
Dr. Kathleen Burke
Associate Professor of Economics

burkek@cortland.edu
607- 753-2434

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Dear NSF SBIR Review Panel,

I am writing to support Pacific Crest's development of the Performance Measurement and Enhancement System (PMES). I have been involved with Pacific Crest for over 10 years and very involved with measurement. I coauthored the *Overview of Measurement* for the Faculty Guidebook as well as developed a "Writing in Disciplinary Context" rubric. Our department currently uses this rubric, both at the holistic and analytical levels. While this rubric has improved the way I assess and evaluate my students writing, it could be much more user friendly. The PMES will enable this to happen.

While the development PMES can and will be applied in many contexts, it will allow my department and others across the country to use the writing rubric in real time. Instead of choosing the categories and reformulating the rubric within Excel as I currently do, the PMES would allow me to just click on the scale to conduct my assessments. Furthermore, this system would also perform the inter-rater reliability statistics, and can be nationally normed. These statistical benchmarks will be of significant benefit when we conduct our Program Review and have to assess our students writing performance across their years within our major. The ability to use a system that can provide these assessment and statistical capabilities will allow what currently takes our department weeks of work, to be completed with just "a click"! Needless to say, the development of the PMES is very exciting news to us, and we wholeheartedly support its development.

Through my personal experience with Pacific Crest, I have every confidence that they are well suited to take on this endeavor. Their President, Dan Apple, not only has a background in technology development (e.g. PC:Solve), he has an intrinsic desire to help improve higher education. Additionally, through Pacific Crest's countless professional development workshops, they have built a network of experts across the country at their disposal.

If I can provide additional information of clarification, please contact me at 607-753-2434 or at burkek@cortland.edu

Sincerely,

Dr. Kathleen Burke