

PEMEA Newsletter

The Official Newsletter of the Philippine Educational Measurement and Evaluation Association

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PEMEA and SEAMEO-INNOTECH organized the second International Conference on Educational Measurement and Evaluation

The second International Conference on Educational Measurement and Evaluation (ICEME) hosted by PEMEA and SEAMEO-INNOTECH was held at the Hotel H2O last September 24 to 26, 2014. The conference was initiated to gather assessment experts from different parts of the world to exchange ideas and best practices. With the theme "*Educational Assessment and Quality Assurance in a Borderless Society*," the conference recognized the important role of assessment as a way to promote standards of quality in different contexts especially in education. Borderless society was emphasized because assessment is a common language used across different fields around the world. The program opened with a keynote address from Dr. Esther Care, Deputy Director of Assessment Research Center, The University of Melbourne. Dr. Care talked about different models of 21st century skills and different ways to assess them.

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Festschrift launched in honor of Professor Emeritus Dr. Rose Marie Salazar-Clemeña

During the ICEME, a festschrift was launched in honor of Dr. Clemeña entitled “Essentials on Counseling and Education: A Festschrift for Prof. Rose Marie Salazar-Clemeña.” It was published by the Asian Psychological Services and Assessment, Inc. (APSA). The book was edited by Dr. Carlo Magno and Dr. Marianne Jennifer Gaerlan. The contributors were Dr. Clemeña’s colleagues, graduate students and scholars she worked with.

Professor Emeritus Dr. Rosemarie Salazar-Clemeña is the former Dean of the College of Education in DLSU and former Executive Vice-President of the De La Salle-College of Saint Benilde. She had been given several awards such as the Award for Continuing Excellence and Services (ACES) for continuously contributing to her field after already being honored as an Outstanding Teacher. She has also widely shared her expertise in the Guidance and Counseling Standards both in the Philippine setting as well as in the Asian setting.

The second International...

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The keynote address was followed by a plenary session given by Dr. Joy Hardy, from the University of New England. Another plenary address was given by Dr. John Pegg, Director of SiMERR National Research Center at the University of New England. There were also panel discussions organized on contemporary issues on assessment: Southeast Asian Assessment Projects: Policies and Practices in the 21st century, Assessment in private institutions, Trends in the use of Tests in School Admissions; and Quality Assurance in Teacher Education.

The concurrent sessions were chaired by Mr. Alejandro Ibanez. Fifty-two papers were presented by researchers from various colleges and universities. The sessions were facilitated by: Adonis David, PhD, Pedrito Aton, Marcos Lopez, PhD, Nancy Castro, Marie Antoniette Aliño, Violeta Valladolid, PhD, Cheryl Olvida, Neil Pariñas, Roxanne Ibalobor, RGC, Florabel Suarez, and Benamina Flor, PhD, respectively. The paper presentations included best practices about: Testing Mental and School Ability; Assessment in Blended and Distance Learning; Measuring Social and Emotional Constructs; Assessment of Pre-service and New In-service Teachers; Assessment of Psychological Constructs; Quality Assurance in Schools; Evaluation of Curriculum in Schools; Assessment of School Services; Classroom Assessment Practices; Development of Instruments; and Tests for Learners.

Workshops were also conducted on Conducting Program Evaluation in schools by Dr Irma Coronel, SOLO taxonomy by Dr. John Pegg, and Statistical analysis in test development by Dr. Carlo Magno.

The three-day conference was attended by over 300 participants from different schools, colleges and universities in Luzon, Visayas, and Mindanao. It was able to capture a wide variety of audience that included teachers, professors, researchers, test developers, administrators from schools and testing companies around the Philippines.

The “*Philippine Educational Measurement and Evaluation Association*”, or PEMEA is a professional organization of educators, researchers, teachers, and assessment, measurement, testing, and evaluation practitioners. Since the establishment of the professional association in 2008, they have been engaging in the promotion of better practice of testing, assessment, and evaluation. The association will continue to encourage researchers, faculties, graduate students, and other personnel to join them and contribute to the development of measurement and evaluation in the Philippines. Members have various opportunities such as being able to join conferences, workshops, conventions, and contribute to issues of the newsletter and official journal publications.

Opinion Corner

Motivating your learning: What works and why?

Last September 27, 2014, fourth year psychology students attended a seminar entitled, “Motivating your Learning: What works and why” by Dr. Dennis McInerney. This seminar examined a number of approaches that can be used to enhance the motivation of learners. It emphasized the approaches that empower students to take responsibility for their own learning and also focused on a number of important social dimensions of motivation and learning. It also showed how motivation plays an important role in learning. This seminar helped me discover what kind of motivational approach I am using for my learning. I also realized that when you are highly motivated, effective learning will follow.

This seminar also gave direction to everyone especially to the students who lack motivation in their studies. This gave me several insights in life such as having self-efficacy, self-regulation, self-determination, and self-concept towards learning. This also helped me to set my goals (short term and long term) in order for me to know my direction in life when it comes to learning. These provide benchmarks ...

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PEMEA involved college students in a forum on Motivating Student Learning



Open Forum after the seminar of Dr. Dennis McInerney

PEMEA and SEAMEO-INNOTECH co-organized a seminar for college students as part of the International Conference on Educational Measurement and Evaluation (ICEME 2014) entitled “Understanding Social Goals and Motivation: Pursuing Success in Studies.” It was held last September 27, 2014 at UST High School Auditorium at the University of Sto. Tomas, Espana, Manila. The Speaker was the main proponent of the Social Goals Theory, Dr. Dennis McInerney.

Prof. Dennis McInerney, is Chair Professor of Educational Psychology and Associate Vice President (Research and Development) at the Hong Kong Institute of Education. He is Co-Director of the Assessment Research Centre. Professor McInerney has published over 200 research articles and edits two international research series, Research on Sociocultural Influences on Motivation and Learning and International Advances in Self Research. His cross-cultural research makes a unique and major contribution to the study of motivation and learning.

After the seminar about motivating student learning, the students involved in the seminar were given the chance to raise some questions about the keynote speech. The open forum was led by Dr. Dennis McInerney himself along with Mr. Jesus Alfonso Datu, Mr. Alejandro Ibanez, Mr. Jose Carlos Ocampo, and Dr. Carlo Magno.

Opinion Corner

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benchmarks along my way and become reinforcement for achieving them. I've also learned that in order to achieve those goals, you should expect success and value it. Expectancy and Valuing must go together to develop motivation.

The flow of the seminar was good for they involved the audience by having an open forum, asking questions about their opinions and answering a questionnaire. The speaker was very nice and effective because he caught and kept our attention and we ourselves were motivated by his inspiring message and words of wisdom. He also let us fully understand how motivation works and why we need it in our learning. Overall it was a great experience and aside from the new learning we got, we also became their Junior Affiliates that was a special credit to us.

- *Claudio, Ruth Ann H.*

Philippine Educational Measurement and Evaluation Association (PEMEA) elects its third set of Board of Trustees

PEMEA had its election for the third set of Board of Trustees. The newly elected officers are composed of the following: Dr. Carlo Magno (Chairman and President), Dr. Marilyn Balagtas (Vice-President), Alejandro Ibañez (Secretary), Belen M. Chu (Treasurer), Dr. Ethel Valenzuela (Public Relations Officers), Marie Antoniette Alino, Dr. Adonis David, Roxanne Ibalobor, Dr. Marcos Lopez, Niclie L. Tiratira, Dr. Violeta Valladolid, Dr. Marie Anne S. Vargas, all Board of Trustee members.



The speech of the newly elected president

The newly elected trustees were sworn in by Professor Emeritus Dr. Rose Marie Salazar-Clemeña, an honorary member of the PEMEA. The new division committees were also assigned. Dr. Marcos Lopez and Dr. Sterling Plata are now the chairpersons on language testing, Dr. Irma Coronel is still the chairman on program evaluation, Dr. Violeta Valladolid is still the chairman on test development, and Dr. Carlo Magno is still the chairman on psychometrics and statistical analysis. Dr. Adonis David is now the new editor of the Educational Measurement and Evaluation Review (EMEReview) and the Assessment Handbook. The board and members acknowledged Dr. Richard Gonzales for being the President and Chairman for two terms (2008-2010, 2010-2014)



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DSI-Consulting

PEMEA Honors Dr. Leticia Azusano (1930-2015)

The Philippine Educational Measurement and Evaluation Association (PEMEA) honored Dr. Leticia Azusano (1930-2015) for her contributions in Philippine educational and psychological measurement. She headed the team that developed the first National College Entrance Exam (NCEE) in the Philippines, established the first private testing center in the Philippines, introduced the use of standards-based assessment at the onset of the 21st century, the use and teaching of Item Response Theory in graduate studies, and was president of the Asian Psychological Services and Assessment (APSA). Dr. Azusano made possible the first national conference on educational measurement and evaluation through her sponsorship where PEMEA was born. She received the cloak of honor in the first national conference in 2008. Dr. Azusano is also the founder of several professional associations in the country including Philippine Association of Counselors Educators, and Researchers, Guidance Circle, Math Circle, Science Circle, the Principal's circle, and the Asia-Pacific Educators and Counselors Association.





Dr. Carlo Magno
PEMEA President

The 21st century is a start of educational breakthroughs. The Philippine educational system has evolved into an Enhanced Basic Education also known as the K to 12. The change in the educational system has led all other sectors of the country to adapt to this development including the industry, work force, and economics. The evolution of our educational system also means a greater call on how we view and use assessment and evaluation across different fields especially in education. This development in our educational system, that includes the curriculum, is an opportunity to go back and realize the goal of the Philippine Educational Measurement and Evaluation Association (PEMEA) which are to: (1) Promote standards in various areas of education through appropriate and proper assessment; (2) Provide technical assistance to educational and other institutions in the area of instrumentation, assessment practices, benchmarking, and process of attaining standards; (3) Enhance and maintain the proper practice of testing, assessment, measurement, and evaluation in both local and international level; (4) Enrich the theory, practice, and research on evaluation and measurement.

PEMEA as the leading professional organization on educational measurement, assessment, and evaluation in the country realizes its goal by taking part in cascading the better use of assessment in schools. Our national convention this year focuses on the improved practice of assessment in the country that includes a

**National Convention on
Educational Measurement and
Evaluation**

(NCEME 2015)

September 25-26, 2015

Manila Grand Opera Hotel

Doroteo Jose Manila

pemea.org

functional use of assessment that is integrated with instruction, using assessment to help the learner attain the standards, and emphasis on the relationship between formative and summative assessment in the classroom. To better promote the standards of testing in the country, PEMEA has started to craft the criteria for the certification of tests. This ensures that tests used in the industrial, educational, and clinical setting meets the criteria on context, psychometric accuracy, and utility value. Further theory on measurement and educational assessment continues to develop through our journals that includes the Educational Measurement and Evaluation Review and Assessment Handbook which are international, indexed, and abstracted. These journals can now be accessed in the Philippine e-journals online. PEMEA also continuous to partner with international organizations to promote the practice of assessment like South East Asian Ministers of Education Organization Regional Center for Educational Innovation and Technology (SEAMEO INNOTECH) and the International Testing Commission (ITC).

One of the pillars and honorary members of PEMEA, Dr. Leticia Azusano who recently passed away, envisions a Philippines with a pool of experts in testing and evaluation. PEMEA enjoins her in this endeavor of further developing a Philippines with experts in measurement and testing.

Next PEMEA Activity...

National Conference on Educational Measurement and Evaluation, September 2015

PEMEA has announced that its third National Convention on Educational Measurement and Evaluation (NCEME) will be held on September 25 and 26, 2015 at the Manila Grand Opera Hotel, Doroteo Jose, Manila. The NCEME is designed to advocate organizations in recognizing the assessment within the K to 12 in different levels and contexts.

The PEMEA prepared six plenary talks to target further the development of researchers, faculties, and other personnel in their practice of assessment. The topic for discussions are: development and use of diagnostic assessment, formative *vs* summative assessment, development of Mother-Tongue Based assessment, development of written and performance-based assessment, and outcomes-based assessment in higher education. There will also be three paper presentations focused on diagnostic assessment, formative assessment, and development of content knowledge assessments using the SOLO taxonomy.

Members and prospect participants can check the website at pemea.org for further announcements and registration details.

Call for Papers for next International Conference on Measurement and Evaluation, ICEME 2016

Researchers, faculties, graduate students, and other personnel who work in line with testing, measurement, assessment, and evaluation can submit their abstracts to the scientific committee at pemea2008@yahoo.com. Indicate your e-mail address, mobile number, and other contact

information together with a 150-200 words abstract.

BE A PEMEA Member!

Benefits of becoming a Member

A member of the Philippine Educational Measurement and Evaluation Association brings along the prestige and expertise of the association. They are entitled to discounts during the conference and Continuing Education Programs and conferences. They receive issues of the newsletter, official journal publication (Educational Measurement and Evaluation Review), and membership card. They are also updated with news and updates on the latest development in the field of educational measurement and evaluation through e-mail.

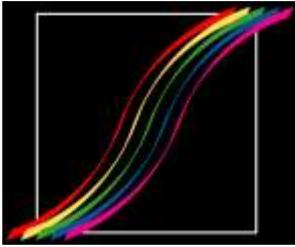
How can I be a member?

Simply fill out the form at the back of the newsletter and send it via e-mail to pemea2008@yahoo.com.

You can also send your name, address, institutional affiliation, and position via e-mail to pemea2008@yahoo.com. Membership fee is only Php 500.00 and can be deposited into any BPI branch.

Bank Branch	Masangkay-Mayhaligue BPI
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Scan the bank receipt and present during the registration for the next PEMEA NCEME conference on September 25-26, 2015.



**PHILIPPINE EDUCATIONAL
MEASUREMENT AND EVALUATION ASSOCIATION
(PEMEA)**

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PEMEA Membership Form

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You may send this form via email at pemea2008@yahoo.com

For further inquiries you may contact the secretariat office, and look for Dr. Anne Vargas at:

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