

Global Competency Center for Scalable, High-Quality Assessment Item Development



The Client

The client is a global edtech provider offering large-scale learning and assessment solutions. Their assessment item bank supports districts with standards-aligned items across subjects and grades for formative and benchmark use.

The Challenge

Growing district demand required rapid expansion of high-quality items across Math, ELA, Science, and Social Studies. The client needed a scalable model to keep pace with new standards, additional languages, tech-enhanced item types, and UDL expectations, while maintaining consistent tagging and quality across a rapidly expanding item bank.

Critical Success Parameters

- ✓ Expand item development capacity while preserving rigor and quality.
- ✓ Maintain consistent metadata tagging, including DOK, difficulty, Bloom’s, and standards alignment.
- ✓ Support rapid turnaround for new initiatives, standard changes, and language additions.
- ✓ Ensure UDL and accessibility considerations are built into all stages of item development.
- ✓ Establish a cost-efficient, scalable operating model that integrates global teams.

Our Approach

- ✓ Magic established a 35-person Global Competency Center dedicated to assessment content production, combining offshore expertise with onshore leadership for alignment with classroom expectations.
 - Multi-Location Operating Model
 - Offshore hub focused on item authoring, tagging, metadata QA, and editorial checks.
 - US-based specialists serving as lead writers, senior reviewers, and liaisons to ensure alignment with district needs and state standards.
 - Role-Based Structure for Efficiency & Quality
 - Lead item writers defined blueprints, coverage matrices, and exemplars.
 - SME item writers drafted tech-enhanced, multi-step, and constructed-response items.
 - Editors and QA specialists reviewed clarity, alignment, difficulty, and distractor quality.
 - Tagging specialists applied metadata consistently across all items.
 - Accessibility reviewers ensured UDL alignment and flagged bias and representation concerns.
 - Joint Blueprinting & Governance
 - Co-developed blueprints by subject and grade, prioritizing gaps in standards coverage.
 - Defined distributions of item types, difficulty bands, and DOK levels.
 - Implemented calibration cycles across teams to normalize style, rigor, and tagging consistency.
 - Standardized Authoring Workflow
 - Draft → Review → Metadata & Tagging → Final QA.
 - Shared tools and templates ensured consistent output across all writers and reviewers.
 - Flexible Capacity for Special Projects
 - Enabled rapid sprints for standards refreshes, Spanish-language expansions, new initiatives, and performance task development.



Key Result Highlights

Steady, scalable throughput of new items each month with the ability to flex capacity during peak demand.

Faster delivery cycles for priority standards and new subject initiatives.

Increased **first**-pass acceptance rate due to rigorous calibration and standardized workflows.

Greater accuracy and consistency in metadata, improving searchability and assessment assembly.

Significant cost efficiency achieved through a blended onshore-offshore delivery model.

Strong foundation for AI-assisted item generation and emerging assessment formats.