

Who Needs to Take the Assessment?

Graduate: New graduate students entering the MAC, MBA, MBA/MKT, MBA/MSF, MBA/MSM, MBASTEM, MBASTEM/ITL, MSF, MSMKT, MSITL are required to complete the Graduate Communication Assessment (GCA) prior to their first COM 510 Leadership Communication class session.

Students will respond to one writing prompt and should write their response in an essay format. The essay will be evaluated in three areas: Grammar and mechanics; Style; Organization and development.

Scoring

MBA, MBA/MKT, MBA/MSF, MBA/MSM, MBASTEM, MBASTEM/ITL, MSMKT, MSIT and MSF Graduate Students: The exam is scored on a scale of 1 through 6. A score of 5 or 6 is considered acceptable and students will not be required to complete the COM 510 course in their program.

Important Information

Students will respond to one writing prompt and should write their response in an essay format. The essay will be evaluated in three areas: Grammar and mechanics; Style; Organization and development.

NO materials or other resources, other than those provided by Walsh administrative staff, may be used in the preparation or submission of this assessment.

- This exam may only be taken **one time** and is **not repeatable**. Any score disputes or requests for review/retake must be submitted in writing to assessment@walshcollege.edu within 2 weeks of completing your exam in order for the request to be considered by the Communications Department Chair and/or the Office of Outcomes Assessment.
- If you have a **documented disability and feel you need an accommodation for the exam**, you must contact Disability and Accessibility Support Services supportservices@walshcollege.edu **prior** to taking the exam.
- By taking the exam online you agree to and acknowledge all information on this page.

Accessing the Exam

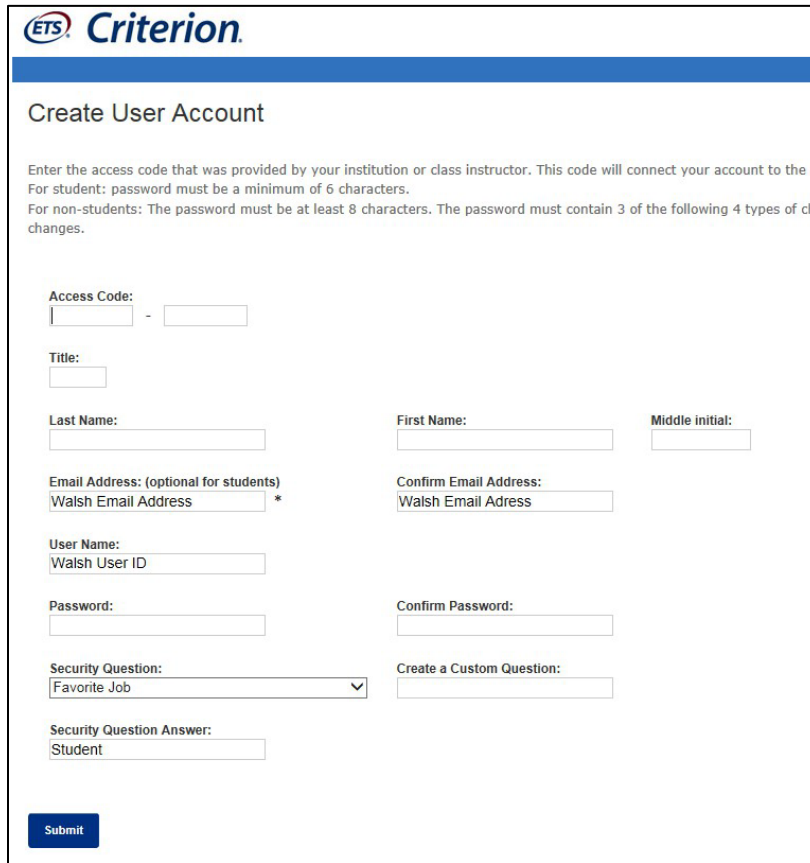
Create a Criterion New User Account

A. Go to the Criterion site at <http://criterion.ets.org> and click on <Create Account> under New User

The screenshot shows the Criterion website interface. At the top is the ETS Criterion logo. Below it is a blue header bar. The main content area has a section titled 'Sign In to Your Criterion® Account'. To the right of this section is a 'Quick Links' box with a link to 'System Requirements (PDF)'. Below the sign-in section are two columns: 'Returning User' and 'New User'. The 'Returning User' column has fields for 'User name:' and 'Password:', a 'Sign In' button, and links for 'Forgot User Name' and 'Forgot Password'. The 'New User' column is circled in blue and contains instructions for creating a new account, including a 'Create Account' button.

B. Enter the following to create your account

- Access Code:
 - Graduate Students (COM 510) – sr74-gb9p
- First and last name
- Email: **Walsh email address only – Says optional for students, but is required for score to be uploaded to your student account ***If you receive an error message when creating your account with your Walsh Email, please email the Walsh IT helpdesk: helpdesk@walshcollege.edu**
- Password: create any 6 character password
- Select a security question and provide the answer
- Click <Submit>.



ETS Criterion

Create User Account

Enter the access code that was provided by your institution or class instructor. This code will connect your account to the system.
For student: password must be a minimum of 6 characters.
For non-students: The password must be at least 8 characters. The password must contain 3 of the following 4 types of changes.

Access Code: -

Title:

Last Name: First Name: Middle initial:

Email Address: (optional for students) * Confirm Email Address:

User Name: Walsh User ID

Password: Confirm Password:

Security Question: Favorite Job Create a Custom Question:

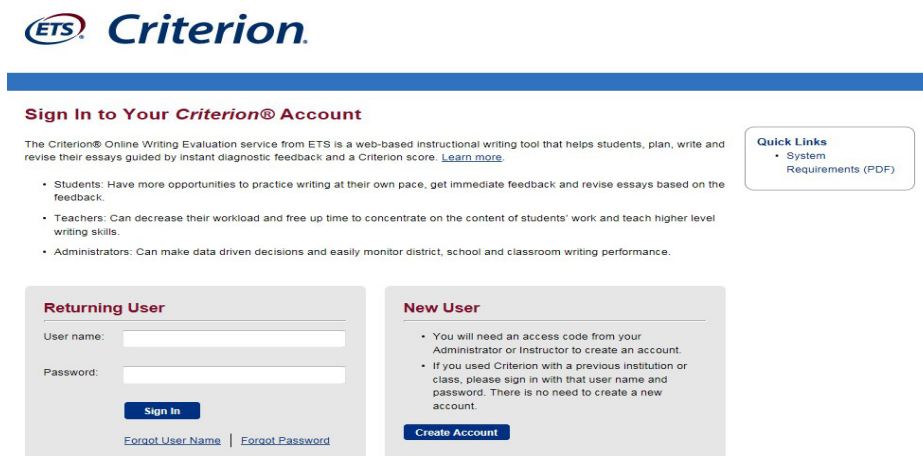
Security Question Answer: Student

Submit

C. Open Microsoft Word and minimize

D. Criterion will route you back to the **Sign In to Your Criterion Account** screen (see Figure 1), type in the **User Name and Password** that you just created under Returning User.

****DO NOT change your user name at any time: your score will not upload to your student record****



ETS Criterion

Sign In to Your Criterion® Account

The Criterion® Online Writing Evaluation service from ETS is a web-based instructional writing tool that helps students, plan, write and revise their essays guided by instant diagnostic feedback and a Criterion score. [Learn more](#)

- Students: Have more opportunities to practice writing at their own pace, get immediate feedback and revise essays based on the feedback.
- Teachers: Can decrease their workload and free up time to concentrate on the content of students' work and teach higher level writing skills.
- Administrators: Can make data driven decisions and easily monitor district, school and classroom writing performance.

Quick Links

- System Requirements (PDF)

Returning User

User name:

Password:

Sign In

[Forgot User Name](#) | [Forgot Password](#)

New User

- You will need an access code from your Administrator or Instructor to create an account.
- If you used Criterion with a previous institution or class, please sign in with that user name and password. There is no need to create a new account.

Create Account

- E. At the next screen, click on the name of your exam class (GR for Graduate) that is listed under **Classes** (see Figure 2). **(Please note that the name of the Placement Exam class may be different than what is displayed in this guide).**

Classes Print					
Class	Grade	Instructors	End Date	Account Owner	Status
HED-MI-Walsh College 2016, Walsh College-Placements					
UG Placement Exam 15-16	College Level Second Year		Aug 31, 2016	HED-MI-Walsh College 2016	Active

Figure 2

Click on the **ASSIGNMENTS** tab at the next screen (see Figure 3).

UG Placement Exam 15-16		Class: HED-MI-Walsh College 2016, Walsh College-Placements, UG Placement Exam 15-16
ACTIVITY	ASSIGNMENTS	
Assignment activity is listed below. Select an activity item to view your work. Select a reviewer name to view the comments or dialogue made on your attempted response.		
<div>View Comments</div> <div>View Dialogue</div>		
Assignment	Activity	Reviewer
No activity comments are available for selected options, please try again.		

Figure 3

- F. Select the active assignment option by clicking on **Start Response** next to it (see Figure 4).

UG Placement Exam 15-16

Class: HED-MI-Walsh College 2016, Walsh College-Placements, UG Placement Exam 15-16

ACTIVITY

ASSIGNMENTS

Select an Assignment to view assignment text. Timed assignments will not display assignment text. Start a plan or view a saved plan. Start a response or view a previously submitted response attempt. You may revise any existing attempt. View available results for submitted attempts. Select a peer review name to review and comment on their submitted attempt.

Print

Assignment	Plan	Response	Results	Peer Review	Start Date	End Date	Status
Internet Shopping 07.16		Start Response			Jul 01, 2016 12:00:00 AM EDT	Jul 31, 2016 11:59:59 PM EDT	1 of 1 Attempts Available
Forgotten Jobs 06.16					Jun 14, 2016 12:00:00 AM EDT	Jun 30, 2016 11:59:59 PM EDT	Expired

Figure 4

G. The following message will appear (see Figure 5). When you are ready to view the writing prompt and begin typing your response, click on <OK>.

****Please note: the timer will start to count down the time limit as soon as you click <OK>.****

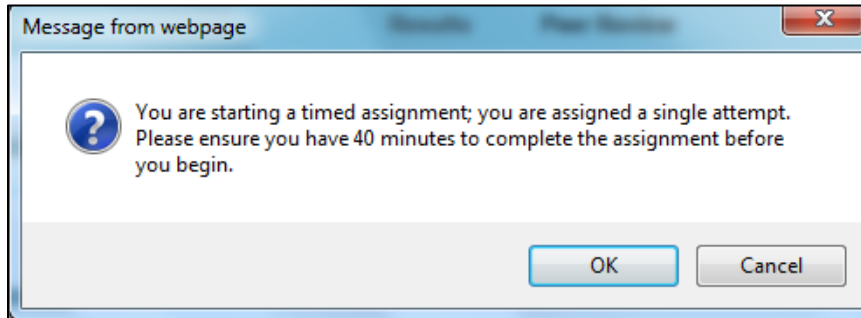


Figure 5

The writing prompt and assignment instructions will display (see Figure 6). **You will have 45 minutes to write in Word, then copy & paste, format and submit your essay through Criterion for scoring. Your time remaining to submit the essay for scoring will display in red on this screen.** The word count will also display next to the timer.

IMPORTANT: Criterion has a 1,000 word limit, do not exceed this or your essay will not receive a score

H. Write your essay in Microsoft Word: do not worry about formatting here as you will have to format it in Criterion. You may use the word count feature in the bottom left of the screen to ensure you are under the 1,000 word limit.

Be sure to leave yourself at least a few minutes at the end to copy and paste your essay into Criterion and format it before time runs out for submission.

I. When you are finished typing your essay in Word, **copy** the entire essay and **click on the clipboard icon in Criterion** (see Figure 7) to paste it in to Criterion.

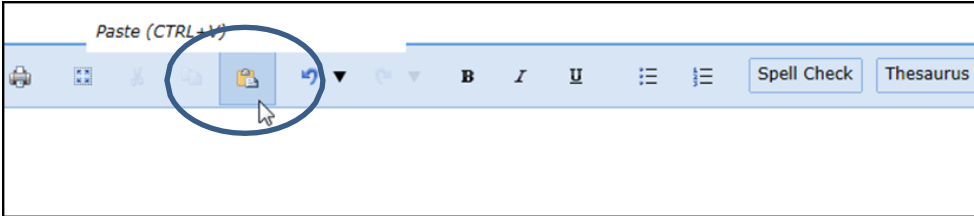


Figure 7

J. Paste your essay from Word in to the Criterion text box. Click **<OK>** (see Figure 8) to put the essay in to Criterion for formatting and submission.

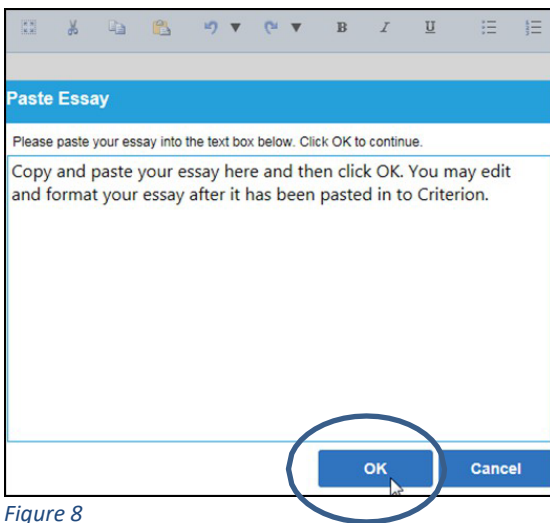


Figure 8

K. Format your essay in Criterion

- The **tab key does not function** and all text will be left aligned. Hit the **<Enter>** key twice to insert paragraph breaks.
- When you are finished formatting your essay, click on the **<Submit>** button at the bottom of the screen in Criterion to submit the essay for scoring (see Figure 9).

***Only select <Submit> when you have completed your essay and are ready for scoring; once submitted, your essay will be evaluated and you will not be able to restart or edit the essay.**

TIMED ESSAYS
If your instructor has chosen to have your essay timed, a timer will appear. You will have the time specified on the timer to plan and complete your essay. Be sure and leave sufficient time for writing the essay after you have finished planning it. Timed essays do not allow for later revision.

[Dialogue](#)

Format your essay here before submitting it for scoring.
Hit the space bar to indent, and hit the Enter key twice to insert paragraph breaks.

Saved: Aug 18, 2015 10:52:02 AM EDT

[Save](#) [Submit](#)

Time Remaining 00:37:05 Words: 25 Characters: 145

Spell Check Thesaurus

- L. Criterion will evaluate the essay and the results will display in a new window (see Figure 10). Once you have received and reviewed your score and feedback from Criterion you may log out of Criterion.

ACTIVITY **ASSIGNMENTS**

Plan: Review saved plans, edit or save a new plan.
Response: Review trait feedback highlights to review rollover feedback messages. Revise and edit this attempt if more attempts are available. Save as a draft or submit as a new attempt.
Results: Review available results, for score and feedback analysis for the submitted attempt. Export this assignment attempt and its contents before class expires.

Option A: Setting Salaries 08.22 Attempt 1

RESPONSE **RESULTS** [Export](#)

Score Analysis Suggested Time: 00:40:00 Time Taken: 00:07:59

The Criterion score reflects the overall quality of the writing. It is a single numerical score given to the essay as a whole. Scores range from 1 to 6 or 1 to 4, with 1 being the lowest score. The Criterion score is aligned to each grade/level based on models built from essays previously scored by human readers. The Criterion score should never be equated with a grade or mark which takes into account everything about the essay, including content.

Criterion Score [Writer's Sample](#) [Score Guide](#)

1/6

You have much work to do in order to improve your writing skills. You are not writing with complete understanding of the topic, or you do not have much of a sense of what you need to do to write better. You need advice from a writing instructor and lots of practice.

Your essay:

- Is filled with serious writing errors

Figure 10

Results

Your score will be uploaded to your Walsh student record within 48 business hours.

If you have specific questions about your score or what it means, please email assessment@walshcollege.edu.