
OFFICE OF GOVERNOR RONNIE MUSGROVE
INTEROFFICE MEMORANDUM

TO: GOVERNOR
FROM: RILEY
SUBJECT: ETS: *MISSISSIPPI WRITES* UPDATE
DATE 6/15/03
CC: FILE

You'll remember that ETS wants Mississippi to be the model for implementation of its **Criterion** online writing program. **Criterion** is a web-based service that utilizes e-rater, ETS's automated scoring technology, to offer students real-time analysis/evaluation of their writing skills. **Criterion** detects errors in grammar, mechanics, and usage. It also offers teachers the ability to insert comments regarding errors. Overall, **Criterion** offers students greater opportunity to improve their skills at their own pace and makes it easier for teachers to evaluate students' work.

Ideally, ETS would like to take **Criterion** statewide, either via a state initiative or individual schools' participation. They understand the state fiscal situation, but want to shoot for implementing a pilot program at Canton at no cost to the state or the Canton school district. ETS has selected Canton because ETS has worked with Nissan for approximately 15 years and they think this could be a great project between ETS, Nissan, our office and the Canton schools. ETS has briefed Dr. Henry Johnson and Mr. Reuben Myers, Superintendent of Canton schools, both of whom are excited about the project.

ETS anticipates a statewide project costing approximately \$2 million and taking approximately 2 years to implement. ETS is working with Lurleen Irving, Community Relations Director for the Nissan Canton and Irving does not seem to think that the \$2 million will be a problem. The proposal is in the process of being approved up the Nissan chain at this time, but it is anticipated that full approval will not be made until late summer or early fall. ETS has stated that projected costs will increase after June 30 (end of fiscal year).

Kurt Landgraf, President and CEO of ETS, would like to talk to you about the project. He is prepared to take your call at any time. His numbers are as follows:

609-734-5006 (work – His assistant's name is Susan Mains)
609-734-5750 (work – His direct line to his desk if Susan is not at her desk.)
609-731-2558 (cell – He also uses this phone at home, so you can reach him after 5:00 and on weekends at this number)

After speaking to Landgraf, please advise me of any action that you need me to take.