

**PEARSON**



**The Student Information Story**

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## Introduction

Pearson's School Systems group provides simple innovative solutions that advance student achievement and transform educational communities. We give educators the time they need to teach. We give administrators the time they need to assess both individual students and groups of students, and make recommendations. And we give districts and state administrators the time and the tools to set and reach new standards in educational achievement.

We do this by providing the technology, the expertise, and the information to help districts understand and apply new processes and to help educators and administrators work through cultural changes on their way to true educational reform.

Pearson occupies a unique position as the only true education company that delivers student information systems. Our experience in publishing (Prentice Hall, Addison Wesley, Scott Foresman, etc.), assessment, and information provides us with a clear understanding of our customer's needs; an unequalled perspective on the question of educational reform; and unparalleled relationships in the education industry.

## The Framework

In 2006, the US Department of Education (DOE) unveiled a working vision for the future of education, titled "School 2.0."

This vision called for schools to transform in order to meet the multiple challenges of the 21st century: accountability, student engagement and achievement, and economic competitiveness. By encouraging a discussion of community-based 'next generation' schools, the U.S. Department of Education wanted communities to be inspired to think creatively about teaching, learning, and management, as well as explore ways that technology could help them meet their goals.

In 2007 The US Department of Education released the results of a study begun in 2002, when the *No Child Left Behind Act* was passed. The study claims that educational software has no significant impact on student performance.

On one hand, the Department of Education is calling for educational transformation, and on the other, they claim that technology does not have the impact it once promised.

While this dichotomy presents a dilemma for the DOE, it is not unusual. Paradigm shifts, such as the one the education industry is going through, are a result of a shift in balance between old methods of education and new tools that make certain processes and practices redundant and obsolete.

The task of "fixing" the problem is not left to the DOE. Their mandate—*assuring access to equal educational opportunity for every individual*—does not include interpreting and applying technology. That is the charge of technology providers, who must work with educators to close the loop between the promise of technology and its application.

## The Promise of Technology

In business and in everyday life, technology promises to make our work easier and our leisure time more satisfying. But what does it promise for the education industry? Here the reach of technology touches such a broad range of constituents it is almost impossible to confine the promise of technology to a simple application.

Technology is not a panacea to give low-performing schools an easy way to boost test scores. The accurate and appropriate application of technology brings about cultural and process changes that have a

huge impact on the minds and actions of teachers, students, administrators, parents, and the entire educational community.

Take, for example, parent portals. Prior to the inception of this invaluable tool, parents had to be satisfied with receiving quarterly report cards, interim updates, and the occasional call from their child's teacher, usually if the student was performing poorly. With the advent of web-based Student Information Systems (SIS) and the introduction of parent portals, parents have embraced this tool as readily as consumers have embraced online banking. Just as we can't imagine not being able to log on to our bank account and pay bills at any time of the day, we also can't imagine not logging onto our parent portal and seeing what our child is up to throughout the day. The parent portal has become a visible and essential part of the educational process and it is one of the tools that will bring us closer to the realization of School 2.0.

Within the classroom, teachers use assessment tools and programs to help measure the progress of students both individually and as part of a range of defined groups. Both the assessment tools and the parent portal are part of an intricate mix of technology solutions that have a prescribed action and outcome. Delivered as independent components, the tools themselves might not enable us to understand and realize their value and necessity. But delivered as part of a larger plan, they lead us to the next generation of education. A generation in which technology and "the human touch," come together to create a finely tuned structure that will inevitably deliver what it promises.

### The DOE's Vision for School 2.0

The Department of Education's concept of School 2.0 is based upon the model of 'learning ecosystems,' where teaching, learning, instruction and assessment take place and school management, planning, staffing, and design come together to create the next generation of education. In *School 2.0*, the learning ecosystem includes not just a school building, but the combination of home, school, and community, all working together to bring the wider community into day-to-day instruction, in order to provide a rich array of learning opportunities.

Technology is one part of the *School 2.0* vision. It is the core component that will enable schools to reach beyond traditional boundaries, bringing the world into the classroom and engaging parents and community members as critical partners in the learning experience of students. The other part of the equation is the application of technology: The cultural and process changes that will truly make the difference in realizing the vision of School 2.0.

As a culture, it is difficult for us to change our traditions, processes, and systems. And it is true that the educational community is often firmly entrenched in its traditional practices and methods of operating. But as new technologies come into the picture, educators and administrators must learn to "fit" the new ecosystem or they will not be able to make the most effective use of the solutions available. It is not the outcome that needs to be changed—the goal has always been focused on student achievement—it is the input...or methods of operating.

### The Application of Technology

Within the education industry, thousands of vendors present solutions that will solve a piece of the puzzle for educators and administrators, but that is not what districts are seeking. They need to be presented with a complete and finished "whole"—where all the pieces fit logically to make a picture educators and administrators can see, understand, and apply.

Pearson's Teach & Learn Cycle gives districts each piece of the puzzle—complete, whole, and logically assembled. It was created to enable technologies to parallel what educators strive to do everyday - **Teach** the right material at the right time; **Assess** what students know; **Report** the results; **Diagnose** where each student needs help; and **Prescribe** the most effective form of instruction. It's as simple as that...and as complex.

We can't sell districts the time and effort that is required to put the information together in order to enable them to make the "right" decisions but we can develop the programs that will do some or most of the work. And we can teach them how to apply those programs in the most effective way—by changing processes and inputs, managing expectations, and monitoring outcomes.

Pearson's product suite serves as the foundation of the Department of Education's 21<sup>st</sup> century vision for technology in education. Founded on the premise that each student is unique and requires personalized instruction, Pearson's innovative products support the "Teach & Learn Cycle," giving schools and districts access to the information needed to meet accountability requirements and significantly improve student performance.

But as we have determined, technology alone is not the answer. Changes must be made at every level of the educational hierarchy in order to enable the vision of School 2.0. To have an effective parent portal, teachers must be taught to use an application that enables them to enter grades, attendance, and more. Parents and students must be taught to use a portal for information and communication. Expectations must be managed, outcomes must be monitored.

Technology may be the tool, but the real power is in knowing how to use it and in using it to its utmost. Pearson's technology solutions combine the individual components of the Teach & Learn Cycle to create greater efficiencies and seamless integration for today's educators. Through these solutions, Pearson is establishing the foundation to support the creation of integrated learning ecosystems as outlined in the vision of *School 2.0*.

### **Student Information Systems**

As the only education centric company that delivers Student Information Systems (SIS), Pearson's School Systems group has a heart for education. Nearly 80% of our staff are former educators. We know the challenges, from the classroom to the front office. We have experienced firsthand the triumphs and failures of the educational system. Because of this, we have taken strategic steps to streamline our product offerings to align with the US Department of Education's vision for School 2.0 and the drive toward a more integrated, community-based learning experience.

Student Information Systems operate as the districts' enterprise solutions and will serve as the cornerstone of the *School 2.0* 'learning ecosystems' of the future. Chancery SMS, PowerSchool, and SASI have had a transformational impact on the day-to-day operations of tens of thousands of schools in the U.S. When paired with the reporting power of Pearson Inform, these solutions are core to the Teach & Learn Cycle.

Our Mission: Simple innovative solutions advancing student achievement and transforming educational communities...is our mantra. With the largest market share in SIS solutions (through SASI, PowerSchool, and Chancery SMS), Pearson has made strategic investments to consolidate a highly fragmented technology set. The benefits this consolidation brings to the marketplace will be:

- scale
- standard technology infrastructure
- expertise in SIS

These benefits translate into simple and effective solutions that help students achieve.

### **The components of our strategy**

#### ***Start with the student***

Pearson's approach is based on a student centric philosophy. With our core technology, training, services, and support, we ensure that administrators and teachers receive real-time, web-based access to student information - a key prerequisite of the Teach & Learn cycle:

- Teach the right material at the right time
- Assess what the student has learned
- Report results
- Diagnose and discover where each student needs help
- Prescribe the most effective instruction based on student performance

***Drive student education reform***

Education is in a state of transformation, which makes staying up to date on the latest trends a necessity. This constant evolution has created the need for higher standards and increased accountability. By leading the latest trends, Pearson provides:

- The opportunity for educators 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
- The blueprint for improved data analysis and student performance for all stakeholders

***Provide real-time data access to enable key decisions***

Quick and easy access to student performance data is critical in making timely strategic decisions for your district. But access alone isn't enough. You also need to analyze your data from various perspectives, find patterns, and see the "big picture" through teachers, schools, grade levels, standards achievement, and demographic patterns. Pearson enables districts to:

- Automate workflow features to increase efficiency
- Produce and optimize master schedules easily
- Monitor daily progress of students and their attendance
- Promote individual student achievement

***Introduce Next generation teacher tools***

Pearson's next generation teacher and classroom management tools are the result of years of experience. We possess over 32 years (combined) of SIS know how. Teachers readily adopt our easy-to-use tools, processes, and reports as part of their workflow.

***Turn parent involvement into student achievement***

Pearson's parent portals enable 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. Our parent portals allow:

- Parents to get involved in their child's progress
- Students to take responsibility for their own learning
- Teachers and Parents to communicate freely and efficiently

**Taking Educational Technology to the Next Level - School 2.0**

As the leader in the student information management market, it is incumbent upon Pearson to assemble the pieces of the puzzle for educators, parents, and students. That is our challenge and our purpose—to present a compelling vision for the use and application of technology in the education marketplace.

As the Department of Education strives to reconcile its vision for technology with the question concerning its effectiveness, Pearson will continue to lead the way in the promise and application of technology. Our vision for education, culminating in the realization and achievement of the Teach & Learn Cycle, gives educators the tools and direction to enable students to learn in the school of tomorrow...School 2.0