

PEARSON



POWERING PERFORMANCE IN EDUCATION

A commentary on where we have been and where we
are going in education technology

EXECUTIVE SUMMARY

At Pearson, we believe that providing today's schools and districts with a choice of flexible, interoperable and customizable technology solutions is critical to establishing the infrastructure needed to power performance, across all stakeholder groups, in the digital age.

Adapting education to match today's technology rich environment is not without its challenges. However, we cannot expect to meet the challenges of today with yesterday's tools and still expect to improve for tomorrow. Challenges should not paralyze, rather they should inspire innovation and identify true leaders. Pearson is a long-standing leader in education worldwide. Our strategic investments and commitment to technology have positioned us as a leader in education technology innovation. We know the challenges, from achievement to reporting. We also understand the opportunities. The opportunity to communicate, collaborate, assess and create is within our reach.

Performance matters in everything we do. That's why Pearson is focused on providing the solutions that can impact performance daily. Whether it's reporting, grading, scheduling or communicating, Pearson student information systems and performance solutions make schools' and districts' jobs easier and provide the information needed to make better, more timely decisions!

Pearson solutions serve as the engine that powers performance across the spectrum of stakeholders – striving to meet the needs of each. That's one reason why Pearson offers a choice of SIS solutions. Our industry-leading student information systems – PowerSchool, Chancery SMS, and SASI – have had a transformational impact on the day-to-day operations of tens of thousands of schools in the U.S. over the past several years, and our performance dashboard, Pearson Inform, provides unsurpassed levels of student, school and district performance analysis.

At the foundation of Pearson's vision for powering performance lie four core values that are critical to the successful application of student information systems and performance solutions:

CHOICE: Pearson offers a choice of solutions that meet the unique needs of schools, districts and state education agencies of all sizes;

OPEN: Pearson solutions are open, adaptable and compliant with industry standards like SIF, ensuring that your technology investment is “future proof;”

PERFORMANCE: Pearson powers performance on a daily basis for more schools, districts and state agencies than any other company through the delivery of industry leading instructional, assessment, administrative and reporting capabilities;

PARENT INVOLVEMENT: Pearson's SIS solutions ignite parental involvement in the educational community by providing real-time, secure access to student information.

We are excited about the future of education technology and our role in delivering to our customers. We are focused on being the infrastructure that powers performance in next generation schools and districts and in future-focused state and local agencies. We enable seamless data flow among stakeholders for proactive rather than reactive efforts to analyze and increase performance.

At Pearson, we're committed to providing the performance infrastructure you need to succeed – today and tomorrow. We are passionate about the future of education technology and our role in delivering solutions to you as our customers and partners in education.

PEARSON: POWERING PERFORMANCE IN EDUCATION

Today's technology rich environment brings new challenges that inspire innovation and mark true leadership. Pearson is a long-standing leader in education worldwide. The innovative technology solutions we develop are framed by an appreciation for the unique responsibilities of an educator. We understand the challenges, but we relish the opportunities that technology puts within our reach—to communicate, collaborate and create.

Today we work, play, and communicate in radically different ways from the past. Leading business organizations have been transformed as they use technology to streamline processes, enable real-time transactions, and expand markets beyond geographic limits. These efforts are most successful when the human dimension of technological change is fully acknowledged. A similar transformation still awaits educational institutions and will require that even more attention be paid to the deeply personal nature of teaching and learning. While the promise of technology has not yet been realized in many school environments, educational leaders are accelerating their efforts to thoughtfully deploy technologies that can respond to resource constraints, accountability demands, and the changing profile of the students they seek to serve. These students require us to engage, teach and involve them in new ways. At the same time, their teachers require tools that do not distract from a fundamental focus on teaching.

Pearson understands the promise and the challenge of education in our rapidly changing technology enriched society. We offer a choice of flexible, interoperable, and customizable technology solutions that can support the unique educational aims of a community. Our solutions provide schools with the technology infrastructure required to power performance for administrators, teachers, and students.

CURRENT STATE OF EDUCATIONAL TECHNOLOGY: THE CHALLENGES

Educational technology should amplify the human energy and passion that educators bring to their work. However, ill-fitting technologies can dampen the positive impact that schools seek. For example, student-related data is often isolated, stale and difficult to interpret. Such data sits “stranded” in various locations, distant from other data sets and distant from the people that can actually turn that data into meaningful information and action.

Technology should help people connect. Often multiple applications are needed to get the job done. Many times these software applications, either by virtue of their age or lack of thoughtful design, are unable to recognize accepted data sharing standards. If that happens, the data exchange and reporting between these systems is unnecessarily complicated and labor intensive. Schools face an apparent dilemma: either spend valuable, technical resources patching together systems or constrain users to a single, closed system that provides only a thin set of features and ignores the richer functionality that their jobs require. The way out of this dilemma? A selection of best-of-breed products that meet user demands and are designed to readily “converse” with one another.

It is extremely difficult for a team of educators to gain collective insight about a student for whom they are responsible, when they are unable to easily contribute to the information flow and communicate with one another. When an information system is too unwieldy or difficult to use, it will indeed go unused, leaving critical information unshared and unseen. Relatively few users will attempt to take on a system that is not easy to use. The majority of stakeholders in a school setting are simply too busy teaching and learning to wrestle with a

“WE ARE CURRENTLY PREPARING STUDENTS FOR JOBS THAT DON'T YET EXIST; USING TECHNOLOGIES THAT HAVEN'T YET BEEN INVENTED IN ORDER TO SOLVE PROBLEMS THAT WE DON'T EVEN KNOW ARE PROBLEMS YET.”

non-intuitive or disjointed information system. Good information depends on widespread user participation in the collection and management of data. The rate of adoption and acceptance of any technology hinges on its simplicity and usability. Moreover, convoluted, hard-to-use technology deployments can actually serve to “inoculate” a constituency against future technology initiatives across the board.

It is difficult for educators and learners to perform to their full potential without the benefit of a framework to aggregate and align data, to analyze and report, and to collaborate in real-time. With the appropriate performance infrastructure in place, it becomes possible to ensure that students meet challenging standards, teachers target instruction, and school districts allocate resources effectively. At Pearson, we see this technology infrastructure as a critical support for the very personal and human concern of education. Today, that technology takes the shape of student information systems. Tomorrow that technology will be even more robust, flexible, open and connective, allowing for a new host of content sharing and communication among stakeholders to take education even further.

PEARSON’S VISION FOR THE OPPORTUNITIES IN EDUCATION TECHNOLOGY

Thomas Edison, arguably our nation’s most influential innovator, once said, “Opportunity is missed by most people because it is dressed in overalls and looks like work.” The same can be said of the opportunities that lie in the application of education technologies.

At Pearson, we understand that innovation and change do not happen overnight or without effort. Tireless commitment and a willingness to get your hands dirty are required. As a longstanding partner in education, we have experienced firsthand the triumphs and obstacles of implementing new technologies. We’ve done the hard work, identified the opportunities, and developed the solutions to maximize success.

As the industry leader in SIS and performance solutions, Pearson offers schools and districts access to deep expertise and an unparalleled selection of technologies that address the challenges of achievement, reporting, growth and scalability. Our student information systems enable schools and districts to leverage technology to ease reporting burdens, open up lines of communication and simplify internal processes, such as scheduling and grading. Our solutions serve as the engine that powers performance across the spectrum of stakeholders, striving to meet the needs of each. That’s one reason why we offer a choice of SIS solutions. Our industry-leading student information systems – PowerSchool, Chancery SMS, and SASI – have had a transformational impact on the day-to-day operations of tens of thousands of schools in the U.S. over the past several years. And this is only the beginning.

We know that opportunities for improvement and further innovation still exist. We see many opportunities for technology to stimulate improved communication, collaboration, content, assessment and creativity in education. Through enhanced tools designed to support administrators, teachers, students and parents, Pearson envisions a future where schools and districts are empowered by a highly integrated, flexible and customizable technology infrastructure that is the engine behind individualized learning. More importantly, we are researching and building the technologies that will get us there.

THE PERFORMANCE INFRASTRUCTURE

Pearson is focused on creating solutions that power – and empower – the performance of schools and districts. Whether it’s reporting, grading, scheduling or communicating, Pearson technology solutions deliver the information needed to make better, more timely decisions. Our solutions provide easy access to information and enable increased communication and collaboration among all constituents, including students, parents, teachers and administrators.

Like healthcare’s evolution from paper-based patient records to case management and ultimately to disease management prevention, education is on an evolutionary path. Student records and the information contained within them will evolve to provide an insight that allows for proactive education intervention and new levels of achievement.

A performance infrastructure provides:

- ▶ Educators the opportunity to receive and communicate targeted and comprehensive information in real-time, allowing the focus to be placed on student achievement
- ▶ Teachers the information they need to more closely assess student performance and subsequently help students increase their learning potential
- ▶ Administrators the ability to make more informed decisions
- ▶ All stakeholders the blueprint for improved data analysis and student performance

ACCESS AND ANALYSIS: POWERING INFORMED DECISIONS

Quick and easy access to student performance data is critical in making timely strategic decisions. But access alone isn't enough. Schools and districts also need to analyze performance data from various perspectives, find patterns, and see the "big picture". With a "big picture view" of individual student performance, teachers are better able to identify potential problems and take the appropriate prescriptive or preventative actions to ensure each student is performing to the best of their abilities. With a performance infrastructure, teachers and administrators will have the advanced tools to:

- ▶ Increase efficiency through automated workflow features
- ▶ Produce and optimize student schedules easily
- ▶ Monitor daily progress of students and their attendance
- ▶ Custom report student data and identify key performance metrics
- ▶ Enhance individual student achievement through application of specific knowledge
- ▶ Easily track and monitor student performance and trends
- ▶ Support next-generation applications and content that further enhance learning

COMMUNICATION AND COLLABORATION: CONNECTING EDUCATIONAL COMMUNITIES

A performance infrastructure enables students, parents, teachers, and administrators to work together to improve student achievement, without creating more administrative overhead. Online access to schedules, grades, homework, and attendance information makes it easy for parents and teachers to stay in close contact with student progress. Parent access allows:

- ▶ Parents to get involved in their child's progress on a regular basis
- ▶ Students to take responsibility for their own learning
- ▶ Teachers and parents to communicate freely and efficiently

Importantly, secure, user-based, online information access enables and encourages parent participation, which has been shown to have a positive impact on student achievement. We know that when we engage parents as part of the learning process, everyone benefits.

POWERING INDIVIDUALIZED LEARNING

Within the education industry, there are hundreds of solutions that solve a piece of the puzzle for educators and administrators, but we know that is not good enough. We envision a future where schools and districts will be presented with a complete and streamlined “whole”, where all the pieces fit logically to create a picture that educators and administrators can see, understand, and apply. A flexible and responsive solution capable of powering the educational ideal that is individualized learning.

In this future, Pearson envisions technology provided through an on-demand, service-oriented model. In this model, the student information system, or performance management system, serves as an underlying, enabling technology that allows weaknesses to be identified and remedied in real time by teachers – enabling true data-driven decision making – a term currently long on promise and short on delivery.

By creating a detailed view into each student’s performance, teachers will be better able to deliver customized education plans incorporating the appropriate curriculum and tools – be they digital, multimedia or print – to ensure comprehension and retention are optimized throughout the learning process. Additionally, this solution will provide administrators with the ability to view, share, analyze and customize data from multiple vantage points – enabling optimum performance and success through analysis and comparisons of student, school and district performances at all levels.

Individualized learning is where the future of education is heading. Individualized learning ensures that the talents of each student are maximized and that individual challenges are overcome. While teachers remain at the heart of this goal, technology will be an enabler. A performance infrastructure will allow us to transform data into information and information into action. In its most evolved state, the performance infrastructure will open doors and overcome limitations, maximizing each stakeholder’s ability to contribute.

Establishing an infrastructure based on an enabling technology platform will allow schools and districts to gain a customized view into their individual student, school and district performance compared to their peers. We foresee future solutions as being highly interoperable with more porous technology borders inviting a greater level of community-sourced customization and development. By engaging with the development community and encouraging organic innovation our systems and the resultant performance data will become increasingly more flexible and valuable. Additionally, by increasing the interoperability and open nature of these systems, we will be better able to facilitate the transition of students from K-12 to college by easily sharing student performance data, records and transcripts with the higher education community. Just as we maximized individual learning in each student’s early years, those performance metrics can be – and should be – shared with secondary schools to further elevate success and achievement.

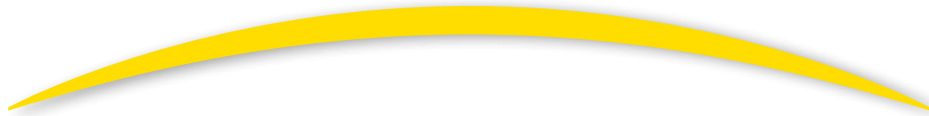
Implementing the appropriate technology infrastructure is critical in the future success of today’s schools and districts. Information systems will become the streamlined, interconnected backbone of an entire school or district’s infrastructure, into which all technology applications connect and share information. As a result, the importance of “future-proofing” this infrastructure is greatly amplified. The performance infrastructure of the future must feature technologies capable of growing alongside a district’s needs and have the appropriate flexibility in place to seamlessly adapt to the ever-evolving technology landscape. Not only will this protect the longevity of technology investments, but it will ensure schools and districts remain at the vanguard of technology and education innovation rather than impeded by outdated technologies.

“IT IS ESTIMATED THAT A WEEK’S WORTH OF NEW YORK TIMES CONTAINS MORE INFORMATION THAN A PERSON WAS LIKELY TO COME ACROSS IN A LIFETIME IN THE 18TH CENTURY.”

Alan Brinkley of the Institute for Social and Economic Research and Policy at Columbia University stated, “Education is the vehicle for creating knowledgeable, aware citizens, who are capable of looking critically at the world in which they live and making informed decisions about their lives and the lives of others. Education is a way of keeping alive the true basis of democracy: the ability of people to know enough and understand enough about the great issues of their time to help guide their society into its future.” As we move forward into this future we view information systems and the associated technology infrastructure as the engine powering the vehicle of education.

Pearson’s vision for the future of education and education technology is exciting. Our experience, success and strong relationships with – and commitment to – our customers enlighten this vision. We will provide the solutions that power performance and meet the ever-evolving needs, challenges and opportunities in education. This is our vision for educational technology.

THIS IS PEARSON!



**FOR MORE INFORMATION ON PEARSON'S VISION FOR
POWERING PERFORMANCE IN EDUCATION**
www.poweringperformance08.com

PEARSON
10911 WHITE ROCK ROAD, SUITE 200
RANCHO CORDOVA, CA 95670
www.pearsonschoolsandcolleges.com

PEARSON
