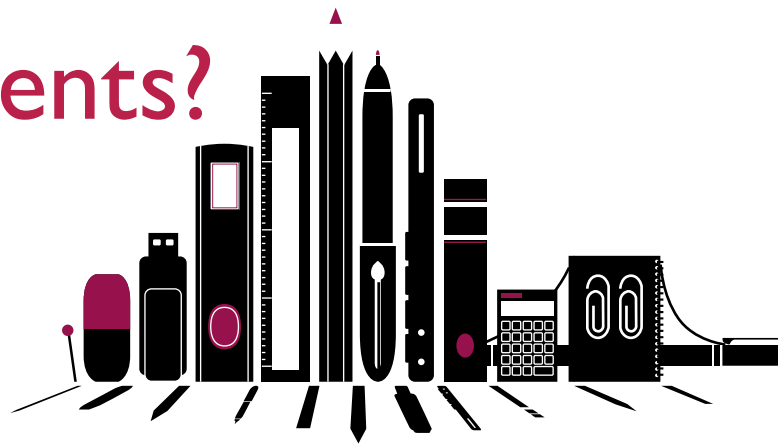


Committed to
building the best
assessments
for your students?

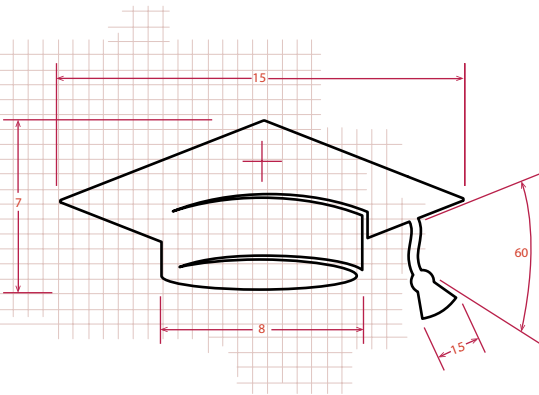


Test, Measurement & Research Services





Drawing the blueprints



Education agencies, districts, and schools strive daily to meet the evolving needs of their students and teachers. Besides providing the best possible resources and tools, they must make the most out of every dollar available. With a well-designed plan, educators can build a strong assessment structure that incorporates personalized learning and innovative technologies to prepare each student for future success.

That's why we've developed a comprehensive range of research and development capabilities—all designed to help you facilitate student learning into the next generation. From item and test development, to performance scoring and reporting, to research and analysis...when it carries the Pearson name, it's backed up by a rich history in assessment and education data management.

Because in the end, it's about effective, accessible, and personalized learning.

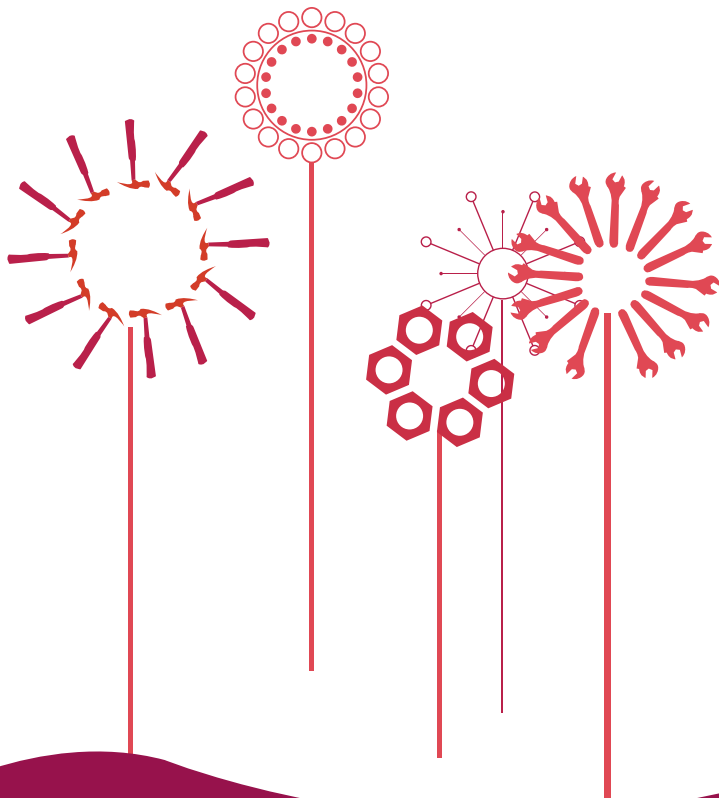


Building the foundation

Pearson can help you lay the groundwork for a strong, yet flexible assessment system, whether that includes developing clear and precise test items, assessment tools, or professional development materials. With highly- customized solutions, we can empower you to manage quality programs, adapt to an ever-changing landscape, develop staff, and overcome challenges. Meet a higher standard for innovation, diversity and accuracy with item and test development services such as:

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

Our research goal is to address the real-world measurement challenges and produce useful information for guiding educational decisions.



Inspecting the results

Pearson's comprehensive technology, diversified scorer pool, and high-level security have set us apart in the realm of performance scoring for decades. Our goal is to combine these resources to provide you with an easy-to-use scoring and reporting system that delivers timely, accurate results. Make informed decisions with scoring and reporting features such as:

- Prototyping score reports
- Interpretive guides
- Professional development materials and online interfaces
- Automated scoring of writing, speaking, and mathematics

Pearson content specialists, psychometricians, and researchers regularly conduct applied research that our customers find key to making data-based decisions.

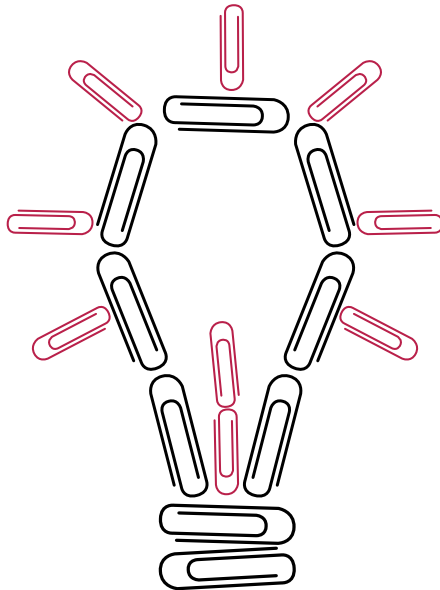
Asking the right questions

Important breakthroughs often begin with two simple words: "What if?" Our experienced researchers and psychometricians lead the industry in standards alignment, standard setting, comparability studies, growth modeling, and survey design and analysis. We can help you translate complex next generation assessment issues, evaluate your current assessment program, and learn about emerging trends. Pearson's Test, Measurement & Research Services' dedicated professionals provide guidance in the following areas:

- Accommodations validity studies
- Alignment studies
- Automated scoring
- Comparability studies
- Computerized adaptive testing
- Growth models
- Program evaluation
- Protocol analysis
- Qualitative studies
- Research papers and literature reviews
- Scaling and equating studies
- Statistical modeling
- Statistical simulations
- Task difficulty decomposition
- Validity studies
- Voice recognition software

LEARNING

WE TAKE IT PERSONALLY



Visit us online at

www.pearsonassessments.com/research

to start realizing your assessment goals.

Are you ready for next generation learning? Start here:

www.pearsonassessments.com/discovernextgen