Help your students improve their writing skills.

With practice and feedback from the Criterion® Online Writing Evaluation service.

The Criterion® Online Writing Evaluation service is a web-based instructional tool that helps students plan, write and revise essays. This fast and easy tool can help students improve their writing skills without requiring additional classroom resources.

Easy to administer. Easy to use.

The Criterion service is an instructor-led writing tool that:

- Provides immediate diagnostic feedback in grammar, spelling, mechanics, usage, style, and organization and development
- Offers unlimited and convenient access — log in anytime, anywhere there is an Internet connection
- Allows instructors to focus efforts on the core areas that need improvement and concentrate on higher-level writing skills
- Reduces classroom time spent on teaching writing fundamentals
- Provides both student and group reports for two kinds of valuable performance data
- Stores online student portfolios with two-way instructor/student interaction capabilities

The Criterion service can be purchased three different ways:

1. Subscription
Institutions purchase subscriptions for students for one or two semesters, allowing students to use the Criterion service for several assignments.

2. Submission
Institutions purchase Criterion sessions for one-time use, such as one part of the placement process or for end-of-course requirements.

3. Bookstore edition
Students purchase a Criterion registration card at the school bookstore. They then use the unique ID and password given by their professor to register online and use the Criterion service for the entire semester.

www.ets.org/criterion
The *Criterion* Service benefits faculty and students in easy, flexible, customizable ways.

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<th>Faculty</th>
<th>Students</th>
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<td><strong>Easy to use</strong></td>
<td>Save and reuse comments to make evaluation faster.</td>
<td>Access the <em>Criterion</em> service online — anytime, anywhere.</td>
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<td>Control which scoring and feedback information students see.</td>
<td>Automatically store the original and most recent submissions.</td>
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<td>Easily track which students have written and revised their essays.</td>
<td>Use the <em>Criterion</em> service as an online student portfolio.</td>
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<td><strong>Flexible</strong></td>
<td>Choose from more than 190 essay topics at various levels of difficulty, as well as essay prompts specifically written for ELL students.</td>
<td>Access a free, online Writer’s Handbook for additional writing guidance.</td>
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<td>Access an additional 170 essay topics available for use with lower-level students.</td>
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<td><strong>Customizable</strong></td>
<td>Instructors can create their own essay topics.</td>
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<td>Add personalized comments directly to finished essays.</td>
<td>The template is available to students throughout the essay-writing process.</td>
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<td>Generate a variety of customizable reports.</td>
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Learn more about how the *Criterion* service can improve your students’ writing abilities.

Visit: [www.ets.org/criterion](http://www.ets.org/criterion)
Call: **1-800-745-0269**
E-mail: [highered@ets.org](mailto:highered@ets.org)

How the *Criterion* service works

The *Criterion* service uses the *e-rater* automated scoring engine that employs a variety of tools to provide immediate feedback and a holistic score, including:

- Natural Language Processing (NLP), a subfield of artificial intelligence
- Statistics
- Computational linguistics
- Algorithms

While it supports all stages of student writing, the *Criterion* service does not grade essay content and cannot take the place of faculty instruction and feedback. It provides supplemental feedback to help improve writing skills.