



2025 PHILED CONFERENCE
Changing the Narrative of Philippine Education
By Making Reforms Work



Center for
Educational
Measurement, Inc.

THE TEST OF EXCELLENCE

Changing the Narrative of Standardized Assessment

Lessons from Independent Education Assessment Bodies

Presented by:

Center for Educational Measurement, Inc.

2025 PhilEd Conference | December 4, 2025



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Who We Are

We are the pioneer and leading provider of testing services, using our own locally developed standardized assessment instruments, in the Philippines since 1978.

We are a non-stock, non profit, service-oriented organization committed to promoting quality and equity in education through sound assessment and research.



Our Beginnings

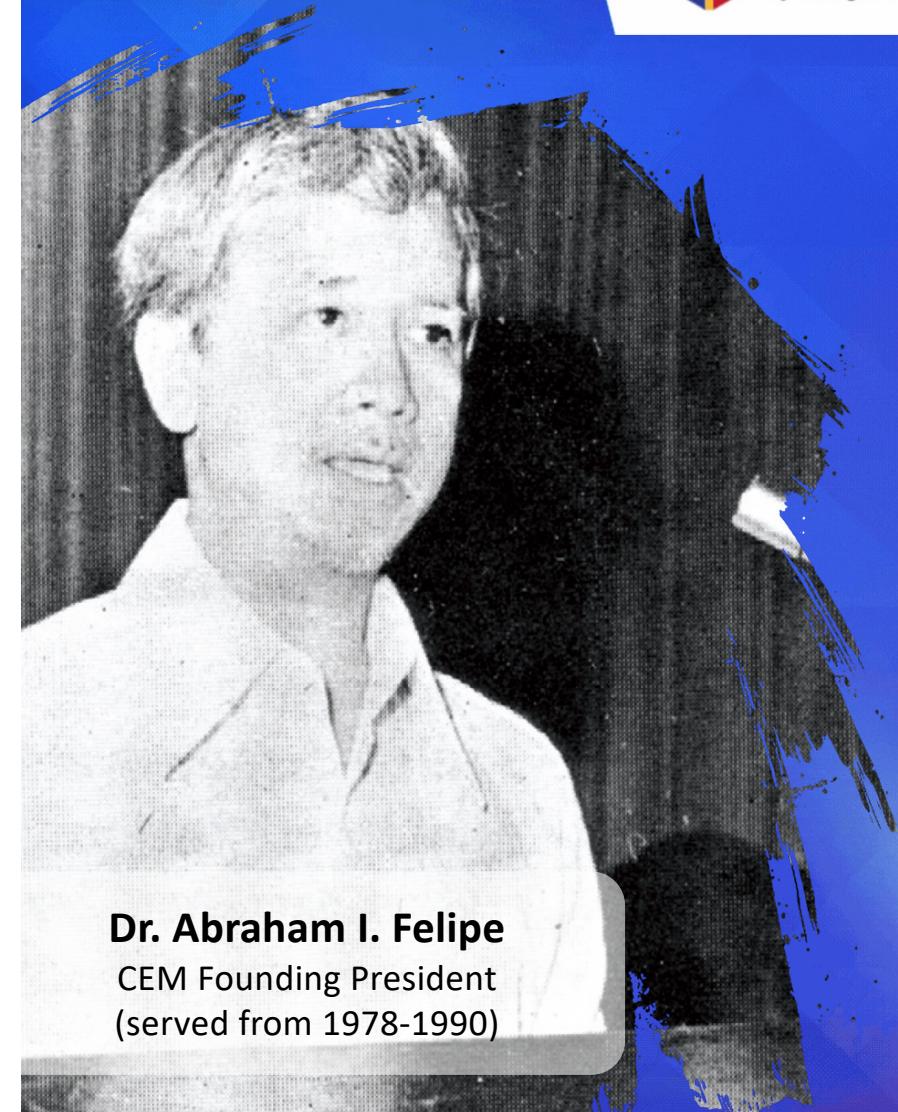
- 1968-Launch of cooperative testing program by ADMU, San Beda and Siliman, under the management of FAPE
- Demand for technical assistance in student selection and institutional planning through standardized testing
- 1978- Spin off of CEM from FAPE



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Dr. Abraham I. Felipe
CEM Founding President
(served from 1978-1990)

**The idea that is CEM,
originated from the
schools.**



Vision

By 2028, CEM is a transformative leader in educational assessment which is the cornerstone of equity and quality in the system of Philippine education.



Mission

To advance the value of assessment towards quality education for all.



Values

Collaboration. Excellence. Malasakit. Integrity. Commitment.



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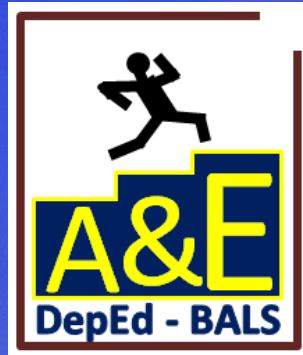
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Our Impact Network



Some Notable Collaborations





The CEM Assessment Service Cycle



Deliver

Ensure fair and secure testing



Develop

Build valid and reliable tools.



Discover

Gain insights through data.



Decide

Inform learning and policy
action.



Assessment as a Sound Investment



**Generates actionable evidence
for educational improvement**



**Strengthens accountability
and educational quality**



**Builds long-term institutional
capacity and leadership**



Supporting decision-making through Standardized Assessments

Teaching and Learning

- Assess Learning Outcomes and Identify Support Needs
- Ensure Curriculum Alignment
- Inform Instructional Planning and Strategies

Admissions and Scholarships

- Predict Academic Readiness and Success
- Balance Grading Differences and Promote Equal Access
- Enhance Transparency in Selection Processes

Career Guidance

- Identify personality, aptitudes and interests
- Guide educational and career decisions
- Support Long-Term Planning and Goal Setting



Innovating with Integrity

Test Development

- 🔍 Enhanced Data Analytics
- 📝 Evidence-Based Validation
- 💻 Online Authoring System & Item Bank with AI Integration
- 📚 Attuned to developments in Philippine education

Test Administration

- ⚙️ Standardized Procedures
- 💻 Flexible Test Delivery
- 🛡️ Secure Digital Testing Platforms with AI Integration
- 🔒 Data Protection Mechanisms



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Assessment Literacy for Educational Development

Promoting evidence-based
educational practices



Empowering educators as
informed decision-makers



Leveraging assessment insights
to create Equitable Pathways
and Future Opportunities



How Schools Use Data



Improve instruction



Align curriculum



Decongest content



Reinforce missed competencies



Support coherent learning from grade to grade



Design assessment tools and complementary services aligned with curriculum and industry trends

Build local capacity and expertise in educational measurement by providing scholarships in Measurement & Evaluation degree program



Provide accessible test data and dashboards for transparency

Establish comprehensive, longitudinal evidence base on learning in support of evidence-based policy



Major Lessons

**Build Trust
Through
Independence
and
Transparency**

**Reframe
Assessment as a
Learning Tool, Not
a Label**

**Use Research and
Collaboration to
Evolve
Assessment
Practices**



Reading Assessment & Monitoring Program (RAMP) at
Paligawan Matanda Elementary School, Carmona, Cavite

Fulfilling our Priority Goals



FORMATIVE & HOLISTIC EMPLOYEE DEVELOPMENT

This goal is dedicated to nurturing well-rounded employees by prioritizing their socio-emotional, physical, mental, and financial well-being and continuing professional development.



REGENERATIVE FINANCIAL SUSTAINABILITY

This goal focuses on implementing robust fiscal management and controls and strengthening the sales and marketing arm in order to ensure business continuity and success.



WORLD-CLASS & ACCESSIBLE PRODUCTS AND SERVICES

This goal focuses on upholding the quality and accessibility of CEM's products and services.

DEEP COMMITMENT TO SOCIAL & ENVIRONMENTAL RESPONSIBILITY

This goal focuses on CEM's deliberate efforts to become more socially-responsible and environmentally-conscious, in cognizance with UN's Sustainable Development Goals.



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**“Assessment is today’s means of
modifying tomorrow’s instruction”**

-Tomlinson (2023)