Kentucky Occupational Skills Standards Assessment
KOSSA Scenario Benchmark Papers
Released 2008

Kentucky Department of Education
Division of Career and Technical Education

Introduction

The Kentucky Occupational Skill Standards Scenario Assessment assesses students' content and technical understanding of their program area. This type of writing assessment asks students to demonstrate their learning and accomplishment in their skill area. This type of writing assessment is different from other forms of writing assessed in Kentucky (e.g., writing for publication [portfolio writing] and on-demand writing). Writing for the KOSSA scenarios is more comparable to open-response assessment than any other type of writing that is formally assessed in Kentucky.

Background

During 2007-2008, Kentucky career and technical education teachers representing different program areas met with CTE consultants at the Kentucky Department of Education to benchmark student samples of skill standards scenarios at each level of KOSSA performance (4, 3, 2, 1). During the benchmarking process, CTE consultants and CTE teachers reviewed different prompts from past years of KOSSA and selected student scenario responses from the chosen program area prompts to determine a "benchmark" or model example, for each of the score points possible. A benchmark identifies a model response for a score point

For example, CTE teachers reviewed all of the student samples that scored "4" during the skill standard assessment to determine the best example or examples of responses that demonstrate the expectations of the prompt for that score point. When selected, that "4" benchmark becomes the standard by which other responses are scored. Responses that demonstrate the expectations similar to the "4," should score a "4" during the skill standard assessment. Likewise, teachers may use these benchmarks during instruction to help students improve so that they may perform better during the actual assessment. The process was repeated for all four score points.

It is the hope of the Kentucky Department of Education, the Division of Career and Technical Education, and the benchmark selection committee that these samples will provide CTE teachers resources to encourage even greater student achievement in the skill standards program areas.

Purpose of this document

The benchmarks selected for each score point and for each program area are intended to answer these questions:

- How are the prompts organized (so teachers may use them as a model for their own)?
- What are the standards by which student responses are scored?
- What do the responses look like at each of the score points?

- How can teachers help students improve their responses to better communicate their understanding of the content?
- How is this type of writing important to help scaffold instruction toward other important kinds of writing? (e.g., writing for publication)

Contents of this document

For each program area represented, teachers will find:

- Rubric for each scenario
- An unannotated copy of each benchmark
- An annotated copy of each benchmark
- A rationale for the score of the benchmark
- Instructional strategies to utilize when using the benchmarks for instruction (included on the rationale page)

How to use this document

Because the prompts for the different program areas identify specific expectations for student performance (4, 3, 2, 1) benchmarks are used to exemplify the standard for each of the scoring points.

By modeling the structure and organization of the prompts and scoring criteria, teachers may develop their own from their units of study. By using the benchmarks as instructional samples, teachers may better understand the expectations of the assessment to promote learning within their classrooms. This benchmark set will show teachers sample prompts for the different program areas and sample responses to use with students.

After asking students to write to a prompt, teachers may analyze their students' responses at the different score points to measure student learning during class and to gauge where their students may perform during the actual assessment.

It is important that teachers understand that the responses generated during the Skill Standards assessment is writing to demonstrate learning and it NOT the same as writing for publication (portfolio writing). These types of writing have different purpose. However, they are connected. Teachers should recognize how this type of writing may be scaffolded to help students eventually write for publication.

KOSSA Scenario Benchmark Paper
Programs' Selection Committee

Thank you to the following Educators who made the Benchmark Paper project a reality.

Allied Health
Tammy Geary, Oldham County Career and Technical Center
Ellen Osborn, Scott County High School

Child Development
Marilyn Bailey, Barren County High School
Kimberlea Embry, Butler County High School
Melanie Franks, East Carter High School
Debbie Isaacs, Campbell County High School
April Roberts, Western Hills High School
Stacy Skaggs, Green County High School

Culinary Arts
CheyAnne Fant, Barren County High School
BonnieTurner, Hart county High School
Sandy Johnson, Bryan Station High School
Veronica Carmical, Whitley County High School

Financial Services
Janie Proffitt, Henderson County High School
Aimee Wilson, Western Hills High School
Janie Pennington, Elizabethtown High School

Horticulture
Christi Hack- Jessamine County
Regina Fritsch- Scott County
Camille Rice- Wolfe County

Live Stock
Kenny Brammell, East Carter High School
Doug Wilson, Jackson County High School
Donna Remington, Washington County High School

Marketing
David Silver, Madison Central High School
Patty Evans, Taylor County High School
Jane Harris, Retired Teacher, Hopkins County Central High School

SCENARIO B

STANDARDS
AB002 Use proper grammar and vocabulary
AB008 Write informational messages
EA003 Follow directions
EB017 Make decisions
OE020 Explain the concept of market & market Identification

SCENARIO
Six Flags Kentucky Kingdom is located on Interstate 65 in Louisville, Kentucky. This amusement park has a variety of games, thrill rides and water attractions for the entire family. Kentucky Kingdom has identified families as their target market.

TASK
Describe three types of promotions that Kentucky Kingdom could offer to attract families. Explain why a target market is crucial to the success of a business.

EVALUATION CRITERIA
You must score a 3 or 4 on the scenario in order to pass this portion of the assessment.

SCORING RUBRIC

4
- Thoroughly describes 3 types of promotions
- Thoroughly explains why understanding that a target market is crucial to the success of the business
- Well organized and communicates effectively
- Few grammatical and spelling errors but they do not distract the reader

3
- Adequately describes 2-3 types of promotions
- Adequately explains why understanding that a target market is crucial to the success of the business
- Mostly organized and communicates effectively
- Some grammatical and spelling errors, but they do not distract the reader

2
- Minimally describes 1-2 types of promotions
- Minimally explains why understanding that a target market is crucial to the success of the business
- Some organization and parts are communicated effectively
- Some grammatical and spelling errors that distract the reader

1
- Little or no description of types of promotion
- Little or no explanation of why understanding that a target market is crucial to the success of the business
- Limited organization and limited effective communication
- Many grammatical and spelling errors that distract the reader

KOSSA Benchmark Sample Discussion

Program Area: Marketing

Score Point 4

Sample 1

Score Rationale

This response scored a 4 because the student thoroughly described why a target market is important to the success of a business. The student provided 3 types of promotions and thoroughly explained them. The student organizes this response well using bullet points to denote the target market and the different types of promotions. There were a few grammatical errors but they did not distract the reader.

Teaching Points

Teachers may use this sample during instruction to:

- discuss how a business would use target markets and types of promotions in planning marketing strategies.
- show how thoroughly the student describes the 3 types of promotions and relates the importance of target markets to businesses.
- show students how effective responses may be organized (use of letters {A., B.} and bullet points). Teachers may contrast this organization of the response with a response that is organized differently but equally effectively.
- discuss with students the differences between "thorough" explanation (score point 4) and "adequate" (score point 3) by comparing examples.

KENTUCKY OCCUPATIONAL SKILL STANDARDS ASSESSMENT (4)
SCENARIO RESPONSE SHEET

DIRECTIONS: *SELECT 1 (ONE) SCENARIO* ☐ SCENARIO A ■ SCENARIO B ☐ SCENARIO C

ASSESSMENT NAME: Marketing

STATE STUDENT ID#:

A. Why do businesses need a target market?

A target market consists of the group of consumers a business is focused on selling their product or service to. In the case of SixFlags Kentucky Kingdom, families have been identified as a target market. Focusing on this target market is crucial to their success because families have been the key consumers in the past and now, the present. This target market has brought in enough revenue to keep this business in tact, so it is very significant to continue obtaining the loyalty of family-oriented consumers.

B. Three Promotional Ideas for SixFlags Kentucky Kingdom's Target market:

1. Families tend to be large, making trips to amusement parks expensive. For this reason, SixFlags Kentucky Kingdom should offer one free ticket following the purchase of six tickets.

2. Gas prices have been fluctuating, making the roadtrip to amusement parks just as expensive as the actual parks. For this, SixFlags Kentucky Kingdom should include gas coupons on each ticket.

3. School is important to the well-being of a child, so SixFlags Kentucky Kingdom should offer a ten-dollar discount at the showing of a grade report card containing all A's.

CONTINUE ON OTHER SIDE IF ADDITIONAL SPACE IS NEEDED

KENTUCKY OCCUPATIONAL SKILL STANDARDS ASSESSMENT (4)
SCENARIO RESPONSE SHEET

DIRECTIONS: *SELECT 1 (ONE) SCENARIO* ☐ SCENARIO A ■ SCENARIO B ☐ SCENARIO C

ASSESSMENT NAME: Marketing

STATE STUDENT ID#: _

A. Why do businesses need a target market?

A target market consists of the group of consumers a business is focused on selling their product or service to. In the case of SixFlags Kentucky Kingdom, families have been identified as a target market. Focusing on this target market is crucial to their success because families have been the key consumers in the past and now, the present. This target market has brought in enough revenue to keep this business in tact, so it is very significant to continue obtaining the loyalty of family-oriented consumers.

Thorughly explaines the importance of a target Market.

Grammatical

B. Three Promotional Ideas for SixFlags Kentucky Kingdom's Target market:

1. Families tend to be large, making trips to amusement parks expensive. For this reason, SixFlags Kentucky Kingdom should offer one free ticket following the purchase of six tickets.

2. Gas prices have been fluctuating, making the roadtrip to amusement parks just as expensive as the actual parks. For this, SixFlags Kentucky Kingdom should include gas coupons on each ticket.

3. School is important to the well-being of a child, so SixFlags Kentucky Kingdom should offer a ten-dollar discount (at the showing of a grade report card containing all A's.)

- Target Market is thoroughly explained
- a good rationale is given for all types of promotions
-Well organized
-Few grammatical errors that do not distract the reader

KOSSA Benchmark Sample Discussion

Program Area: Marketing

Score Point 3
Sample 1

Score Rationale

This response scored a 3 because the student adequately described two types of promotions and explains the importance of target markets to the success of a business. The student organizes this response using bullets and concise explanations. There were a few grammatical errors but they did not distract the reader.

Teaching Points

Teachers may use this sample during instruction to:

- discuss the importance of the scoring rubric when developing a student response. Using as an example that the student adequately explained 2 types of promotions instead of 3 and still passed the scenario portion of the assessment. .
- discuss how the student explained the importance of target markets to a business.
- show how to organize using bullets and communicate in a concise manner.
- discuss with the student that there were a few spelling errors but they do not distract the reader.

3

KENTUCKY OCCUPATIONAL SKILL STANDARDS ASSESSMENT
SCENARIO RESPONSE SHEET

3

DIRECTIONS: *SELECT 1 (ONE) SCENARIO* ☐ SCENARIO A ■ SCENARIO B ☐ SCENARIO C

ASSESSMENT NAME: 2008 Marketing Assessment

STATE STUDENT ID#:

With Kentucky Kingdom's target market being families, there are several promotions they could use to attract more customers.

1. They could offer a family plan, making it cheaper for families, of four or more people, to pay admission prices.

2. Also they could plan and advertise special shows or plays directed towards family viewers.

3. Another idea would be to add a new ride, fun for kids and adults and very family friendly.

A target market is crucial to the sucess of a business. Instead of general people, you have a certain type to reach out to. You can make your promotions more specific being sure to attract more people. A target market keeps you on track and sets a basis of all promotion and advertising and is a much more sucessful plan when compared to mass maketing or advertising to general public.

CONTINUE ON OTHER SIDE IF ADDITIONAL SPACE IS NEEDED

KENTUCKY OCCUPATIONAL SKILL STANDARDS ASSESSMENT
SCENARIO RESPONSE SHEET

3

DIRECTIONS: *SELECT 1 (ONE) SCENARIO* ☐ SCENARIO A ■ SCENARIO B ☐ SCENARIO C

ASSESSMENT NAME: 2008 Marketing Assessment

STATE STUDENT ID#:

With Kentucky Kingdom's target market being families, there are several promotions they could use to attract more customers.

1. They could offer a family plan, making it cheaper for families, of four or more people, to pay admission prices.

2. Also, they could plan and advertise special shows or plays directed towards family viewers.

A Dequately describes 2 promotions

3. Another idea would be to add a new ride, fun for kids and adults and very family friendly.

Not a promotion

A target market is crucial to the sucess of a business. Instead of general people, you have a certain type to reach out to. You can make your promotions more specific being sure to attract more people. A target market keeps you on track and sets a basis of all promotion and advertising and is a much more sucessful plan when compared to mass maketing or advertising to general public.

SP

- Adequatley describes 2 types of promotions
-Adequately explaines the importance of target market to a business
- Well organized using bullets and concise explanation
- Some grammatical & Spelling erross, but does not distract reader

KOSSA Benchmark Sample Discussion

Program Area: Marketing

Score Point 2

Sample 1

Score Rationale

This response scored a 2 because the student didn't explain the types of promotions listed. There was reference made to the target market but hard to understand the importance to the business. The organization was minimal and hard to follow. There were some grammatical and spelling errors that could distract the reader.

Teaching Points

Teachers may use this sample during instruction to:

- discuss what the student needed to do to improve the score of this paper from a 2 to a 3 (explain the types of promotions, improve on organization, and watch for spelling and grammar errors).
- discuss the importance of using the scoring rubric when developing the student response.
- reinforce the importance of developing your ideas in an organized and concise manner.
- discuss the important of good grammar and spelling skills and how they can distract from reading.

3

2

KENTUCKY OCCUPATIONAL SKILL STANDARDS ASSESSMENT
SCENARIO RESPONSE SHEET

DIRECTIONS: *SELECT 1 (ONE) SCENARIO* ☐ SCENARIO A ☒ SCENARIO B ☐ SCENARIO C 2

ASSESSMENT NAME: Marketing.

STATE STUDENT ID#:

Three types of promotions that Kentucky Kingdom Could offer to attract families are lunch with Bugs Bunny, Half off next days ticket with one general admission, bring a friend free with the purchase of a Six flags Kentucky Kingdom Season Pass and V.I.P passess that include a tour around the park for those who are not from this general area.

These types of promotions are crucial to the Success of the busines because their target market are families with children and friends. Its crucial to the success of the business for Kentucky Kingdom because they depend on customers to attend the park and spend money on their services. The promotions tie into this catogory of success simply because Customers want to save money. If Kentucky Kingdom offers discounts, Play Resorts for the Children, and passess for the entire park than this ties into attracting customers into their Business. Customers will see what the business has to offer which is thrills and chills and want to attend this adventure. The bright side is that their saving money with all the discounts they can earn with just one visit.

CONTINUE ON OTHER SIDE IF ADDITIONAL SPACE IS NEEDED

KENTUCKY OCCUPATIONAL SKILL STANDARDS ASSESSMENT
SCENARIO RESPONSE SHEET

3
2

DIRECTIONS: *SELECT 1 (ONE) SCENARIO* ☐ SCENARIO A ☒ SCENARIO B ☐ SCENARIO C (2)

ASSESSMENT NAME: Marketing.

STATE STUDENT ID#: _____

Three types of promotions that Kentucky Kingdom Could offer to attract families are: (GRA) lunch with Bugs Bunny, (2) (GRA) Half off next days ticket with one general admission, bring a friend free with the purchase of a Six flags Kentucky Kingdom Season Pass and V.I.P passes that include a tour around the park for those who are not from this general area.

Listed 3 promotions without any Explanation

These types of promotions are crucial to the Success of the busines, (SP) because their target market are families with children and friends. Its crucial to the success of the business for Kentucky Kingdom because they depend on customers to attend the park and spend money on their services. The promotions tie into this catogory of success simply because customers want to save money. If Kentucky Kingdom offers discounts, Play Resorts (SP) for the children, and passes (SP) for the entire park (GRA) than, this ties into attracting customers into their Business. Customers will see what the business has to offer, which is thrills and chills and want to attend this adventure. The bright side is that their (SP) saving money with all the discounts they can earn with just one visit.

Mini Malls explains the importance of the target market.

-No explanation of the type of promotions
- minimally explains the importance of target market to a business.
- But lacks organization and seems hard to follow
-Some grammatical and spelling errors that distracts the reader

KOSSA Benchmark Sample Discussion

Program Area: Marketing

Score Point 1
Sample 1

Score Rationale

This response scored a 1 because the student didn't list the correct types of promotions and didn't mention the importance of target markets to a business. The organization was limited and the information inadequately communicated. There were many grammatical and spelling errors that would distract the reader.

Teaching Points

Teachers may use this sample during instruction to:

- discuss the importance of using the scoring rubric when developing a student response.
- discuss the importance of technical content knowledge.
- discuss how the paper could have been organized in a more effective manner.
- discuss how the grammatical and spelling errors could distract the reader.

1. 2 (1)

KENTUCKY OCCUPATIONAL SKILL STANDARDS ASSESSMENT
SCENARIO RESPONSE SHEET

(B) Three types of promotions that Kentucky kindgom could offer to attract families are, first they offer thrill, Second Concession, and then fun. These three thing in my opinion has given them the success they have to this day.

First their is thrill people in general want to expierence thrill when going to an amusement park. They wanna feel the thrill when getting on a roller coaster. Haveing your stomach turn inside out when it starts to move.

Then concession, when your at an amusement park you need food. They sell it cheap with free drink refills. This is what sells food. Free drink refills. They family is gonna get hungry so bring a little extra cash.

last but not least they want fun, families want to have fun. When your at an amusement park you do not want it to boring you want it to be exciting and fun. This is why kentucky kingdom has been so successful. Without all these thing they would not be successfull.

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2 (1)

KENTUCKY OCCUPATIONAL SKILL STANDARDS ASSESSMENT
SCENARIO RESPONSE SHEET

(b) Three types of promotions that Kentucky Kindgom could offer to attract families are, first they offer thrill, second concession, and then fun. These three thing in my opinion has given them the success they have to this day.

Not Considered Types of Propmotions

First their (SP) is thrill people in general want to expierence thrill when going to an amusement park. They wanna (Sp) feel the thrill when getting on a roller coaster, haveing (Sp) your stomach turn inside out when it starts to move.

Grammer - Incomplete sentence

Then concession, when your (SP) at an amusement park you need food. They sell it cheap with free drinr refills. This is what sells food. Free drink refills. They (SP) family is gonna (GR) get hungry so bring a litthe extra cash.

Could have been a promotion if identified.

List (GR) but not least they want fun, families want to have fun. When your at an amusement park you do not want it to (SP) Doring you want it to be exciting and fun. This is why kentucky kingdom has been so successful. Without all these thing (GR) they would not be successfull.

- No Explanation of target market
- Doesn't list types of promotions correctly
-Organized but with inadequate informtation
-Several grammatical spelling errors.