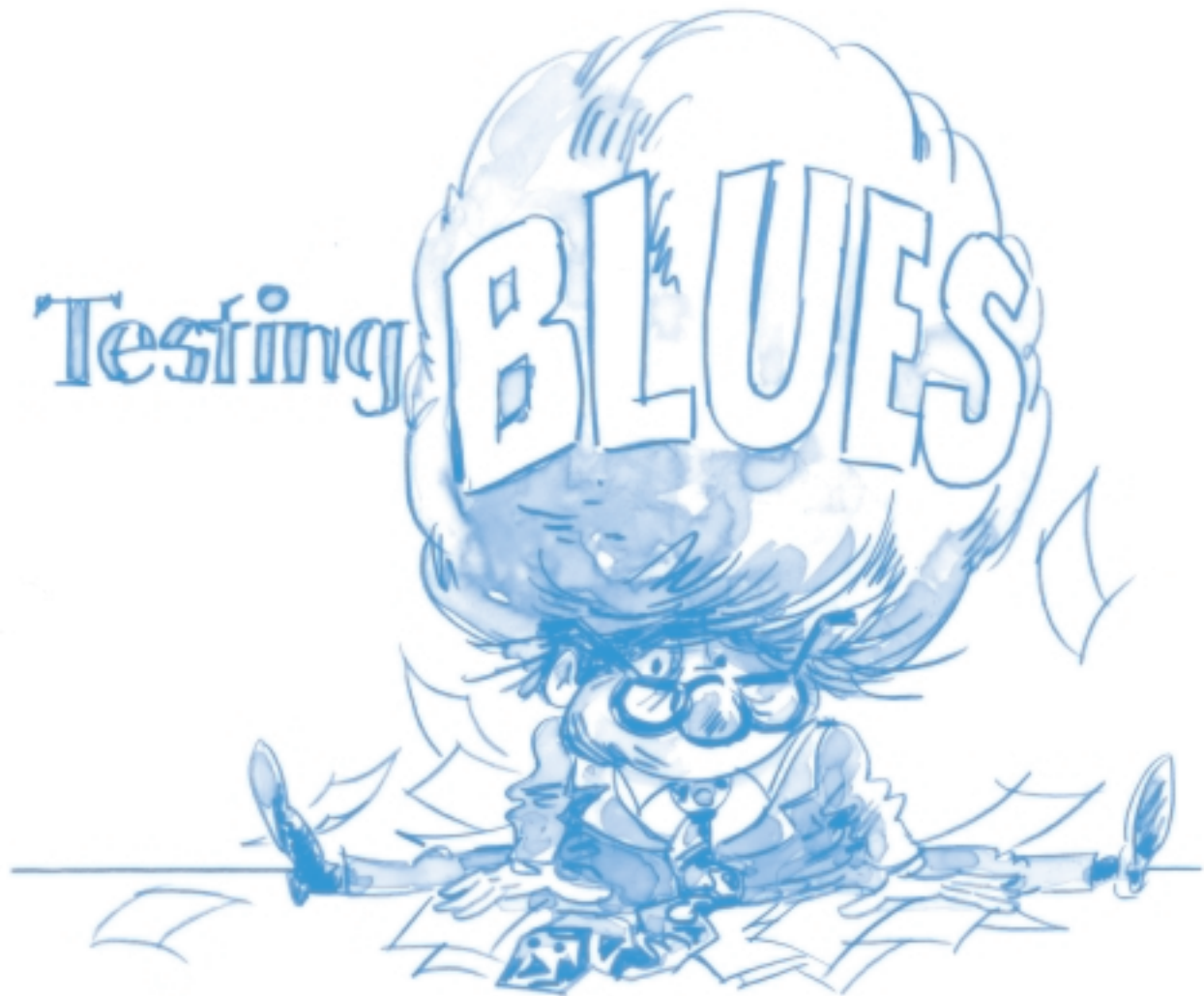


It's All About Test Results.

Guaranteed.

(Living With the NCLB Act)





Dr. W. James Popham
Professor Emeritus – UCLA
Founder – IOX Assessment Associates



Dr. Sarah J. Stanley
President – IOX Assessment Associates
Former Teacher and Principal

WHO WE ARE

Founded in 1968 as the Instructional Objectives Exchange (that's where the IOX came from), our original mission was to function as a contribute-and-share clearing house for behaviorally stated instructional objectives that, in those days, educators were often required to use.

Later, the activities of IOX turned to the development of customized criterion-referenced tests for states and school districts.

For the past decade, IOX has devoted its energies almost exclusively to the development and distribution of affordable staff development and parent education programs. Our staff development materials are intended to increase the instructional and assessment skills needed by educators. Our parent education programs are aimed at helping parents be partners with schools in the education of their children. All IOX-created video programs are hosted by Drs. Popham and/or Stanley.

INTRODUCING OUR WEBSITE

ioxassessment.com

In addition to the staff development and parent education programs found in this catalog, there are a number of papers included (authored by Jim Popham) that are written on topics of interest to educators and parents. All of these essays are in PDF-format and can be downloaded.

ASSESSMENT LITERACY

Why is it Important?

Few education-related conversations take place these days that don't soon turn to the topic of testing and, more specifically, to students' test scores. Never before in our nation's history has the attention of politicians, educators, and parents been so focused on tests. And, that's why assessment literacy is something that anyone involved in education must possess.

Put simply, assessment literacy describes the basic knowledge and skills that an individual needs in order to (1) avoid misusing educational tests and (2) make accurate interpretations regarding students' test scores.

Legislators, Educators, and Parents

Together, legislators, educators, and parents are the stakeholders in the accountability process. And, yes they care about kids. But before politicians legislate higher test scores for the purposes of accountability; before educators spend valuable classroom time on test preparation, instead on instruction; before parents evaluate schools on the basis of test scores—each stakeholder group should be required to master Testing 101. Caring is good, but ignorance about assessment literacy is bad.

Our carefully developed collection of assessment-focused videotape programs can be the core of your assessment literacy curriculum. Viewers will learn just by watching. It's that easy.

NO CHILD LEFT BEHIND

Signed by President George W. Bush on January 8, 2002, the **No Child Left Behind (NCLB)** Act has presented American educators with a collection of significant, even frightening challenges. Although this important federal law is a lengthy one (almost 1200 pages) and contains a medley of meaningful mandates, most attention has been given to the Act's accountability requirements and, in particular, to the law's prescribed procedures for evaluating schools.

Accountability Provisions. Briefly, each state must begin annual administration of reading and mathematics tests by the end of the 2005-2006 school year in grades 3-8 and one additional time in grades 9-12. These tests are supposed to assess a state's challenging curricular aims.

Adequate Yearly Progress. Students' scores on a state's NCLB tests play the key role in determining whether schools and districts have made adequate yearly progress (AYP). If schools and districts receiving Title I funds under the NCLB Act fail to make AYP for two consecutive increments, they are placed on an improvement track with increasingly serious sanctions.

Although the NCLB Acts allows states to



establish their own AYP increments, the law's provisions require that these increments move toward a goal of 100% of students earning proficient scores (at least) on the state's NCLB tests by the 2013-2014 school year.

Instructionally Sensitive Tests. The tests a state adopts to measure AYP is the key. If tests are adopted that are not instructionally sensitive, that is, capable of detecting effective instruction when it occurs, the state's schools and districts will most certainly fail AYP.

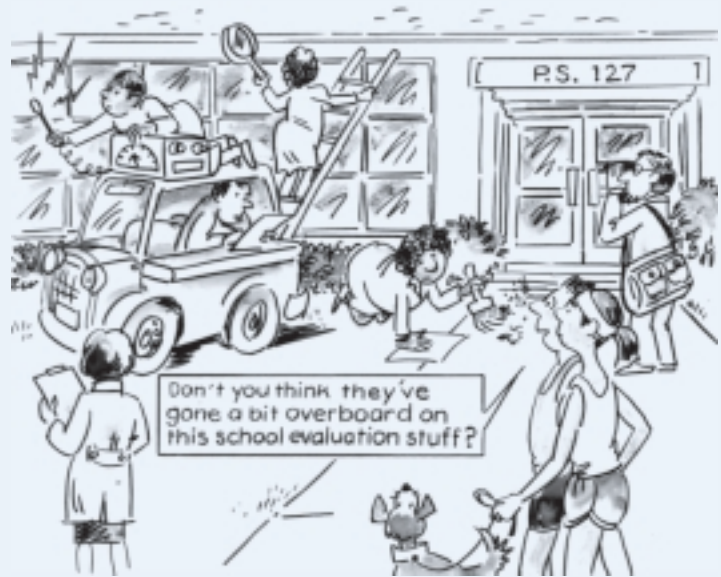
TABLE OF CONTENTS

Assessing Young Children	5,6	Mathematics	11,15
Assessing Mathematics	6,15	Middle School Math	15
Assessment	4,5,6,7,13,14,15	Motivation	11,12
Assessment Books	7	Multiple Intelligences	11,12
Assessment Giggles	6	No Child Left Behind	3
Assessment Kit	7	Norm-Referenced Tests	5
At-Risk Students	8	NWREL	13,14,15
Cub Jim Popham's Maxims	16	Parent Education.....	6,8,9,11,12,15
Discipline	8	Performance Assessment.....	5,6,14,15
Dropping Out	8	Portfolios	13,15
Early Childhood.....	8	Reading.....	12,13,14
Evaluating Schools	4,5	Rubrics	6
Homework	9	School Quality.....	4,5
Home-School Partnerships	9	SCETV	4
Improving Instruction	5,10,15	Substitute Teaching	12
Learning	11	Writing	13,14

LOCAL CITIZENS NEED TO KNOW— How Schools Should and Should NOT Be Evaluated

New resources for promoting assessment literacy have been developed by the PSARAS Foundation and the South Carolina Department of Education. The series, hosted by Dr. W. James Popham, features insightful comments by educators, parents, school board members, and people in the business community.

Two versions for each topic are available. The longer versions are idea for airing on local commercial TV stations or community access channels. Shorter versions are ideal for using at parent meetings, staff development sessions, or watched at home.



Educational Tests: Misunderstood Measuring Sticks

If people don't understand the basics of educational measurement, then misuses of educational tests are more likely. In this easy-to-understand program, viewers learn the four central concepts of educational assessment: test-based inferences; assessment's imprecision; common types of test; and, interpreting student test scores.

Long program: 56 minutes SCTV-10 \$99.00
***Short program: 16 minutes SCTV-25 \$33.00**

**Title is different (Key Concepts of Educational Testing),
but the content is the same as the longer program.*

Evaluating Schools: Right Task, Wrong Tests

Schools should be rigorously evaluated, but not the wrong way. This program informs viewers about three reasons that traditional standardized achievement tests do not provide an accurate picture of educator effectiveness. If the test items, for example, are linked to students' socio-economic status or to their inherited academic aptitudes, then these tests are assessing what students brought to school rather than what those students were taught in school.

Long program: 56 minutes SCTV-11 \$99.00
Short program: 16 minutes SCTV-26 \$33.00

How to Evaluate Schools

To fairly evaluate a school, multiple sources of evidence are required. Viewers learn about four sources of evidence that can be used to judge a school's success: student performances on suitable standards-based tests; student work samples; affective data; and, non-test indicators. When used in concert, these four sources of evidence can give an accurate view of a school's quality.

Long program: 56 minutes SCTV-12 \$99.00
Short program: 16 minutes SCTV-27 \$33.00

**Buy the SET of three longer
programs and SAVE \$30**
(\$267 instead of \$297)

**Buy the SET of three shorter
programs and SAVE \$15**
(\$84 instead of \$99).

**Interested in commercial quality tapes
for local broadcast or quantity discounts?
Call for prices. (800) 330-3382.**

TEACHERS

* Norm- and Criterion-Referenced Testing: What Assessment-Literate Educators Should Know

When educators are knowledgeable about testing, better information can be provided to students, parents, and the community. Two common assessment strategies are described. *Teacher Talk* sessions are provided. **ETVT-15 \$149.00**

* Standardized Achievement Tests: Not to be Used in Judging School Quality!

Do tests measure what children bring to school or what they learn at school? Three easy-to-understand reasons are given as to why standardized tests should NOT be used in judging school quality. *Teacher Talk* sessions are provided. **ETVT-11 \$149.00**

* Standardized Achievement Tests: How to Tell What They Measure

School districts spend thousands of dollars each year on achievement tests. BUT, what do those tests really measure? This program provides a step-by-step process for answering that question. *Teacher Talk* sessions are provided. **ETVT-12 \$149.00**

* Evidence of School Quality: How to Collect It!

Test scores are not the only answer when judging school quality. Three types of evidence are described that can be used as possible measures of school quality. *Teacher Talk* sessions are provided. **ETVT-13 \$149.00**



* Test Preparation: The Wrong Way/The Right Way

The intense pressure on teachers to increase test scores has often caused more harm than good. Test preparation guidelines and test-taking tactics are discussed. *Teacher Talk* sessions are provided. **ETVT-14 \$149.00**

* Creating Challenging Classroom Tests: When Students SELECT Their Answers

If we want students to use higher order thinking skills, we must develop challenging classroom tests. Teachers learn three easy-to-follow rules to use when creating objectively scored items (e.g., for multiple choice tests). *Teacher Talk* sessions and practice booklet are provided. **ETVT-23 \$149.00**

* Creating Challenging Classroom Tests: When Students CONSTRUCT Their Responses

Developing quality constructed response tests is easier said than done. Educators learn how to (1) decide what are appropriate tasks for performance tests and (2) develop/use scoring rubrics so students' responses can be scored accurately. *Teacher Talk* sessions and practice booklet are provided. **ETVT-24 \$149.00**

* Improving INSTRUCTION Through Classroom Assessment

We test students not just to give grades but to improve the quality of instruction. Teachers learn how to clarify instructional targets, determine how long to teach, and evaluate instructional sequences. *Teacher Talk* sessions are provided. **ETVT-25 \$149.00**

* Assessing Young Children: A Guide for Educators and Parents

Young children should NOT be subjected to traditional standardized achievement testing before grade three. Good early childhood assessment blends the desire for accurate information with what is appropriate for each child's developmental level. *Teacher/Parent Talk* sessions are provided. **ETVT-17 \$149.00**

ASSESSMENT

* **Assessing Student Attitudes: A Key to Increasing Achievement**

When students have negative attitudes toward school or certain subjects, they are not likely to learn. Viewers learn the why and how of assessing students' attitudes. *Teacher Talk* sessions and sample student surveys are provided. **ETVT-20 \$149.00**

* **The Role of Rubrics in Classroom Assessment**

Although rubrics are the rage these days, not all rubrics are created equal. This program starts with Rubrics 101—learning what a rubric is and its three essential features. Then, viewers learn how to judge the quality of rubrics. Sample rubrics are included for discussion purposes. *Teacher Talk* sessions are provided. **ETVT-18 \$149.00**

* **Assessing Mathematics Learning**

When it comes to mathematics and standardized testing, the testing tail often wags the instructional dog. Learn what the relationship between teaching and testing should be. Viewers learn what's important and what's NOT when it comes to assessment. *Teacher Talk* sessions are provided. **STVT-26 \$149.00**

* **Performance Assessment: How Authentic Must It Be?**

Educators learn what performance assessment is (and what it's not), the various types of performance assessment, and the advantages and disadvantages of using this approach. **ETVT-27 \$99.00**

* **Making Sense Out of Standardized Test Scores**

If you want to improve your ability to interpret standardized test scores, this tape is a must. After learning about percentiles, grade-equivalents, and scale scores, educators will be able to explain scores to parents, colleagues, and school board members. **ETVT-33 \$99.00**

* **A Testing Trilogy: The Silly Side of Educational Assessment**

Testing causes angst for just about anyone. For major stress relief during staff development sessions, laugh and enjoy, but remember it's a joke. **ETVT-16 \$75.00**

PARENTS

* **Assessing Young Children: A Guide for Educators and Parents**

Young children should NOT be subjected to traditional standardized achievement testing before grade three. Good early childhood assessment blends the desire for accurate information with what is appropriate for each child's developmental level. *Teacher/Parent Talk* sessions are provided. **ETVT-17 \$149.00**

* **Making the Grade: Helping Parents Understand What's Important**

Grading practices and report cards can be a sticky subject with parents and teachers. This program addresses the topics of grades, report cards, and motivating students to achieve. *Parent Talk* sessions are provided. **ETVT-22 \$149.00**

* **A Parent's Guide to Standardized Tests**

This program contains simple, clearly presented information to help parents understand what standardized tests are, the appropriate and inappropriate uses of these tests, and two common score-reporting schemes. **ETVT-34 \$99.00**

* **A Parent's Guide to Performance Assessment**

Don't schools give tests any more? What is a math portfolio? This video introduces parents to the basics of performance assessment: what it is, why it's important, and the advantages and disadvantages of this approach. **ETVT-26 \$99.00**



ASSESSMENT

Books

Test Better, Teach Better

by W. James Popham

Here's a book that explains how to create and use tests to guide everyday teaching practices. The author gives you a "crash course" on the basic principles of testing. Published by ASCD. (Book 176 pages)

EEBK-45 \$28.00

* Testing! Testing! What Every Parent Should Know About School Tests

by W. James Popham

Testing! Testing! In this easy-to-read and understand book, you'll learn the pros and cons of different kinds of tests and other educational assessments. With this knowledge, parents will be able to communicate effectively with teachers and administrators.

(Book 289 pages) **EEBK-24 \$25.00**

* Classroom Assessment: What Teachers Need to Know (3rd ed.)

by W. James Popham

This is a practical guide to classroom assessment, dealing with what teachers need to know about testing. The theme woven throughout the book is the relationship between classroom assessment and the daily decisions a teacher must make.

(Book 324 pages) **EEBK-22 \$52.00**

* Modern Educational Measurement: Practical Guidelines for Educational Leaders (3rd ed.)

by W. James Popham

The most recent trends in educational measurement are explored with special attention to the needs of classroom teachers and school administrators. This book specifies what a test should measure and how to design tests to assess desired outcomes. (Book 466 pages)

EEBK-23 \$80.00

* The Truth About Testing: An Educator's Call to Action

by W. James Popham

With public and political demand for educational accountability never higher, the author explores both the absurdity and the serious destructive consequences of today's testing programs. Advice, guidelines, and evidence-gathering strategies are provided in a readable format. Published by ASCD. (Book 168 pages)

EEBK-27 \$25.00

TARGET: ASSESSMENT LITERACY



KIT PRICE: \$2,000

THE KIT INCLUDES:

- 19 Videotape Programs and 4 Books

- PLUS:**
- Organizer's Handbook
 - Introductory Videotape

For descriptions of video programs and books included in this kit, see items marked with an asterisk on pages 5, 6, and 7.

A Staff Development Kit

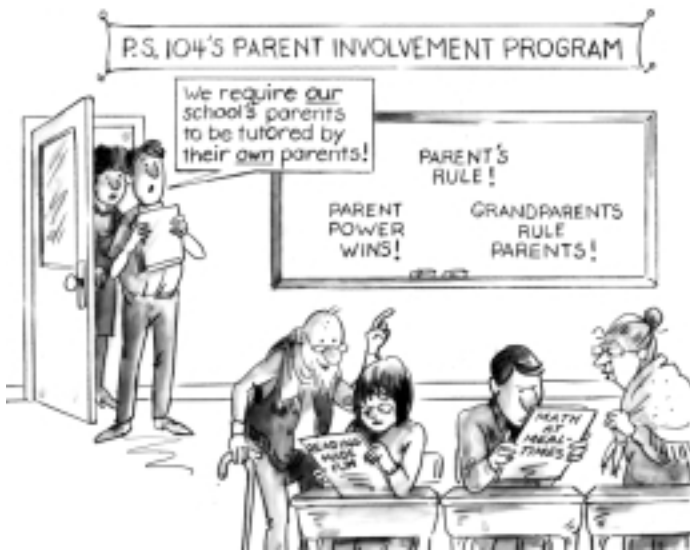
Featuring: Dr. W. James Popham

A FOCUS ON:

- Assessment Fundamentals
- Assessment and Accountability
- Classroom Assessment
- Assessment Innovations
- Parents and Assessment

EACH KIT INCLUDES:

- Organizer's Handbook
- Easy-to-Understand Books
- Videos for Educators
- Videos for Parents



DISCIPLINE

PARENTS

Discipline With a Positive (Part 1)

Positive discipline helps parents manage their children and helps kids learn self-control. Parents learn how to focus on the positive by providing alternatives. Tips are provided on how to deal with angry kids. *Parent Talk* sessions are provided.

DSVT-31 \$149.00

Discipline With a Positive (Part 2)

When parents say what they want their children to do, kids can learn self-control and appropriate ways to behave. This program focuses on when to make commands versus requests; use punishment versus rewards, and how to deal with aggressive children.

Parent Talk sessions are provided.

DSVT-32 \$149.00

AT-RISK STUDENTS

PARENTS

Dropping Out: Keeping Your Kid in School... and OUT of Gangs

Parents learn why gangs develop and what attracts children to joining them. A former gang member describes his firsthand experiences and provides advice to parents on how to keep your kid in school and out of gangs. *Parent Talk* sessions are provided.

PAVT-19 \$149.00

Dropping Out: Don't Let Your Child Be Next

It often comes as a surprise to parents when children decide to drop out of school. This video shows parents how to spot the warning signs and discusses steps that can be taken as early as fifth grade to keep kids committed to staying in school.

PAVT-20 \$99.00

SOURCES OF FUNDING FOR PARENT EDUCATION PROGRAMS:

- Federal programs
- School-business partnerships
- School Improvement programs
- Parent/Teacher associations

EARLY CHILDHOOD

PARENTS

Getting PARENTS Ready For Kindergarten!!

Kindergarten is the most important year of school. Prospective parents learn what “K” should be, what to look for, and are provided with answers to commonly asked questions. *Parent Talk* sessions are provided.

PAVT-29 \$149.00

Your Child IS Smart: A Look at Multiple Intelligences

Every child (or person) is smart in different ways. Parents learn about the concept of multiple intelligences—what it is and how it applies to their children. *Parent Talk* sessions are provided.

PAVT-31 \$149.00

More Learning Means Less TV

Children spend more time watching television than they do in school! Parents learn how to: set limits on TV watching; decide what programs are appropriate; and establish family TV rules. *Parent Talk* sessions are provided.

PAVT-25 \$149.00

HOME-SCHOOL PARTNERSHIPS

TEACHERS

Home-School Partnerships: Understanding Families

With support and encouragement, almost every family can build a strong learning environment in the home. Educators learn: about the importance of parent involvement; how to focus on family strengths; and about the characteristics of successful home learning environments. *Teacher Talk* sessions are provided. **HSVT-10 \$149.00**

Home-School Partnerships: Building Communication

Home-school partnerships are based on mutual trust, respect, and communication. Viewers learn how to recognize the barriers to good communication; judge the effectiveness of current communication strategies; and activities schools can do to increase communication with the home. *Teacher Talk* sessions are provided. **HSVT-11 \$149.00**

Home-School Partnerships: Developing a Plan

Home-school partnerships just don't happen. They take careful planning, ongoing staff development, and long term commitment. This program highlights how schools can support teachers; the five types of partnership roles; and gives advice on developing a plan of action. *Teacher Talk* sessions are provided. **HSVT-12 \$149.00**

PARENTS

Talking with Your Child's Teacher: Tips for Parents

Parents need to know how to make school visits work for them and, most importantly, for their children. Viewers will learn how to plan for a conference, what types of questions to ask during the conference, and how to follow up afterward. **PAVT-22 \$99.00**

HOMWORK

TEACHERS

Homework: Tips for Teachers

When it comes to homework, teachers are often in a no-win situation. Educators learn how to deal with the homework dilemma, the four types of homework, what makes a good assignment, and how to encourage parent involvement through homework. **PAVT-24 \$99.00**

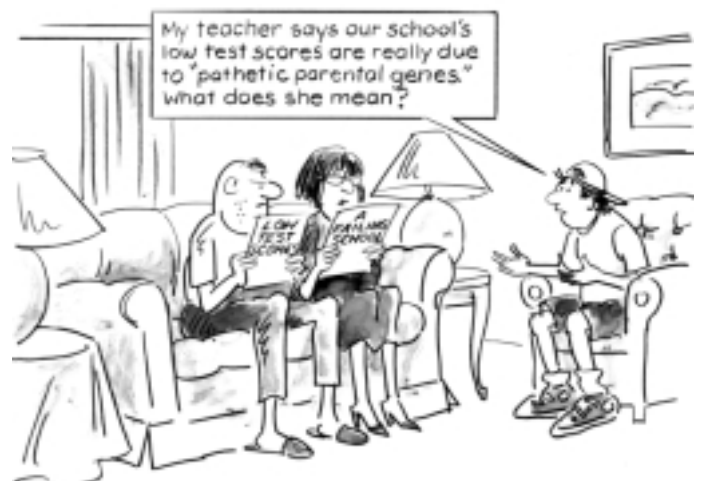
PARENTS

The Homework Problem: A Neighborhood Solution

Homework does NOT have to be a daily problem. Parents start by learning strategies for dealing with homework. Then, they learn how one neighborhood bonded together to start their own homework center. *Parent Talk* sessions are provided. **PAVT-18 \$149.00**

The How-to of Homework: Just for Parents

If homework is causing major stress, this is just the program parents need. They learn about the different types of homework; what should be considered "good" or "bad" homework; why homework doesn't have to be given every night; and how much help parents should give their children on assignments. **PAVT-23 \$99.00**



TEACHERS

Improving Instruction: Start With Student Attitudes

Let's face it—students won't learn what they don't like. Viewers learn why it's so important for students to feel positively about what they learn and how they can influence students' attitudes through the use of four instructional tactics. *Teacher Talk* sessions are provided. **ETVT-19 \$149.00**

Improving Instruction: A Look at Motivation

Sometimes we get so busy teaching students that we forget about motivating them to learn. Three practical guidelines are presented: focusing on student's interests; the importance of "selling" subject matter; and why teachers should insist on effort. *Teacher Talk* sessions are provided. **MOVT-34 \$149.00**

Improving Instruction: A Look at Lesson Design

Helping teachers teach effectively is the focus of this program. Viewers take a look at the sequence of instruction (or parts of the lesson) that characterize effective direct instruction. *Teacher Talk* sessions are provided. **ETVT-30 \$149.00**

Improving Instruction: The Role of Objectives

The first step toward good teaching is knowing where you want students to be after instruction. This videotape discusses the benefits of sound instructional objectives and shows teachers how to develop objectives that will increase their effectiveness in the classroom. **STVT-33 \$99.00**

Improving Instruction: The Role of Practice

Practice is a key ingredient both in initial learning and in retention of new material. But the right kind of practice must be provided at the right time. This video shows viewers how to provide practice opportunities that help students move learning from short-term to long-term memory. **STVT-34 \$99.00**

Books

What Works in Schools: Translating Research Into Action

By Robert J. Marzano

While many differences in student achievement are due to the students themselves (home life, prior knowledge, motivation), the good news is that there's a lot that educators can do to improve student achievement. Survey tools and action steps are presented. (Book 219 pages) **EEBK-40: \$27.00**

Enhancing Student Achievement: A Framework for School Improvement

By Charlotte Danielson

Finally, a source that pulls together all of the components of school improvement into a comprehensive (yet sensible) framework. An action-planning guide is included to help you implement the framework and rubrics are provided to help you evaluate your efforts. Published by ASCD. (Book 141 pages) **EEBK-41: \$24.00**

Classroom Instruction That Works: Research-Based Strategies for Increasing Student Achievement

By Robert J. Marzano, et al.

This K-12 guide provides a ton of research evidence concerning what works when it comes to instructional strategies. Nine categories of instructional strategies are identified that are most apt to maximize student learning. Published by ASCD. (Book 178 pages) **EEBK-42: \$26.00**

A Handbook for Classroom Instruction That Works

By Robert J. Marzano, et al.

This handbook guides you through the nine categories of instructional strategies that are most likely to increase student achievement. Tools and tips are provided so you can quickly implement these strategies in your classroom. A perfect source for self-study. Published by ASCD. (Book 385 pages) **EEBK-43: \$33.00**

LEARNING

PARENTS

More Learning Means Less TV

Children spend more time watching television than they do in school! Parents learn how to: set limits on TV watching; decide what programs are appropriate; and establish family TV rules. *Parent Talk* sessions are provided. **PAVT-25 \$149.00**

Your Child IS Smart: A Look at Multiple Intelligences

Every child (or person) is smart in different ways. Parents learn about the concept of multiple intelligence—what it is and how it applies to their children. *Parent Talk* sessions are provided. **PAVT-31 \$149.00**

What Helps Us Learn: Hear It From the Kids

Oftentimes kids know a lot more than adults give them credit for. Some special kids share ideas about what works best for them when it comes to learning. This program is a great way for parents to learn how to help their children. *Parent Talk* sessions are provided. **PAVT-26 \$149.00**

Being Involved With Learning: The Working Parent's Guide

Parent involvement is the key to a child's success in school! This program provides working parents with three strategies so they can be involved with their children's learning. *Parent Talk* sessions are provided. **PAVT-28 \$149.00**

MATHEMATICS

TEACHERS

Writing to Learn Mathematics

Learn how to increase student's conceptual understanding of mathematics by incorporating writing into mathematics instruction. Teachers learn the why, what, and how of writing to learn mathematics. *Teacher Talk* sessions are provided. **STVT-29 \$149.00**

PARENTS

Making Math Meaningful: Tips for Parents

Children often think of mathematics as something you just do for homework or on tests. Parents learn how to show their kids that math is everywhere (in stores, in the kitchen, in the newspaper, etc.) and can be fun! *Parent Talk* sessions are provided. **STVT-32 \$149.00**

Math & Reading: There IS a Connection!

Books are not just for reading. They're also a wonderful way to learn mathematics. First, viewers are introduced to the kinds of books that help children learn math. Then, parents are given ideas on how to start making the math-reading connection. *Parent Talk* sessions are provided. **STVT-39 \$149.00**

How Do You Spell Parallel? Visiting Middle School Math

Parents, who are unfamiliar with current teaching practices, worry that students are not learning enough mathematics content. In this program, parents see what middle school mathematics classrooms are really like and learn how current approaches improve teaching and learning. Companion booklet is included with video. **NREL-19 \$165.00**

MOTIVATION

TEACHERS

Improving Instruction: A Look at Motivation

Sometimes we get so busy teaching students that we forget about motivating them to learn. Three practical guidelines are presented: focusing on student's interests; the importance of "selling" subject matter; and why teachers should insist on effort. *Teacher Talk* sessions are provided. **MOVT-34 \$149.00**

MOTIVATION

PARENTS

Motivating Kids: What Works

This program gives parents ideas on what works (and what doesn't) when it comes to motivating kids in school...and in life! Parents learn about; intrinsic vs. extrinsic motivation; if paying students for grades works; and why the focus needs to be on effort.

Parent Talk sessions are provided.

MOVT-33 \$149.00

Making the Grade: Helping Parents Understand What's Important

Grading practices and report cards can be a sticky subject with parents and teachers. This program addresses the topics of grades, report cards, and motivating students to achieve. *Parent Talk* sessions are provided. **ETVT-22 \$149.00**

READING

PARENTS

Reading to Kids: It's a GUY Thing!

How well children read has a great deal to do with their future success. Parents learn how to encourage reading using four simple steps. Viewers also hear about a very special reading program where GUYS come to school and read to children. *Parent Talk* sessions are provided. **RDVT-43 \$149.00**

When It Comes to Reading, Make the CONNECTIONS!

Older children often lose interest in reading because they see no relevance between the reading they do in school and what's happening in their lives. It takes capitalizing on curiosity; using this month's passion; and, making the real world connection to encourage pleasure reading. *Parent Talk* sessions are provided. **RDVT-46 \$149.00**

Parents and Children: Reading TOGETHER

When parents and children read TOGETHER, lots of good things happen! In this program, parents learn how to: work on reading comprehension; encourage sibling readers; use picture books; and increase language skills. *Parent Talk* sessions are provided. **RDVT-44 \$149.00**

Give Reading a Boost: Ideas for Parents

A child's ability to read is the single, most important factor in determining academic success. Parents learn ideas on how to read interactively; turn driving time into reading time; and use a special interest to encourage reading. *Parent Talk* sessions are provided. **RDVT-45 \$149.00**

Book

The Multiple Intelligences of Reading & Writing: Making the Words Come Alive

By Thomas Armstrong

Not everyone learns to read (or write) in the same way. Reach out to students by employing a variety of strategies. Here's a book that helps you engage them in reading and writing assignments using physical activity, emotional connections, music, imagery, etc. Published by ASCD. (Book 153 pages)

EEBK-44: \$24.00

SUBSTITUTE TEACHERS

TEACHERS

Substitute Teachers: Classroom Management Skills

Being a substitute teacher is NOT an easy job. This program gives them the help they need when it comes to keeping order in the classroom. In addition to learning guidelines for classroom management, advice is offered by experienced substitute teachers. *Teacher Talk* sessions are provided. **STVT-20 \$149.00**

Substitute Teachers: Instructional Skills

Substitute teachers can provide students with positive learning experiences if they have the right training. Three effective instructional practices are presented along with teaching tips from real-life substitute teachers. *Teacher Talk* sessions are provided. **STVT-21 \$149.00**



Training Materials by the Northwest Regional Educational Laboratory

IN THE CLASSROOM

PICTURE THIS: Using Picture Books in Middle and High School to Teach Writing

Picture books are a highly visible and motivating way to teach students about quality writing. Used as models, picture books help students organize ideas, explore new topics, and reorganize multiple viewpoints. This 20-minute video features teachers sharing their ideas about using picture books in the classroom. **NREL-21 \$165.00**

The Journey of a Reader

Designed to serve as a resource for K-12 educators, this 37-minute video centers around the “traits of an effective reader.” In addition to critical reading skills, the program focuses on the three types of learners: hands-on; visual; and verbal. **NREL-20 \$165.00**

Seeing With New Eyes

If you'd like to assess and teach beginning writers, this is the program you need. Teachers learn how to emphasize the positive, build on the reading-writing link, and teach students to think and work like writers. A fast-paced, visually-rich video, viewers watch students engaged in the activities that deepen their understanding of how writing works.

NREL-17 \$165.00

Putting Portfolio Stories to Work

This new program covers four types of portfolios, emphasizing the importance of having a clear purpose and using student self-reflection. Featuring video footage from real classrooms, this program shows students working with portfolios at different grade levels and in different learning contexts.

NREL-15 \$165.00

Writing from the Inside Out: Revising for Quality

Educators see precisely what the teaching of the six-trait model of writing looks like—using real classrooms, real students, and real teachers. Four teaching strategies are featured: sharing sample papers with students; linking literature to the traits; asking students to help revise the teacher's writing; and having students work in pairs on the revision process.

NREL-16 \$165.00

A VIDEO TRAINING SERIES WHERE:

- **Actual strategies are demonstrated and explained.**
- **Stopping points are built in so viewers can pause along the way.**
- **All materials are provided (videotape, trainer's notes, & book).**



Buy the **IN THE CLASSROOM** set* and **SAVE \$75!**

*5 video packages



CLASSROOM ASSESSMENT TRAINING

Understanding the Meaning and Importance of Quality Classroom Assessment

Attention focuses on what student characteristics teachers assess and what can go wrong. Viewers learn how to prevent problems and how to evaluate the quality of their own assessments. A series of brainstorming activities help viewers become more critical of assessments and their results. (3-hour workshop) **NREL-2 \$125.00**

Developing Assessments Based on Observation and Judgment

A step-by-step process of designing and constructing performance assessments is presented. Viewers learn how to align assessments with important behavior and achievement targets. (3-hour workshop) **NREL-3 \$125.00**

Paper-and-Pencil Test Development

This informative videotape shows teachers how to plan tests, select material to be tested, and write sound test items. The package provides many ideas for integrating paper-and-pencil tests into instruction. (3-hour workshop) **NREL-4 \$125.00**

Assessing Reading Proficiency

Reading is a dynamic interaction among reader, text, and context, and this important aspect of the reading process is examined in relation to assessment. The videotape discusses key attributes of a good reader and procedures for using paper-and-pencil tests, performance assessments, and personal communication to evaluate reading skills. (3-hour workshop) **NREL-6 \$125.00**

Writing Assessment: Issues and Answers

This videotape package focuses on direct assessment of writing based on teacher evaluation of student writing samples. Holistic, analytical, and primary trait scoring alternatives are demonstrated. (3-hour workshop) **NREL-7 \$125.00**

Writing Assessment: Training in Analytical Scoring

Viewers learn how to apply a six-trait analytical scoring model to assess writing competencies. Each trait is described, followed by opportunities to apply each scoring criterion to actual samples of student writing. (7-hour workshop) **NREL-8 \$125.00**

Developing Sound Grading Practices

This package explores the purposes of report card grades, student characteristics that should be factored into grades, appropriate sources of grading data, and ways to combine data over time to determine grades. (4-hour workshop) **NREL-9 \$125.00**

Understanding Standardized Tests

Viewers learn how norm-referenced standardized achievement batteries are designed and how the norming process provides the basis for score interpretation. Commonly used scoring schemes are clearly explained. (3-hour workshop) **NREL-10 \$125.00**

EACH PACKAGE CONTAINS:

An informative videotape plus additional materials, including trainer's guide, background paper, workshop handouts, teacher's handbook, and transparencies.



Assessing Mathematical Power

Using the new National Council of Teachers of Mathematics (NCTM) standards, participants learn how to design and use mathematical assessments, conduct student interviews, evaluate group work, and use student self-assessment. (3-hour workshop)

NREL-11 \$125.00

Assessment in the Science Classroom

Four approaches to designing a science curriculum are described—textbook, inquiry, science/technology/society (STS), and design engineering. Participants analyze the assessment implications of each approach, evaluate the applicability of paper and pencil tests, performance assessments, and assessments based on communication with students. (3-hour workshop)

NREL-12 \$125.00

Using Portfolios in Assessment and Instruction

A portfolio is a purposeful collection of work designed to tell a story about the student's growth and development. Participants will learn how to establish criteria for the selection of portfolio material; actively involve students; and develop appropriate criteria for the evaluation of student work.

(3-hour workshop) **NREL-13 \$125.00**

Order The Complete Set of 11

**CLASSROOM
ASSESSMENT
TRAINING
PROGRAMS
& SAVE \$225.00!**

**Interested in
having NWREL
conduct
CLASSROOM
ASSESSMENT
TRAINING?**

Call (800) 547-6339

OTHER PROGRAMS FROM NWREL

Why Won't You Tell Me The Answer? Inquiry in the High School Classroom

This program features science teachers who have successfully implemented inquiry strategies in their instructional practices. Viewers see teachers and students participating together in inquiry activities. Brief narration points out specific examples of structured, guided, and student-directed inquiry techniques. The video comes with a 37-page booklet.

NREL-18 \$165.00

How Do You Spell Parallel? Visiting Middle School Math

Parents, who are unfamiliar with current teaching practices, worry that students are not learning enough mathematics content. In this program, parents see what middle school mathematics classrooms are really like and learn how current approaches improve teaching and learning. Companion booklet is included with video.

NREL-19 \$165.00



Cub Jim Popham

CUB JIM'S FIVE MAXIMS FOR NCLB TESTS

- 1) NCLB tests should yield accurate accountability evidence, but also be instructionally supportive.
- 2) NCLB tests must measure the highest priority content standards.
- 3) NCLB tests must be accompanied by clear descriptions of what's to be tested.
- 4) NCLB results must be reported so that the content standards a student has mastered are readily discernable.
- 5) Teachers should be provided with optional classroom assessments for NCLB-tested and other important content standards.

RETURN YOUR ORDER BY:

WEBSITE

ioxassessment.com

U.S. MAIL

28170 SW Boberg Road, #1
Wilsonville, OR 97070

FAX

Toll Free
(866) 582-3958

PHONE

Toll Free
(800) 330-3382

VISA/MasterCard accepted

IOX Assessment Associates
IOX: Educational Research & Development
28170 SW Boberg Road, #1
Wilsonville, OR 97070