



ICA - 2012

**The First International Conference
on Assessment & Evaluation**

المؤتمر الدولي الأول للقياس والتقييم

Admission Criteria in Higher Education

Sponsor program

02 - 04 December 2012
Riyadh InterContinental Hotel, Saudi Arabia



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Under the Auspices of His Royal Highness
King Abdullah Bin Abdul Aziz



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المؤتمر الأول في القياس والتقييم

The Government of the Custodian of the Two Holy Mosques is eager to assist the Saudi youth so that they are well prepared to seize potential opportunities and deal with possible challenges that the future may hold. It is the responsibility of the government to continue the journey of growth that was first outlined by the founder of this country, the late King Abdulaziz. This growth can be achieved by promoting a high level of efficiency in our educational systems and by striving to attain quality in higher education. To meet these goals, the government has focused its attention on raising admission standards at universities and accurate monitoring of their fulfillment in accordance with international educational indicators.

To ensure that these goals are met, the National Center for Assessment in Higher Education was established. Following the model of advanced educational systems, the Center has had a great impact on the development of education, particularly in the performance of educational, professional, and language testing and measurement, and has established an international presence. An improved educational system in turn provides the labor market with highly qualified individuals who can competently fulfill the country's vision and expectations and contribute to the comprehensive growth necessary for moving us forward so that we can achieve the standards of the developed countries.

Because the Center is committed to research and development and endeavors to contribute to the growth of knowledge, it adopted the idea of hosting the First International Conference on Assessment and Evaluation. The intention is to hold this conference periodically, starting this year, with a focus on international participation so as to attract specialists and interested individuals, institutes and organizations for the purpose of enriching research and study in the areas of assessment and evaluation. The objectives of this conference are to showcase the latest developments in the international arena so as to strengthen interactions among specialized centers around the world and to highlight the production of the Center in this domain. Our desire is to fulfill a leadership role and support scientific research aimed at developing assessment and evaluation theories and applications in the areas of education and professions.

We have great hopes that this conference will give us an opportunity to communicate our past achievements and our plans for future developments and, in so doing, help position the Kingdom among the leading countries in the areas of assessment and evaluation.

Finally, I pray to the Almighty that we successfully organize this conference and achieve its objectives and in each loyal act that aims to develop our country and promote education.

Thank you.



His Highness
Prince Dr. Faisal bin Abdullah Al-Mishari Al Saud,

President, National Center for Assessment
in Higher Education



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The First International Conference on Assessment and Evaluation shall be of significant research and scientific value to the National Center for Assessment in Higher Education. This conference represents an opportunity to enhance our knowledge about how to further improve aspects of admission and testing standards and to contribute to and remain up-to-date on the latest research being conducted internationally on admission criteria. The Center will benefit greatly from the participation and presence of distinguished researchers in this conference; the exchange of information and the sharing of experience will undoubtedly facilitate studies relevant to the Center's area of specialization as well as introduce the Center's objectives to the broader community that we serve.

The Center's mission is to further the achievement of equal opportunities in higher education; that necessarily means a strong emphasis on maintaining and enhancing the efficiency of all segments of its departmental organization. All activity must rest on a sound scientific foundation. To fulfill its mission, the Center:

- prepares and conducts admission tests for institutions that require them;
- develops assessment tools for all educational levels;
- assesses indicators to increase the efficiency of educational organizations;
- attempts to attract scholars and researchers in assessment;
- offers consulting services to all educational institutions;
- conducts specialized research in the area of assessment;
- Disseminates knowledge about assessment to the public.

Several topics of interest to the Center are being covered at the conference. These topics include how to develop admission criteria in higher education and meet international quality standards and address the theoretical foundations in the process of constructing admission tests – i.e., their analysis, scoring and reporting. Issues and concerns related to confidentiality will also be a fundamental concern that will be dealt with throughout our time here together.

This conference, the first of its kind in the Arab world, welcomes the highly esteemed international participants as well as local experts in the areas of educational testing and assessment and representatives from several local educational institutions.

By working together and learning from one another, I am confident that the objectives of this conference will be achieved.

Thank you.



Khaled Abdulaziz Al-Mubarak

Conference, Secretary General



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المؤتمر الدولي الأول للقياس والتقييم

PLATINUM Sponsor

Sponsorship Range is
**Five Hundred Thousand Saudi riyals
(SR500,000)**



The PLATINUM Sponsor



The sponsorship value is Five Hundred Thousand Saudi riyals (SR500,000)

1. Media Rights

- A full-page advertisement in acknowledgment and appreciation of the sponsor's support (as well as the publication of a group photo with the patron of the conference) will be published in a number of local newspapers on the first day after the completion of the conference.
- A group photo shall be taken with the patron of the conference.
- The sponsor's logo shall be printed on the following conference publications: the conference notepad, invitation cards, the conference program, the scientific program and abstracts book, the main conference hall banner, the outside banner, the rollup, and the conference newsletter.
- The sponsor's logo shall appear on the conference Website, and it will appear for a whole year on the Web site of the National Center for Assessment in Higher Education.
- The sponsor's logo shall be included in all CDs issued by the conference.
- The sponsor's logo shall be included in all press announcements that will be published.
- The sponsor's logo shall be included in the sponsors' booklet.
- The sponsor's logo shall be included in conference ads, which will be e-mailed.

- **The conference will publish three newsletter issues :**

The platinum sponsor shall be granted a unique space for their logo on (outer cover) in the issues of the conference newsletter.

- **Bags will be distributed at the conference :**

Platinum sponsors have the right to put their logo on the bags that will be distributed at the conference, and they may also provide the organizing company with special publications to be placed inside these bags, provided that these announcements are presented to the organizing committee and are approved in advance.

- 2. The Conference Exhibition**

The platinum sponsor shall be granted the right to choose a premier location (priorities are classified according to the posting date), after the exhibition location of the Strategic Partner are decided.

- 3. Invitations for the Opening Ceremony**

The platinum sponsor is entitled to invite ten (10) guests to attend the opening ceremony.

- 4. Gala Dinner Invitations**

The platinum sponsor is entitled to invite ten (10) guests to the gala dinner.

- 6. Guest Seating**

A seat shall be allocated for the sponsoring company representative on the first line as a guest of honor.

- 7. Plaques and Gifts**

The platinum sponsor shall receive a plaque from the conference patron at the opening ceremony.



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المؤتمر الدولي الأول للقياس والتقييم

Gold Sponsor

Sponsorship Range is
Two Hundred Fifty Thousand Saudi riyals
(SR250,000)

The Gold Sponsor

 The sponsorship value is Two Hundred Fifty Thousand Saudi riyals (SR250,000)

1. Media Rights

- A full-page advertisement in acknowledgment and appreciation of the sponsor's support (as well as the publication of a group photo with the patron of the conference) will be published in a number of local newspapers on the first day after the completion of the conference.
- A group photo shall be taken with the patron of the conference.
- The sponsor's logo shall be printed on the following conference publications: the conference notepad, invitation cards, the conference program, the scientific program and abstracts book, the main conference hall banner, the outside banner, the rollup, and the conference newsletter.
- The sponsor's logo shall appear on the conference Website, and it will appear for a whole year on the Web site of the National Center for Assessment in Higher Education.
- The sponsor's logo shall be included in all CDs issued by the conference.
- The sponsor's logo shall be included in all press announcements that will be published.
- The sponsor's logo shall be included in the sponsors' booklet.
- The sponsor's logo shall be included in conference ads, which will be e-mailed.

- The conference will publish three newsletter issues :

The golden sponsor logo shall be granted a unique space (internal page) only in the second issue of the conference newsletter.

- **Bags will be distributed at the conference :**

Golden sponsors have the right to put their logo only on the bags that will be distributed at the conference.

- 2. The Conference Exhibition**

The Participation in the exhibition will be based on how strongly the Golden sponsor is related to Education and according to space limit and the priority of posting date.

- 3. Invitations for the Opening Ceremony**

The golden sponsor may invite seven (7) guests to attend the opening ceremony.

- 4. Gala Dinner Invitations**

The golden sponsor is entitled to invite seven (7) guests to the gala dinner.

- 6. Guest Seating**

A seat shall be allocated for the sponsoring company representative in the second row.

- 7. Plaques and Gifts**

The golden sponsor shall receive a plaque from the conference patron at the opening ceremony.



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المؤتمر الدولي الأول للقياس والتقييم

Silver Sponsor

Sponsorship Range is
One Hundred Fifty Thousand Saudi riyals
(SR150,000)



The Silver Sponsor

▀ The sponsorship value is One Hundred Fifty Thousand Saudi riyals (SR150,000)

1. Media Rights

- A quarter-page advertisement in acknowledgment and appreciation of the sponsor's support (as well as the publication of a group photo with the patron of the conference) will be published in a number of local newspapers on the third day after the completion of the conference.
- The sponsor's logo shall be printed on the following conference publications: the conference notepad, the conference program, the scientific program and abstracts book, the main conference hall banner, the outside banner, and rollup .
- The sponsor's logo shall be included in all press announcements that will be published.
- The sponsor's logo shall be included in the sponsors' booklet.
- The sponsor's logo shall appear on the conference Web site, and it will appear for three months on the Web site of the National Center for Assessment in Higher Education.
- **Bags will be distributed at the conference :**
Silver sponsors have the right to put their logo only on the bags that will be distributed at the conference.

2. The Conference Exhibition

The Participation in the exhibition will be based on how strongly the Silver sponsor is related to Education and according to space limit and the priority of posting date.

3. Invitations for the Opening Ceremony

The silver sponsor may invite five (5) guests to attend the opening ceremony.

4. Gala Dinner Invitations

The silver sponsor is entitled to invite five (5) guests to the gala dinner.

5. Guest Seating

A seat shall be allocated for the sponsoring company representative in the third row.

6. Plaques and Gifts

The silver sponsor shall receive a plaque and a letter of appreciation from the General Supervisor of the conference after the completion of the conference.



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المؤتمر الدولي الأول للقياس والتقييم

Perticipant **CoSponsor**

Sponsorship Range is
One Hundred Thousand
Saudi riyals (SR100,000)



Perticipant CoSponsor



Cosponsors are entitled to receive the following:

Cosponsors who contribute in the amount of One Hundred Thousand Saudi riyals (SR100,000)

1. Media Rights

- The cosponsor's logo shall be printed on the following conference publications: the conference notepad, the conference program, the scientific program and abstracts book.
- The cosponsor's logo shall be included in the sponsors' booklet.

2. Invitations for the Opening Ceremony

The cosponsor is entitled to invite three (3) guests to attend the opening ceremony.

3. Gala Dinner Invitations

The cosponsor is entitled to invite three (3) guests to the gala dinner.

4. Plaques and Gifts

The cosponsor shall receive a letter of appreciation from the General Supervisor of the conference after the completion of the conference.

The background features a stylized sun with rays emanating from the top center, filling the upper half of the image. Below the sun, a portion of a globe is visible, showing latitude and longitude lines. The bottom of the image is a solid blue horizontal band.

National Center for Assessment in Higher Education

P.O. Box 68566 Riyadh 11537

Tel 966 1 490 7049 - 490 7455, Fax 966 1 490 7000 ext. 7049

Website: <http://ica.qiyas.sa>, E-mail: ica@qiyas.org

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www.ica.qiyas.sa