

PEARSON



ACCESS TO ACHIEVEMENT

From laptops and cell phones to MP3 players and the Nintendo Wii, today's K-12 students live in a technology driven world where information and ideas are constantly evolving. Through social utilities like Facebook and MySpace, the 21st century student is constantly plugged into the world around him or her and is a skilled multi-tasker when it comes to managing instant communication within an ever-expanding social network. Whether you are an educator, parent, vendor, or marketer, you need to understand the preferences of these users and consistently find new ways to engage students in the learning process in and outside of the classroom.

According to a recent survey by Project Tomorrow, a national education nonprofit group based in California, a majority of students stated that they would like to use mobile devices (cell phones, laptops, PDAs, MP3 players) as means to communicate, collaborate, create and share documents, and increase productivity in the educational environment. Of the nearly 320,000 students surveyed, 24 percent considered themselves to be "advanced tech users."

Like the latest version of the iPod or iPhone, educational technology resources must continue to meet the changing needs of 21st century students who have come to rely upon real-time information and technology across every aspect of their lives. With on-demand access to student information, students, educators, and parents can work together to ensure that today's tech-savvy students are taking ownership for their academic progress and preparing for the demands of the 21st century workplace.

The Partnership for 21st Century Skills acknowledges a significant gap between the knowledge and skills most students learn in school, and the knowledge and the skills they need in a competitive, challenging and technology-focused 21st century workplace. Fortunately, educators are taking full advantage of educational technology tools and resources which reinforce personal responsibility and accountability – two crucial life skills for today's students and tomorrow's business leaders.

THE ROLE OF EDUCATORS

Each day, educators make timely, strategic decisions about student performance as a result of quick and easy access to student performance data. With the right technology infrastructure, teachers and administrators can easily track and monitor student progress; customize student reports to identify key performance metrics; and support next generation applications and content that further enhance learning.

In a recent report, Compass Intelligence cited that IT spending in education is expected to top \$56 billion by 2012, which means that there is a vast opportunity to meet the growing technology needs and expectations of next generation students. Technology vendors like Pearson can help bridge the gap between student data in its current state and its potential impact on achievement. Through student information and parent portal solutions, we offer next-generation tools that connect a student's performance today to a student's full academic potential tomorrow.

"This is a time of challenge and a time for experiment. It is a time to put existing pedagogies, practices, and educational philosophies in question and to construct new ones. It is a time for new pedagogical experiments to see what works and what doesn't work. It is a time to reflect on our goals and to discern what we want to achieve with education and how to achieve it."

– D.M. Kellner, *Technological Revolution, Multiple Literacies, and the Restructuring of Education*

BRINGING ACHIEVEMENT HOME

While students and educators are a daily part of the education process, parents have become an active player in this learning network through the use of parent portals. Parent portals open the lines of communication between parents and students, enabling parents to get involved in their child's progress on a regular basis. When parents become engaged, students become more active participants in the educational process, which helps mitigate problems, instills better study habits, and improves the overall school to home connection – all of which are key factors in academic success.

In July 2008, Pearson commissioned an online survey of more than 540 parents with at least one child in grades K-12. The survey was conducted to gauge parents' attitudes on the impact that the home/school connection has on overall student achievement and the overall benefits of parental involvement. According to the survey:

- ▶ 96% of respondents believe that parent involvement is a key factor in student achievement
- ▶ 95% of respondents believe that student achievement would improve with better communication between home and school
- ▶ 95% of respondents believe that students with actively involved parents are more likely to perform better than those students whose parents are less involved

Based on this feedback, we see a tremendous opportunity to transform basic student data into specific, targeted actions to directly impact student achievement.

POWERING PERFORMANCE

At Pearson, we know the value of student data and its impact on student performance. Every day, our web-based student information systems give parents and students from thousands of districts across the U.S. access to real-time student performance and enable teachers to make timely decisions that impact student performance.

Secure, user-based, online information access enables and encourages parent and student participation, which has been shown to have a positive impact on student achievement. We've discovered that in many cases students are logging on to these portals as much as six times more than parents demonstrating that students have taken responsibility for their own academic success. We know that when we can engage more parents and students in the learning process, everyone benefits.

The right educational technology solutions can also help teachers see the “big academic picture” for each of their students. By using a web-based teacher grade book, with anytime, anywhere access, educators can identify potential problems and take the appropriate prescriptive actions to ensure that each student is performing to the best of his or her ability.

“Productive collaborations between family and school will demand that parents and teachers recognize the critical importance of each other’s participation in the life of the child.”

– Sara Lawrence Lightfoot, *U.S. Professor of Education*

OUR VISION: TURNING DATA INTO ACTION

Over the next few years, Pearson will use student data in a more proactive and prescriptive way. For example, when a student is struggling with a particular mathematical concept like differential equations, we already have existing data in the student information system that references this issue (e.g., student grades and attendance). Today, it is up to an administrator or teacher to first look at that data then proactively link that student with material that supports that particular indicator. Pearson envisions a near future where content will be linked to various concepts so that when a student starts to fall behind, the system can preemptively suggest a particular resource to the student and parent with limited intervention required on behalf of the teacher or administrator.

By determining which data is most relevant, we can analyze patterns and make recommendations based upon these patterns and get to the heart of what users need to know. In the past, a student information system was little more than an enormous repository of data and to make sense of that data, an administrator would have to proactively mine the database and attempt to extrapolate meaning from that data. Today, we are looking at ways to combine attendance patterns, homework and discipline patterns, assessment data and demographic data to proactively and preemptively identify struggling or over-performing students without requiring extensive analysis outside the student information system.

Above all, we must understand the communication and learning preferences of the 21st century student to keep them engaged during every phase of their K-12 experience. Whether it is communicating with students via their preferred wireless venue or gaining a better understanding of their learning styles and interests, educators and technology vendors should work together to deliver the resources necessary to power student performance.

For example, as we continue to find new ways to use data to help the 21st century student, we remain cognizant of the power of social networking. As such, Pearson believes that technology will soon evolve by creating an academic networking environment that will enable students to communicate with their peers about school, homework, or extra-curricular activities – outside of their current social networking venues.

In collaboration with educators, Pearson and other technology vendors are helping create Technology 2.0 by creating educational technology solutions that will keep students engaged with learning. Paramount to this effort is having visibility into timely and accurate student data. Pearson's student information systems are thriving in the K-12 marketplace because they effectively provide a means to best to connect the dots between a student's performance today and that same student's full academic potential tomorrow.

As we move into the future, this data combined with collaborative forms of social and academic networking and technology trends will power the performance of students and better prepare them for their role as 21st century leaders.

“The bottom line is that children today are fundamentally different from previous generations in the way they think, in the way they access, absorb, interpret, process and use information, and above all in the way they view, interact, and communicate in, and with, the modern world. And this holds profound implications for us both personally as parents and professionally as educators.”

– Ian Jukes, *Educational Evangelist and Director of the InfoSavvy Group*



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POWERING PERFORMANCE IN EDUCATION**

www.pearsonschoolsandcolleges.com

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

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