

**Comparable Assessments for  
Third Grade Reading Guarantee**

**Form C**

**Section III – PUBLICLY-AVAILABLE SERVICE SUMMARY**

**This form will be posted on the Ohio Department of Education’s Web site for all proposals that are approved in conjunction with this RFQ to allow local education agencies to understand proposed offerings in advance of directly contacting providers regarding potential further procurements.**

<b>Provider Information</b>	
Name of Provider:	<b>Houghton Mifflin Harcourt Publishing Company</b>
Provider Information for Two Contacts (include name, phone number, and email address for both:  Note: If contact information changes, provider must contact the department to update their Service Summary.	Barbara Fuerbacher, Account Executive 513-785-8963 barbara.fuerbacher@hnhco.com  Edward Hulefeld, Field Manager, Northeast 412-315-8237 edward.hulefeld@hnhco.com
Name of Product Proposed:	<i>Iowa Assessments</i> Forms E and F Reading Tests
Does this product provide an assessment of reading proficiency and identify deficiencies? If so, how?	Constructing meaning from print, or reading comprehension, should be the main focus of reading instruction regardless of grade level. The <i>Iowa Assessments</i> Reading tests are designed with this underlying philosophy in mind. The scope and sequence provides a framework for assessing reading skills that is aligned with proven methods of instruction across the grades.  At Kindergarten through Grade 3, the <i>Iowa Assessments</i> Reading tests measure development of early reading skills, including basic comprehension. Tasks of varying degrees of difficulty are included in order to accurately measure the wide range of reading skills encountered at these grade levels.  Results are reported in terms of the domains assessed as well as three cognitive levels, allowing teachers to easily see which students are performing well and in which areas students need additional assistance or instruction.

	<p>The linking study between the Ohio Achievement Assessments and the <i>Iowa Assessments</i> (see Appendix D) demonstrates the relationship of the Iowa growth scale standard scores to the OAA scaled scores in terms of performance band cut score and descriptors for Third Grade. The robust vertical scale underlying the developmental standard scores on the <i>Iowa Assessments</i> allows for the determination of equivalent cut scores relative to the OAA performance level descriptors across grade and test levels. Additionally, the <i>Iowa Assessments</i> report Grade Equivalent (GE) scores and <i>Lexiles</i> which may be used to further classify levels of student performance and proficiency.</p>	
<p>What are the grade(s) the proposed product covers:</p>	<p>Kindergarten through Grade 3</p>	
<p>What are the reading areas the proposed product covers?</p>	<p>The <i>Iowa Assessments</i> Reading tests assess and report results in these domains:</p> <ul style="list-style-type: none"> <li>• Words (Grades K–1 – Levels 5–5/6)</li> <li>• Comprehension (Grades K–1 – Levels 5–5/6)</li> <li>• Literary Text (Grades 2–3 – Levels 7–8)</li> <li>• Informational Text (Grades 2–3 – Levels 7–8)</li> <li>• Explicit Meaning (Grades 2–3 – Levels 7–8)</li> <li>• Implicit Meaning (Grades 2–3 – Levels 7–8)</li> <li>• Key Ideas (Grades 2–3 – Levels 7–8)</li> <li>• Vocabulary (Grade 3 – Level 8)</li> <li>• Author’s Craft (Grade 3 – Level 8)</li> </ul> <p>In addition, each item is classified in terms of three cognitive levels, and results are also reported in terms of those cognitive levels.</p> <p>The numbers of items in each domain and cognitive level in the Reading tests for Levels 5 through 8 are presented in Appendix B.</p>	
<p>What are the on-track and not-on-track cut scores for each grade level being assessed?</p>	<p><i>Iowa Assessments:</i> Fall Diagnostic Assessment Cut Scores</p> <p>Kindergarten Grade 1 Grade 2 Grade 3</p>	<p>Reading “On Track”</p> <p>122 133 148 163</p>

**Please provide an overview of your proposal for local education agencies describing in detail the assessment, use of the assessment and how your organization supports implementation of the assessment.  
(2 pages maximum)**

Featuring a four-color design, flexibility in administration, and a host of other enhancements, the *Iowa Assessments* Forms E and F include all new content to reflect today's challenging educational landscape, such as the movement toward the CCSS. The *Iowa Assessments* are designed to provide a thorough assessment of each student's progress in skills and standards that are essential to successful learning.

The exceptional quality of the tests comes in part from its unique, collaborative development process. The tests were written by researchers from The University of Iowa, who contribute extensive curriculum and measurement expertise, as well as experience gained from managing an ongoing state-level testing program. HMH's staff adds editorial expertise, as well as extensive design, art, and pre-press experience to the development effort. These combined talents have created tests that are widely known, trusted, and used throughout the world. Over the course of a typical school year, the *Iowa Assessments* are administered to nearly 10 million students who are in every state in the nation.

#### ***Development of Forms E and F***

As Forms E and F were developed, the *Iowa Assessments'* authors and HMH's Product Development team worked to ensure that test items, which are all multiple-choice, were clearly written and that all distractors challenge students without being "tricky" so that students' academic achievement will be assessed as accurately as possible. Above all, the fundamental guiding principle for the development of Forms E and F was to make time spent on testing instructionally useful for all students. For example, passages selected for inclusion in the Reading tests yield good comprehension questions and cover a range of reading interests.

All test items are extensively reviewed and edited by the authors and HMH's staff with the above goal in mind, and the quality and functionality of the items was verified by national item tryouts. Review criteria include age and grade appropriateness; ethnic, racial, and gender balance; good style, grammar, and syntax; and good item characteristics. Furthermore, all items were examined and controlled for potential bias by qualified reviewers to make sure clarity and functionality occurred across subpopulations. The feedback from bias reviewers was thoroughly considered in conjunction with the known performance of the items across the subpopulations. Problem items identified during reviews or tryouts were either rewritten or eliminated.

During the development of test specifications, the test authors worked closely with national experts and educators. Review of local, state, and national guidelines for curriculum in each subject is an ongoing activity of the author team. Forms E and F were developed to be consistent with recent shifts in curriculum and instructional practice and to be attuned to current curricular objectives at specified grades. During the research studies, items were tried out at a span of levels. The research then provided *p*-values that the authors and HMH's team used to determine the best placement of items at each grade and test level.



Appropriate placement not only ensures that there is an adequate floor and ceiling for every test level so the majority of students are able to finish the test, but also that the test is challenging enough for high-achieving students to demonstrate what they know and can do. In short, with this measurement approach, accurate data is obtained for the entire achievement continuum, ranging from the least able students to the gifted and talented.

***How the Iowa Assessments Are Used and Reported***

Forms E and F of the *Iowa Assessments* answer the needs of schools to provide better ways to measure achievement and impact instruction. Specifically, the tests can be used to screen for Rtl grouping, measure growth from year to year, evaluate instructional programs for instruction, plan for instruction, predict success on the state test, help LEAs monitor student learning in terms of state or national standards, and help students prepare for college and career. A full range of derived scores, including Grade Equivalents, Percentile Ranks, and Standard Scores that can provide important information about student performance in each content area assessed, is available. Reporting features include national comparison data for individuals and groups, item-level data, skill-level data, cognitive-level data, test-total data, 16 paper reports, web-based interactive reporting with 42 different reports, and reporting aligned to the CCSS.

***Implementation and Technical Assistance***

A key component of HMH’s approach to the management of an assessment program is a comprehensive system of customer support, which includes providing training in the administration of the test and in the use of the results. Our regional sales and support staff has extensive experience presenting and supporting both pre- and post-test training workshops for a wide variety of constituencies and groups. They will work with Ohio LEAs who use the *Iowa Assessments* to determine the nature, purpose, and depth desired for pre- and/or post-test workshops.

<b>Section IV – Service Provider Costs</b>	
<b>Estimated Service Provider Costs (non-binding)</b>	
Fixed costs over a given academic year.	Please refer to HMH’s Estimated Service Provider Costs document, which follows Form C in this section of our proposal.
Per-student costs, over a given academic year that are above the estimated fixed costs.	Please refer to HMH’s Estimated Service Provider Costs document, which follows Form C in this section of our proposal.
Time-and-materials costs that are limited to special services that are <b>NOT</b> required for standard administration during a given year (e.g., special professional	Please refer to HMH’s Estimated Service Provider Costs document, which follows Form C in this section of our proposal.

<p>development services at the start of a contract, standard setting if required, test augmentation if required, language translation fees for tests and supporting materials, including additional reporting options, any special options above the per student cost quoted above) and that are delineated on either a time-and-materials or a cost-per-service basis for each special service as well as any costs for data services and reports to aggregate data.</p>	
<p><b>If approved as a provider of student assessments for teacher and/or principal evaluations, we are prepared to provide services to (Please indicate by clicking on the appropriate boxes below):</b></p>	
<p><input checked="" type="checkbox"/></p>	<p>All local education agencies in the State of Ohio, or</p>
<p><input type="checkbox"/></p>	<p>Only to those eligible local education agencies indicated below:</p>
<p>Provide a link to a web based cost sheet/PDF for the assessments noted on Form C</p>	<p>While HMH is providing the full <i>Iowa Assessments</i> Forms E and F test booklets to meet the needs of this program, only the Reading tests will be administered and scored. Therefore, we are providing the test materials and scoring services at a customized, discounted price. Consequently, there is no existing price list available for the custom-priced solution we are offering.</p>

## ESTIMATED SERVICE PROVIDER COSTS

Houghton Mifflin Harcourt's (HMH) price structure for the *Iowa Assessments* Forms E and F is presented below. Please note that the materials and services are priced on a per-test administered basis. Therefore, it is not possible to provide a single per-local education agency (LEA) price. Each LEA's total price will be dependent on the number and types of materials and services ordered.

### Fixed Costs

The *Iowa Assessments* include a number of materials and services, including test booklets, answer documents, and resource materials for educators, as well as a wide array of score reports. Those materials and services are priced on a per-student or per-piece basis. LEAs incur no fixed costs when administering the *Iowa Assessments*.

### Per-Student Costs for an Academic Year

#### *Paper-Based Testing*

For paper-based testing, students need consumable test booklets when they take the *Iowa Assessments* at the proposed grade levels. The corresponding *Directions for Administration*, which teachers use to administer the tests, are included with each package of test booklets. Processing student responses and producing score reports are also priced on a per-student basis. HMH offers a broad array of reports; prices vary by report and are in addition to the prices indicated below.

The following list provides our proposed components and includes our discounted all-inclusive, per-student price for Forms E and F, Complete version (Levels 5 and 5/6) and Core version (Levels 7 and 8) for this program.



### ***Test Booklets***

- Level 5 (Consumable)
- Level 5/6 (Consumable)
- Level 7 (Consumable)
- Level 8 (Consumable)

Test booklets are sold in packs of 5 and 25.

### ***Scoring/Reporting***

Processing student responses and provision of HMH's basic report package, which comprises one copy of the List of Student Scores with Class, Building, and System Summaries.

### ***Per-Student Pricing***

Our price per student for the Test Booklet and Scoring/Reporting services outlined above is **\$11.00** per test administered. This fee will be billed after scoring and reporting services are completed.

### ***Shipping/Handling***

The following table lists HMH's standard shipping and handling charges. Our shipping service fee includes the cost of storing material, order entry, picking and packing at our warehouse, and shipping. This fee is in addition to the per-test administered price.

**Table 1. Shipping and Handling Fees**

Order Subtotal	Standard Ground Shipping Service Fee
Under \$100.00	\$10.00 minimum
\$100.00–\$3,000.00	10% of subtotal
\$3,000.01–\$10,000.00	8% of subtotal
\$10,000.01–\$50,000.00	7.5% of subtotal
\$50,000.01–\$100,000.00	7% of subtotal
\$100,000.01–\$200,000.00	6% of subtotal
Over \$200,000.01	5% of subtotal

The shipping service fee for

- Next Day air is 17% of the order subtotal (\$20.00 minimum) and
- Second Day Air is 15% of the order subtotal (\$10.00 minimum).

### ***Online Testing***

- Level 5 **\$11.00**/test administered
- Level 5/6 **\$11.00**/test administered
- Level 7 **\$11.00**/test administered
- Level 8 **\$11.00**/test administered

Note: the LEA needs to be prequalified to ensure infrastructure to support online testing. Training for online test administration is an additional charge and is discussed below.



## Time-and-Material Costs that are Limited to Special Services

### *Training and Professional Development*

Our local Account Executive will be pleased to work with Ohio LEAs to ensure they receive pre-test training in the use of the paper-and-pencil version of the *Iowa Assessments* and know how to interpret and use the results.

If online testing is selected, training is required at \$2,800.00 per day for on-site visits or \$600.00 for each series of three web-based training sessions. We will work with each LEA to develop a training plan and its related price.

