



Video Assessment

Moving video-delivered soft skills assessment onto the Internet

LRI provides employer-validated, predictive and video-delivered soft skills assessment programs (called AccuVision) for a wide range of industry sectors. Targeted jobs range from entry-level (low-wage/low-skill) to managerial. AccuVision's assessment tools document where individuals and groups have effective workplace behaviors, where development is needed and they provide strategies and resources that facilitate development.

LRI programs have assessed over 2,200,000 current or prospective workers.

The past: People within organizations administer AccuVision by acquiring Administrative Kits that contain:

1. Testing video - from 30 to 90 minutes in length
 2. Administrative guides - that enable administrators or proctors to assess individuals or groups of people who, typically, record their responses to the video on an answer sheet that must then be entered into a computer that has been loaded with...
 3. Scoring software. Answer sheet information is transmitted to a host computer that immediately returns to the originating computer an assessment report
 4. Answer sheet masters are provided to administrators who provide duplicates to those being assessed
- Faculty, trainers and counselors interpret assessment results; they make decisions as to how to best help individuals build upon strengths and enhance those soft skills identified as opportunities for development.
 - Post assessment of individuals identifies the extent to which development programs and activities have been successful.

This is a highly efficient process that is more fully described at:

<http://www.learning-resources.com/Assess/VideoAssessment.php3>

What's new? The advent of flash-video changes the soft or high-performance skills assessment landscape and provides a powerful alternative to vhs-based video delivery.

The present: Flash-video makes Internet-delivery of soft skills available:

- A. Individuals to be assessed (from incumbents, to college- or school-based learners, to those served by the employment and training world) who have access to a computer connected to the Internet are given log-on information that connects them to a particular AccuVision program
- B. An orientation to the assessment program is provided, an on-screen answer sheet template appears and individuals experience a practice session before beginning the assessment process

- C. The Internet assessment process then begins and individuals respond to a range of realistic, work-related job simulations
- D. Once the assessment is completed and the individual logs out and that person's answer sheet choices are immediately transmitted to a central computer for scoring. Resulting Feedback Reports are returned to the sponsoring organization; it determines how to:
 - Communicate to those assessed information about their effective high-performance soft skills; and,
 - How best to help people develop in areas requiring further growth
- E. Post assessment of individuals identifies the extent to which development programs and activities have been successful

What's different?

- Assessment is less labor-intensive for the organization - be it a college, company or WIB: the administrator's and proctor's job is essentially handled over the Internet
- Sponsoring/hosting organizations who offer internet-delivered assessment through a web portal can provide assessments to traditional and new populations, other organizations and virtually anyone in the community: anyone seeking information about the effective workplace behaviors can have ready access to good information about their work-related effectiveness.
- Assessment can take places wherever and whenever there is an Internet-connected computer
- Providing individuals and organizations with good and valid information about people's behaviors becomes a more efficient, less costly process
- The need to input assessment score sheets into the computer is eliminated
- If all assessments are delivered via the Internet, there is no need for sites to invest in Administrative Kits

What doesn't change?

- The video looks and feels like the workplace
- Assessment reports are valid and predictive; they provide good information about people's strengths and developmental needs
- Those assessed (and that person's coach/teacher/counselor) receive developmental information that helps people improve performance where skills require strengthening
- The ability to customize feedback reports; for example, transcripts or certificates of an individual's effective soft skills and/or information about locally available training and learning options can be provided
- The ability to provide the sponsoring or assessing organization with group reports that 'profile' groups and people and, thereby, assist in decision-making as to the types of developmental activities required for assessed sub-groups
- The ability to post-assess individuals to determine the extent to which developmental activities are making a difference in helping people acquire the soft skills they and their employer community require.

Internet-delivered soft skills assessment applications to:

- **Educators** can measure the extent to which courses and programs are effective at helping learners (in schools, community colleges and universities) acquire the skills that employers require. This is of increasing concern to accrediting organizations

- **Job seekers and learners** receive specific, objective, valid feedback and documentation that identifies effective skills and developmental needs
- **Employers** can benchmark incumbent worker soft skills and develop “specs” that result in better job matching and reduced turnover
- **Employers** can pre-assess applicants at home, and invite for interviews those who have requisite soft skills
- **Employers** can provide supervisors of entry level workers with post-employment staff development support to more effectively coach new workers and reduce turnover
- **Workforce developers** can measure and document the soft skills of future workers. They know who already has what soft skills
- **Workforce developers** have valid information about the gaps between applicants’ skill proficiencies and employers’ requirements for available jobs
- **Workforce developers** customize people's training and education plans
- **Workforce managers, educators and funding agencies can** use pre-and post-assessment data to measure the effectiveness of work readiness training and development

Note: Customized assessment reports can include a transcript or certificate of people's effective workplace behaviors

Demos:

If you are unfamiliar with how work-related simulations can be used to assess high-performance or soft-skills, you may want to preview the following examples that were developed by a partnering organization:

Sales

[Click Here](#) to view a short demo and see how Sales Simulator™ uses flash video to evaluate skills.

Additional information about the process appears at <http://www.salessimulator.com/b2bsales/demo.asp>

Real Estate

A second demo addresses a related sales position in real estate <http://www.realestatesimulator.com/pages/demo.asp>

Note that this program demonstrates how LRI's technology can be expanded beyond video-simulations and include, for example, aptitude tests and personality profiles.

For Additional Information please contact:

Learning Resources, Inc.

1117 East Putnam Avenue, # 260
Riverside, CT 06878

Phone: 203-637-5047

Fax: 203-637-2786

E-Mail: alesure@learning-resources.com