THE JOURNEY TO INNOVATION -

FROM TRADITIONAL TO DIGITAL ASSESSMENT CULTURE

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HOW TO SELECT THE RIGHT ASSESSMENT PLATFORMS FOR EDUCATIONAL INSTITUTES?

A prominent pattern in the Indian education industry is the expanding shift towards the utilization of online platforms, be it for test preparations or Training and Placement ecosystem. All credits to the growing penetration of smartphones and web in our everyday lives. With this much advancement in almost every field, institutes and universities are the next ones to incorporate some of the digital changes, for this is what is in demand.

Talking about the ways of assessing the students in educational institutes, there has been a conflict between paper-based evaluations and electronic assessments, lately. However, both serve the same purpose. The decision depends on the factors which distinguish the two; cost and time effectiveness, authenticity, the nature of the process or engagement, be it teachers or students, for that matter.

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WHAT'S THE PROBLEM?

The importance of online assessments versus paper-based evaluations has often been the topic of debate.
The overwhelming conclusion conveys that benefits of online assessments supersede that of traditional paper-based ones. Some of the challenges that educational institutes face while practicing the traditional ways are as follows:

MANUAL PROCESS

Paper-based processes are time-consuming, highly stressful and often vulnerable to errors. It almost always counterfiets the culture of involving maximum number of students applying so as to get the best and suitable applicants.

STAFF WORKLOAD

Starting from registration of candidates to generating and sending admit cards and other formal staffs to proctor during the assessments, all of these increases staff workload. This in turn affects the ability to create a robust selection process.

HIGH COSTS

Apart from the costs of involving different personnel, logistical costs which include printing, distributing, scanning, filing and archiving turns out to be very costly. Institutions inculcating online systems could reduce these costs by at least 50%.

LENGTHY PROCESS

Obviously, it is a lengthy process, for it can take several months to complete the cycle from administering forms to collecting and analysing the results, to sharing reports and acting on the feedback obtained. Valuable time is lost as results aren't achieved quickly.

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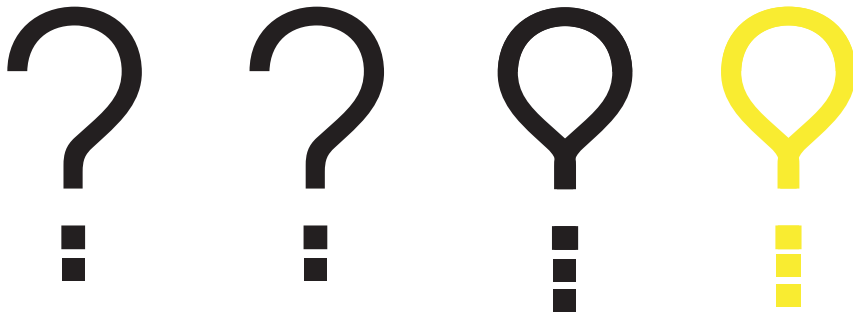
IS THERE A SOLUTION?

> We're being forced to live with a system that we've had for more than a century. That's not necessary. That whole system is just out of step with technology and I think it'll be consigned to history soon.
>
> **— David Hanson, Chief Executive of IAPS, on Traditional Assessments**

With the strong familiarity of an ecosystem, companies like Mettl, began working on a unique, customized solution well suited for the task at hand. A unified approach to the examination process includes but is not limited to:

INEXHAUSTIBLE ASSESSMENT CONTENT LIBRARY

With a pool of Subject matter Experts (SMEs), the creation of high-quality content that firmly adheres to institute's standards.

PAYMENT GATEWAY INTEGRATION

Along with the registration portal, a payment gateway has also been integrated for seamless collection of payments. This results in lower drop-offs and extended security as no third party is involved.

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INTUITIVE USER INTERFACE

An easy-to-use online platform where institutes could create test themselves from the available question banks. Also, it opens the opportunity for students to take their tests online.
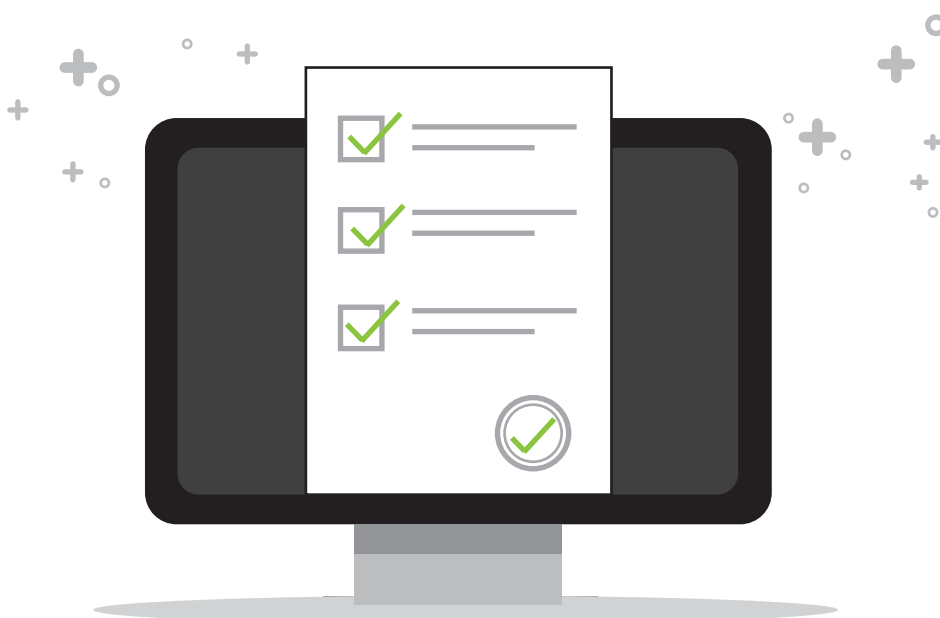
COMPUTER - BASED TESTS

This ensures that the entire assessment happens digitally, reducing room for error and manual labour involved extensively. The shift from paper-based to digital assessments helps reduce logistical issues.

AUTO GENERATED REPORTS

After the test is conducted, reports based on the performance is automatically generated on the assessment platform. Again, these reports can be customized as per the institute's requirements allowing high level of flexibility.

In fact, a survey conducted by one of the Big 4 Consultancy groups reports that 75% of Vice Chancellors firmly believe that online assessments are the future of tertiary education.

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WHY GO THE DIGITAL WAY?

G. Raghurama, Director of at BITS Pilani advocates. "Eventually, the paper-pencil test will become redundant as computer - based assessments are more transparent, hassle-free and scalable."
The comfort of remote access to learning assets and doing it in one's own space are impacting the tech savvy teachers to adequately utilize online assessment tools to assess students. Some of the benefits of taking a unified approach to assessments include -

AUTO PROCTORING

This technology eliminates the requirement for manual invigilation. It provides a cheating proof environment with screen sharing and webcams which are among the tested ways.

AUTHENTICITY

There are options to verify the candidate identity with email or phone-based OTP verification, leading to less chances of impersonification and keeping the process secure.

COST AND TIME EFFECTIVENESS

As per studies, it reduces the operational time of conducting tests to finally acting on the results by 70%. These are quick to set up and execute, and automated results make up for a faster turnaround time.

STUDENT ENGAGEMENT

This provides a great end-user experience with no downloads, no installations and smooth access via any internet-enabled device, be it laptops or phones or tablets.

TEST SCORE AND ANALYSIS

Last but surely not the least, this provides a comprehensive assessment with proper analysis and insight of score report. This includes micro analysis like average time spent on a question to macro ones like the comparison of pass/fail rate among different batches.
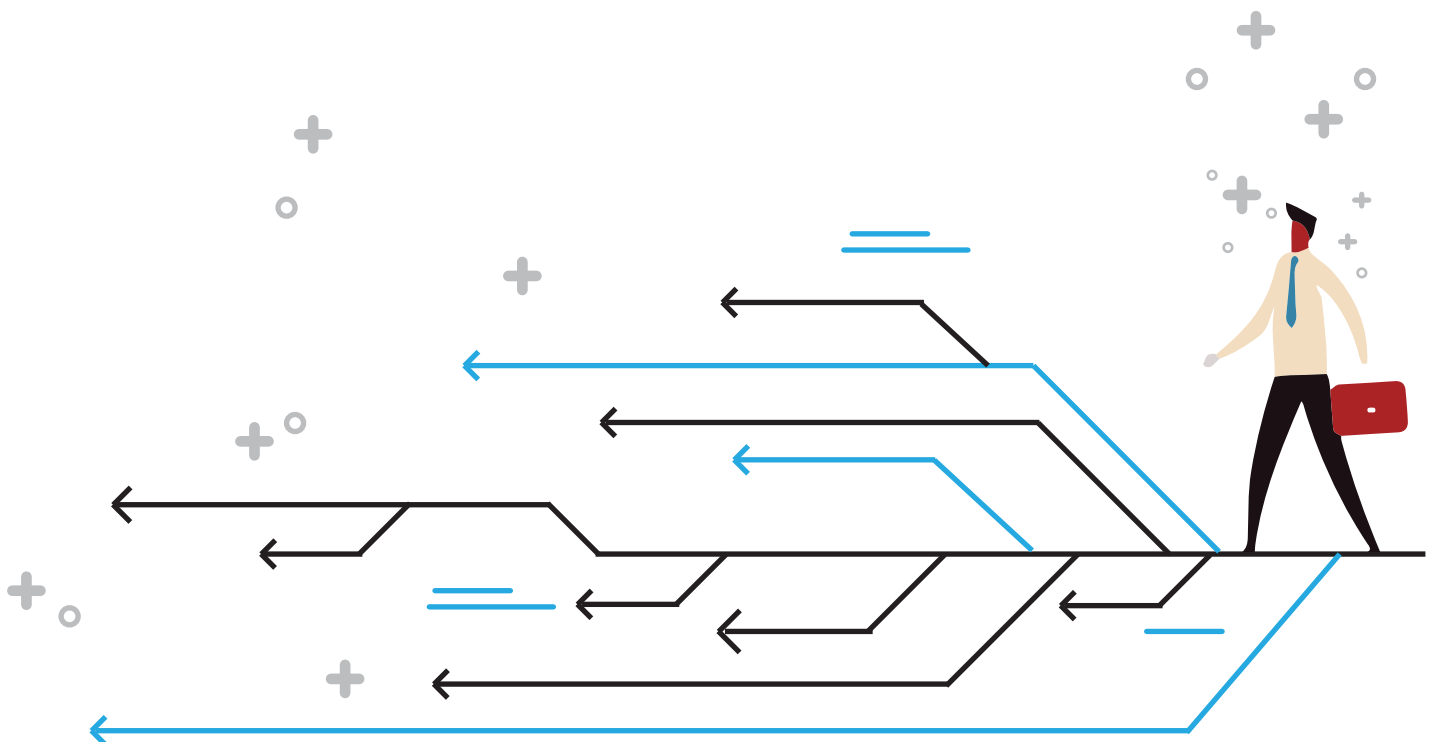
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Sreenivasa Rao, VP and India Talent Head, Capgemini, says, "We hire around 1,500 people every month and screen around 20,000 candidates to hire this number. We use Mettl for 60% of our online assessments, and we have found the platform adaptable and customizable"

WHAT ARE YOU WAITING FOR?

50% of the universities in a survey mentioned an effort to shift within 12-36 months from traditional assessments. Although a certain amount of financial investment is needed in the case of online assessments, yet the benefits outweighs the cost by far. The question today is not whether computer based exams will benefit your institute, but the real issue is whether you can afford to not join the trend ?

ABOUT US

Mercer I Mettl is a Saas based assessment platform that enables organizations to create customized assessments for use across the entire employee lifecycle, beginning with pre-hiring screening and candidate skills assessment, training and develoment programs for employees/students, certification exams, contests and more.

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