

2010 *Registration*

25th Annual

Texas Assessment Conference

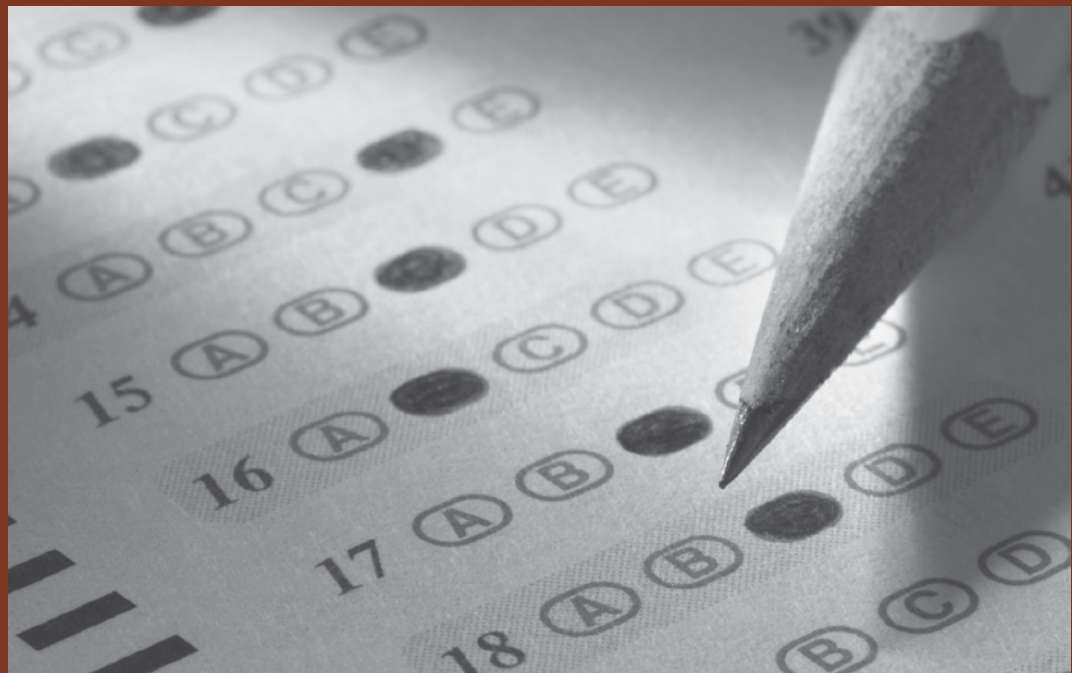
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22nd Annual

*Texas Association of Collegiate Testing
Personnel Conference*

Tuesday, November 30—Friday, December 3, 2010

Hilton Austin Hotel • Austin, Texas



Conference Sponsors:

Texas Association for Assessment in Counseling and Education (TAACE)

Texas Association of Collegiate Testing Personnel (TACTP)

Texas Association of School Administrators (TASA)

Texas Statewide Network of Assessment Professionals (TSNAP)

About...

The Texas Assessment Conference

Now in its 25th year, the Texas Assessment Conference remains the only statewide conference especially dedicated to providing the latest information regarding assessment, testing, and accountability in education—elementary, secondary, and postsecondary. Attendees receive the most current information from state agencies and policymakers, as well as benefit from sharing of best implementation practices in schools, districts, colleges, and universities. With new assessment systems on the near horizon, this year's conference promises to provide critical information for student and institutional success.

The Texas Association of Collegiate Testing Personnel Conference

The Texas Association of Collegiate Testing Personnel (TACTP) was founded in 1988. TACTP is a nonprofit organization for individuals who have an interest in or responsibility for administration of educational and psychological testing and assessment programs at Texas colleges and universities. In February 2000, TACTP began holding its annual conference in conjunction with the Annual Texas Assessment Conference. This arrangement benefits both the TACTP members and the Texas Assessment Conference attendees.

QUESTIONS?

Contact the following individuals:

- **Exhibits:**
Pat Johnston (TASA), 512-477-6361
- **Program:**
Kimberly Ferraro or Paul Whitton, Jr. (TASA), 512-477-6361;
or Martha H. Salmon (Conference Coordinator), 512-632-2996 or 940-567-2125
- **Registration:**
Mark Pyeatt (TASA) 512-477-6361

Special Acknowledgment

The planning committee for the Texas Assessment Conference gives special thanks to the Texas Education Agency for extraordinary assistance in planning conference content and presenting necessary information in a timely fashion.



Conference Agenda

Tuesday, November 30

Registration	3–7 p.m.
TACTP Session with ETS	2–4 p.m.
TSNAP Board Meeting.....	4–6 p.m.
TACTP Board Meeting.....	4:30–6 p.m.
TACTP President’s Reception.....	6–8 p.m.

Sponsor: Pearson VUE

Wednesday, December 1

Registration	7:30 a.m.–5 p.m.
Exhibit Viewing.....	7:30 a.m.–5 p.m.
Preconference Workshops.....	8:30–11:30 a.m.
Refreshment Break.....	9:45–10:15 a.m.
Lunch on Your Own*	11:30 a.m.–1:15 p.m.
TACTP Business Meeting and Luncheon.....	11:30 a.m.–1:15 p.m.

Sponsor: Educational Testing Services

Opening General Session	1:30–2:30 p.m.
Concurrent Sessions.....	2:45–4 p.m.
Concurrent Sessions.....	4:15–5:30 p.m.
Texas School Alliance Assessment Group.....	5:45–6:30 p.m.
TAAE Board Meeting.....	5:45–7 p.m.
Social Hour (All Conference Attendees),	6–8 p.m.
Social Hour (TACTP Members Only),	6–8 p.m.

Host: ACT

Thursday, December 2

Registration	7:30 a.m.–5 p.m.
Exhibit Viewing.....	7:30 a.m.–2:45 p.m.
Concurrent Sessions.....	8:30–9:45 a.m.
Refreshment Break.....	9:45–10:15 a.m.
TEA General Session A.....	10:15–11:15 a.m.
TACTP General Session B.....	10:15–11:15 a.m.
Lunch on Your Own*	11:30 a.m.–1 p.m.
TSNAP Luncheon Business Meeting.....	11:30 a.m.–2:15 p.m.

with concurrent session speaker

(Ticket Required)

Sponsors: CTB/McGraw–Hill, Pearson, Riverside Publishing Company

Concurrent Sessions.....	1–2:15 p.m.
Refreshment Break.....	2:15–2:45 p.m.
Concurrent Sessions.....	2:45–4 p.m.
Concurrent Sessions.....	4:15–5:15 p.m.
TACTP Open Forum	4:15–5:30 p.m.

Sponsor: The College Board

Social Hour	6–8 p.m.
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Host: Pearson

Friday, December 3

Registration	7:30–11 a.m.
Concurrent Sessions.....	8–9:15 a.m.
TSNAP Officers/Board Meeting	8–9:15 a.m.
Concurrent Sessions	9:30–10:45 a.m.
Closing General Session	11 a.m.–noon

*See Registration packet for lunch options

Special Help if You Are “NEW”!

Continuing by popular demand, TSNAP will be coding concurrent session offerings to highlight those sessions that focus on skills and ideas recommended for the “NEW” district testing coordinators who attend. We call it “Special help if you are NEW.” Sessions will include district-presented “how-to” and TEA informational presentations that ALL new coordinators should consider attending. Look for this “strand” of sessions marked with a ★ in your conference program.

Registration and Housing

Registration Information

All registrations must be entered online at www.tasanet.org. Online registration opens Monday, August 9. As in previous years, there are *two registration options* to choose from, as well as exciting preconference workshops and related meetings/events. To expedite the online process, please review the following options and be prepared with your decisions before going online.

OPTION 1

Preregistration (through November 17, 2010)

- \$90 for Texas Assessment Conference ONLY
- \$45 Student Fee for Texas Assessment Conference ONLY (requires faculty sponsor)

On-Site Registration (online registration closes November 17, 2010)

- \$140 for Texas Assessment Conference ONLY

OPTION 2

(alternative registration for TACTP members and other collegiate personnel)

Preregistration (through November 17, 2010)

- \$110 for TACTP Members for Texas Assessment Conference and TACTP Conference
- \$125 for Non-TACTP Members for Texas Assessment Conference and TACTP Conference

On-Site Registration (online registration closes November 17, 2010)

- \$135 for TACTP Members for Texas Assessment Conference and TACTP Conference
- \$150 for Non-TACTP Members for Texas Assessment Conference and TACTP Conference

Registration for Option 2 includes the Tuesday TACTP President's Reception and the Wednesday TACTP Business Meeting/Luncheon. A ribbon will designate TACTP Conference participants.

Preconference Registration

The preconference registration fee is \$50. Registrants have the choice of attending one of the *six workshops* (see page 6 for descriptions) being held Wednesday, December 1, 8:30–11:30 a.m.

Some preconferences have limited seating. Be prepared to select an alternative preconference if your first or second choice is full when you register.

TSNAP Luncheon

TSNAP is changing from an early morning breakfast business meeting to a luncheon meeting to be held on Thursday December 2, 2010, at the Austin Convention Center across from the Austin Hilton Hotel. The luncheon will include a seated luncheon meal along with the annual TSNAP Membership Meeting; membership awards; and a special keynote speaker, Ervin Knezek, following the conference lunchtime slot.

If you wish to join TSNAP, please contact Dr. Joe Garrison, TSNAP treasurer, joe.garrison@tylerisd.org or access the TSNAP membership application online at www.tsnap.com. Note: TSNAP will no longer conduct the annual meeting during breakfast. Luncheon seating limited to 500 paid attendees.

Paid members: \$25; Non-TSNAP members: \$40

Conference Cancellation/Refund Policy

A \$50 cancellation fee applies to all conference registrations. Cancellations must be received in writing by November 17, 2010. There will be no refunds for no-shows. Substitutions may be made in advance or on-site by calling the TASA office, 512-477-6361. Conference sponsors reserve the right to cancel all or portions of the conference if minimum registration is not met. If the conference is cancelled, registrants will be notified seven (7) working days prior to the conference, and a full refund will be issued. If you plan to register on-site, please contact TASA in advance to avoid incurring travel expenses for a cancelled conference. TASA recommends that you do not purchase a nonrefundable airline ticket. If you choose to purchase a nonrefundable ticket, you are responsible for all terms and conditions.

Housing Information

A block of rooms has been reserved for conference attendees at the Hilton Austin Hotel, 500 East 4th Street. Reservations can be made online at www.hilton.com or by calling 800-236-1592. Room rates are \$143.00 (plus tax) for single/double; \$163.00 for triple; and \$183.00 for quad occupancy. **The Conference Code is TAA.** Please indicate that reservations are for the Texas Assessment Conference. The reservations deadline for this special rate is October 31, 2010, or until the block of reserved rooms is full, whichever occurs first.

In order to confirm a room assignment for your attendees, a valid major credit card will be required as a method of guarantee. Checks are acceptable to establish deposits.

Texas Association of Collegiate Testing Personnel Conference

The 22nd Annual Texas Association of Collegiate Testing Personnel Conference starts Tuesday evening, November 30, 2010. The registration fee for Texas Association of Collegiate Testing Personnel grants access to all TACTP and Annual Texas Assessment Conference events. In this joint conference, there are four events that either are for TACTP members specifically or are being sponsored by TACTP with assistance from event sponsors.

- (1) Tuesday President's Reception
- (2) Wednesday Business Meeting and Luncheon
- (3) Thursday General Session B
- (4) Thursday TACTP Open Forum

Additionally, TACTP members may attend all of the functions normally offered at the Annual Texas Assessment Conference.

TACTP Event Sponsors

ACT
Educational Testing Service
Evaluation Systems, Pearson
Pearson VUE
The College Board

Tuesday, November 30

Registration 3–7 p.m.
TACTP Session with ETS 2–4 p.m.
Board Meeting 4–6 p.m.
(Officers, committee chairs, past presidents, and interested members)

President's Reception 6–8 p.m.
(Participants must register for joint conference)

Sponsored by: Evaluation Systems Pearson

Wednesday, December 1

Preconference Workshop 8:30–11:30 a.m.
Reviewing Identification Documents

TACTP Business Meeting and Luncheon 11:30 a.m.–1:15 p.m.
Annual business meeting and recognition of TACTP members
(Participants must register for joint conference)

Sponsor: Educational Testing Services (ETS)

Social Hour (TACTP Members Only) 6–8 p.m.
Host: ACT

Please contact Joleen Reynolds (Joleen.Reynolds@utsa.edu) if you have not already made your reservation for this event.

Thursday, December 2

General Session B 10:15–11:15 a.m.
TACTP Open Forum 4:15–5:30 p.m.

Preconference Workshops

Wednesday, December 1, 8:30–11:30 a.m.

Fundamentals of Educational Measurement **Dr. Larry Hanken, National Consultant, Pearson Clinical Assessment**

This session is designed to provide critical information in relation to selection, progress monitoring, and interpretation of various kinds of assessments/tests (group/individual) used in educational assessments for administrators, test directors, and teachers. The areas covered include criterion referenced vs. norm referenced, test scores (criterion referenced, status, and growth), and descriptive statistics needed for interpretation (mean, mode, median, confidence bands, correlations, forms, norms, etc). Additional focus is also given to the reauthorized IDEA and state standards.

Moving Headlong towards 2012 with Accountability **Michael W. Strozski, CEO, Strozski Consulting**

This workshop examines the various rules and regulations as they apply to AEIS Accountability and NCLB/AYP Accountability. How can districts become “distinct” rather than becoming “extinct?” How can you most effectively use disaggregated data to improve TAKS scores and accountability ratings for your district and/or campus? Numerous ways of examining data are presented and examined, including products from Strozski Enterprises. Always on the lookout for “ways to use assessment data for something other than retirement planning!”

Ready! Set! Assess! **Glynda Davis, President-Elect; and Carolyn Greer, Director, Texas Association for Assessment in Counseling and Education**

Preparing to take an assessment is often just as critical as knowing the material being assessed. This session focuses on tips and strategies for test-taking that will reduce the stress and anxiety that sometimes create memory blocks. Suggestions for test administrators are also presented that will help them develop a calm test environment.

Reviewing Identification Documents **Michiel D. Davis, Director, CE Testing Services, Austin Community College; and Huel Haynes, Supervisor, Fraud Investigation Unit, Texas Department of Public Safety**

This workshop reviews primary and secondary types of identification used to establish identity to gain entrance into academic testing. An overview is given of the new Texas driver’s licenses; renewal of licenses; passports versus visas; and other secondary ID documents, including embassy cards and social security cards. Online resource suggestions are given for future reference that testing professionals can use in the field.

This and That: Testing Tips for District Assessment Leaders **Keith R. Haffey, Executive Director, Accountability & Research, Spring Branch ISD; and Kimberly H. Rich, Director, Career and Technology Education and Assessment, Santa Fe ISD**

Back for the sixth year, this session is designed for experienced test coordinators looking to improve their practice, but new folks are welcome. Topics may include special populations testing, training, security, and the changing accountability system. Discussion points range from accommodations to TELPAS, and the transition to STAAR/EOC. Participants receive templates that are easily adaptable for district use, and also have many opportunities to share and network with others from similar sized districts.

TSNAP Panel Presents: Experienced Testing Coordinators Share What Works for US! **Stacy Daugherty, 2010 TSNAP President, and Panel of TSNAP Officers and Board**

TSNAP is your one-stop for best practices from the field (where it all happens) and where the activities that actually work are found! Join the current president and several TSNAP board members to experience a session full of what we know at the time, what we have figured out, and what we can help you do better in your daily job as a district testing coordinator!

General Sessions

TEA General Session A

Thursday, December 2, 2010, 10:15–11:15 a.m.

STAAR Trek, the Next Generation

Criss Cloudt, Associate Commissioner, Assessment, Accountability, and Data Quality; Gloria Zyskowski, Deputy Associate Commissioner, Student Assessment; and the Student Assessment Directors: Laura Ayala, Julie Guthrie, Cathy Kline, Mariana Vassileva, Cari Wieland, and Victoria Young, Texas Education Agency

Join TEA staff as we boldly go where no assessment system has gone before. In this session, you hear the latest information about the STAAR program, including policy options and decisions that are contained in the transition plan submitted to the 82nd Texas Legislature less than 48 hours prior to this session. There is a follow-up Q&A session scheduled for Friday morning to provide an opportunity for a more in-depth discussion of individual topics covered in the general session.

Q&A Session

TACTP General Session B

Thursday, December 2, 2010, 10:15–11:15 a.m.

Access and Success, Excellence and Equity: What Do We Really Mean? What Really Matters?

Joe Cuseo, Professor Emeritus, Marymount College, Rancho Palos Verdes, CA

Perceptions of “quality” in higher education have been preoccupied with, and compromised by, an overemphasis on student selectivity and research productivity, rather than by careful assessment of what campuses actually do with and for the undergraduates they admit. Alternative indicators of college quality are identified along with high-impact practices that promote student success.

Q&A Session

Opening and closing general session speakers pending at time of distribution.

Preview of Concurrent Sessions

Alphabetical by presenter's last name

- Kim Ackermann** NAEP 2011 and Beyond
- Faisal Alam** Test Security
- Zelene Aragon** Material Overload What Should I Do??
- Sara Arispe** Putting All the Pieces Together
- Laura Ayala** ELL Student Assessment Update
- Mary Anne Barber** On Your Mark, Get Set, Go!
- Cindy L. Blair** The Wonders of Technology and Testing
- Brenda Booth** Documents, Templates & More!! Version 3
- Brenda Booth** Creating a Secure Data Transfer System
- Carolyn Buntyn** Using ACCUPLACER Diagnostic to Achieve Student Success
- Kelly Callaway** TEA College Preparation Program
- Cindy Carosone** Testing Accommodations Anyone?
- Tamara Clunis** Texas Success Initiative Policy Discussion: Past, Present and Future
- Susan E. Cornell** Get Jazzed about 2011 Testing
- Susan E. Cornell** TAKS–Alt: One District's Approach
- Eli Crow** TAKScan: Test Management Made Simple through Shareware
- Melissa Curtis** College Connection: Removing Barriers, Improving Access
- Tara DeSantiago** Using the Screener of Handwriting Proficiency to achieve State of Texas Handwriting Standards and the specific Texas Essential Knowledge and Skills (TEKS)
- Shielda A. Divine** Just Add Students and Stir
- Celani Dominguez** Testing Data Picture: More than a Snapshot
- Terri Fish** Material Management I
- Terri Fish** Material Management II
- Anise Flowers** AIMSweb Behavior: An RTI solution
- Monica L. Garcia** Incidents Hurt in Many Ways
- Julie E. Guthrie** TEA Update on Mathematics
- Julie E. Guthrie** TEA Science Update
- Julie E. Guthrie** TEA Update on the End-of-Course Program
- Paul T. Haeberlen** Measuring Teacher Performance
- Keith R. Haffey** STAAR and EOCs: It's Not Just a New Testing Program!
- Patricia Haffey** Implementation of FIE: The Link between the Assessment and Teaching Strategies
- Ellen M. Harris** Unlock the Power of Small Group, Tactile-kinesthetic Activities in the Science Classroom
- Terry Harris** Targeted Math Remediation
- Cloyd L. Hastings** How One District Improved Completion Rates
- Kira J. Holt** The ACT and College Readiness
- Shannon Housson** State Accountability System Update
- Shannon Housson** Update on Federal AYP
- Patricia J. Johnson** Irlen Syndrome
- Glenn Kirchner** Technology Strategies for Online Testing
- Kimberly L. Klakamp** Gauging TAKS Vertical Scale Growth
- Cathy J. Kline** Test Security in Texas - Looking Backward and Forward
- Alejandro A. Martinez** So you caught them cheating, now what?
- Paul Matzen** Texas Assessment Management System
- Donna McKinney** Journey to a New World—Computer-Based GED Exams
- Liz Melton** TAKS-Alt—Teach Your Teachers How to Assess
- Efrain Mercado** Growing Your Students to College and Career Readiness
- Efrain Mercado** Connecting College and Career Readiness Standards to Real-World Student Success
- Rochelle Metts** Keeping Track of Materials without reinventing the wheel
- Becky McCoy** Assessment Tips from CATS—Purrfectly Great Ideas
- Lynn M. Moak** Through the Looking Glass: Update on 2011 Legislative Session
- Terry Mouchayleh** Who Are These People and What Do They Want? Making the Most of Generational Differences
- Pat Otto** What's New with TAKS–Alt?
- Quinn Perkson** MyFoundationsLab: A Review of Diagnosis, Remediation and Master of Basic Skills
- Don Pitchford** Innovative Testing Practices Both On and Off Campus
- Sandra Poth** Academy Training for District Campus & Coordinators
- Sandra Poth** Mini White Papers: What You Need to Know About...?
- James R. Rambo** EOC: 2012, Are You Aligned?
- Lance Rizzo** Student Input in School Objects:aware
- Linda Roska** TEA Update to Annual Dropout, Completion, and Graduation Rate Reporting
- Melissa Rowe** Reflective Assessments
- Mary Scott** Using Technology and Color Coding for Stress Free Assessment
- Michael W. Strozeski** A "Nuts and Bolts" Look at Accountability in Texas
- Michael W. Strozeski** I Have Truckloads of Data, but all I Have to Handle It is My Little 2-wheel Dolly!
- Paul R. Sutton** Purposeful Conversations Driven By Formative Assessments
- Derly Tijerina** Lexile and Quantile Assessments
- Brenda Tingle** STAAR Social Studies Assessment Update
- Mariana Vassileva** How The Submission of Answer Documents Affects the Reporting of Student Results
- Cristina Vazquez** TELPAS Online Testing and Data Collection
- Cristina Vazquez** Streamlined TELPAS Holistic Rating Training System for Spring 2011
- Lana K. Veazey** The Daily Special: Using Data to Drive Instruction
- Henryett Watson** Online Testing: It's Not for Wimps
- Nancy Webster** Treading Troubled Waters Successfully
- Wanda C. West** Laissez Les Bonnes Notes Rouler—Let the Good Scores Roll
- Cari Wieland** Accommodations for All Students: What You Need to Know for 2010-2011
- Cari Wieland** Update on STAAR for Students Receiving Special Education Services
- Cari Wieland** Choosing the Right Assessment for Students Receiving Special Education Services
- Laura Witte** New Effective, Innovative Strategies for Districts
- Doug Woodall** Imagine Learning the Language and Literacy Solution
- Victoria Young** STAAR Writing—A New Assessment Design for Grades 4 and 7
- Victoria Young** STARR English I, II, and III—A New Assessment for Design High School
- Victoria Young** STARR Reading—A New Assessment for Design Reading Grades 3–8
- Gloria Zyskowski** From Z to A—Setting the STAAR Cut Points from End to Beginning
- Gloria Zyskowski** Getting STAARted: Field Testing in 2011 and Beyond