

# WELCOME



# CALICO 2011

*Mediated Learning  
Communities*



What is OWL?



# Comprehensive Test Management System

## BUILD

Build tests using realia, text, audio and video or import existing tests.



## TEST

Test students using a web browser.



## IMPROVE YOUR PROGRAM

**TEST** what you value - *focus your students.*  
**RATE** student ability - *maximize instructional efficacy.*  
**ANALYZE** meaningful data - *articulate goals.*  
**IMPROVE** program - *promote proficiency.*

## REPORT

**REPORT/ANALYZE**  
Analyze your program using extensive aggregate data.



## RATE

**RATE/SCORE**  
Rate writing or speech samples using a web browser. Automatically score other test elements.



# History

OWL has been in use for 12+ years

1999-2000 - Built prototype SOPI test

2000-2003 Version 1 & 2 VB6, ASP

2006 - Version 3 C#, Flash, Java

2008 - Version 3.5 Enhanced U.I.

2009 - Version 3.6 WYSIWYG Editor,  
High Performance Tester

2011 – Version 3.8 Improved feedback ,  
Enhanced security, Localization

Summer 2011 – Version 4 – Simplified  
editor, Templates



# **Tens of Thousands of Tests Delivered**

**Commercial certification exams**

**Admissions / placement testing**

**Digitized version of SPEAK® test**


**SOPI like tests**

**Individual customers who deliver 5000 or more tests per year**



What practice & testing software (or methods) are you using today?





What would you change  
about it?

Why?



# Practice Activities

- Not just for high stakes tests
- Quizzes, Homework, Practice Activities
- All just tests by another name





# 'Testing effect'

The practice of information retrieval is more effective than traditional methods of studying



# *Simplify*

Coordinate the assessment cycle through OWL

- Scheduling
- Self Registration
- Limit access as needed



# Dynamic feedback

- Rubrics
- Flightpath
- Messaging
- Portfolios



# Localization

Test UI can be changed to:

- Spanish
- German
- French
- Japanese



# Why use OWL?

## Simplify Test Administration

It's easy to create your own content  
Free Content - OWL Community Library

## Easily Collect And Rate Speech and Writing

Provide Any Time, Anywhere Access

•

## Automatically Score

Collect Data



# Benefits of Creating On-line Tests

- Keep tests from year to year
- Easily edit or delete questions
- Quickly modify test structure
- Auto score multiple choice, short answer, and cloze items
- Quick detailed reports



# Flexible

OWL is flexible enough to allow for academic freedom and creativity, while being easy to use



# OWL is being used in a wide variety of contexts

- Department & Campus wide
- Individual Classrooms
- Testing Centers
- Business Offices
- K-12 District wide
- Worldwide





# Example Tests

Oral Proficiency  
Japanese Multiple Choice  
Translation  
Consecutive Interpretation  
SPEAK®



# Included Tests

Anything shared by OWL users

Validated SOPI to Intermediate  
Low in French, German, Italian,  
Japanese, and Spanish

Validated SOPI to Intermediate  
High in French, German,  
Japanese, and Spanish



# Report Types

Activity Details

Gradebook

Item Details / Item Analysis

Assessment Details / Proficiency  
Statistics

Scoring Statistics / Comparison

SPEAK® Specific





*Thank You!*

Chris Dalessandri  
President/CEO

OWL Testing Software  
1484 Washington Road  
Pittsburgh, PA 15228  
412.436.0559

[www.owlts.com](http://www.owlts.com)

