



The *ETS*® Personal Potential Index



An Update from ETS

University of Memphis

October 27, 2011

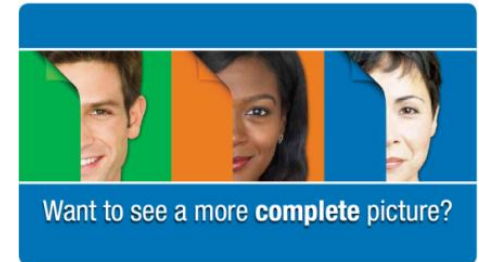
Michelle Hampton

Associate Director, Global Client Relations

Educational Testing Service

The *ETS*® Personal Potential Index (*ETS*® PPI)

Get a more complete picture of your graduate applicants to find the best candidates for your program



- A convenient and easy-to-use, web-based, multi-rater system for evaluating the core personal attributes of applicants to graduate or professional school
- An Evaluation Report based on evaluator feedback provides both quantitative and qualitative information about an applicant



Why Did ETS Develop the PPI?

ETS® PPI was developed to address a need:

- Based on 10 years of groundbreaking research
- Developed in response to requests from graduate deans and admissions professionals who expressed a need for a tool that could measure noncognitive skills to offer a more “rounded” student application
- The first admissions tool that standardizes the evaluation of noncognitive skills necessary for graduate and business school



What Is the Research Basis for the *ETS*® PPI?

- **Multiple sources:**
 - Input from *GRE*® Board noncognitive symposium (June 2001)
 - Research by ETS scientists and others in the field
 - personality theory
 - measurement of personal qualities and noncognitive skills
 - Feedback from hundreds of graduate and professional school deans and faculty members
 - Analysis and refinement of the instrument
- **Three-year pilot with:**
 - Project 1000 at Arizona State University
- **Commitment to:**
 - Ongoing validity studies exploring the relationship between these attributes and success in graduate and professional school



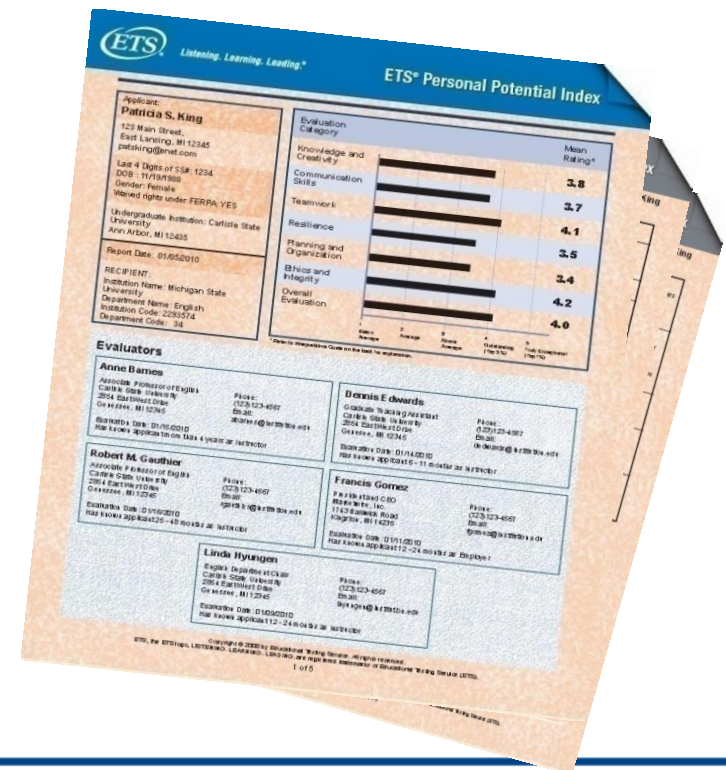
The *ETS*® PPI Can Help ...

- Graduate and Professional Schools:
 - Identify applicants who are more likely to persist and succeed
 - Increase the diversity of graduate programs
- Applicants:
 - Provide evidence of a broader range of capabilities
 - Request and track evaluations easily
- Faculty and Other Evaluators:
 - Consistently evaluate personal qualities that are critical for success in graduate and professional school
 - Share feedback quickly and easily with multiple institutions



The *ETS*® PPI Evaluation Report

- Yields an overall evaluation rating of the applicant
- Provides ratings on six core attributes identified as critical for success in graduate and professional school:
 - Knowledge and Creativity
 - Communication Skills
 - Teamwork
 - Resilience
 - Planning and Organization
 - Ethics and Integrity
- All *GRE*® revised General Test registrants can send four free ETS PPI Evaluation Reports



Six Dimensions, 24 Statements – Plus an Overall Evaluation

• Knowledge and Creativity

- Has a broad perspective on the field
- Is among the brightest persons I know
- Produces novel ideas
- Is intensely curious about the field

• Communication Skills

- Speaks in a clear, organized and logical manner
- Writes with precision and style
- Speaks in a way that is interesting
- Organizes writing well

• Teamwork

- Supports the efforts of others
- Behaves in an open and friendly manner
- Works well in group settings
- Gives criticism/feedback to others in a helpful way

• Resilience

- Accepts feedback without getting defensive
- Works well under stress
- Can overcome challenges and setbacks
- Works extremely hard

• Planning and Organization

- Sets realistic goals
- Organizes work and time effectively
- Meets deadlines
- Makes plans and sticks to them

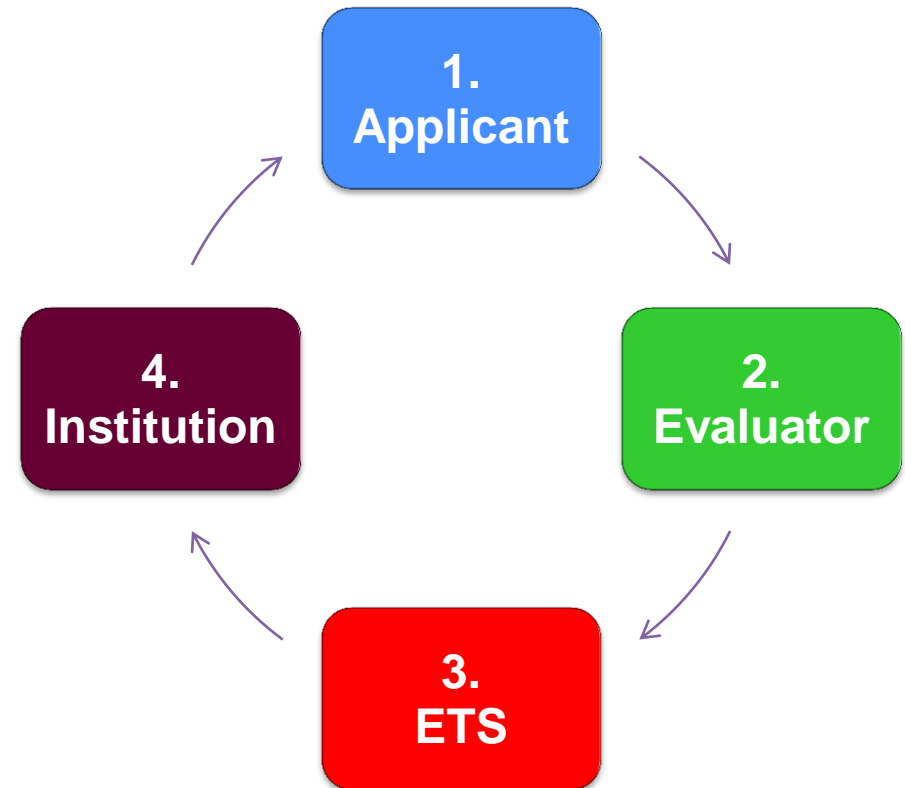
• Ethics and Integrity

- Is among the most honest persons I know
- Maintains high ethical standards
- Is worthy of trust from others
- Demonstrates sincerity



How Does the *ETS*[®] PPI Work?

1. Applicant selects evaluators
2. Evaluators rate applicant
3. ETS creates Evaluation Report
4. ETS sends Evaluation Report
 - Free to receiving institutions

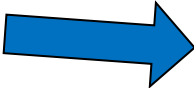



For Each of the Six Dimensions

The evaluator responds to four statements



The evaluator can also add comments for each dimension



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ETS PPI Evaluator: Anne Barnes

1. Select Applicant | 2. Evaluate Applicant | 3. Review Evaluation | 4. Evaluation Complete

Relationship to Applicant | Knowledge and Creativity | Communication Skills | Teamwork | **Resilience** | Planning and Organization | Ethics and Integrity | Overall Evaluation | Self-Evaluation

Resilience **Applicant: Patricia S. King**

Please rate the applicant relative to others in your department or unit who have gone on to graduate or professional study. "Insufficient Opportunity to Evaluate" responses are excluded from the ETS® PPI Evaluation Report.

| | | | | | | |
|--|-------------------------------------|-------------------------------|-------------------------------------|--|--|--|
| Accepts feedback without getting defensive | <input type="radio"/> Below Average | <input type="radio"/> Average | <input type="radio"/> Above Average | <input type="radio"/> Outstanding (top 5%) | <input type="radio"/> Truly Exceptional (top 1%) | <input type="radio"/> Insufficient Opportunity to Evaluate |
| Works well under stress | <input type="radio"/> Below Average | <input type="radio"/> Average | <input type="radio"/> Above Average | <input type="radio"/> Outstanding (top 5%) | <input type="radio"/> Truly Exceptional (top 1%) | <input type="radio"/> Insufficient Opportunity to Evaluate |
| Can overcome challenges and setbacks | <input type="radio"/> Below Average | <input type="radio"/> Average | <input type="radio"/> Above Average | <input type="radio"/> Outstanding (top 5%) | <input type="radio"/> Truly Exceptional (top 1%) | <input type="radio"/> Insufficient Opportunity to Evaluate |
| Works extremely hard | <input type="radio"/> Below Average | <input type="radio"/> Average | <input type="radio"/> Above Average | <input type="radio"/> Outstanding (top 5%) | <input type="radio"/> Truly Exceptional (top 1%) | <input type="radio"/> Insufficient Opportunity to Evaluate |

Add examples and general comments on Resilience, if appropriate, by typing or pasting unformatted text into the text box. (1,000 character maximum; approximately 150-200 words)



The Evaluation Report Shows ...



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ETS® Personal Potential Index

- Applicant information →
- Recipient information →
- A summary of the mean ratings for each of the six dimensions and overall evaluation →
- Evaluator information →

Applicant:
Patricia S. King
 123 Main Street,
 East Lansing, MI 12345
 patsking@enet.com

Last 4 Digits of SS#: 1234
 DOB : 11/19/1988
 Gender: Female
 Waived rights under FERPA: YES

Undergraduate Institution: Carlisle State University
 Ann Arbor, MI 12435

Report Date: 01/05/2010

RECIPIENT:
 Institution Name: Michigan State University
 Department Name: English
 Institution Code: 2293574
 Department Code: 34

| Evaluation Category | Mean Rating* |
|---------------------------|--------------|
| Knowledge and Creativity | 3.8 |
| Communication Skills | 3.7 |
| Teamwork | 4.1 |
| Resilience | 3.5 |
| Planning and Organization | 3.4 |
| Ethics and Integrity | 4.2 |
| Overall Evaluation | 4.0 |

* Refer to Interpretive Guide on the back for explanation.

Evaluators

Anne Barnes
 Associate Professor of English
 Carlisle State University
 Phone: (123)123-4567
 Evaluation Date: 01/15/2010
 Has known applicant more than 4 years as instructor

Dennis Edwards
 Graduate Teaching Assistant
 Carlisle State University
 Phone: (123)123-4567
 Email: deawards@listribtbi.edu
 Evaluation Date: 01/14/2010
 Has known applicant 6 - 11 months as instructor

Robert M. Gauthier
 Associate Professor of English
 Carlisle State University
 2854 East West Drive
 Galesville, MI 12345
 Phone: (123)123-4567
 Email: rgauthie@listribtbi.edu
 Evaluation Date: 01/16/2010
 Has known applicant 25 - 48 months as instructor

Francis Gomez
 President CEO
 Make Mike, Inc.
 1743 Ballwick Road
 Klingston, MI 14235
 Phone: (123)123-4567
 Email: fgomez@listribtbi.edu
 Evaluation Date: 01/11/2010
 Has known applicant 12 - 24 months as Employer

Linda Hyungen
 English Department Chair
 Carlisle State University
 2854 East West Drive
 Galesville, MI 12345
 Phone: (123)123-4567
 Email: lhyungen@listribtbi.edu
 Evaluation Date: 01/03/2010
 Has known applicant 12 - 24 months as instructor

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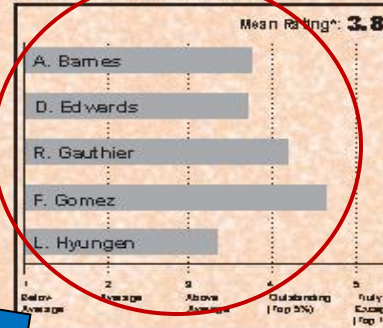
The Evaluation Report Shows ...



For each of the six dimensions and the overall evaluation, the report shows:

- Individual evaluator ratings
- Mean ratings
- Evaluator comments

Knowledge & Creativity



Evaluator Comments

A. Barnes: Pat's knowledge of the field is very strong.

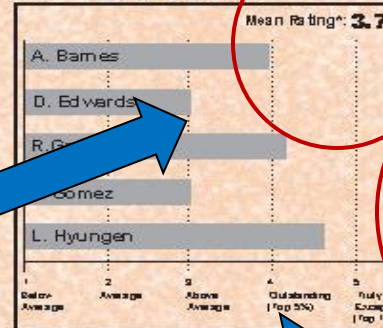
D. Edwards: Pat has a greater breadth of knowledge of the field than do many graduate students. She reads voraciously and loves to discuss what she has read.

R. Gauthier: Pat is very creative and an excellent writer.

F. Gomez: Pat consistently came up with novel and interesting ideas in our staff meetings.

L. Hyungen: Pat is one of our strongest undergraduate majors. She has genuine intellectual curiosity, a quality that will serve her well in graduate school.

Communication Skills



Evaluator Comments

A. Barnes: Pat's communication skills, especially in writing, are very strong.

D. Edwards: Pat is an excellent writer and expresses herself well orally.

R. Gauthier: Pat is an excellent writer.

F. Gomez: Pat speaks very well. Her writing is also very good.

L. Hyungen: Pat is one of the very best undergraduate writers I have encountered in recent years. Her writing is polished and well-organized, with a definite flair. Her oral communication skills are also very strong. She gave an outstanding presentation on Emily Dickinson in the senior seminar.



It's Easy to Start Using the *ETS*® PPI

1. Talk with your colleagues about requiring or recommending that applicants submit an *ETS* PPI Evaluation Report as part of the application process
2. Decide how you will use *ETS* PPI Evaluation Reports in the admissions process
 - You could require that all applicants submit an *ETS* PPI Evaluation Report as part of the application;
 - Perhaps recommend that all or certain applicants submit an *ETS* PPI Evaluation Report as part of the application;
 - Or neither require nor recommend, but consider if submitted by an applicant.



It's Easy to Start Using the *ETS*® PPI (cont'd)

3. Paper or electronic? Decide whether you would like to receive *ETS* PPI Evaluation Reports in paper format or electronically via *SCORELINK*® Internet delivery service
 - Reports are sent electronically via *SCORELINK*® in both PDFs and XML files.
4. Let prospective applicants know that an *ETS* PPI Evaluation Report is required or recommended for admission



For More Information

- ✓ *ETS*® Personal Potential Index – www.ets.org/ppi
- ✓ E-Mail – ppi@ets.org
- ✓ Phone – 1-609-683-2866
- ✓ Mail – ETS PPI
PO Box 6000
Princeton, NJ 08541-6000



Questions?



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PPI Presenter and Tennessee Representative

Michelle Hampton

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609-683-2187

