

Undergraduate and Graduate Communication Assessments

Online Student Instructions

***PLEASE READ THROUGH THE ENTIRE DOCUMENT
TO UNDERSTAND THE TESTING EXPERIENCE***

Who needs to take the Assessment?

Undergraduate: All students who have been admitted to Walsh College are required to take the exam prior to registering in COM 320.

Graduate: As of the 2021-2022 catalog, the following programs now require COM 510: MBA, MAC, MSF, MSITL, MSMKT, MBA/MSF, MBA/MSITL, MBA/MSM, MBA/MSMKT, AND MAC/MBA

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

Undergraduate: The exam is scored on a scale of 1 through 6. A score of 4, 5, or 6 is considered passing and you may enroll in COM 320. A score of 1, 2, or 3 requires enrollment in COM 300 (1CR) Communication Essentials.

MSF Graduate Students: A score of 3 or higher will exclude COM 510 as a foundation course.

MBA, MAC, MSF, MSITL, MSMKT, MBA/MSF, MBA/MSITL, MBA/MSM, MBA/MSMKT, AND MAC/MBA Graduate Students: The exam is scored on a scale of 1 through 6. A score of 4, 5, or 6 is considered acceptable. A score of 1 or 2 indicates a need for improvement and requires completion of additional exercises and weekly meetings with a tutor while enrolled in COM 510. A score of 3 requires completion of additional exercises (provided by the instructor in class), but does not require weekly meetings with a tutor.

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 the Testing Center 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 testingcenter@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 of the information on this page.

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 is titled "Sign In to Your Criterion® Account". Below this title is a paragraph describing the service and a "Learn more" link. To the right of this text is a "Quick Links" box containing a link to "System Requirements (PDF)". Below the description are three bullet points listing benefits for Students, Teachers, and Administrators. At the bottom of the page are two main sections: "Returning User" and "New User". The "Returning User" section has input fields for "User name:" and "Password:", a "Sign In" button, and links for "Forgot User Name" and "Forgot Password". The "New User" section is circled in blue and contains two bullet points explaining the need for an access code and the sign-in process. It also has a "Create Account" button.

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](#)

Quick Links

- [System Requirements \(PDF\)](#)

- 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.

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](#)

B. Enter the following to Create your Account:

- Access Code:
 - Undergraduate Students (COM 300) – 7j9d-fwdt
 - 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**
- User Name: Walsh User ID – your Walsh Email address without @mail.walshcollege.edu
- Password: create any 6 character password
- Select a security question and provide the answer
- Click <Submit>.

The screenshot shows the 'Create User Account' form on the ETS Criterion website. The form includes fields for Access Code, Title, Last Name, First Name, Middle initial, Email Address (optional for students), Confirm Email Address, User Name, Password, Confirm Password, Security Question (with a dropdown menu showing 'Favorite Job'), Security Question Answer (with a dropdown menu showing 'Student'), and a 'Submit' button. The form is titled 'Create User Account' and has a blue header with the ETS Criterion logo.

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 appropriate user profile.
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:

Password: Confirm Password:

Security Question: Favorite Job Create a Custom Question:

Security Question Answer: Student

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****

Figure 1

E. At the next screen, click on the name of your exam class (UG for Undergraduate and 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

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

Figure 3

G. 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

H. 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>.****

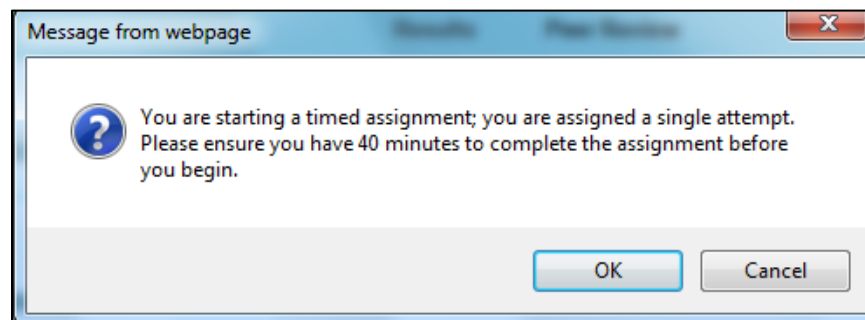


Figure 5

- I. The writing prompt and assignment instructions will display (see Figure 6). **You will have 40 minutes for Undergraduates and 45 minutes for Graduates 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

Plan: Select a plan type to get started.
Response: Review or hide assignment text and instructions. Review additional material, if available. Dialogue for each assignment includes instructors and peers assigned for review. Enter response text in the text box below. Save a draft to work on later. Submit and view attempt results.

Internet Shopping 07.16 Attempt 1

RESPONSE Export

Internet Shopping 07.16

Instructions
ENTERING YOUR ESSAY
When you are ready to write your essay, you can type it directly into the Essay Entry Screen, or you can write the essay in a word-processing application and copy and paste it into the Essay Entry Screen. **Paragraphing is essential.** Paragraph breaks are indicated by using the ENTER key to create double-spacing. Using the Tab key to indent will not work, since it has been deactivated. If you are copying and pasting from an outside document, make sure you have not lost the paragraph breaks of the original.
Do not put anything into the Essay Entry Screen except the text of the essay. Do not add your name, date, section, subject, course name or number, or any other information that is not a part of your essay. The scoring engine will interpret this information as sentence fragments which will negatively impact the final score.
You can save your essay and complete it later if you are not finished writing during a writing session. When you are completely finished, click <Submit> to have your essay evaluated and retained in your portfolio.
If your instructor has made the **Spell Checker** available, please click the Spell Checker button to check your spelling before submitting your essay. If your instructor has made the **Thesaurus** available, you may use this option to help you avoid repetition of words in your 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

Time Remaining 00:39:07 Words: 0 Characters: 0

Figure 6

- J. 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.***
- K. 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.

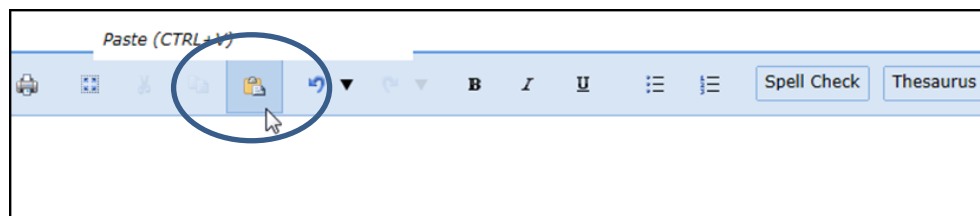


Figure 7

- L. 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.

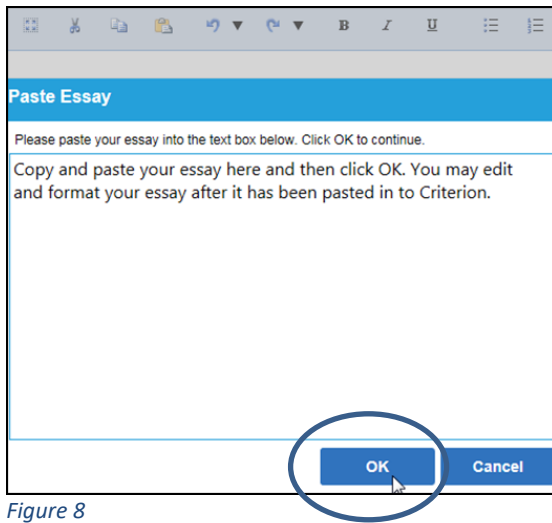


Figure 8

- M. 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.**

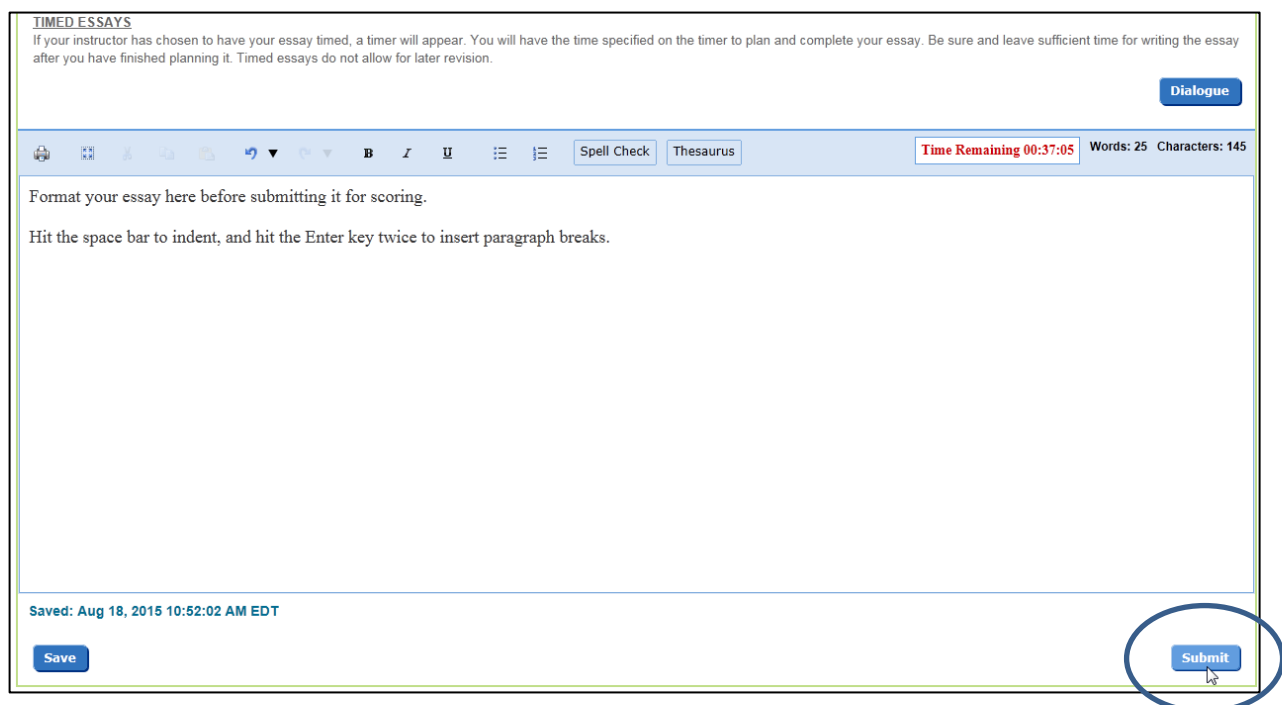


Figure 9

N. 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.

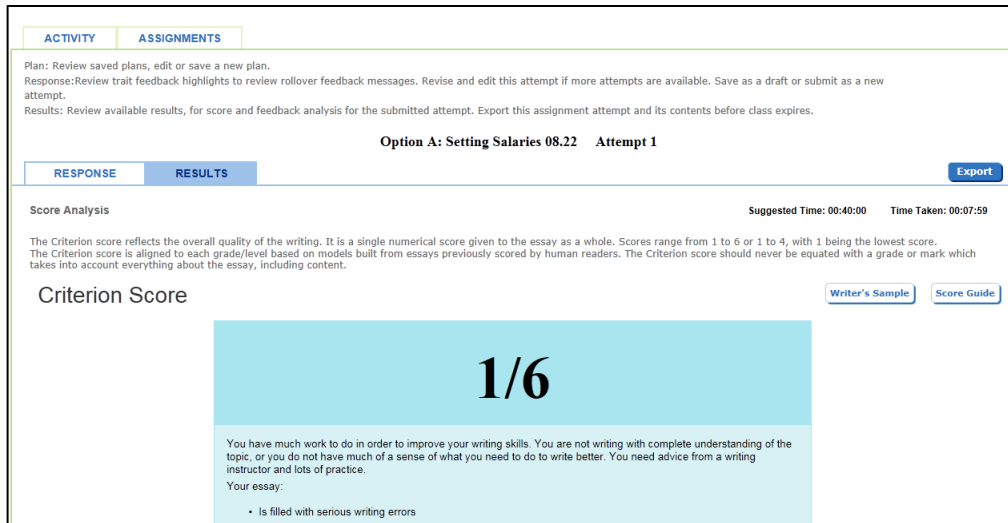


Figure 10

Your score will be uploaded to your Walsh student record within **48 business hours** when the testing center is open.

Please refer to <https://www.walshcollege.edu/testing-center#placement> for general information and FAQ's.

If you have specific questions about your score or what it means, please contact the Testing Center at testingcenter@walshcollege.edu or 248-823-1692.