for analyzing the source content, ensuring the required distribution of questions across difficulty levels, and validating complete coverage of all learning objectives across the appropriate range of levels in Bloom's taxonomy.

After analyzing the publisher's process for content mapping around existing content, LearningMate established best practices to ensure the accuracy of the adaptive assessments, developed an efficient workflow, drafted detailed authoring guidelines and acceptance criteria, created effective training tools for subject matter experts and reviewers, and implemented a sophisticated tracking

mechanism for coordinating work and quality across multiple SMEs all over the country.



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Impact & Outcomes

By leveraging LearningMate's assessment authoring expertise, the publisher was able to develop a consistently strong assessment program at scale. By the end of the first nine months, the publisher had a proven workflow and set of best practices, along with approximately 60,000 assessment questions across ten titles. By the end of the third year,

the total number of assessment questions, written across a variety of disciplines and cognitive domains, reached a staggering 230,000 questions across 28 titles.

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