

ACCUPLACER®

Revealing Potential. Expanding Opportunity.

WritePlacer

WritePlacer

Structure

- Students construct essay in response to provided prompt. Scored immediately by IEA system; institution selects prompt(s) from options.

Benefits

- Immediate scores
- Reduced costs
- Decreased faculty/student time
- Ease of use
- Distance/remote delivery

How IEA Works

- The Intelligent Essay Assessor is based on Latent Semantic Analysis (LSA), a statistical language learning theory and computer model that measures the semantic similarity of words and documents with accuracy closely approximating that of human judges.
- LSA was originated at Bell Laboratories under Thomas Landauer, Ph.D. and was built into automated educational assessment products at the University of Colorado and Pearson.

How IEA Works

- IEA reads lots of text in order to learn what words mean and how they relate to each other
- IEA evaluates the meaning of text, not just grammatical correctness or spelling and evaluates the content of what is written rather than just matching keywords.
- IEA knows that the two sentences:
 - “Surgery is often performed by a team of doctors.”
 - “On many occasions, several physicians are involved in an operation.”
- These sentences mean about the same thing even though they share no words.

WritePlacer Rubric

- WritePlacer uses an eight point rubric.
- Designed by English faculty from two-year, four-year colleges and high schools.
- Holistic score and holistic score description are reported on the Individual Score Report.
- Six dimension statements are reported.

Individual Score Report

Test Name	Score
DUBois	6
Holistic Score Description	
The essay demonstrates reasonably consistent mastery of on-demand essay writing.	
Dimension Title	Dimension Description
Purpose and Focus	Your response shows a clear purpose and a consistent focus.
Organization and Structure	Your response demonstrates limited organization of ideas.
Development and Support	Your response is logically developed and well supported.
Sentence Variety and Style	Your response shows inconsistent control of sentence variety, word choice, and flow of thought.
Mechanical Conventions	Your response shows limited control of mechanical conventions such as grammar, spelling, and punctuation.
Critical Thinking	Your response shows clear and reasoned analysis of the issue.

Course Placements

ENGL 1313
English Comp I
Placement Determined on 2009-11-03

Eight Point Rubric

- Score of 8
- An essay in this category demonstrates clear and consistent mastery of on-demand essay writing with a few minor errors. A typical essay
- effectively and insightfully develops a point of view on the issue
- addresses an appropriate audience and demonstrates a clear purpose for writing in the thesis statement
- demonstrates outstanding critical thinking, using effective examples, reasons, and other evidence to support its position
- is well organized and clearly focused, demonstrating clear coherence and smooth progression of ideas
- exhibits skillful use of language, using a varied, accurate, and apt vocabulary
- demonstrates varied and effective sentence structure
- is free of major errors in grammar, spelling, and punctuation

Eight Point Rubric

- Score of 7
- An essay in this category demonstrates consistent mastery of on-demand essay writing although it may have occasional minor errors. A typical essay
- effectively and insightfully develops a point of view on the issue
- addresses an appropriate audience and demonstrates a clear purpose for writing in the thesis statement
- demonstrates outstanding critical thinking, using appropriate examples, reasons, and other evidence to support its position
- is well organized and focused, demonstrating clear coherence and smooth progression of ideas
- exhibits appropriate language, using a varied and accurate vocabulary
- demonstrates varied sentence structure
- is practically free of errors in sentence structure, grammar, spelling, and punctuation

Eight Point Rubric

- Score of 6
- An essay in this category demonstrates reasonably consistent mastery of on-demand essay writing although it may have occasional lapses in quality. A typical essay
 - effectively develops a point of view on the issue
 - addresses an appropriate audience and demonstrates a clear purpose for writing
 - demonstrates strong critical thinking, generally using appropriate examples, reasons, and other evidence to support its position
 - is well organized and focused, demonstrating coherence and a logical progression of ideas
 - exhibits consistent control in the use of language
 - demonstrates adequate variety in sentence structure
 - is generally free of errors in sentence structure, grammar, usage, spelling, and punctuation

Eight Point Rubric

- Score of 5
- An essay in this category demonstrates adequate mastery of on-demand essay writing although it will have lapses in quality. A typical essay
- develops a viable point of view on the issue
- may stray from the audience and purpose but is able to refocus
- demonstrates competent critical thinking, using adequate examples, reasons, and other evidence to support its position
- is generally organized and focused but could lack coherence and logical progression of ideas
- exhibits adequate but inconsistent control of language
- demonstrates some variety in sentence structure
- contains some minor errors in sentence structure, grammar, spelling, and punctuation

Eight Point Rubric

- Score of 4
- An essay in this category demonstrates developing mastery of on demand essay writing. A typical essay
- develops a viable point of view on the issue
- may stray from audience and purpose
- demonstrates some critical thinking but may do so inconsistently or use inadequate examples, reasons, or other evidence to support its position
- may lack control of organization or focus, demonstrating some lapses in coherence or progression of ideas
- contains some errors in sentence structure and use of grammatical conventions such as word choice, usage, spelling, and punctuation

Eight Point Rubric

- Score of 3
- A response in this category demonstrates little mastery of on-demand essay writing; the response is flawed by one or more of the following weaknesses:
 - presents a vague or limited point of view on the issue
 - demonstrates little awareness of audience
 - attempts to develop the main idea though that attempt is inadequate
 - demonstrates weak critical thinking with little complexity of thought or with flawed reasoning
 - provides inappropriate or insufficient examples, reasons, or other evidence to support its position
 - is poorly organized and/or focused or demonstrates serious problems with coherence or progression of ideas
 - displays limited word choice and little sentence variety
 - contains many errors in mechanical conventions of usage, sentence structure, grammar, spelling, and punctuation

Eight Point Rubric

- Score of 2
- A response in this category demonstrates very little mastery of on-demand essay writing; the response is flawed by many or most of the following weaknesses:
 - presents a vague or limited point of view on the issue
 - demonstrates little awareness of audience
 - presents an unclear main idea
 - demonstrates weak critical thinking with little complexity of thought or with flawed reasoning
 - organizes ideas ineffectively, demonstrating a problematic progression of ideas
 - displays numerous errors in word choice, usage, and sentence structure
 - contains significant spelling, grammar, punctuation, and mechanical errors

Eight Point Rubric

- Score of 1
- A response in this category demonstrates no mastery of on-demand essay writing; the response is severely flawed by many or most of the following weaknesses:
 - lacks a viable point of view on the issue
 - demonstrates no awareness of audience
 - fails to present a main idea
 - demonstrates flawed reasoning
 - demonstrates no complexity of thought
 - is disorganized and/or disjointed
 - displays fundamental errors in word choice, usage, and sentence structure
 - contains pervasive spelling, grammar, punctuation, and mechanical errors

Eight Point Rubric

- Score of 0
- No holistic score - This response has not been given a holistic score or the six dimension scores because it is either a blank page, incoherent, insufficient (too short to assess), in a foreign language, or off topic.

B - Blank

I - Illegible/incoherent

T - Too Short

F - Foreign Language

O - Off Topic

Six Dimension Statements

- Purpose and Focus
The extent to which the writer presents information in a unified and coherent manner, clearly addressing the issue.
- Organization and Structure
The extent to which the writer orders and connects ideas.
- Development and Support
The extent to which the writer develops and supports ideas.
- Sentence Variety and Style
The extent to which the writer crafts sentences and paragraphs demonstrating control of vocabulary, voice, and structure.
- Mechanical Conventions
The extent to which the writer expresses ideas using standard English.
- Critical Thinking
The extent to which the writer communicates a point of view and demonstrates reasoned relationships among ideas.

Six Dimension Statements

Purpose and Focus

The extent to which the writer presents information in a unified and coherent manner, clearly addressing the issue. Specific elements to consider include:

- Unity
- Consistency
- Coherence
- Relevance
- Audience

Six Dimension Statements

Organization and Structure

The extent to which the writer orders and connects ideas. Specific elements to consider include:

- Introduction
- Thesis
- Body paragraphs
- Transitions
- Conclusions

Six Dimension Statements

Development and Support

The extent to which the writer develops and supports ideas. Specific elements to consider include:

- Point of view
- Coherent arguments
- Evidence
- Elaboration

Six Dimension Statements

Sentence Variety and Style

The extent to which the writer crafts sentences and paragraphs demonstrating control of vocabulary, voice, and structure. Specific elements to consider include:

- Sentence length
- Sentence structure
- Usage
- Tone
- Vocabulary
- Voice

Six Dimension Statements

Mechanical Conventions

The extent to which the writer expresses ideas using standard English. Specific elements to consider include:

- Spelling
- Grammar
- Punctuation

Six Dimension Statements

Critical Thinking

The extent to which the writer communicates a point of view and demonstrates reasoned relationships among ideas. Specific elements to consider include:

- Accuracy
- Fairness
- Breadth
- Relevance
- Clarity
- Depth
- Precision
- Logic

Sample Prompt

Passage

An actor, when his cue came, was unable to move onto the stage. He said, "I can't get in, the chair is in the way." And the producer said, "Use the difficulty. If it's a drama, pick the chair up and smash it. If it's comedy, fall over it." From this experience the actor concluded that in any situation in life that is negative, there is something positive you can do with it.

Adapted from Lawrence Eisenberg, "Caine Scrutiny."

Assignment

Can any obstacle or disadvantage be turned into something good?

Score Descriptions Used On Score Reports

8	The essay demonstrates <i>clear and consistent mastery</i> of on-demand essay writing
7	The essay demonstrates <i>consistent mastery</i> of on-demand essay writing
6	The essay demonstrates <i>reasonably consistent mastery</i> of on-demand essay writing
5	The essay demonstrates <i>adequate mastery</i> of on-demand essay writing
4	The essay demonstrates <i>developing mastery</i> of on-demand essay writing.
3	The response demonstrates <i>little mastery</i> of on-demand essay writing.
2	The response demonstrates <i>very little mastery</i> of on-demand essay writing.
1	The response demonstrates <i>no mastery</i> of on-demand essay writing.
0	No holistic score – The response has not been given a holistic score or the six dimension scores because it is either a blank page, incoherent, insufficient (too short to assess), in a foreign language, or off topic.

Dimension Statements Used On Score Reports

Purpose and Focus:

- Your response shows a clear purpose and a consistent focus.
- Your response does not fully communicate purpose, and focus may be inconsistent.
- Your response lacks clear purpose and focus.

Organization and Structure:

- Your response demonstrates strong organization of ideas.
- Your response demonstrates limited organization of ideas.
- Your response demonstrates poor organization of ideas.

Development and Support:

- Your response is logically developed and well supported
- Your response has limited support for your ideas
- Your response needs additional ideas and support.

Dimension Statements Used On Score Reports

Sentence Variety and Style:

- Your response shows skillful control of sentence structure and style.
- Your response shows inconsistent control of sentence variety, word choice, and flow of thought.
- Your response shows limited ability to vary sentence length and apply appropriate vocabulary.

Mechanical Conventions:

- Your response shows strong control of mechanical conventions such as grammar, spelling, and punctuation
- Your response shows limited control of mechanical conventions such as grammar, spelling, and punctuation
- Your response shows poor control of mechanical conventions such as grammar, spelling, and punctuation.

Dimension Statements Used On Score Reports

Critical Thinking:

- Your response shows clear and reasoned analysis of the issue.
- Your response shows limited clarity and complexity of thought.
- Your response shows insufficient reasoning and lacks complexity of thought.

Score Reviews

With any new process, oversight is important. Faculty should be given access to the writing samples to assess the writing of the students and to assess the scores that are being assigned.

Reports are available in ACCUPLACER that can pull the essays for specified students or specified timeframes. These essays can then be reviewed by faculty.

Score Disputes

Whether the score is disputed by the test taker or by faculty, there is a process to have the score reviewed.

- Have the ACCUPLACER Institutional administrator send the score results to the ACCUPLACER Help Desk and ask for a review.
- This is prompt the essay to reviewed by human scorers who have been trained on the scoring rubric.
- This is a free service.
- Re-scoring takes about 2 work days.

WritePlacer Settings

Edit WritePlacer Test Settings: WritePlacer Settings

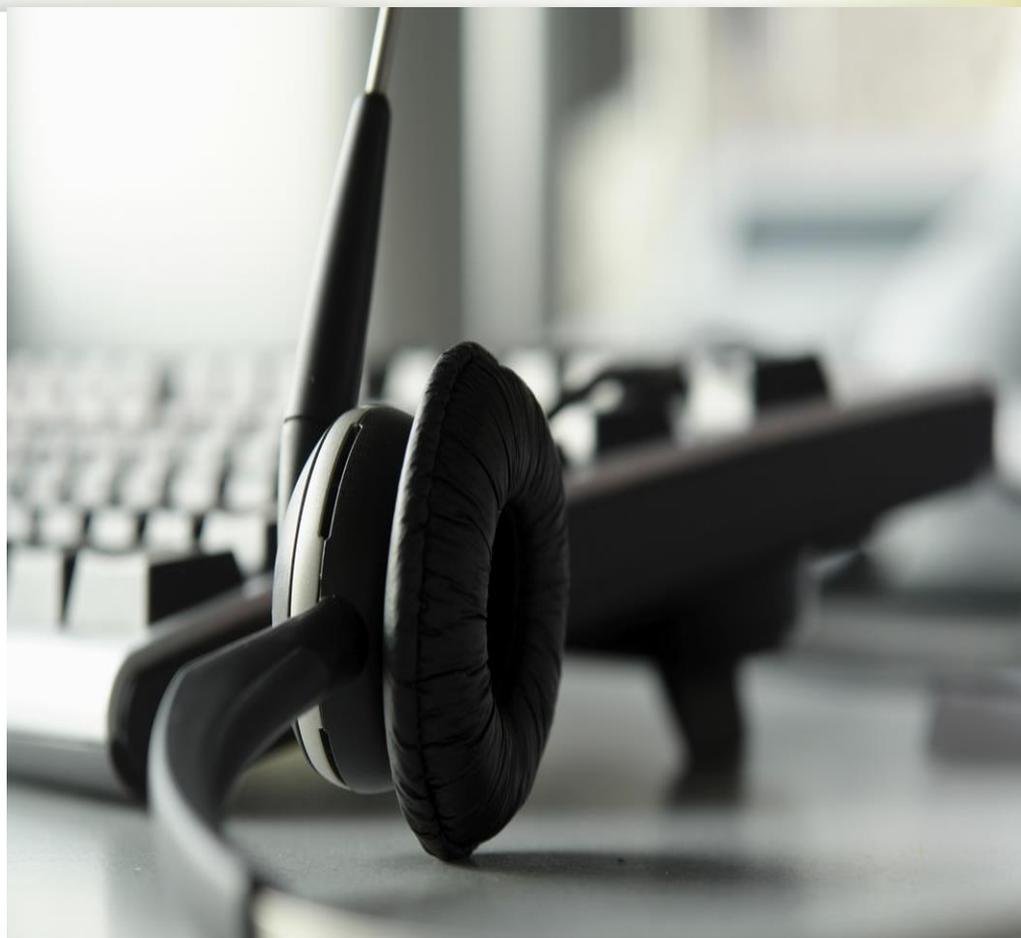
← Back Save Cancel

Session Time Enabled	Timer Hidden	Timer Direction
No	No	Down
Timer Limit	Warning Time	Word Counter
60 Minutes	5 minutes	No
Start Timer		
Immediately		

← Back Save Cancel

ACCUPLACER Resources

- Users' Guide
- Program Manual
- Electronic Discussion Group (EDG)
- Senior Assessment Manager for your region
- Technical support 80+ hours per week
 - 1-800-607-5223
 - info@accuplacer.org (Help Desk)
- Admitted Class Evaluation Service (ACES)
- Research/best practices guides



For more information about ACCUPLACER,
visit: www.collegeboard.com/accuplacer

Thank You

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