



**Press/Contact:**  
Frank Brockmann  
Center Point Assessment  
Solutions, Incorporated  
800-580-8755  
[press@centerpointcorp.com](mailto:press@centerpointcorp.com)

**FOR IMMEDIATE RELEASE**

## **Center Point Delivers Small-Scale Reporting Solution for West Virginia**

---

**Small consultancy provides efficient solutions to fulfill the unique needs of alternate assessment**

**EL DORADO HILLS, Calif. – August 11, 2006** – Center Point Assessment Solutions, Inc., today announced the successful completion and delivery of over 4,100 test reports to the West Virginia Department of Education’s Office of Assessment Services (OAS) in support of the APTA (Alternate Performance Task Assessment) program.

In 2006, approximately 1,450 students took the APTA (Alternate Performance Task Assessment) exam. The test was designed to be an alternate version of WESTEST, the state’s primary criterion-referenced test for grade levels 3-8 and 10 (administered annually to approximately 145,000 students in West Virginia). Center Point generated an individual report for each student who took APTA, as well as confidential roster reports for classroom-level results. Confidential summary reports showing performance at the school, county, and state levels were also provided.

As alternate assessments become more popular, states are seeking new ways to comply with federal guidelines in ways that are both efficient and in concert with the goals of their larger-scale testing programs. Test reports are one way to show the integration between the larger-scale and alternate assessments. To serve this need, Center Point will continue to offer “small-scale reporting services” to this niche market within the assessment community.

“You wouldn’t rent a cruise ship to go trout fishing,” states Frank Brockmann, president and founder of Center Point Assessment Solutions. He believes the key to the project’s success was the use of small-scale vs. large-scale reporting platforms. “Sometimes, smaller-scale tools are just more appropriate. Regardless of the size of the tested population, getting reports on time and in the proper format requires focus. We all know that ‘big’ technology is required for heavy lifting on large-scale jobs, but on a smaller scale it can actually slow the process down.”

Center Point engineered a “slim” solution for APTA reports by custom-building small, agile programs to use in conjunction with data files calculated by the psychometricians who work for APTA’s primary testing contractor. The final reports were generated within five working days from final receipt of the calculated data, then delivered back to West Virginia via Center Point’s secure, encrypted online file delivery system.

According to Brockmann, the APTA solution allowed psychometricians to focus primarily on the unique data requirements for the tested population, while Center Point focused on the presentation. “I think the result was better than one might expect from a small-scale toolset. Using in-house tools like *Microsoft Access*® is one way to get the job done, but it’s not the only game in town. In this case, Access was not quite as *slim* as we would like it to be, so we built something even smaller.”

Brockmann also emphasizes that “going small” is often an appropriate way to achieve greater efficiency at a lower cost. “It’s all about using tools that make the most sense for the job at hand, and that’s something the West Virginia Office of Assessment understood about APTA from the beginning,” reported Brockmann. “Center Point’s services are a good fit for this kind of customer.”

Founded in 2004, Center Point specializes in offering lower-cost assessment solutions in support of the larger testing community, which continues to struggle to meet the demands of the current marketplace.

###