

1. What is ELSA Elementary?

It is a measuring instrument – it quantifies and diagnoses. It is also a prior-learning and ABET-placement guide.

2. What does ELSA Elementary quantify?

It quantifies a respondent's English and quantitative literacy skills performances (competency-input levels), equating the performance levels to those of English Mother Tongue (EMT) users.

3. How does ELSA Elementary equate performance levels?

It expresses an employee's English and quantitative literacy skills levels in terms of grades and/or ABET levels. A skills grading of 7 means equivalent 7 years of formal training, i.e. Grade 7/ABET 3. In other words, ELSA is a norms-based assessment and not syllabus-based.

NQF 4	Gr 12		
NQF 3	Gr 11		
NQF 2	Gr 10		
NQF 1	Gr 9		
	Gr 8		
ABET 3	Gr 7		
	Gr 6		
ABET 2	Gr 5		
	Gr 4		
ABET 1	Gr 3		

LITERACY | NUMERACY

FUNCTIONALLY LITERATE:

Having the basic skills (literate and numerate) to cope with everyday living, including work

6. Why do you call your measuring instrument ELSA Elementary?

ELSA is an acronym for English Literacy Skills Assessment. "Elementary" indicates that it is suitable for assessing the skills of respondents with education levels up to Grade 9/ABET 4.

7. Is ELSA an 'imported' assessment?

No, it is home-grown – designed and developed in South Africa to cater for the needs of southern Africa.

8. You say ELSA measures English literacy skills levels. Why don't you use education levels instead? Everybody learns English at school, and every school leaver gets a school certificate.

You're right about school leaving certificates, but you're wrong about school levels. Most employers will tell you that scholastic levels and English literacy levels are like chalk and cheese. This is especially true for the vast majority of second language school leavers. Our research shows that more than 90% of blue-collar workers are not functionally literate in English (equivalent Grade 7 and lower). In other words, an employee's education level is often an unreliable predictor of his/her English literacy skills level. In many instances it is even grossly misleading – to him/herself and to his/her employer.

9. How is ELSA structured?

There are eight 'sub-tests', viz. phonics, dictation, basic numeracy, quantitative literacy, spatial relationships (verbal), reading comprehension (elementary), reading comprehension (intermediate) and cloze procedure.

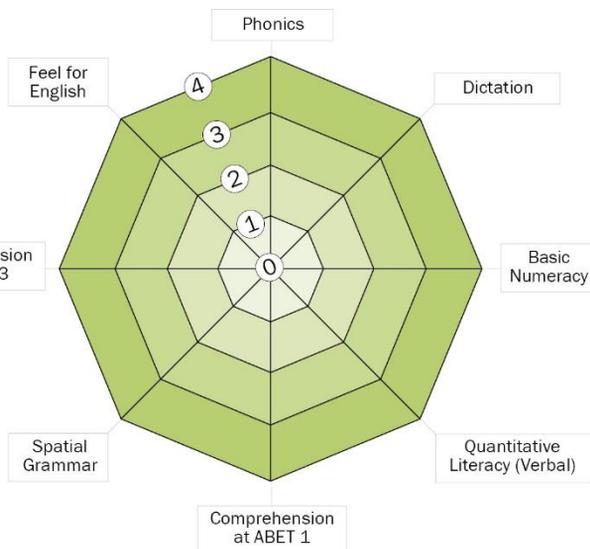
4. What does ELSA Elementary diagnose?

It shows up an individual's strengths and weaknesses in an English language training environment. It is essentially a prior-learning and ABET-placement guide for English and Numeracy/Maths.

5. Who developed ELSA Elementary?

ELSA Elementary was designed and developed locally by Hough & Horne in consultation with the HSRC.

Hough & Horne, consultants, are experts at assessing and improving English and quantitative literacy skills. They have helped thousands of learners to get more out of their jobs by targeting their fundamental skills.



10. What are ELSA's technical features?

ELSA is standardized (i.e. administration, scoring and interpretation). The scoring is objective and the functions are mastery, survey and diagnostic. It is a group verbal (written) assessment including mixed power and speed testing.

11. What about the time span?

ELSA takes about 90 minutes to complete.

12. Who does the scoring? How long does it take?

ELSA is marked and scored manually by the suppliers (Hough & Horne). Clients get reports within 24 hours.

13. What about norms, validity and reliability?

ELSA norms are national norms and were established under the direction of the HSRC, using representative groups. Moreover, ELSA's predictive validity is 84% and its reliability 0,67.

14. Is ELSA culture fair?

Yes, ELSA is culture fair in that it steers clear of meta language, colloquialisms, idiomatic expressions and dialectic usage.

15. Who are your clients? Who uses your ELSA measuring instruments?

We have serviced, among others, the following clients since 1990: Standard Bank, FNB, ABSA, FEDLIFE, Nedcor, Nu Metro, Gallo, Southern Life, Momentum Life, African Life, Guardian National, Transnet, Afrox, De Beers, Coopers & Lybrand, Deloitte & Touche, University Pretoria, RAU, Wits University, Tshwane University of Technology, Vaal Triangle Technikon, Wits Technikon, SAPS, Optimus Foundation, NAMDEB, ATNS, ACSA, Beares Group, ACT, BIFSA, Baldwins Steel, BAYER, COATES, HR Training, PRESMED, Salvation Army, AECL, Swiss Re, Zinchem, Bankfin, RELYANT, SA Mint, State Theatre, Spoornet, Wild Coast Sun, Rainbow Chicken, Tecquest, SA Navy, PMI, Gauteng Province, Ministry of Education Mpumalanga, African Cables, Rouxcor Holdings, SAA, the Wholesale & Retail SETA, MERSETA, TETA, The Oprah Winfrey Academy for Girls, Value Logistics, Samancor, Bidair Hospitality, Sasol, Tiger Brands, City of Cape Town etc.

16. What is the cost of ELSA Elementary?

Grading and/or Diagnostic report are priced per person. An administrative cost per session of 20 learners (maximum) per session is applicable. Please consult our local Kaleidoprax Licensee for a quotation to meet your specific need.

17. How would ELSA benefit my/our company/organization?

In more ways than one:

- ELSA will pick out potential achievers in your workforce.
- ELSA will pick out those with poorly developed literacy skills. Once they've been identified, their skills can be upgraded – positive affirmative action!
- ELSA will ascertain and verify the literacy skills levels of new recruits, in particular those for whom English is a second or third language.
- ELSA will help you to determine the literacy comfort zone of your workforce which, in turn, will enable you to make your training manuals, in-house publications, standing instructions, IR procedures, etc. user friendly.
- Literacy is a sine qua non for better COMMUNICATION and higher TRAINABILITY.

ELSA is the first step!

18. What is the next step?

We have the tools to solve the literacy and numeracy related problems you identify with ELSA. These include an instructor-led communicative competence language skills programme (Hands-On English) and an online vocabulary and reading skill enhancement programme (PERLS).

Talk to us!

"If I had to reduce all of educational psychology to just one principle, I would say this: The most important single factor influencing learning is what the learner already knows.

Ascertain this and teach him/her accordingly."

(David P. Ausubel 1968)

A new delivery method...Online

One assessment for Elementary & Intermediate. All candidates engage in initial activities as in ELSA Elementary. Only if results are beyond NQF 1, Intermediate activities will be introduced for FET band benchmarking.

- No more inaccurate placement decisions!
- No more unnecessary subjection to higher end proficiency activities, and so saving assessment time.
- **Immediate** results.
- 'Birds-eye view' **dashboard diagnostic** report per candidate.
- Dashboard reports for **batch data**