



Why create informational and preparation materials?

To thoroughly address common client and test taker questions and concerns

- Successful vs. unsuccessful responses
- Task completion, content knowledge, and role of listening
- Improper preparation and cheating

To set test takers up for comfort and success (Anastasi as cited in Liu, 2014)

To bridge the gap between call center industry and language assessment

Theory

Reducing test anxiety

- Test anxiety negatively affects test scores (Salehi & Marefat, 2014)
- Task experience has a positive effect on performance (Lim et al., 1996)

Benefits of assessment models/exemplars

- Provide benchmarks for comparison, add clarity to instructions and rubrics, valued by students (Grangier, 2018)

Multimodal input: audio, visual, textual

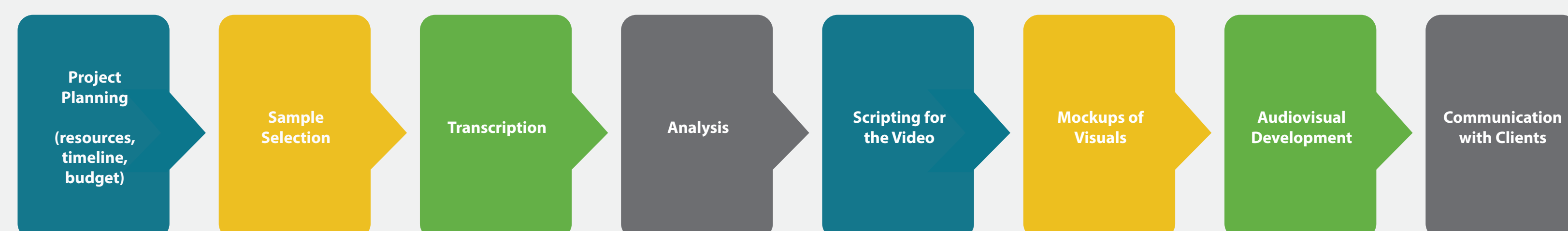
- May support comprehension & learning (Perez, 2020)

Leveling of language in instructional materials

- Increase accessibility through simplifying input (Tomlinson, 2003)

Practicality & Replicability

Creation of the videos (~15 hrs of staff time per video)



Lessons learned

- Benchmark samples need to be carefully selected.
- Language accessibility metrics need to be considered in initial scripting.
- Some clients are slow to implement test prep into their candidate screening workflow.

Materials

Overview of the Test

- **PowerPoint Presentation for clients**
 - Test format
 - Expectations and rating
 - Tips for success and common mistakes
 - Sample items
- **Video for clients and test takers**
 - Purpose of test
 - Test format
 - Rating
 - Tips for success
 - Sample task



Listen carefully and complete the task:

- Summarize if asked to, but leave time to answer the questions.
- Answer the caller's questions in detail.



Sample Response Videos: Common European Framework of Reference (CEFR) levels High B1 and Low B2

- Brief overview of test and item
- Audio of prompt + key ideas
- Sample response
- Examples and analysis based on the rubric: content + task, organization, language use, fluency, appropriateness

Content and task completion

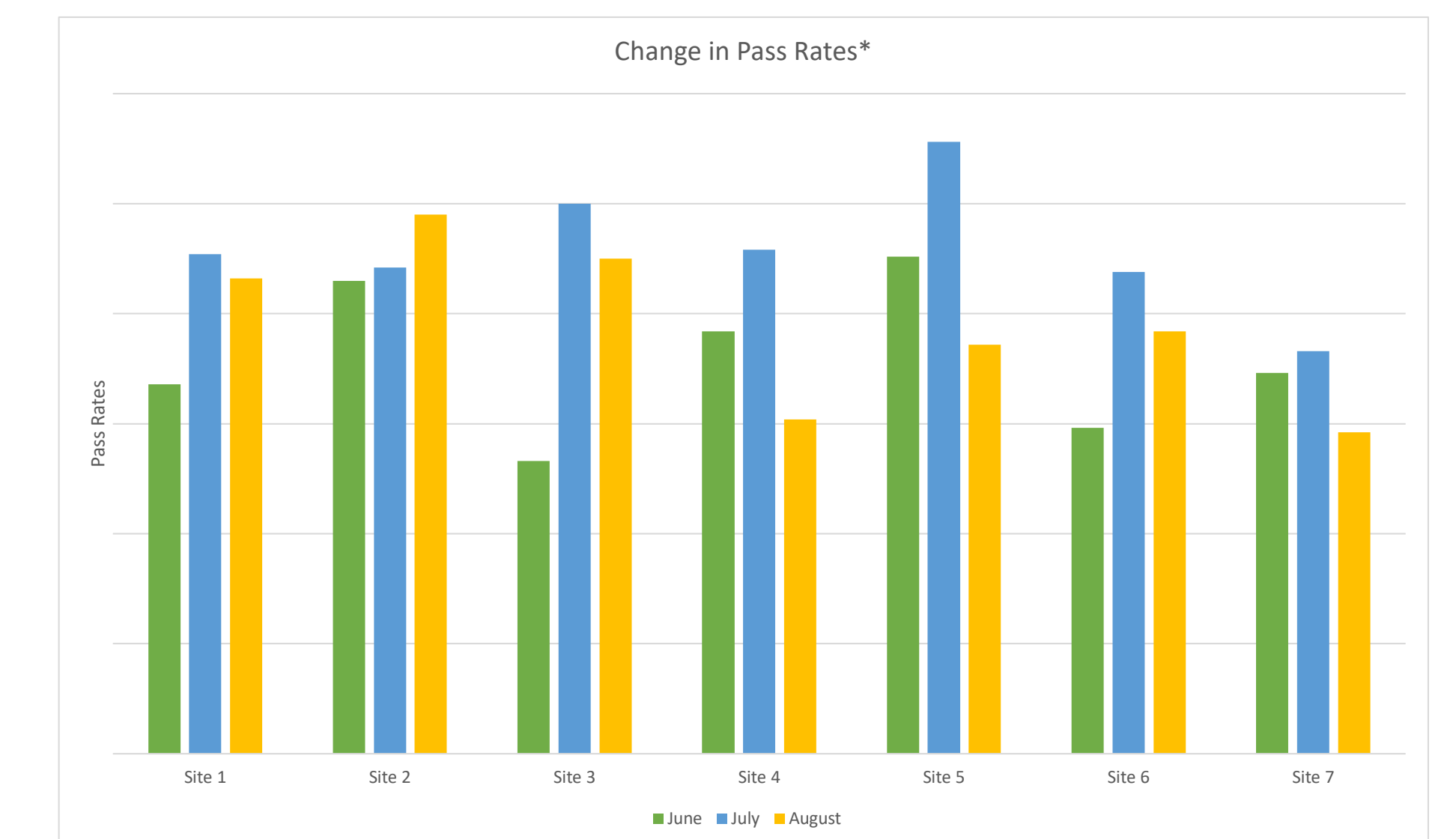
Summarizes main point
Lost printing order

Basic, appropriate solution
Refund
Reprint order
Ship in 2 to 3 days



Impact

- Positive feedback from clients
- Decrease in cheating rates for 2 clients, multiple sites
- Potential short-term impact on pass rates



*Initial materials sent early July

Future plans/directions

- Use for sales and initial signing of clients
- Create similar videos to educate clients about our other tests
- Create videos with analyses of additional levels

References

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