

# Setting the Standard of Excellence

Test, Measurement & Research Services

The Pearson logo consists of the word "PEARSON" in a dark blue, sans-serif font. Below the text is a yellow curved line that starts under the 'P', goes up under the 'A', and then curves down under the 'N'.

PEARSON



# Comprehensive Services. Unparalleled Quality.

Making the most out of every dollar available is as important now as it has ever been. At the same time, it's crucial for today's education agencies, districts, and schools to have the best possible resources and tools available to meet the evolving needs of their students and teachers. Finding a way to successfully navigate this delicate balance can be challenging.

At Pearson, we know this. That's why we've developed a comprehensive range of research and development capabilities available—designed to help states make the most of their funding, while also positioning their schools for the highest levels of success. From performance scoring and reporting, to item and test development, to research and analysis... when it carries the Pearson name, it's backed up by a rich history as an industry leader.

Because in the end, it's about performance. It's about results. And it's about trust.

## ITEM AND TEST DEVELOPMENT

*Meeting a higher standard for quality, diversity, and accuracy*

Whether it's developing clear and precise test items, assessment tools, support materials, or training in any number of critical areas, Pearson can provide expertise across a range of educational and testing issues. Our offerings will empower you to manage quality programs, adapt to an ever-changing landscape, develop staff, and overcome challenges.

- Alternate assessment item development
- Alternate assessment content alignment to grade-level content
- Assessment and instructional support materials
- Computer-based item and test development
- Content and bias/sensitivity training and materials
- Evaluation of assessment alignment with curriculum standards
- Innovative computer-based item development
- Item and test design specifications and guidelines
- Item development
- Item development workshops
- Item writer training and materials
- Test construction
- Universal design item reviews
- Universal design training



## SCORING AND REPORTING

*Providing relevant and timely assessments you can trust*

At Pearson, our comprehensive technology, diversified scorer pool, high-level security, timely access to results, ease of use, and focus on accuracy and reliability in the realm of performance scoring is what has set us apart for decades. In fact, to our knowledge, Pearson is the only provider of performance scoring to have obtained ISO certification—an internationally recognized standard for quality assurance. We can also provide custom research and development to tailor scoring processes, score reporting, and support for interpreting and using assessment information.

- Prototyping score reports
- Interpretive guides
- Professional development materials
- Online professional development content and interfaces

## RESEARCH AND ANALYSIS

*Offering unmatched expertise and psychometric support*

Information is valuable. We offer industry-leading expertise in standards alignment, standard setting, comparability studies, and survey design and analysis. As a result, you will benefit from our unparalleled knowledge, become aware of new and emerging trends, and gain a trusted partner who, like you, is dedicated to improving education.

- Research papers and literature reviews
- Validity studies
- Accommodations validity studies
- Alignment studies
- Program evaluation
- Comparability studies
- Qualitative studies
- Protocol analysis
- Task difficulty decomposition
- Statistical modeling
- Statistical simulations
- Scaling and equating studies



Visit us online at [www.PearsonAssessments.com](http://www.PearsonAssessments.com)



Visit us online at [www.PearsonAssessments.com](http://www.PearsonAssessments.com)  
or contact a Pearson research scientist today at  
[AskaResearchScientist@pearson.com](mailto:AskaResearchScientist@pearson.com) to determine  
how we can help you realize your assessment goals.

The Pearson logo consists of a large, light-colored, stylized 'P' shape that serves as a background for the word 'PEARSON'. The word is written in a dark blue, sans-serif font. Below the word is a thin, yellow, curved line that follows the bottom contour of the 'P' shape.

PEARSON