

I. Overview of Service Offering

AMIDEAST is pleased to respond to the XXX's Request for Proposal for International Certification of English Language.

Towards this goal, AMIDEAST proposes using the Test of English for International Communication (TOEIC®) Institutional Online Solution Platform for initial placement of up to 8,000 XXX students. For exit examination, AMIDEAST proposes using the paper-based TOEIC Listening & Reading tests, which include an internationally recognized certification component. Both versions of TOEIC are linked to the Common European Framework of Reference (CEFR), and can be used as part of the program selection/placement process or diagnostically by teachers to measure progress.

The TOEIC test is uniquely appropriate for use by vocational training programs such as XXX as the world's leading assessment of international English specifically for workplace contexts. A high quality, valid, and reliable measure of English proficiency for nonnative speakers, TOEIC tests were created by the Educational Testing Service (ETS), the world's leading test developer. TOEIC tests are taken by approximately 7 million individuals annually. Scores are actively used by over 14,000 educational institutions, companies, and other agencies and widely recognized by employers in XXX and worldwide.

AMIDEAST will train XXX teachers to administer tests, providing training material as well as back-up support, and will supply exam auditors for exit tests. AMIDEAST will also provide advice/support on curriculum design and materials for students at various English levels.

II. AMIDEAST Capacity and Experience

Established in 1951, AMIDEAST is known throughout the Middle East and North Africa region as the premier institution for testing services, making local and international higher education more accessible to the region's many qualified students. AMIDEAST maintains a network of 25 offices including testing centers in Egypt, Iraq, Jordan, Kuwait, Lebanon, Morocco, Oman, Saudi Arabia, Tunisia, the United Arab Emirates, the West Bank/Gaza, and Yemen that provide:

- ✓ Quick, secure, and accurate scoring of tests
- ✓ Valuable support services, ranging from test preparation to proctoring and scoring
- ✓ Registration for and supervision of paper-based, computer-based, and Internet-based examinations for tens of thousands of students annually
- ✓ Administration of a wide range of internationally recognized standardized tests, including the TOEFL®, SAT®, GRE®, GMAT®, USMLE™, ITP, TOEIC®, and many others
- ✓ Training of proctors and auditing of test sites

- ✓ Testing services for individuals and for institutions of any size

Last year, AMIDEAST administered over 125,500 computer-based, paper-based, and Internet-based tests, including the TOEIC, TOEFL, GRE, GMAT, USMLE, and SAT tests, among many others. The organization continues to play a leading role in the expanding use of the TOEIC tests in the Middle East and North Africa.

AMIDEAST has conducted a number of large-scale assessments comparable to the XXX testing. In one even larger-scale assessment project, AMIDEAST partnered with the Educational Testing Service (ETS) and CTB-McGraw Hill to provide test administration and scoring support for the Qatar Comprehensive Educational Assessment Program. AMIDEAST responsibilities included recruiting well over one thousand qualified scorers and other staff and handling scorer payment, scheduling, and other logistical and administrative support throughout the project, as well as supervising and tracking the processing of hundreds of thousands of essay and short-answer examinations scored.

AMIDEAST provides all logistical and administrative support for 65,000 SAT tests per year (15,000 in XXX alone), including auditors for all test sites.

III. TOEIC Test Validity, Reliability, and Quality

The TOEIC tests offer a fair, valid, reliable, and high quality measure to determine individual English language proficiency levels and areas of strength and weakness.

Supported by a range of English-language learning and assessment studies that continue to be constantly updated and expanded, the TOEIC test design process is research driven and meets the rigorous standards of such organizations as the National Council on Measurement in Education, the American Psychological Association, and the American Educational Research Association. In addition, the analysis that follows every TOEIC test administration ensures that test scores from one test version can be reliably compared with scores on other test versions.

The TOEIC tests use real examples of English collected internationally that are familiar across cultures, with avoidance of idiomatic language. The International Principles for Fairness Review of Assessments ensure that tests created by ETS are fair and appropriate for test takers within any country.

ETS and AMIDEAST are committed to maintaining the highest level of test security. Throughout the life cycle of each test—from design and development to publication, administration, and scoring—all test materials are carefully protected. The integrity of the TOEIC test scores is universally recognized.

The standardized testing conditions under which the TOEIC tests are administered give all candidates equal opportunity to demonstrate their proficiency. Each test administrator follows clear ETS guidelines

ensuring a consistent, fair experience for test takers. The statistical process used to convert TOEIC scores to a common scale ensures that scores obtained on different administration dates and locations reflect the same level of English proficiency indicated.

The measures in place during TOEIC test design, administration, and scoring ensure the most objective and valid test results possible. The time, effort, and expertise that ETS invests in TOEIC test development, together with its research-driven focus and robust statistical procedures, ensure accurate and consistent scores and create unparalleled test quality and reliability.

IV. TOEIC Test International Recognition and Status

TOEIC scores are used in over 150 countries by over 14,000 companies, government agencies, and educational institutions. More than 7 million TOEIC tests were administered last year. A few examples of the many educational institutions relying on the TOEIC tests for language assessment needs include the Intensive English Program at the University of Toronto, the largest university in Canada; the Versailles Saint-Quentin University in France; Sinai University in Egypt; the International English Language Institute at Hunter College in New York City; and hundreds of others worldwide.

TOEIC test scores are mapped to the Common European Framework of Reference for Languages (CEFR). The CEFR is used worldwide to provide a common basis for assessments of language proficiency.

A. Mapping TOEIC Test Scores to the Common European Framework

The CEFR is a structure used to describe the language proficiency of foreign-language learners across Europe. It was designed to facilitate communication in the field of language development by providing a common basis for describing the skills needed to reach various levels of language proficiency. The CEFR is widely used by teachers, curriculum designers, and testing organizations in their efforts to promote language competence, and it is internationally accepted as the standard for grading the language proficiency of second language learners. Its six levels are clustered in three bands:

- ✓ A1 - A2 (Basic User)
- ✓ B1 - B2 (Independent User)
- ✓ C1 - C2 (Proficient User)

A panel of English language experts from many countries matched TOEIC scores to CEFR levels. These linkages were made using recognized standard-setting procedures and are shown in the table that follows.

Test/Test Section	Total Score Scale Range	Minimum Score				
		A1	A2	B1	B2	C1
TOEIC® Listening and Reading Total¹						
TOEIC® Listening	5–495	60	110	275	400	490
TOEIC® Reading	5–495	60	115	275	385	455 ⁴

Table entries are minimum scores needed in order to be categorized in the level specified. The same scale applies to both the online and paper-based versions of the test.

B. TOEIC Listening & Reading Tests Correlation with Speaking and Writing Proficiency

Educational Testing Service has conducted extensive research into how the “passive” English language skills of listening and reading and the “active” skills of speaking and writing relate to one another. Results of TOEIC Listening & Reading or TOEIC Online tests can be used to predict the speaking and writing abilities of test takers, and ETS “Can-Do” studies allow easy interpretation of the types of speaking and writing tasks that can typically be accomplished by TOEIC Listening & Reading test takers in different score ranges.

Prior to recent advances in technology, ETS found that direct testing of the active English language skill areas of speaking and writing led to less than satisfactory results. Even when using highly trained individuals, results are overly subjective, flawed by influences unrelated to test taker language proficiency such as interviewer fatigue; the individual encounter between interviewer and interviewee; and often unconscious scorer preferences related to, for instance, accent or writing style. Direct active skills assessment also increases test administration time and cost to an extent that is not feasible for many large-scale projects.

The new TOEIC Speaking & Writing test overcomes many of the objectivity and time-related challenges of direct active skills testing through such means as administration via computer and anonymous online scoring by multiple human raters. This test, which requires approximately two weeks to score, can be added to placement and/or exit testing as desired.

However, a high to moderate correlation exists across passive and active skills areas, most strongly between reading and writing abilities as well as between listening and speaking abilities. The group patterns of predictive association between these active and passive skills allow effective use of TOEIC Online and/or TOEIC Listening & Reading tests on their own, an option that will reduce both costs and testing time.

C. TOEIC Tests: Format

Both the paper-based TOEIC Listening & Reading test and the TOEIC Online Solution assess listening and reading comprehension in two timed sections of 100 questions each and are multiple-choice assessments that take approximately two hours to administer.

Section scores are determined by the number of multiple-choice questions that test takers answer correctly. There is no penalty for wrong answers. The number of correct responses on each section, Listening and Reading, are separately converted to a number on a scale of 5 to 495 in increments of 5.

V. Implementation Methodology

The TOEIC Institutional Testing Online Solution Platform will support XXX's 800 test takers per site and 8,000 total in a single administration or over multiple administrations on flexible test dates. The tests can be launched anywhere Internet connectivity is available, and no pre-launch set-up is necessary. Tests can be ordered with as little as a week's notice.

No teaching hours or test-specific preparation/materials are necessary to prepare students to test. As a test of everyday workplace English, TOEIC does not require specialized knowledge.

The test has been secured so that questions cannot be accessed by test takers or teachers either before or after testing. AMIDEAST will provide materials detailing how to maintain secure conditions during testing and will oversee security during administrations.

Each testing site will need a Test Center Supervisor as well as Test Room Supervisors meeting the required TOEIC test minimum ratio of one Test Room Supervisor to every room or every twenty-five test takers within a room.

TOEIC Institutional Testing Online Solution Platform provides results within 24 hours assessing reading and listening skills, can be administered on demand, and can be used diagnostically to assess entry-level English ability.

For exit examination, AMIDEAST recommends another version of the test, the paper-based TOEIC Listening & Reading test, which offers an internationally recognized certification component defining success at different levels. If desired, the online TOEIC Speaking & Writing tests or Speaking test can be added. Testing with these instruments requires a longer period for receipt of results, estimated at two weeks for each test.

AMIDEAST will hold training in each XXX city to prepare supervisors and proctors for their roles during both placement and exit testing, with emphasis on maintaining security during testing. Supporting materials will be provided and back-up support will be available as needed during preparation for

administering exams. During exit tests, AMIDEAST auditors will be present at the sites to ensure impartiality.

An AMIDEAST expert consultant will work with XXX and provide recommendations on curricular materials for XXX A0, A1, A2, and B1 learners. AMIDEAST also has capability to provide additional curriculum design support if needed.

VI. Funding Request

Cost for tests is set at XXX per test taker. This figure includes training of proctors as well as certificates for students taking TOEIC Listening & Reading tests.

Cost of auditing and supervising exams on site will be XXX per site and administration.