

## Develop and Implement an Operational Plan for a Large-Scale Higher Education Assessment Program

**The Challenge.** Institutions of Higher Education have an increasing need to measure the value added as the result of a college education. There is increasing pressure from stakeholders in the higher education community to measure the outcomes of the collegiate experience. The Collegiate Learning Assessment provides an innovative and effective solution to this challenge. The program grew rapidly from a small research project to a high volume assessment program. The CLA sought out SEG to help plan for and respond to this growth.

**The Solution.** SEG designed and helped implement operational systems to accommodate growth in the program. SEG developed constructed response scoring systems integrating both human and electronic scoring as well as new procedures for test development. SEG also assisted in strategic planning, advising on new products, pricing and marketing.