

**Six Strategies for Designing Creative, Insightful Performance Items**  
**A workshop with Wallace Judd, Ph.D.**

Too often performance test developers simply ask, “What do people do on the job?”, and try to transform the answer into a performance item. While the result may provide more information than multiple-choice questions, it may not be very creative.

Dr. Judd’s ½ day workshop presents strategies for developing creative, innovative items that are concise yet capture essential performance data. The workshop will help you answer these questions,

- How much information should I put in the item?
- What are common different performance item formats?
- How big (or small) a response should I judge as an item?
- How open-ended should my questions be?
- What if I can’t score a response?
- How should I evaluate rater consistency? ... or programmatic response judging?

Dr. Judd has been developing hands-on performance tests since 1992, and has consulted for a large number of companies developing dozens of performance tests. In addition, he developed the *Judd Test Series* of 10 performance tests. He is a psychometrician, an ANSI examiner, and president of Authentic Testing Corp., a company which develops and analyzes tests.