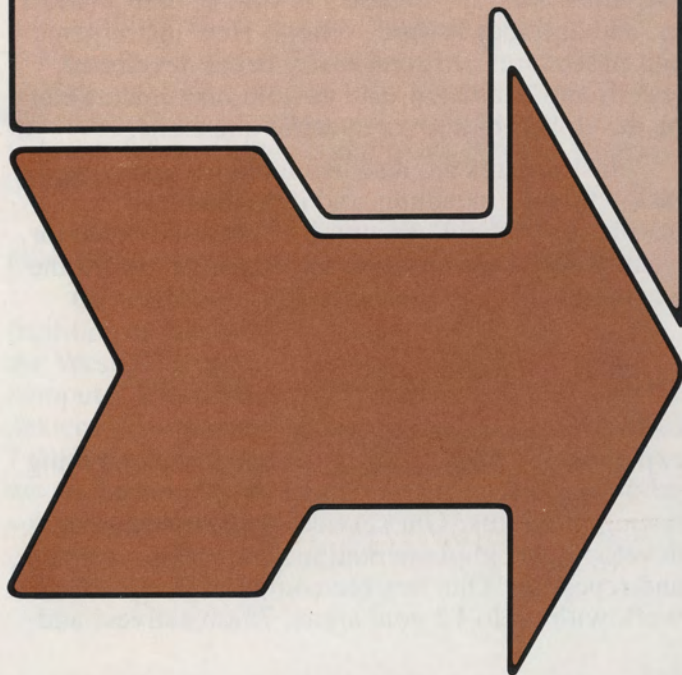


EMS

**Educational
Measurement
Service**

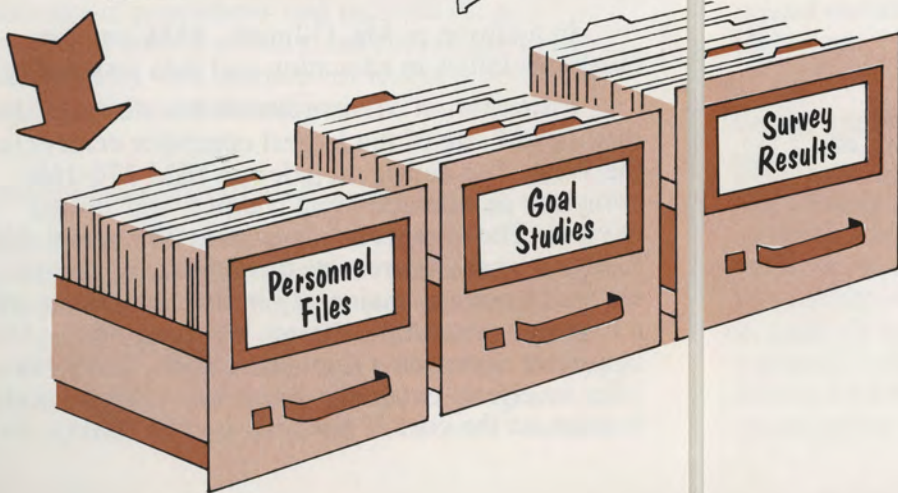
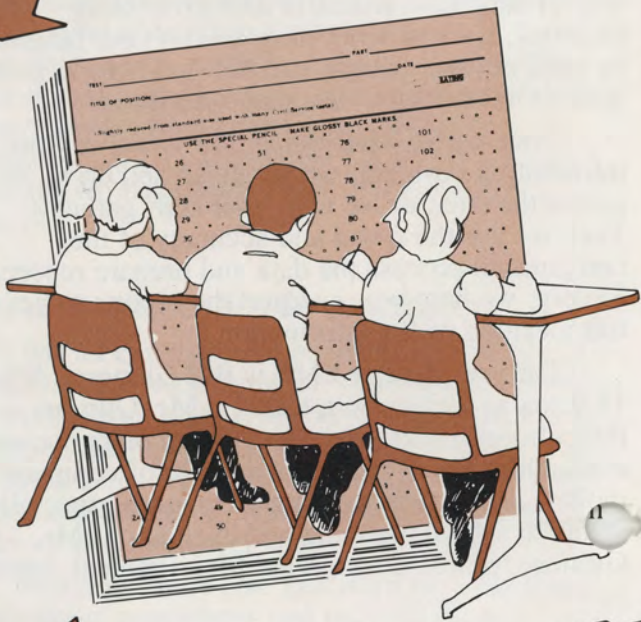
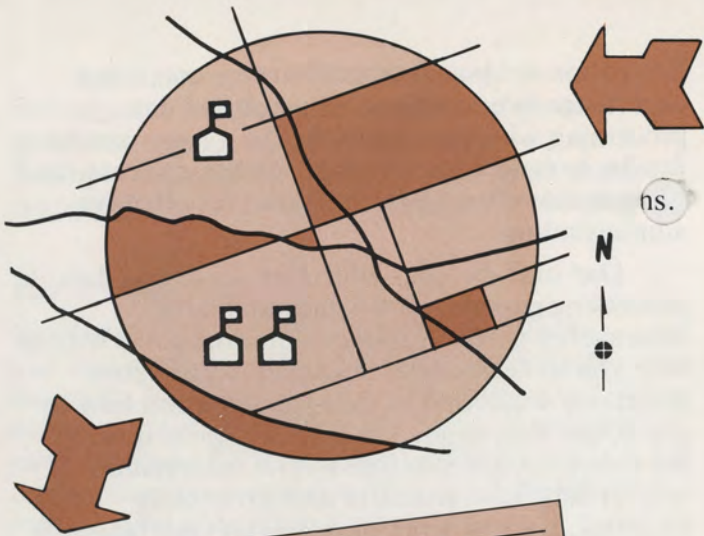
EMS

Educational Measurement Service
6028 Via Madero Drive
San Jose, CA 95120
(408) 268-2431 or 268-6553



EMS

... managing information for education



Educational Measurement Service combines experience in educational research and data processing with the capabilities of a large computer facility to help school systems gather, process, and analyze the information they need for effective administration.

Our staff includes educators as well as data processing experts, so we understand the information needs of school administrators. We can help you to define your information problems, determine what kind of data you need and how to get it, and then figure out what has to be done to the data to turn it into meaningful information. If you already have access to data processing facilities, we will write programs in your language to work on your equipment. We don't try to make your problem fit pre-designed solutions.

Once we've determined how to solve your information problem, we go ahead and do it. We gather the data, or we help your staff gather it. Then we use the speed and accuracy of the computer to process the data and prepare reports. Finally, we help you interpret the reports to get the full meaning of the information.

The president of EMS is Bill Gilmore. After 15 years as a classroom teacher, Mr. Gilmore went into administration as a specialist in planning and evaluation. He developed a number of computer models and data processing techniques especially suited to school planning and evaluation. Mr. Gilmore formed Educational Measurement Service in 1973.

In addition to Mr. Gilmore, EMS employs other specialists in education and data processing.

Educational Measurement Service uses the facilities of one of the largest computer centers in the West. The center includes an IBM 370-168 computer and related input, output, and storage devices. The computer is available 24 hours a day, 7 days a week, via remote terminals, and can be reached from any major city in the country for only a minimal connection charge. By using the computer center on a time-share basis, EMS can offer its clients extensive computer capabilities at a fraction of the cost of a wholly owned facility.

EMS can work with school systems on virtually any problem that requires information gathering, storage, processing, and reporting. Examples of some of the specific kinds of services we provide are described in the following paragraphs.

Enrollment projections

Simply projecting past trends into the future can lead to serious errors in school enrollment forecasts, especially in areas that are undergoing major population changes. EMS uses a computer model called ENSIM to produce enrollment projections for as many as 15 years. ENSIM takes into account changes in land use and the characteristics of families in the area, as well as other demographic data, to produce very accurate projections for both growing and declining districts. The data needed for ENSIM is usually available from school records and published sources.

Opinion and attitude assessment

EMS has an extensive set of instruments and procedures for measuring the values, self-concepts, and motivation of students, as well as their interest in, and attitudes toward, school. New instruments and procedures are continually being developed, tested, and evaluated, and custom instruments can be developed to answer specific questions.

Instruments are also available for assessing instructional procedures and individualized instruction, school climate, interpersonal behavior, teacher needs, and attitudes of teachers toward the teaching of the disadvantaged.

Criterion-referenced testing

EMS can call on more than 10 years of experience in writing objectives and implementing school- and district-level criterion-referenced testing programs. Our services include complete development, implementation, correcting, analysis, and reporting. Our flexible computer program can work with up to 15 goal areas, 75 objectives, and

175 items. Reports can be produced for individual students, classrooms, schools, grade levels, and the entire district. Each report summarizes results by objective and goal. An item analysis is produced for the class, grade level, and district.

Community goals study and needs assessment

EMS can plan, write, process, and analyze community goals studies and needs assessments. We can also provide statistically valid community sampling techniques and assist in conducting the survey. Computer techniques developed over the last six years help in identifying goals from responses received from the community. A variety of statistical techniques are used to assess the meaningfulness of survey results.

Personnel information system

EMS can provide a comprehensive, on-line file system that will store virtually all of the information in each employee's personnel file, ready for immediate retrieval at a terminal in the district office. The system will display information for a single employee, or it will sort all personnel by one or more variables, such as length of service or credentials held, and prepare printed reports. A similar, but less elaborate, system is also available for maintaining student information. Information from both systems can be used as input for school enrollment projections, personnel projections, and so on.

Data management

EMS can assist school systems with virtually any kind of data management job. We can define research and evaluation questions, select instruments and design data collection forms, process the data, and report the information. A number of fully tested statistical procedures are available, which include frequency distributions, cross-tabulations, T tests, correlations, scattergrams, multiple regression analysis, analysis

of variance and covariance, factor analysis, discriminant analysis, and canonical correlation.

EMS can help you at any point in the process, from designing the study to processing your data supplied on punched cards or computer tape.

Representative projects

A few of the many projects EMS has undertaken are listed below to illustrate our experience.

- Developed computer programs for enrollment prediction model for the Simu School project in Santa Clara County, California.
- Evaluated individualized multimedia art history project at San Jose State University.
- Conducted community goal surveys for the Oak Grove School District, San Jose, California.
- Conducted computer processing and statistical comparisons of district metropolitan achievement tests for the Voucher Study in the Alum Rock School District, San Jose, California
- Processed data for California Department of Education child care pilot study.
- Performed computer analysis of a community census in seven elementary districts for the Santa Clara County Office of Education.

How can EMS help you?

We will be pleased to discuss your research and information needs—with no obligation, of course. Please write or call:

Bill Gilmore
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