

Overview of Formative Assessment

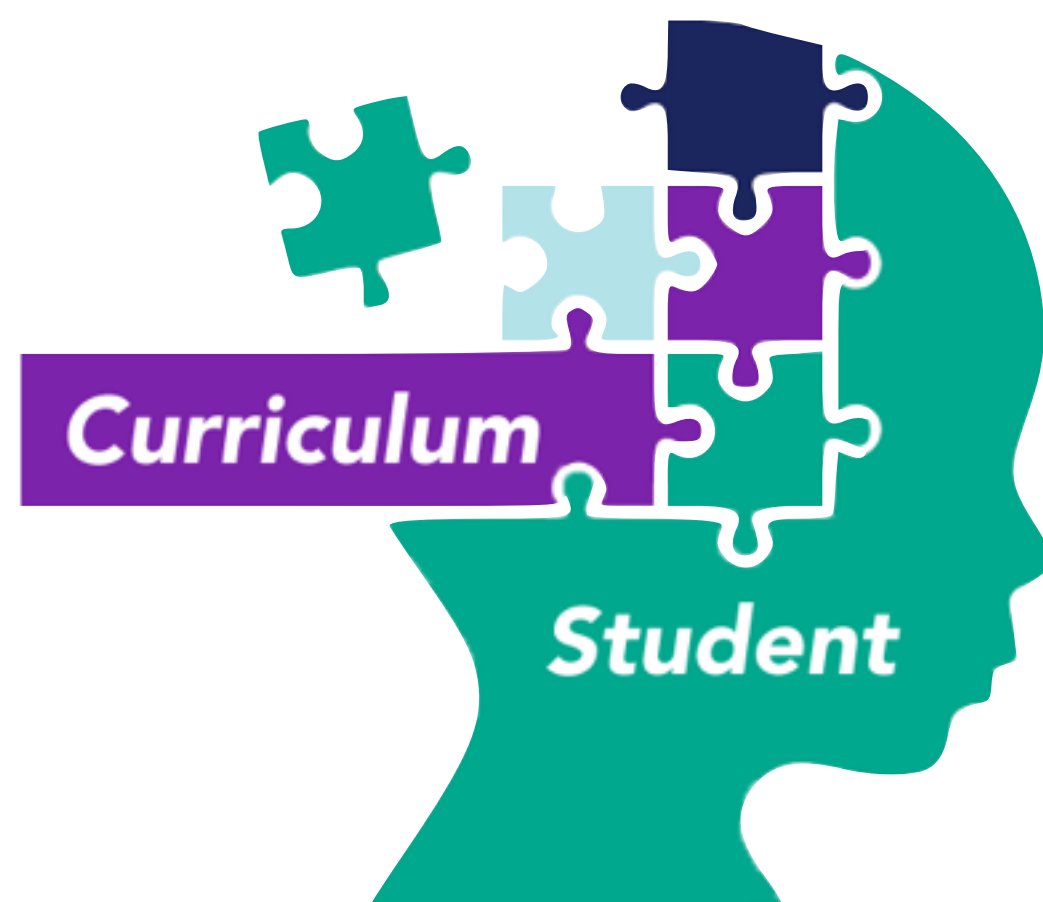
Trend



Assessment Market
Multi-Billion Dollar Industry

A demand for **more formative** and **less summative assessment** creating a movement away from state contracts toward smaller district sales.

Factors Driving the Demand for Formative Assessment



The popularity of **personalized learning** and **competency-based assessment** and the need for reliable, “instant” formative assessment data so educators can adjust students’ content, learning objectives, and activities.

The continuing growth of **online learning**.



An increased focus on how ELLs are assessed by teachers in the classroom due to **ESSA making accountability for ELLs a priority**.

Opportunities for Publishers



The demand for **customized content and assessment** to work with competency-based curriculum and state mandates.



The need for **more adaptive item banks**, due to the variety of district needs, and a larger number of items in the banks.



The development of **new types of assessments for ELLs** that disentangle the effects of language proficiency on content proficiency.



To download the White Paper, please scan QR Code or go to the link



<https://goo.gl/i5Ymig>