



# Product Video Presentations 2017

*Last update: February 2017*

*Version: 0.1.*



## Product Videos List

### 1. The **TOEIC**® Programme

- The **TOEIC**® Listening and Reading Test
- The **TOEIC**® Speaking and Writing Tests
- The **TOEIC Bridge**™ Test
- The **TOEIC**® Tests - Institutional Programme Online
- The **TFI**™ Test

### 2. The **TOEFL**® Family of Assessments

- The **TOEFL ITP**® Tests
- The **TOEFL**® Young Students Series
- The **TOEFL Junior**® Tests
- The **TOEFL**® *Primary*™ Tests

### 3. **WorkFORCE**® Assessment Solutions

- **WorkFORCE**® Assessment for Job Fit
- **WorkFORCE**® Assessment for Career Development
- Unleashing the Power of Human Capital: **WorkFORCE**® Assessment, Strategy, Skills and Standards

### 4. English Skill Building Tools

- **Criterion**® Online Writing Evaluation Service
- English Discoveries (ED) product, Administrator and Teacher Training

### 5. Online Products

- English Learning Centers (**TOEFL**® *Primary*™ and **TOEFL Junior**®)
- **TOEIC**® Official Learning Preparation Course (**TOLPC**)
- **TOEFL**® Practice Online (**TPO**)
- **TOEFL iBT**® Online Prep Course (**TOPC**)

### 6. ETS Standards for Quality and Fairness

### 7. Trademark Guidelines



TITLE	CONTENT	LINK	SURVEY	LENGTH
<b>1. The TOEIC® Programme</b>				
The TOEIC® Listening and Reading Test	The TOEIC® tests overview	<a href="http://ets-global.adobeconnect.com/p647gghy6sh/">http://ets-global.adobeconnect.com/p647gghy6sh/</a>	<a href="https://www.surveymonkey.de/r/K2KYCWQ">https://www.surveymonkey.de/r/K2KYCWQ</a>	21 mins
The TOEIC® Speaking and Writing Tests	Tests at a glance Score reporting & scoring	<a href="http://ets-global.adobeconnect.com/p2i4700pxoe/">http://ets-global.adobeconnect.com/p2i4700pxoe/</a>	<a href="https://www.surveymonkey.de/r/9MBNWHF">https://www.surveymonkey.de/r/9MBNWHF</a>	21 mins
The TOEIC Bridge™ Test	Target groups & score users Preparation materials	<a href="http://ets-global.adobeconnect.com/p6sb79yhd53/">http://ets-global.adobeconnect.com/p6sb79yhd53/</a>	<a href="https://www.surveymonkey.de/r/Y9PF9GN">https://www.surveymonkey.de/r/Y9PF9GN</a>	10 mins
The TOEIC® Tests - Institutional Programme Online	Marketing materials Case studies	<a href="http://ets-global.adobeconnect.com/p8q7swdomtp/">http://ets-global.adobeconnect.com/p8q7swdomtp/</a>	<a href="https://www.surveymonkey.de/r/NWJG2LY">https://www.surveymonkey.de/r/NWJG2LY</a>	17 mins
The TFI™ Test		<a href="http://ets-global.adobeconnect.com/p3x5rtkxbcl/">http://ets-global.adobeconnect.com/p3x5rtkxbcl/</a>	<a href="https://www.surveymonkey.de/r/FYL7NC8">https://www.surveymonkey.de/r/FYL7NC8</a>	13 mins
<b>2. The TOEFL® Family of Assessments</b>				
The TOEFL ITP® Tests	The TOEFL® tests overview	<a href="http://ets-global.adobeconnect.com/p2vxvo5r0ge/">http://ets-global.adobeconnect.com/p2vxvo5r0ge/</a>	<a href="https://www.surveymonkey.de/r/CWJRG5W">https://www.surveymonkey.de/r/CWJRG5W</a>	22 mins
The TOEFL® Young Students Series	Tests at a glance Score reporting & scoring	<a href="http://ets-global.adobeconnect.com/p4oszi4vou4/">http://ets-global.adobeconnect.com/p4oszi4vou4/</a>	<a href="https://www.surveymonkey.de/r/MBJPK7F">https://www.surveymonkey.de/r/MBJPK7F</a>	52 mins
With Jennifer Hsiao, ETS Product Manager	Target groups & score users Preparation materials Marketing materials Case studies	Password: TOEFLYSS		



<p>The <i>TOEFL Junior</i>® Tests</p> <p>With Jennifer Hsiao, ETS Product Manager</p>	<p><a href="http://ets-global.adobeconnect.com/p4oszi4vou4/">http://ets-global.adobeconnect.com/p4oszi4vou4/</a> Password: TOEFLYSS scroll to min 30 to min 42</p>	<p><a href="https://www.surveymonkey.de/r/MBJPK7F">https://www.surveymonkey.de/r/MBJPK7F</a></p>	<p>12 mins</p>
<p><i>TOEFL Junior Comprehensive</i> practice tests demo (from within TOEFL Junior Comprehensive English Learning Center)</p>	<p>Reading: <a href="http://ets-global.adobeconnect.com/p74cfwp2mbd/">http://ets-global.adobeconnect.com/p74cfwp2mbd/</a></p> <p>Listening: <a href="http://ets-global.adobeconnect.com/p2mpgeuobbe/">http://ets-global.adobeconnect.com/p2mpgeuobbe/</a></p> <p>Speaking: <a href="http://ets-global.adobeconnect.com/p9nsrhl9xwd/">http://ets-global.adobeconnect.com/p9nsrhl9xwd/</a></p> <p>Writing: <a href="http://ets-global.adobeconnect.com/p1tztj3u21n/">http://ets-global.adobeconnect.com/p1tztj3u21n/</a></p>	<p>Not applicable</p>	<p>25 mins</p> <p>28 mins</p> <p>18 mins</p> <p>27 mins</p>
<p>The <i>TOEFL Primary</i>® Tests</p>	<p><a href="http://ets-global.adobeconnect.com/p7tvv38u96d/">http://ets-global.adobeconnect.com/p7tvv38u96d/</a></p>	<p><a href="https://www.surveymonkey.de/r/NVV5Z9H">https://www.surveymonkey.de/r/NVV5Z9H</a></p>	<p>18 mins</p>

### 3. *WorkFORCE*® Assessment Solutions

<p><i>WorkFORCE</i>® Assessment for Job Fit</p>	<p>Why is ETS now in workplace assessment? What is <i>WorkFORCE</i>® Assessment for Job Fit?</p>	<p><a href="http://ets-global.adobeconnect.com/p3uog7qh93q/">http://ets-global.adobeconnect.com/p3uog7qh93q/</a></p>	<p><a href="https://www.surveymonkey.de/r/7P2VLMX">https://www.surveymonkey.de/r/7P2VLMX</a></p>	<p>35 mins</p>
<p><i>WorkFORCE</i>® Assessment for Career Development</p>	<p>Validity studies Score reporting How do candidates and organizations use it? How does it work?</p>	<p><a href="http://ets-global.adobeconnect.com/p4l9ivivv1u/">http://ets-global.adobeconnect.com/p4l9ivivv1u/</a></p>	<p><a href="https://www.surveymonkey.de/r/QHXMJMH">https://www.surveymonkey.de/r/QHXMJMH</a></p>	<p>16 mins</p>



<p>Unleashing the Power of Human Capital: <i>WorkFORCE</i>® Assessment, Strategy, Skills and Standards</p>	<p>Why is ETS now in workplace assessment? What does it mean to be work ready in a global context? The Job Readiness and 21st Century Skills Initiative at ETS <i>WorkFORCE</i>® Suite of Assessments The Transportation Authority project: impact on test takers to determine job skills</p>	<p><a href="http://ets-global.adobeconnect.com/p343e9lyo73/">http://ets-global.adobeconnect.com/p343e9lyo73/</a></p>	<p><a href="https://www.surveymonkey.de/r/Z6HF85Q">https://www.surveymonkey.de/r/Z6HF85Q</a></p>	<p>45 mins</p>
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**4. English Skill Building Tools**

<p><i>Criterion</i>® Online Writing Evaluation Service</p> <p>By Matthew O'Neil, ETS Client Manager</p>	<p>Product overview Key product features Product benefits How does it work? Screen-shots Demo</p>	<p><a href="http://ets-global.adobeconnect.com/p2ejwlnj4f5/">http://ets-global.adobeconnect.com/p2ejwlnj4f5/</a></p>	<p><a href="https://www.surveymonkey.de/r/FBFR9WF">https://www.surveymonkey.de/r/FBFR9WF</a></p>	<p>50 mins</p>
<p>English Discoveries (ED) product</p>	<p>Product overview Interactive Learning Platform Models of Implementation Administrator &amp; Teacher Training ED Benefits</p>	<p><a href="http://ets-global.adobeconnect.com/p671kcqu347/">http://ets-global.adobeconnect.com/p671kcqu347/</a></p>	<p><a href="https://www.surveymonkey.de/r/W6BTMQL">https://www.surveymonkey.de/r/W6BTMQL</a></p>	<p>27 mins</p>



English Discoveries (ED) demo Students' view	ED Home page Units Lessons Steps Activities Pedagogical input	<a href="http://ets-global.adobeconnect.com/p4uu2txc8fi/">http://ets-global.adobeconnect.com/p4uu2txc8fi/</a>  ED New Release Edusoft demo new units 9 and 10: <a href="http://ets-global.adobeconnect.com/p2zhhm9rn2t/">http://ets-global.adobeconnect.com/p2zhhm9rn2t/</a>	<a href="https://www.surveymonkey.de/r/TJQXXC5">https://www.surveymonkey.de/r/TJQXXC5</a>	38 mins  26 mins
English Discoveries (ED) Teacher Management System for Administrator/Teacher Training	Administrator vs teacher access TMS sections Registration: creating classes, teachers, students Curriculum: assign packages, assign courses Reports Resources Assessment	Part 1: <a href="http://ets-global.adobeconnect.com/p8xxv8l947o">http://ets-global.adobeconnect.com/p8xxv8l947o</a> Part 2: <a href="http://ets-global.adobeconnect.com/p4wlvu7d8c5/">http://ets-global.adobeconnect.com/p4wlvu7d8c5/</a>	<a href="https://www.surveymonkey.de/r/3DTQ66V">https://www.surveymonkey.de/r/3DTQ66V</a>	26 mins 26 mins
English Discoveries Authoring Tool (Administrator; Teacher).	Chose template for new activities, choose activities, add questions about the learning material, add pictures, view new content	<a href="http://edo.engdis.com/runtime/customincludes/video/at_tutorial.wmv">http://edo.engdis.com/runtime/customincludes/video/at_tutorial.wmv</a>	Not applicable	10 mins



English Discoveries Course Builder (Administrator; Teacher)

Create courses, add custom components, assign content to students

[http://edo.engdis.com/runtime/customincludes/video/Course builder tutorial.wmv](http://edo.engdis.com/runtime/customincludes/video/Course%20builder%20tutorial.wmv)

Not applicable

6 mins

### 5. Online Products

English Learning Centers (TOEFL® Primary™ and TOEFL Junior®)

Product overview  
Key product features  
Product benefits  
How does it work?  
Demo

<http://ets-global.adobeconnect.com/p4oszi4vou4/>  
Password: TOEFLYSS  
Scroll to min 43 to min 50  
See also TOEFL Junior Comprehensive practice tests demo (from *within TOEFL Junior Comprehensive* English Learning Center)

TOEIC® Official Learning Preparation Course (TOLPC)

TOEIC® Programme Overview  
What is the TOEIC® Official Learning and Preparation Course?  
Flow of learning process and course structure  
Screen-shots and lesson Examples from the course  
Users and access codes  
Further Resources

<http://ets-global.adobeconnect.com/p2uvlju7ild/>

<https://www.surveymonkey.de/r/X8GP28H>

20 mins



TOEFL® Practice Online (TPO)	About the TOEFL iBT® test The TOEFL iBT® test format Features Course content Value for students	<a href="http://ets-global.adobeconnect.com/p5sv4c3uagf/">http://ets-global.adobeconnect.com/p5sv4c3uagf/</a>	<a href="https://www.surveymonkey.de/r/GHQT9JR">https://www.surveymonkey.de/r/GHQT9JR</a>	11 mins
TOEFL iBT® Online Prep Course (TOPC)	About TOEFL iBT® Online Prep Course content Value for students Demo	<a href="http://ets-global.adobeconnect.com/p5d9kfc4ewu/">http://ets-global.adobeconnect.com/p5d9kfc4ewu/</a>	<a href="https://www.surveymonkey.de/r/THYB59H">https://www.surveymonkey.de/r/THYB59H</a>	24 mins

### 6. ETS Standards for Quality and Fairness

ETS Standards for Quality and Fairness	Life of an item (video) Widely applicable standards Fairness, validity, reliability Assessment development	<a href="http://ets-global.adobeconnect.com/p15wq1vjztd/">http://ets-global.adobeconnect.com/p15wq1vjztd/</a>	<a href="https://www.surveymonkey.de/r/5SVV2ZN">https://www.surveymonkey.de/r/5SVV2ZN</a>	30 mins
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### 7. Trademark Guidelines

CMD Trademark Guidelines	Legal Branding Matters ETS Global Requirements for Creating Materials	<a href="http://ets-global.adobeconnect.com/p3t9f7g2n96/">http://ets-global.adobeconnect.com/p3t9f7g2n96/</a>	<a href="https://www.surveymonkey.de/r/6GXJYD7">https://www.surveymonkey.de/r/6GXJYD7</a>	25 mins
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EPA Trademark  
Guidelines

Review Policies and  
Review Process  
Graphics, Product  
Logos, Icons,  
Identifiers, Test  
Center Decals &  
Graphics  
Business Cards and  
Letterheads  
Domain Names  
Website Guidelines

[http://ets-  
global.adobeconnect.com/p2y2gl37mm7/](http://ets-global.adobeconnect.com/p2y2gl37mm7/)

[https://www.surv  
eymonkey.de/r/5  
2HZPXX](https://www.surveymonkey.de/r/52HZPXX)

23  
mins

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