



2014 conference and  
seminar programme



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## The changing context of assessment

With educational reforms gathering pace, assessment has become a focal topic in discussions within education and policy making communities. Education providers worldwide strive for ever more effective assessment, both as a means of raising standards and as a benchmark of international performance.

In this fast-changing environment, it has become critical for individuals and organisations to have the capacity to appreciate the wider assessment issues and be able to engage in the assessment debate in an informed way.

# Cambridge Assessment Network

As part of Europe's largest assessment agency, we provide expert training and professional development programmes for assessment professionals in the UK and internationally, as well as a global forum for open debate.

We can help you to develop your understanding of the key principles of assessment and grow your skills in the design and delivery of successful, valid assessment.

You will benefit from contact with authoritative voices in the field, insights into the latest research, global perspectives on contemporary concerns, and access to a truly international community whose members are keen to share their knowledge and expertise.

## Specialist training events

build skills and knowledge of the technical aspects of assessment

## Online resources and communities

share best practice and discuss latest thinking

## Topical seminars

give the 'bigger picture' of educational assessment

## Expert bespoke training

puts staff ahead of the industry requirements

## Internationally-recognised courses

provide a solid theoretical foundation in assessment with a focus on practical application

Read on to find out what the Network can do for you



+ DEVELOP

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# Develop your competence in the technical aspects of assessment

Led by expert practitioners from Cambridge Assessment, our specialist **training events** allow you to tap into the latest research data and gain insights into best practice. Ideal for individuals looking to develop – or refresh – their knowledge or move into a particular area of assessment.

## Basic statistics

Mark Elliott, Cambridge English Language Assessment

06 February	10.30-12.30	Cambridge	£50
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## Standard setting and maintaining using expert judgement

Beth Black, OCR

26 February	10.30-12.30	Coventry	£50
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## Test and item evaluation

Nat Johnson, OCR

24 June	10.30-12.30	Cambridge	£50
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## Reliability

Dr Tom Benton, Cambridge Assessment

23 September	10.30-12.30	Cambridge	£50
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## Validity unpacked

Stuart Shaw, Cambridge International Examinations

26 November	10.30-12.30	Cambridge	£50
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Register online

[www.canetwork.org.uk/training](http://www.canetwork.org.uk/training)



“A very engaging speaker and a truly stimulating talk that gave an insight into the construction and reliability of tests. A complex subject explained with great clarity.”

Jennie Price, Norfolk County Council,  
External Verifier OCR SPLD Diploma

# CAMBRIDGE ASSESSMENT CONFERENCE 2014

Wednesday 15 October | Downing College | Cambridge

## International education

There is no doubt that internationally-focused education is rising up the agenda of governments the world over. Countries are increasingly comparing themselves on the international stage – but is that a good thing?

What exactly do we mean by an international education? The experts are divided.

- + Is it international benchmarking of curriculums?
- + Is it preparing students to be active participants in an interconnected world?
- + How do we create an education without borders?
- + What is the place of assessment and qualifications?

[www.cambridgeassessment.org.uk](http://www.cambridgeassessment.org.uk)

CAMBRIDGE ASSESSMENT



# ENGAGE



## Hear expert opinion on current issues and engage in topical debate

Featuring prominent speakers, our **seminars** offer pioneering insights into fascinating and occasionally controversial topics. Invaluable for anyone looking to gain a deeper understanding of the big picture and the different facets of educational assessment.

### The attack on knowledge

Professor Michael Young, Institute of Education, University of London

25 March	16.30-18.30	Cambridge	FREE
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Entitlement to knowledge – a privilege or a right? What makes knowledge powerful? Is this the knowledge of a powerful elite or a meritocratic opening of access, for all, to powerful knowledge?

Professor Young shares his research and revives the debate on 'powerful knowledge' as a means of rejuvenating curriculum thinking in England.

He will sharpen the issues in this debate and will guide us through an area fraught with political and educational controversy, arguing trenchantly for powerful knowledge as an entitlement of all children regardless of their background, motivation or experience.

### Assessment of practical work in A Level and GCSE sciences – time to try harder

Professor John Holman, University of York

17 June	16.30-18.30	Cambridge	FREE
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Practical work is the essence of science, and learning science without doing experiments is like studying literature without reading books.

Does practical work become distorted when it contributes to final grades? What approaches to coursework will meet criteria for both 'good learning' and 'good assessment'?

Professor Holman will scrutinise models currently used to assess practical skills in schools and will discuss the impact that teachers' tendency to skew marks towards the top of the range has had on the assessment of practical skills in A Level and GCSE sciences.



From time to time, we may add new topics to our seminar programme. Please check our website for the latest details.

[www.canetwork.org.uk/seminars](http://www.canetwork.org.uk/seminars)

Register online

[www.canetwork.org.uk/seminars](http://www.canetwork.org.uk/seminars)

“One of the most balanced and intriguing debates I have attended on the subject of vocational education for a long time. Excellent range of inputs and expert opinion.”

Delegate feedback from our seminar on vocational qualifications

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LEARN

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# Master the art of question writing

Led by researchers from Cambridge Assessment, our one-day **Question writing** course gives a thorough grounding in the principles and best practice of question writing with plenty of ideas and practical tips for you to apply. A perfect skills booster for seasoned practitioners and those tackling question writing for the first time.

## You+

- + Familiarise yourself with the principles and best practice of question writing
- + Understand how the 'surface' presentation of a question can affect its difficulty and fairness
- + Enhance your question writing and editing techniques
- + Learn to anticipate different student answers and prepare appropriate mark schemes



"The course gave me a better understanding of what makes a 'successful' question and marking scheme writer. Very student friendly."

Denise Molyneaux, Awards Officer, Chartered Institute of Legal Executives

## Your team+

- + Equip your staff with the knowledge and skills to set fair and effective assessment tasks
- + Encourage a reflective approach to question writing and editing, considering student comprehension and reaction
- + Improve quality of your question papers

### Question writing

Dr Victoria Crisp and Nicky Rushton,  
Cambridge Assessment

30 April	10.00-16.00	Coventry	£150
23 October	09.30-16.00	Cambridge	£150

Fee includes course materials and lunch.

### Register online

[www.canetwork.org.uk/courses](http://www.canetwork.org.uk/courses)

"An excellent, thought-provoking event. Links theory with practical application – thank you!"

Sue Moffat, Development Manager,  
Cambridge International Examinations

Looking to build your team's expertise in best practice in multiple choice question writing?

See page 14

# Get your skills recognised with a University of Cambridge qualification

Offered by the University of Cambridge Institute of Continuing Education in association with Cambridge Assessment, the **Certificate in the Principles and Practice of Assessment** is a must have qualification for aspiring professionals who want to develop skills and confidence to pursue a career in assessment.

It is a **one-year undergraduate course** that blends online learning with face-to-face tuition. You will gain a thorough grounding in the key principles and best practice of planning, delivering and evaluating assessment.

- + The purpose and qualities of good assessment
- + Designing valid assessment
- + Standard setting and consistency
- + Criterion and norm referencing
- + Specification development and validation

You will learn from experience – your own and others’ – by sharing, reflecting and putting your new skills into practice through course assignments. Your active participation is encouraged and you will be expected to stretch yourself and challenge your current thinking.

## Certificate in the Principles and Practice of Assessment

Course starts 29 September	Full academic year	Online & Cambridge	£2445 (tbc)
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## Introduction to the Certificate in the Principles and Practice of Assessment

18 March	12.30-14.00	Cambridge	FREE
09 April	12.30-14.00	Coventry	FREE

Learn everything you need to know about the Certificate and ask questions of previous students at one of our open lunch events.

Read more about the course and apply online

[www.canetwork.org.uk/cppa](http://www.canetwork.org.uk/cppa)

Try online learning

[www.ice.cam.ac.uk/cppa-sample](http://www.ice.cam.ac.uk/cppa-sample)

“A fantastic opportunity to review and critique the assessment machine and understand how the area that you work in contributes to the quality of the outcome of the system. It is both illuminating and invigorating.”

Lawrence Herklots, Head of Science and Technology at King Edward VI School, Southampton, and OCR Chief Examiner for A Level Physics

## You+

- + Gain formal recognition of your achievements with a University of Cambridge qualification
- + Build strong networks and relationships beyond your specialist sector
- + Learn to appreciate the varied contexts of assessment
- + Plan your study around your professional and personal commitments

## Your team+

- + Reward staff dedication through accredited training delivered by experts in the field
- + Gain knowledgeable staff who have a broad understanding of the field
- + Support your staff as they apply learning to tackle your organisation's challenges
- + Expose your high achievers to expert opinion and the diverse experiences of other participants

"If you've got the HOW, WHY and WHAT questions about assessment, doing this course will nail them."

Robin Hughes, Secretary of the Welsh Association of School and College Leaders



# GET RECOGNISED

# Access expert knowledge with the Cambridge International Study Programme

The **Cambridge International Study Programme – Development and Administration of Examinations** has been specially designed for individuals who work for an educational body or an exams provider **outside the UK**.

This **two-week residential course** provides a comprehensive overview of the processes and issues involved in the design and delivery of valid examinations.

- + Developing examinations**  
The principles and procedures of valid test development  
The practical implications of different models of assessment
- + Managing examinations**  
Making assessment accessible  
Dealing with appeals and malpractice
- + Context of examinations**  
Developing public policy and planning  
The role and responsibilities of an awarding body in public examinations



You will have access to the latest research findings and expert knowledge of the current practitioners at Cambridge Assessment.

You will also have the opportunity to share your knowledge and insights with participants from a range of backgrounds. Learning from others is an indispensable part of the programme and we encourage you to actively engage in group activities.

## Cambridge International Study Programme

Development and Administration of Examinations

12-23 May	09.00-17.00	Cambridge	£3800
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Fee includes accommodation and course materials.

Read more about the course  
and apply online

[www.canetwork.org.uk/cisp](http://www.canetwork.org.uk/cisp)

“As I expected, every aspect of the examination process was covered. It also gave me an opportunity to meet people from different countries and with different challenges in their professional lives. It was a wonderful experience both professionally and personally. Thank you!”

Maria Teresa Castanheira, Senior Technician, Office of Educational Assessment, Portugal

## You+

- + Learn from expert practitioners
- + Compare and contrast different approaches to assessment and how they can be put into practice
- + Boost your competence in the technical aspects of assessment, with hands-on demonstrations
- + Connect with a truly diverse group of colleagues from around the world

## Your team+

- + Gain motivated staff with the skills and confidence to apply their knowledge to your organisation
- + Acquire fresh insights by providing access to expert opinion and the shared learning experience
- + Benefit from your delegates' action plan which aims to improve performance at both personal and organisational level

Professionals at management level, and those aspiring to progress from an administrative to a managerial role, will benefit most from the course.



# Build expertise across your teams with bespoke training

Finding professional development training that fully addresses your organisation's needs can be a challenge. As leaders in educational assessment, we are committed to providing **bespoke development and training** that meets the demands of your organisation, enabling you to enhance your expertise within your professional context.

We have extensive experience in creating and delivering flexible programmes for awarding bodies, educational organisations and professional associations worldwide.

**Off the shelf** – any of our training events and short courses can be delivered directly to your team.

**Customised** – we can customise our courses to address specific challenges and tailor the training to your needs.

**Bespoke** – we work together with you to create a bespoke training programme that meets the demands of your organisation.

## Our areas of expertise

- + The principles of assessment
- + Best practice in question writing
- + Design and use of multiple choice questions
- + Designing mark schemes – the dos and don'ts
- + Designing assessment objectives in vocational context
- + Using the Rasch model in assessment
- + Using assessment data



## Why choose us?

### Expertise

Cambridge Assessment has been promoting excellence in education for over 150 years. Our highly regarded research-led and evidence-based approach means our qualifications are recognised by employers and official bodies across the globe.

### Experience

You will have access to the knowledge of course leaders with extensive experience in assessment design and evaluation. You will also benefit from the largest academic and operational research capability of its kind.

### Trust

We respect the priorities and unique needs of your stakeholders. We work with you to develop training that gives long-term results and enables you and your staff to deliver valid assessment.

Let us design the right  
development programme for you  
[www.canetwork.org.uk/bespoke](http://www.canetwork.org.uk/bespoke)  
[thenetwork@cambridgeassessment.org.uk](mailto:thenetwork@cambridgeassessment.org.uk)

## CASE STUDY

# Oman Ministry of Education

### Context

The Directorate of Educational Evaluation at the Oman Ministry of Education is responsible for the preparation, marking and analysis of certificated examinations and achievement tests across all 11 regions of the Sultanate of Oman. It sets criteria for exam specifications and various assessment tools related to student performance.

### Objective

Equip a select group of item writers and examiners of science and maths with a knowledge of the principles of high stakes assessment and the practical skills for effective question writing.

### Challenge

Devise a hands-on training programme that would bring the Ministry item writers and examiners up to speed with best practice in constructing and evaluating test items at a variety of levels.

### Benefits for participants

- + Understanding of the key principles underpinning the production of question papers and exam specifications
- + Increased confidence in their ability to produce valid exams that include items at various levels

### Solution

A bespoke two-week course in Cambridge comprising lectures, discussions and practical workshops with specialists in maths, biology, chemistry and physics.

The course focused on writing and marking questions in the context of the Omani education system, and was centred around intensive, small group practice with subject specialists.

Delegates said the exchange of ideas with experts in Cambridge was particularly useful, encouraging them to reflect on their own practice and consider the application of different approaches.



### Benefits for the organisation

- + Improved quality of exam papers and, thus, increased confidence in the examination system among parents and the educational community
- + Access to expert opinion and a stimulus to revise exam setting procedures



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# Be part of the Network

When you become part of the Network, not only do you mark yourself out as a proactive assessment professional, you become part of an international community that keeps its members up to date with the knowledge, trends and topics that are defining assessment today.

### Stay informed

Get all the week's educational news in one email with our **weekly news round-up** and keep up with your training with regular **event updates**.

Sign up online  
[www.canetwork.org.uk/news](http://www.canetwork.org.uk/news)



### Have your say

Become part of our LinkedIn community and join over 1000 professionals to share best practice, discuss current issues and develop your professional competence.

Search for  
**Cambridge Assessment Network**

### Become a consultant

We are always keen to hear from experienced tutors, writers or presenters who would like to make a contribution to our programme. If you would like to participate, please get in touch.

Work with us  
[thenetwork@cambridgeassessment.org.uk](mailto:thenetwork@cambridgeassessment.org.uk)

### Access free resources

Unable to attend an event? You can still keep in touch with the latest developments. Articles, seminar podcasts and exclusive speaker interviews are all available on our resources page.

Search online  
[www.canetwork.org.uk/resources](http://www.canetwork.org.uk/resources)



## 2014 programme at a glance

Date	Event	Location	£	See page
06 February	Basic statistics	Cambridge	£50	5
26 February	Standard setting and maintaining using expert judgement	Coventry	£50	5
18 March	Introduction to the Certificate in the Principles and Practice of Assessment	Cambridge	FREE	10
25 March	The attack on knowledge	Cambridge	FREE	7
09 April	Introduction to the Certificate in the Principles and Practice of Assessment	Coventry	FREE	10
30 April	Question writing	Coventry	£150	9
12-23 May	Cambridge International Study Programme Development and Administration of Examinations	Cambridge	£3800	12
17 June	Assessment of practical work in A Level and GCSE sciences – time to try harder	Cambridge	FREE	7
24 June	Test and item evaluation	Cambridge	£50	5
23 September	Reliability	Cambridge	£50	5
Course starts 29 September	Certificate in the Principles and Practice of Assessment	Online & Cambridge	£2445 (tbc)	10
15 October	Cambridge Assessment Conference 2014	Cambridge	£250	6
23 October	Question writing	Cambridge	£150	9
26 November	Validity unpacked	Cambridge	£50	5

## Cambridge Assessment Conference 2014

Wednesday 15 October | Downing College | Cambridge

### International education

There is no doubt that internationally-focused education is rising up the agenda of governments the world over. Countries are increasingly comparing themselves on the international stage – but is that a good thing?

[www.cambridgeassessment.org.uk](http://www.cambridgeassessment.org.uk)



**A**  
CAMBRIDGE ASSESSMENT

Established over 150 years ago, Cambridge Assessment owns and manages the University's three exam boards and carries out leading-edge and operational research on assessment in education. We are a not-for-profit organisation.

[www.cambridgeassessment.org.uk](http://www.cambridgeassessment.org.uk)



the  
**NETWORK**

BUILDING EXPERTISE IN ASSESSMENT

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