

About Us



EDUCATIONAL DATA SYSTEMS



Company History

Educational Data Systems (EDS¹) was founded in 1974 to serve the data and statistical needs of California schools and districts. Since then, we've expanded our services to include many types of public and private organizations, schools, districts, county offices, and state departments of education nationwide. Our mission is to provide tools and information to educators and business leaders allowing them to make important, informed decisions for their organizations and students. We have experience in all areas of student assessment, measurement, program evaluation, and data management.

Our Expertise

EDS has the capacity to manage very large volumes of paper-based and electronic data. EDS employs highly qualified psychometric, software programming, and project management teams who are well versed in designing and implementing program evaluations, large-scale assessments, local assessments and survey services. Our high speed optical and image scanners, laser printers, and our experienced warehouse staff handle large as well as small-volume projects. We design and produce reports in paper, electronic, and web-based formats.

EDS was one of the first commercial testing companies in the country to apply the Rasch Model to educational data back in the early

days of our company. We now routinely use Rasch to analyze educational testing and survey data in order to extract otherwise hidden patterns from our customers' data.

We pride ourselves on providing our clients with:

- Customized service
- Accurate, high-quality reports
- Highly competitive pricing
- Quick turnaround

Free Consultation

With any of our services we will be happy to review your program, assessment and data requirements and long-term needs at no charge. Please drop by, call or e-mail us at your convenience and together we can begin to look at how EDS' services can help you make the most of your data.

Sample of Recent and On-going Projects:

- ✓ California Reading First statewide evaluator
- ✓ California High School Proficiency Examination (CHSPE) scoring and reporting contractor
- ✓ Oregon Statewide Assessment state contractor
- ✓ Golden State Examination (GSE) scoring and reporting contractor
- ✓ California Physical Fitness Project statewide data collection, scoring and reporting contractor
- ✓ Vermont-PASS Science Assessment state contractor
- ✓ Nationwide Science Assessment (PASS) contractor
- ✓ Salinas City Elementary School District's end-of-unit reading test processing
- ✓ Keys to Literacy Project professional development scheduling web site
- ✓ Every Child a Reader Writer (ECRW) evaluation project

"We approach every project as a unique endeavor, with the goal of tailoring our services to every client's needs."

Caroline Fahmy,
President,
Educational Data Systems

“Meaningful data turn a diagnosis into action, thereby enabling educators to respond to individual student needs. They also make assessments a helpful tool for educators rather than simply an accountability hammer.”

Matthew Gandai and Laura McGiffert (2003), *The Power of Testing, Educational Leadership*, February 2003 (Volume 60, Number 5), pp. 39-42

EDS' Services

Assessment Services

- Print, pre-identify, and distribute your local assessments
- Scan and score multiple-choice tests
- Manage hand scoring of open-ended exams and essay prompts
- Analyze test results, prepare individual, aggregated and subgroup scores
- Report via paper, electronic file, PDF or the Web
- Evaluate the effectiveness of your assessment program

Online Web-Based Services

- Conduct online surveys
- Collect critical business data
- Check and edit student data for more accurate reporting
- Establish online calendars and registration systems for your programs
- Compile longitudinal databases and reports
- Provide downloadable data files and documents
- Incorporate secure payment tools

Statistical and Psychometric Services

- Learn the demographic characteristics of your students
- Determine how different groups perform
- Compare all of your students against the same measurement scale
- Ensure that the test items are fair
- Obtain reliable measures from open-ended exams and essay items

Equating Services

- Put all of your local assessments on the same measurement scale
- Measure student growth over time
- Meet state and federal student outcome reporting requirements
- Ensure fairness for high-stakes exams

Program Evaluation Services

- Demonstrate that your program is working
- Learn how well your program is being implemented
- Measure student, teacher, and school outcomes

Data Management

- Compile data from a number of sources
- Convert data into manageable formats
- Analyze data to your specifications
- Report and disseminate data to your target audiences
- Develop custom scannable paper, electronic and web-based forms for data collection
- Print variable data statements, notices, forms and reports

Survey Services

- Design, write, print and distribute surveys
- Collect, analyze and report survey results
- Measure classroom and school implementation of program and grant funds
- Determine the effect of educational programs on teacher practice
- Find out what your students, teachers, the community or your customers are thinking



Managing Information for Education

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Assessment Services



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- ✓ Evaluate the effectiveness of your assessment program

Is there an easier, faster way for our district to score and report our local assessments?

School staffs have enough to do without taking hours, or even, days to input student data and score tests by hand. EDS' assessment services can take care of printing and distributing your tests as well as automating the scoring and reporting of data. For assessments with open-ended or essay items, EDS can manage the scoring or assist you as you develop the capacity to score your own tests. We can take your assessment from beginning to end, or we can help you just where we're needed.

Since our district is rather small, printing customized scannable forms in small quantities can be quite expensive for us. Does EDS have a solution?

EDS has developed the unique in-house capability of printing customized scannable forms. These forms can even contain variable test questions, pre-printed student ID's, barcodes or demographic data, and are available in a variety of formats. We keep our costs down by automating the process and using our own high-speed laser printers. Virtually any local assessment of any size can be printed and scanned using this technology, customizing the instruments to your needs as well as speeding up the process and providing accurate results.

Is my district making the most of its assessments?

If your district is typical, the answer is "no." Your district can make best use of assessment data when results are available quickly. By making use of EDS' assessment services, your district's results can be made available within days, not weeks. Additionally, EDS psychometric staff can review your assessment program and make recommendations for improving the turnaround, reliability and validity of your assessments.

How much valuable information remains hidden in my district's assessment data?

A host of information may be concealed in your district's assessments, but often very little is used. Our staff of psychometricians can develop instruments and reports that allow you to make valid comparisons between assessments and, over time, reveal valuable information that otherwise remains hidden. EDS can customize reports to make recommendations for instructional next steps, giving teachers a tool for making the most of the assessment data.

Our assessment program is well established. What can EDS bring to my district?

We often work with district programs that have been in place for years. As districts grow and demands for data expand, we are often asked to help. EDS can evaluate your assessment program to find ways of updating and automating manual or older data processing systems, improving accuracy of scoring and reporting, evaluating effectiveness of the test instrument, and reviewing the use of data to improve instruction and student achievement.

How will my district's results be reported?

That is entirely up to you. Typically, EDS' reports are available at student, class, school

"When it comes to education, testing holds the same power to bring about the result we all want- academically healthy students."

Matthew Gandal
and Laura McGiffert,
Educational Leadership,
February 2003
(Volume 60, Number 5)

“When teachers analyze test data for strengths and weaknesses - the data not only help teachers see specific areas of difficulty for each student, it also helps teachers to pinpoint objectives that either need to be covered more thoroughly or taught in a different way.”

Protheroe, N. (2001), *Improving Teaching and Learning with Data-Based Decisions: Asking the Right Questions and Acting on the answers*, Educational Research Service
www.ers.org/spectrum/sum01a.htm

and district levels, but you are free to select the ones that matter most to you. You can disaggregate your data by the sub-populations that are totally unique to your district’s interests and requirements. We can assist your district in designing a variety of meaningful No Child Left Behind (NCLB) and Adequate Yearly Progress (AYP) reports that can be useful in professional development activities and in informing schools and the district of progress toward goals.

Reports are available in a variety of formats including electronic (CD, diskette, e-mail, tape), web-based, and paper. Combine your assessment program with our unique web-based reporting system and you will have a powerful tool for reporting results to your target audiences, whether they are teachers, administrators, students, parents, or the community.

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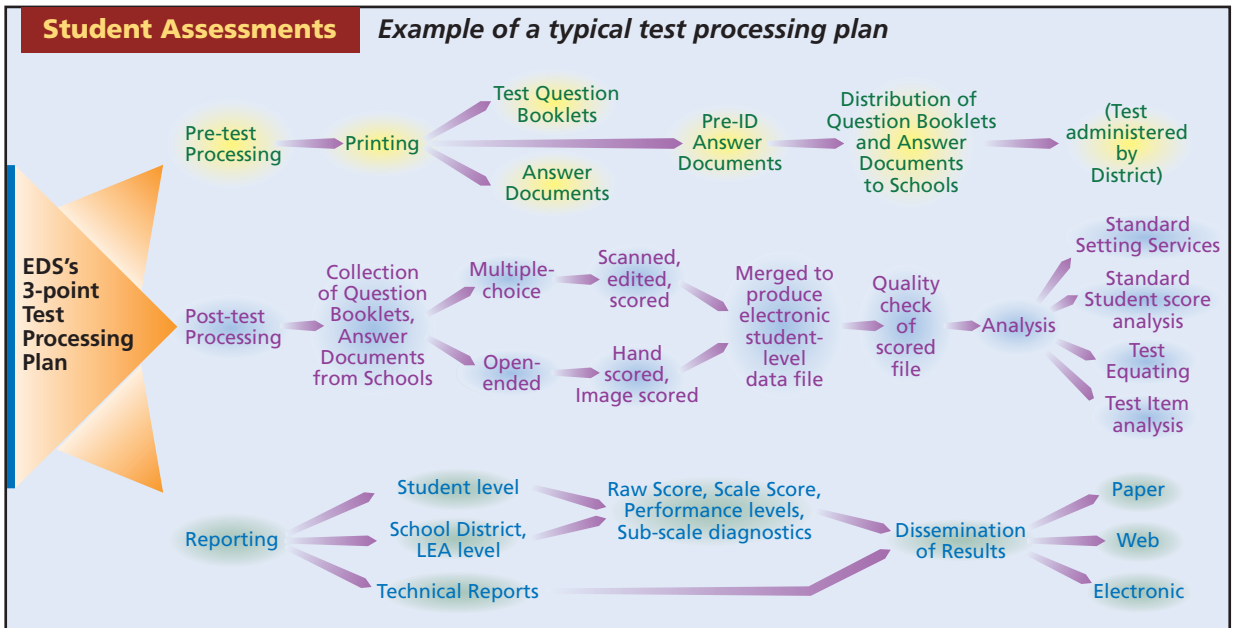
Can EDS help ensure high implementation of instructional initiatives?

Yes! By managing assessments and data associated with initiatives, you may find more complete results. Since continued funding of many initiatives is linked to the degree of implementation, securing the most complete assessment data possible may make sound financial sense.

Can my district afford EDS’ assessment services?

You may be surprised. Assessment, evaluation, data collection and data management are our stock in trade. Our processes are well established, and we can pass the economies of scale back to you.

Drop by EDS, e-mail us or give us a call for a complimentary consultation on how best to meet your district’s assessment needs. Visit our web site at www.eddata.com for more information on our company and the services we provide.



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Data Capture & Reporting Services



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“Schools and districts that have incorporated the use of data in their school improvement efforts provide opportunities to learn how to analyze assessment data.”

Protheroe, N. (2001), *Improving Teaching and Learning with Data-Based Decisions: Asking the Right Questions and Acting on the answers*, Educational Research Service
www.ers.org/spectrum/sum01a.htm

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- ✓ Print variable-data statements, notices, forms and reports

What is the best way for us to store and use our volumes of data?

EDS has more than twenty years of experience managing large volumes of data. EDS will work with you to design the best way to store and use the data based on your needs, from a simple text file on a personal computer to a data set on a mainframe computer, to a complex dynamic database accessed through the web. To assist in reviewing and cleaning your data, EDS also provides online editing tools that allow you to verify data for accuracy prior to integrating it with your other applications or using it for reporting.

How do you get usable data from the classroom?

EDS has the technical expertise necessary to collect, integrate, and analyze your data, as well as provide reports containing the information that you need. EDS offers a wide array of collection options:

Electronic data collection is done through custom electronic and web-based forms developed for students or teachers. EDS also accepts data files from varied sources and software that our experienced programmers can format for your requirements.

Scanning generic or custom forms provides another common yet specialized

form of data collection. EDS creates custom forms to meet specific needs. These forms are scanned using imaging technology, Optical Character Recognition (OCR), and Optical Mark Recognition (OMR) scanners.

Image capture is used for capturing the responses to open-ended questions. The responses are scanned and stored as images for online reviewing, processing and evaluation.

How can you help us with reporting?

Reporting to your audience—students, parents, the community, teachers, the board of trustees—is the ultimate goal of any program or data collection effort. Our most popular services include database-driven, dynamic web sites that host your reports. Reports based on custom analysis can be designed to satisfy the needs of your specific program. Various levels of security and access can be assigned to the web site or to various pages of the site, offering public access as well as ensuring maximum security for sensitive information.

EDS can develop paper reports printed on our in-house high-speed printers. Paper reports can be printed on white, colored or custom paper, 8 1/2 x 11 or 11 x 17 inches, two-sided, with header pages, and sorted and distributed based on your needs. The advantage of our service is the option of integrating printed reports with variable demographic, assessment, or business data. We can design statements, notices, forms and reports, all customized for your parents, students, or clients.

Drop by EDS, e-mail us or give us a call for a complimentary consultation on how best to meet your district's data management, reporting and printing needs. Visit our web site at www.eddata.com for more information on our company and the services we provide.



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Equating Services



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- ✓ Put all of your local assessments on the same measurement scale
- ✓ Measure student growth over time
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What is equating?

Equating is a way to get scores on one test to be comparable to scores on another test. Let's say you give Science Test A to one set of students and Science Test B to another set of students. How do you compare the students who took the different tests? Equating gets everyone on the same measurement scale using psychometric models and linking methods.

How can our district measure student growth over time?

Equating methods are especially useful in measuring student growth over time, also called "longitudinal equating." Such equating allows you to compare a student's score on Science Test B with the same student's score on Science Test A taken 6 weeks earlier. This makes it possible to accurately track a student's knowledge and skills progress throughout the year as well as from year to year.

Why does our district need to equate local assessments? Aren't the state assessment results sufficient?

Your state assessment is fully sufficient to perform many student comparisons, but not all. For instance, if the state assessment is only given at one or two grades, it cannot be used to gather information for all students. Usually state assessments are not equated across grades. They are also not suitable for measuring student growth within a school year. Several state and federally funded programs call for student outcome information that cannot be obtained from the state assessments alone.

That is where your local assessments come in. Local assessments have the advantage of being directly relevant to what your students are learning. Most important, they are given throughout the school year, generally at 6-week intervals or as a pre- and post-test at the beginning and end of the school year. The problem is that they are often not equated. There is no way to tell how much a student "grew" from one 6-week unit test to the next. That is where EDS comes in.

EDS knows exactly what to do to get all of your local assessments on the same measurement scale, at minimal expense, so that you can document the growth of each individual student throughout the school year and across grades.

What does EDS need from the district in order to do test equating?

Not much. EDS works with schools to conduct on-site equating studies with students. This entails the administration of a few extra items during each test administration. These extra items link to other assessments, getting everyone onto the same measurement scale.

EDS provides blank answer sheets which students use to respond to test questions. These are returned for rapid scanning and scoring. The result is that all students can be compared as if they had taken the same test, both to each other and to their earlier test performances. This makes it possible to measure student growth accurately.

What are some other practical applications of test equating?

Within a program evaluation of teacher professional development, for instance, one of the measurements of a program's success will be student outcomes. That means students need to be compared to each other and across

"Careful strategic planning at both the school and district levels is essential, especially when managing data over multiple years and across multiple grades."

Jeffrey Watson,
Wisconsin Center for
Education Research

time on the same measurement scale. That is where equating can be used to ensure that the comparisons are valid. True “gains” in student scores can be calculated by comparing the results from a pre-test which has been equated to a post-test.

Another application is the development of an assessment with multiple forms. The different forms of the exam should all be of a similar difficulty and sufficiently alike to ensure fairness, especially if the results are used for high-stakes decisions. Equating the forms

during their development ensures that the final test forms are comparable.

A third example of an equating application might be an annual or periodic survey which changes over time but, if equated, can be compared from one year to the next.

Drop by EDS, e-mail us or give us a call for a complimentary consultation on how best to meet your district’s test equating needs. Visit our web site at www.eddata.com for more information on our company and the services we provide.

“Data without connection to individual children does not help create significant interventions on their behalf.”

Joseph Jacovino,
chief accountability officer
for Philadelphia City
School District,
District Administration
magazine, September
2004, pg. 50



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Online Web-based Services



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What is unique about EDS' web-based services?

EDS has been developing dynamic, database-driven web sites for education for almost a decade. We've done extensive work with the states of California and Oregon, as well as other educational clients. EDS understands assessment data structures and reporting levels—such as classrooms, schools, districts, counties, and state—which make up the basis for most assessment reports. When working with large volumes of data, it is critical to build in quality control checks. EDS has expert database programmers and data processors who ensure that your data is complete and accurate. We also have many web templates that can be used to provide you with ideas for how to present your data to your target audience. The dynamic nature of our programming allows our web sites to run very efficiently, keeping users engaged.

Where does the web site reside?

Usually, EDS hosts and maintains the web sites it develops. EDS maintains numerous web sites for clients on professionally managed, high-speed servers. Our hosting services include continuous uptime monitoring, periodic and up-to-the-minute back-ups for critical data, expandable storage (as the volume of data increases over time), database management, ongoing content maintenance, and security.

My district has an existing web site. How does EDS integrate new web development with what we already have?

When integrating new functions into an existing web site, our designers can use a client's current "look and feel." Links and navigation tools can be added to your current web site so that the transition from the local web site to the EDS hosted site is seamless.

If my district does not have an existing web site, can EDS design one for us?

Yes. We have in-house designers who can plan and design your entire web site, not just the dynamic data pages and reports, but also the introductory and informational pages. EDS can establish the color, composition and even a logo for your new web site. We take care of the details of hosting, purchasing a domain, optimizing your search engine and doing whatever it takes to get your web site up and running.

Assessment and student data need to be very secure. How does EDS manage secure data on the Web?

EDS recognizes the secure nature of assessment data. We employ an SSL (Secure Socket Layer) encryption methodology to keep data secure. EDS designers will consult with you to establish the exact security procedures your web site needs, from log in with password and ID, to public pages for certain levels of users, to a combination of the two. We can even develop redundancy for critical or high profile launches. EDS also uses its own unique security procedures to prevent users from capturing or downloading information from secure pages.

Can our in-house district staff maintain an EDS-designed web site?

If your goal is for your in-house staff to maintain and update the web applications and

"From data come extraordinary results. No parent will stand to send their kids to school if they can't go online and see their child's work and be able to talk to teachers [via computers]."

Jonathan Harber,
president and CEO of
SchoolNet, District
Administration magazine,
pg. 53

data, EDS will plan the design to integrate tools that will facilitate these tasks. EDS will also utilize programming languages and platforms that are compatible for your organization. We will consult with your information technology staff to make sure your web server is large enough, hosts compatible programming languages, and contains the security features required to maintain the applications.

Can we do commerce over the Web?

EDS has developed efficient and secure payment tools that can be incorporated into the design of your web site, including traditional shopping cart models and more complex, multi-step checkout procedures.

How affordable are EDS' web development services?

EDS' prices are surprisingly affordable. And, if you select one of our existing templates and we use your own web site look and feel, you can save on the initial design charges. Pricing is based on the complexity of the web site and database, the volume of data to be stored, transferred or data entered, and the anticipated modifications or ongoing support.

Drop by EDS, e-mail us or give us a call for a complimentary consultation on how best to meet your district's online, web-based, needs. Visit our web site at www.eddata.com for more information on our company and the services we provide.

"The way you do assessment in today's world of technology is to get feedback in hours or minutes. And then you help adapt instruction to fit that individual's needs at the time."

Susan Patrick,
director of the Office of
Educational Technology at
the U.S. Department of
Education, *District
Administration Magazine*,
September 2004, pg. 51



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Program Evaluations



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“How do you know it's the program? If teachers have poor instructional strategies, no matter what the content is, students won't get it.”

Libia Gill,
senior fellow at
American Institutes
for Research, *District
Administration* magazine,
September 2004, pg. 52

- ✓ Demonstrate that your program is working
- ✓ Find out how well your program is being implemented
- ✓ Measure student, teacher, and school outcomes

What exactly does a program evaluation consist of?

A number of state and federally funded programs (e.g., Reading First, CaMSP, Enhancing Education Through Technology, Healthy Start, Even Start) require schools and districts to demonstrate how they are implementing the program and that the program is having the desired effect. This requires that someone, often an external evaluator, conduct a program evaluation. Program evaluations generally contain three elements:

- Measurement of program implementation at the district, school and classroom levels
- Measurement of outcomes, generally gain scores at the student level
- Measurement of the relationship between implementation and outcomes

What is so important about these three elements?

Program Implementation documents the degree to which the program is actually being put in place. Proving that you are implementing the program is often a precondition of further funding.

Student and Teacher Outcomes look at variables that the program is supposed to change or improve, such as student scores. Since change is what you want to see, this element will always involve a pre-program/post-program difference, for instance a student's score before entering a program subtracted from the same student's score upon completion of the program. To calculate such “gain scores” the pre-test and post-test must be “equated,” i.e., put on the same measuring stick. Post-test scores alone are not sufficient as an outcome variable.

The Implementation/Outcome Relationship element is what determines whether the program is effective. If it is found that the higher the level of program implementation, the higher student gains are, then we have strong evidence that the program really works.

It is often assumed that high gains in student or teacher outcomes are sufficient to show that a program is working. Not so. It is quite possible that some other factor is causing the high gains. That is why the student outcome measures need to be matched to program implementation measures, and there needs to be a reasonable amount of variation in both.

How can our district get information about program implementation?

This is where EDS can help. We offer an implementation measurement service that is based on designing teacher and principal surveys that are tailored to the needs of your district and the requirements of the program. Using these carefully crafted surveys, we compute precise implementation measures at the classroom, school, and district levels.

How can our district get information about student gains?

To obtain student gain scores, there are two options. The first is to use the statewide assessments (e.g., California's CST scores) from each year, calculating the difference between what a student (or a school) scores after a year of exposure to the program and what the same student (or school) scored in the previous year. The other option, and often the most effective, is to equate the district's local assessments so that you can measure a student's growth within the school year.

EDS uses advanced psychometric models to analyze the survey and student outcome data, and to compute reliable implementation and outcome measures. These are correlated and graphed against each other to show exactly how powerful the program is and where it may be encountering obstacles.



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“While data play a central role in improving student achievement, the wrong kind of data can actually stifle teachers' pursuit of accurate evidence regarding their students' achievement.”

Popham, J. (2003), *The Seductive Allure of Data, Educational Leadership*, February 2003 (Volume 60, Number 5), pp. 48-51

- ✓ Learn the demographic characteristics of your students
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What can statistics do for us?

Statistics is about simplicity. It collapses the complexity of thousands of students down to a few simple numbers that can fit on the back of an envelope. Without this simplicity, it is impossible for any administrator to make good decisions.

Statistics do four things: 1) describe populations; 2) compare groups; 3) reveal relationships; 4) remove irrelevancies.

EDS statisticians take pride in their tradition of extracting simple truths from complicated data in the form of a few simple graphs and tables that tell the story. For the more detail-minded, we also produce thorough and detailed technical reports.

What is psychometrics, anyway?

Psychometrics, or psychological measurement, refers to the family of methods and mathematical models used to measure student aptitudes. The standard way to measure students is with “raw scores,” or a percentage correct on a test.

The problem is that raw scores don't behave like the measures you would get from a yard stick. For one thing, the increments are not evenly spaced. (The difficulty of gaining one more percentage point keeps changing as you approach 100%.) For another, raw scores don't translate across different tests. A 70% on one test hardly ever has the same meaning as a 70% on another test. Psychometrics deals with these issues and more.

At EDS, our specialty is a family of psychometric models called Rasch Models.

The best thing about Rasch Models is that they tell you what needs to be done to get “objective” measures, i.e., student measures that will reproduce from test to test. They are also useful in test equating (getting the results from one test to be comparable to those from another test) and in making sure that test items are fair and reliable.

What is test equating?

This is such an important topic that we devote an entire fact sheet to it. In a nutshell, test equating means linking many different tests together so that they behave like one giant test. This means that we can put all the students on the same measurement scale, even if they took different tests.

How does EDS make sure that tests are fair?

EDS examines the psychometric properties of each test question and makes sure that it is not biased against specific subgroups of students and that the item is behaving in a consistent, predictable manner. When items are behaving poorly or unfairly, we can remove their effects without invalidating the test as a whole. The end result is student measures that will reproduce across testing situations and that are not affected by irrelevant biases.

How does EDS compute measures on open-ended questions, such as essays?

With our business partners, EDS maintains a panel of raters trained in rating essays and other open-ended responses according to established rules and procedures. We also design hand-scoring procedures and train raters at school districts so your own personnel can be called upon to score your local assessments.

But where EDS offers a unique advantage with open-ended scoring is in how we convert individual rater raw scores into reliable, reproducible measures. Using

“Assuming that nontrivial issues such as accuracy, validity, and reliability are resolved data can allow educators to identify areas where student performance must improve. The capacity to disaggregate these data by various student characteristics, furthermore, helps to uncover the needs of particular groups of students.”

Sarah Mason,
Turning Data into Knowledge: Lessons from Six Milwaukee Public Schools. Wisconsin Center for Education Research, April 2002.

psychometric methods, we can adjust for differences between raters, so that it is as if every student is being rated by exactly the same rater. We can also spot instances where a rater has been unduly harsh or lenient on a particular essay. This transforms the subjective impressions of individual raters into objective measures that are every bit as reliable as a conventional multiple-choice test. We can also equate open-ended items across years, so that

students are held to the same standard even if the essay prompt changes and gets harder or easier.

Drop by EDS or give us a call for a free consultation on how best to meet your district’s statistical and psychometric needs. Visit our web site at www.eddata.com for more information on our company and the services we provide.



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- ✓ Determine the effect of educational programs on teacher practice
- ✓ Find out what your students, teachers, and the community are thinking

Why does my district need to conduct teacher surveys?

A variety of state and federal programs require districts to document the effects of funded programs on teacher practices and on student outcomes. Student outcomes can be measured using your statewide assessment and local assessments. But how can you measure teacher practices? How can you measure the degree to which program recommendations are being implemented?

The simplest approach is to conduct a teacher survey, one carefully written to capture teacher practice, and implementation. Such surveys are difficult to prepare, requiring collaboration between item writers, teachers, and content experts. Why not do it right? EDS has extensive experience writing exactly this type of survey, as it most recently did as the California Statewide External Evaluator for the Reading First program. EDS also writes principal and other leadership surveys, as well as student, community, and customer satisfaction surveys.

What about the practicalities of writing, printing, and distributing surveys?

EDS takes care of it all. Working closely with the district and content experts, EDS writes, designs, prints, and distributes surveys. Each survey questionnaire is carefully written to capture detailed information tailored to the needs of the district.

How is the data analyzed?

In addition to traditional statistics, EDS analyzes survey data using a Rasch psychometric model. Rasch Models convert raw data into precise, linear measures on any number of dimensions, such as teacher Professional Development, Content Knowledge, Teaching Practice, Program Implementation, and Perceived Student Outcomes. One benefit of our method is that such measures can be equated from year to year as the questionnaire changes.

How is the data reported?

In addition to frequency statistics, EDS provides classroom-level measures (anonymous, if desired) on a series of district-defined dimensions, as well as psychometric maps showing exactly how the dimensions relate to each other. Our clients find such maps to be extremely helpful, beyond just the statistical information they contain.

The EDS district report includes a top-level executive summary with the most important psychometric maps, followed by a detailed technical section. EDS also prepares reports that the district can submit to state authorities to document teacher participation in funded programs.

What about teacher privacy?

EDS administers surveys in such a way that the identity of each teacher who fills out a survey is kept anonymous and confidential. Even EDS staff will not know the identities of the respondents. We feel that in order to obtain good data, respondents need to know that their privacy is being protected and that their generosity cannot be abused.

Does EDS prepare paper or web-based surveys?

Both. EDS has extensive experience designing the right type of survey for your program and your population to ensure the highest

“You can't make people learn. You can only support, direct, encourage, and guide learning. So, appraising where you are, where you need to be and how to cross the gap requires self-assessment.”

Paul J. Black,
emeritus professor of
science education at
King's College in London.
Referenced in *Up Close
and Personal. Education
Week. 5/22/02*

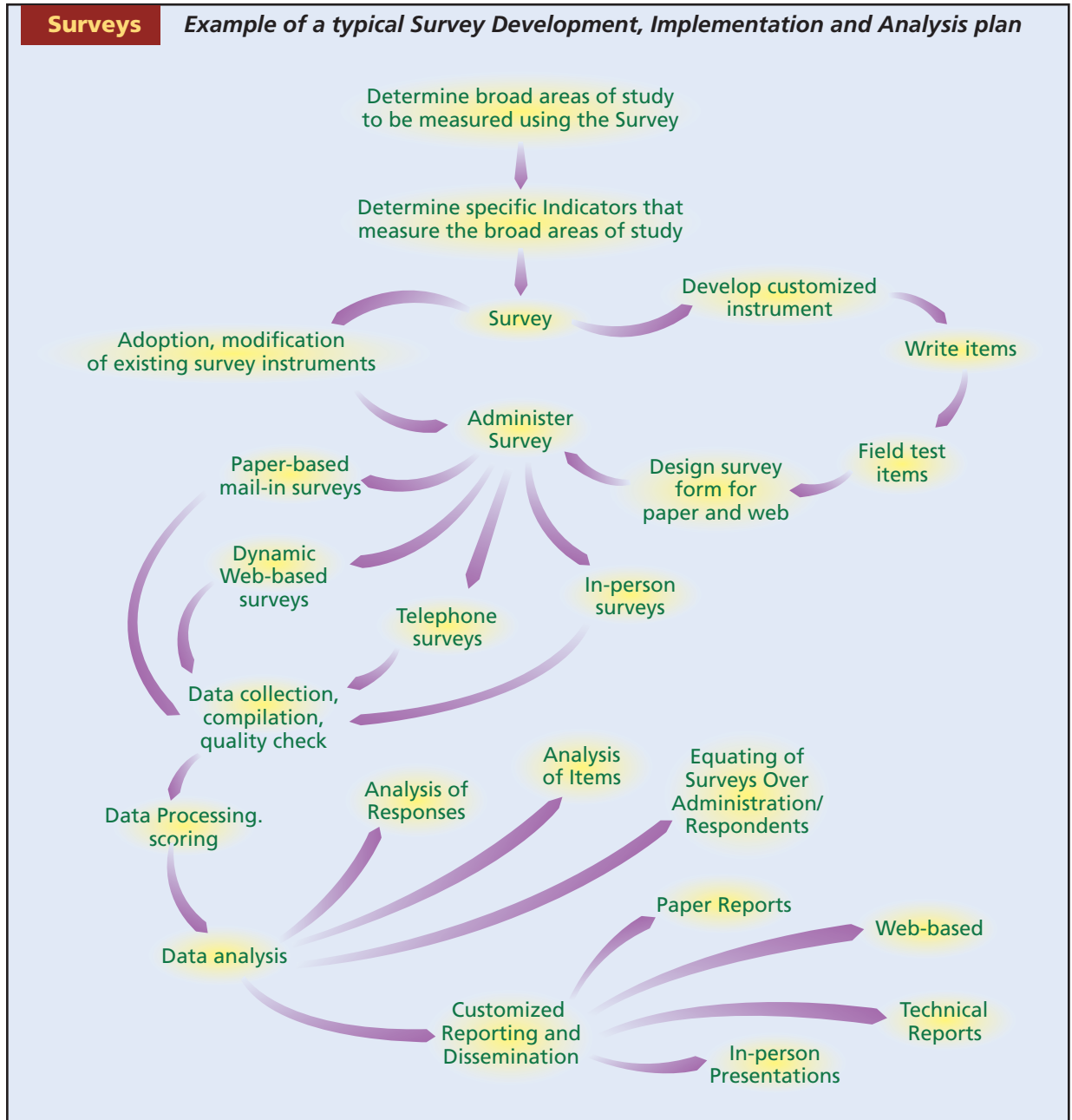
response rate possible. Our web surveys range from simple to very complex, and from public to secure and confidential. Paper surveys can be developed using scannable technology for optical mark, optical character recognition or image scanners. One of our most exciting innovations is preparing variable data surveys depending on a database of your population and survey items. Of course, we can also implement telephone surveys if this

method best suits your needs. Essentially, EDS will custom design your survey program to be efficient and effective.

Drop by EDS, e-mail us or give us a call for a complimentary consultation on how best to meet your district's survey needs. Visit our web site at www.eddata.com for more information on our company and the services we provide.

“People in education might take time getting the concept that you can get information from households about education.”

David L. Bayless,
Vice President of
Westat, Inc. Title:
*Working Behind the
Scenes on Reports, Md.
Company Finds Its
Strength in Numbers,*
Education Week, October
21, 1992



Managing Information for Education

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