



2020 Annual Report

About Us

Welcome to our Annual Report for 2020

Our priority throughout this year has been to communicate the positive contributions that technology makes to all forms of assessment. We achieved this via our websites, social media, direct membership reach, lobbying, events, and our Awards programme. Due to the eAA's increasing levels of activity and turnover from running our own events and welcoming a broader range of sponsors, we have incorporated 'eAssessment Services Ltd' as our trading arm to deliver services to our members. As outlined at our AGM, we've started to make some structural changes to the organisation that solidifies our ability to support the growing needs of the sector and broaden our reach, making the association more agile and resilient for the future.

16 board members with a growing support team:

- ✓ Anna Cavadias, our new Administration and Marketing Coordinator
- ✓ Karen Pernyes, our Events and Marketing Manager
- ✓ Marketing agency support for the Conference and Awards projects
- ✓ Freelance conference producer
- ✓ Website development company

20 sponsors

2,350+

individual memberships

^42% since Jan 2020

With thanks to our sponsors

The work and efforts of the eAA would not be possible without our sponsors. Please visit their websites via e-assessment.com/sponsors to learn about the products and services they offer to the sector.

Gold Sponsors



Silver Sponsors



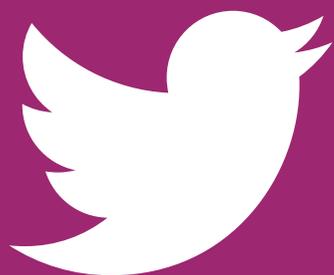
Engagement

Statistics from Jan-Oct 2020



Top Tweet

Congratulations to Professor Diana Laurillard @thinksitthrough, winner of the e-Assessment Lifetime Contribution Award sponsored by @acereduau #AwardWinner



2,491 followers
298,579 impressions
600 tweets

273 company page followers

774 discussion group members

10 podcasts featuring

20 assessment experts

Members' Podcasts coming soon

From November 2020 we will be publishing 'Members' Podcasts', enabling our members to hold discussion and debate.



Article contributions

Our exams no longer suit our future world

Matt Wingfield, eAA Chair, contributed to the article published by Teaching Times (20k subscribers).

Coronavirus: Exam students angry at Oxford invigilators seeing into their rooms

Graham Hudson, eAA Secretary, contributed on perceived challenges to remote invigilation published in The Times (300k subscribers).

e-assessment.com/news

20 blogs published

23 news stories

9 case studies

New stories every month.

Events

Key events in 2020

The eAA works to ensure that it has a strong voice and influence in the key policy debates involving the assessment of learning, training and competency. In addition to lobbying and speaking at key industry events, this year we took over the running of the international e-Assessment Question Conference, involving a rapid pivot to successfully deliver our first conference online.

Jan
22

Showcase presentations at BETT

Capacity audience for both **Overcoming the challenges of deploying e-assessment technologies within education institutions** and **Innovative technologies to improve formative assessment, feedback, and reduce workload.**

Jan
24

Ofqual Workshop on Assessment

Joined other key sector stakeholders, including government agencies, AOs, and policy makers, to discuss and debate the barriers to adoption of online & onscreen assessment.

Feb
12

e-Assessment Research Workshop

Organised by the eAA and hosted by ACER UK with AlphaPlus, City & Guilds, NCFE, NFER, Ofqual and Qualifications Wales.

Mar
3

Presentation at annual Ofqual staff conference

Invited to all staff conference to share inspirational case studies and showcase how technology can transform assessment.

Mar
31

Community response to COVID-19 pandemic

Published a thought leadership blog [Supporting the assessment community here and now - COVID-19](#) with a summary of resources, guidance and support available from eAA sponsors to help organisations through the pandemic.

Apr
1

COVID-19 lobbying campaign

Launched a programme of ongoing communications with policymakers and regulators offering support and guidance to help overcome the challenges of COVID-related restrictions on assessment delivery.

Jun



e-Assessment Awards 2020

In June we organised a webinar with Transforming Assessment, chaired by Martha Gibson, eAA Partnerships Secretary, to showcase selected Awards finalists. We then held our first ever [virtual Awards presentation](#), with hundreds of viewers tuning in either live or on demand. [View our brand new digital publication](#) to see all the finalists and winners from this year.



7

categories
decided by



24

independent
judges

With thanks to the
Awards sponsors



Testing
Excellence



Events

Jun
23

✓ e-Assessment Question Virtual Conference

Jul
22

Webinar

How to Pivot Your Assessments to fit 2020 and beyond
Matt Wingfield, eAA Chair, and Graham Hudson, eAA Secretary, keynote for a webinar hosted by TCS iON.

Oct
23

Webinar

Anatomy of Online Examinations & Assessments
Graham Hudson, eAA Secretary, keynotes for a webinar hosted by NISSMAT in India.



3
weeks
filled with

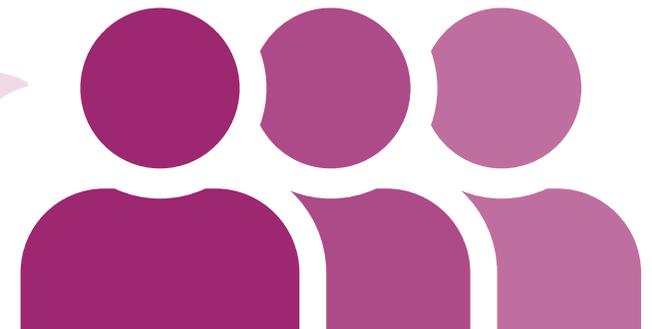


15
hours of
quality content



1,435
views on
YouTube

30
speakers



With thanks to the Conference sponsors



The e-Assessment Association is grateful for the continued support of all our 2020 sponsors, without whom much of this work would not have been possible.

Gold Sponsors



Silver Sponsors

