

# BenchMark Professional

## ITEM DEVELOPMENT TOOL™ 3.12



### WHITE PAPER >

#### INTRODUCTION

Galton Technologies, Inc. introduces BenchMark Professional Item Development Tool™ 3.12, the most powerful test development tool available in the computerized testing market.

Organizations throughout multiple industries continue to realize the power and influence of quality training and certification programs in regards to the advancement of product, technology and technical proficiency in the field. This explosive movement in the training and certification arena has resulted in a thriving computer-based testing market. Integral to implementing and maintaining strong credentialing programs is the development and delivery of psychometrically sound certification exams. The knowledge and expertise required to produce such exams is unique, and not found within most organizations. With its roots firmly grounded in psychometrics and test development, Galton Technologies, Inc. offers this capability to certification program designers and developers in the form of BenchMark Professional.

Test development teams that employ BenchMark Professional will be equipped with the testing industry's most advanced and robust test item development tool. By streamlining the psychometric and test development process, BenchMark Professional dramatically cuts test development time and costs. In addition to ensuring fast and efficient item development, BenchMark Professional also gives developers unprecedented creative possibilities with a variety of item type options using complex graphics.

#### BENCHMARK PROFESSIONAL JOB FUNCTIONS

BenchMark Professional plays an integral role in the test development process, including test blueprinting, item development, technical editing, psychometric editing, and language editing. Test development managers using BenchMark Professional can assign roles to members of a test development team. Significant roles enabled by BenchMark Professional include *Project Managers, Item Developers, Technical Reviewers, Psychometric Editors, and Language Editors.*

#### BENCHMARK PROFESSIONAL ENVIRONMENT

BenchMark Professional offers a 32-bit environment supporting Windows 95™, Windows 98™ and Windows NT™. Working in a Rapid Application Development (RAD)-like interface, test developers will welcome the industry's first accelerated test development environment, employing such features as WYSIWYG (What You See Is What You Get) item development screens, property inspectors, tool bars, and "tree" views of test banks, folders, sections, objectives and items.

BenchMark Professional operates in a client-server environment where multiple developers can access and share test bank files. In this environment, BenchMark Professional houses a central database supporting SQL Server™, Oracle™, or Access™ database applications (user provides application). The database can be installed on a NetWare, NT or UNIX server and is accessed from the workstation through an ODBC driver.

Preserving the integrity of the client-server test development process, BenchMark Professional employs a Check-in/Check-out feature that allows single access to test banks, folders or items at one time. BenchMark Professional's security features also limit user access to test development features, data, and resources based on a test developer's unique job function or responsibility.

The tool supports remote access and connectivity. Test developers can develop, edit, or review testing projects from a remote location using an ODBC driver and an internet connection. The remote developer uses BenchMark Professional's Check-in/Check-out feature and local disk storage to create, edit or review test items.

Users can also exchange work using the import/export feature, which employs Galton database file formats. The export feature can also be used to export item banks via Rich Text Format (RTF) to item editors and reviewers using a different test development system.

By employing these rich environmental features, BenchMark Professional elevates computerized test development to unprecedented levels of organization, speed, security and creativity. BenchMark Professional is unquestionably the most technologically advanced and innovative test development tool available in the computerized testing industry.

**Note: Clients who purchase BenchMark Professional are committed to using Galton's publishing services or BenchMark Publisher to publish exams created in Professional.**

## TEST BLUEPRINTING

One of BenchMark Professional's greatest strengths is in how it allows test developers to organize their work. Once Job Task Analysis (JTA) work is completed and testing objectives have been identified, evaluated and sorted according to priority, test developers need only enter the objectives into BenchMark Professional using the Item Bank Tree. This pre-defined structure allows the user to build exam banks, sections and objectives in an organized, well-structured manner. BenchMark Professional's auto-numbering feature gives each bank, folder, objective and

item a unique identification, yielding a precise and systematic approach to test development.

Again, through BenchMark Professional's security features, Project Managers can assign access rights at the folder and objective levels according to development roles.

## TEST ITEM DEVELOPMENT

Too often, the typical item development experience is a jumbled and time-consuming experience. BenchMark Professional has been designed to streamline the test development process while preserving order and creativity.

Through BenchMark Professional's WYSIWYG interface, item developers create test items as they will appear to an examinee in the testing environment. And developers aren't limited to only Multiple Choice and True/False items. The Galton Graphical Item™ (GGI™) utility allows users to create Free Response, Drag-and-Drop, Point-and-Click, and any combination of these, all of which will accommodate complex graphics. BenchMark Professional not only handles complex item resources, but enables the user to manipulate the resources once imported into the item development environment.

BenchMark Professional provides full rich text capabilities, and provides spell-check, thesaurus and preferences features. Item developers may also import/export items from and to other BenchMark Professional users.

## TEST ITEM EDITING

Technical, psychometric and language editors edit test items in the same environment in which the items were created. The reviewers use the Check-out/Check-in feature to retrieve and return items, and use the same features and functionality used in development to revise test items.

With organization and data manageability in mind, Galton has incorporated an Item Audit Tracking feature within BenchMark that provides project managers with a precise means for tracking item edits. When edits are complete, Project Managers can easily locate and identify every edit since BenchMark Professional will display all editor

modifications through symbols, notes and color-coded script. The Project Manager can then approve the changes, passing the revised items on to the next test development step.

## **BENCHMARK PUBLISHER EXAM CREATION TOOL™**

BenchMark Professional customers who house psychometric and test development expertise within their own organizations can leverage another member of the BenchMark product family, BenchMark Publisher. BenchMark Publisher is a powerful test creation tool that enables Galton clients to generate their own beta exams, psychometric reports and final exams. **Sold separately**, BenchMark Publisher offers test developers autonomy and economies of scale, resulting in significantly reduced time and effort spent on the test development process.

Using BenchMark Publisher, clients can quickly complete the test development process by creating the final exam resource file (source code) that prepares an exam for computerized delivery. BenchMark Publisher resource files can be exported to Prometric's *Test Definition Language* (TDL) format, *VUE Database* (VDB) format, and *Rich Text Format* (RTF).

**Note: Galton Graphical Items (complex graphical) are not exportable to RTF.**

## **SUMMARY OF BENCHMARK PROFESSIONAL 3.12 FEATURES**

- 32-bit test development environment
- Rapid Application Development – like interface
- WYSIWYG item development environment
- Client-server functionality
- Remote access
- Runs on Windows 95™, Windows 98™, and Windows NT™
- Supports SQL Server™, Oracle™, and Access™ database applications
- Database stored on NetWare™, Windows NT™, or UNIX™ servers
- Security at folder and functional levels
- Check-in / Check-out access to test items
- Import/export using Galton database files, export to RTF

## **Note: RTF does not accommodate Galton Graphical Items**

- Blueprinting, item bank templates
- Folder, objective, item auto-numbering
- Create multiple item types
- Create complex graphical items – Galton Graphical Item (GGI)
- Item Variants
- Item Exclusion, Linking
- User defined item development stages (technical, psychometric, language review)
- Item Audit Tracking

BenchMark Professional 3.12 is a natural fit for the licensure and credentialing industry and is a must for organizations wishing to create valid, reliable and legally defensible tests. It is the industry's most innovative test development tool, integrating the latest technologies to provide the highest quality tests.

## **INSTALLATION**

BenchMark Professional requires two installation procedures: One for the database server, where Galton clients are required to provide their own database application (SQL Server, Oracle, or Access), and the other for user workstations. Regardless of the number of user licenses purchased, customers may install BenchMark Professional on as many workstations as needed. However, access to tests banks (the database) will be limited to the number of licenses purchased.

## **BENCHMARK PROFESSIONAL TECHNICAL SUPPORT**

Galton Technologies technical support program consists of the following parameters:

- 2 free technical support incidents (1 telephone, 1 e-mail/web) allocated to client per license purchased
  - e.g. Purchase of 25 user BenchMark package yields customer 25 free phone incidents and 25 free e-mail/web incidents
  - Unlimited Users license yield 50 free phone incidents and 50 free e-mail/web incidents
  - To be eligible for technical support, clients must register through Galton's BenchMark registration database after BenchMark purchase

## LICENSING & PRICING

BenchMark Professional 3.12 can be licensed for a 12-month period at the following rates: \* \*\* \*\*\*

### BENCHMARK PROFESSIONAL

	5 User License	10 User License	15 User License	20 User License	25 User License	35 User License	Unlimited Users
Annual Subscription Rate (list price)	\$8,475	\$15,975	\$22,475	\$27,975	\$32,375	\$45,375	\$50,000
Government	\$5,075	\$9,575	\$13,475	\$16,775	\$19,475	\$27,275	\$30,000
Academic	\$3,375	\$6,375	\$8,990	\$11,175	\$12,975	\$18,175	\$20,000

\* Prices are subject to change at any time

\*\* Licensees are not permitted to use BenchMark Professional to develop exams for or on behalf of organizations not specified on the license. Licenses are non-transferable.

\*\*\* BenchMark Publisher sold separately

- Technical support charges apply once free incidents are exhausted, payable to Galton Technologies
  - \$40 per incident—e-mail/web
  - \$75 per incident—telephone
  - 1 incident is defined as one unique topic or area of trouble.
  - No restrictions on incident length

### ***BenchMark Professional Technical Support:***

- 1-800-877-0775 x4373
- support@galton.com

### **BENCHMARK PROFESSIONAL TRAINING**

Galton Technologies offers four training workshops for the BenchMark product suite. Modules 1 and 2 address BenchMark Professional and include the following:

**Note:** Galton strongly recommends that all BenchMark Professional clients attend modules 1 and 2 of BenchMark training.

### ***BenchMark Training Module 1***

- One day
- \$2,000 + expenses
- Topics: Installation, Client/Server environment, user profiles, security

- Audience: Test Development Manager, IS Professional (installation, database & client/server setup), Test Developer

### ***BenchMark Training Module 2***

- One day
- \$2,000 + expenses
- Topics: Item bank templates, item writing, GGI, item editing, item edit tracking
- Audience: Test Development Manager, Item Developer, Item Editors (technical, psychometric, language), Test Developer (*BenchMark Publisher* function)

### **TECHNICAL CONSULTING**

BenchMark technical consulting is appropriate when the client's needs go beyond traditional BenchMark technical support and training. Galton defines consulting as time spent helping the client become accustomed to BenchMark functionality. Although consulting can occur over the telephone, this service will typically involve sending a Galton representative to the client's location for on-site instruction and mentoring.

- \$2,000/day + expenses
- \$1,000 travel day (if applicable)