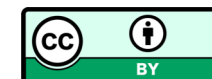


Why Commercialization and Proliferation?



Potential Cause of Commercialization and Proliferation	Abbreviation
Perceived need for interims to predict annual accountability scores	Anxiety
Differing and conflicting needs across boundaries in the hierarchy	Hierarchy
Lack of detailed actionable information on State tests	Data hunger
Marketing materials claiming validity for an unrealistically wide variety of uses	Claims
Perceived need for an external, “authoritative” measure	Externality
Fractured vocabulary of assessment within and across levels of the educational system	Vocabulary
Continued use of no-longer-useful assessments	Inertia
Misrepresentation of interim assessments as formative	Formative
Misrepresentation of unreliable and/or undifferentiable subscores as useful	Subscores
Lack of teacher/leader expertise in creating high-quality assessments	Local expertise
Lack of teacher time to create local assessments	Teacher time



What of the Potential Causes of Commercialization and Proliferation?



- Which potential causes are most critical to address?
- Which are most difficult to address?

http://bit.ly/RILS_PROLIFERATION

