Understanding TELL's Value From a Customer's Perspective

The San Bernardino City Unified School District (SBCUSD) Story

"There has to be a better way…"

The District's Dilemma	Our Solution
Administrators at SBCUSD needed an alternative English language assessment solution to support their district-created English Language Development (ELD) portfolio, where teachers are expected to refer to this portfolio of information as a way to monitor their English learner's language development.	Pearson's Test of English Language Learning (TELL™) was the solution SBCUSD needed. With TELL, a single teacher or proctor can conduct the entire assessment of several students at once in a small group testing environment.
Multiple stakeholders were involved in the many steps in preparing, delivering, and scoring their then-current English language assessment. This included one-on-one testing of speaking and writing.	Because TELL'S grading is done automatically, teachers don't need to spend additional time grading or entering scores into a data management system.
SBCUSD had to take into consideration both product cost and human resource time.	TELL is a self-delivered, automatically scored, 4-skills assessment that enables educators to consistently monitor English language development throughout the year to ensure progress is being made.

Compare Product Costs

	Former Solution	TELL
List Price	17.00 per student	18.75 per student
Test Components	2	1
Tests	1 Diagnostic and 1 Summative	1 Screener, 2 Diagnostics, 8 Progress Monitors
Price Per Test	$8.50	$1.70

Compare Time Savings for Teachers/Proctors

	Teacher/specialist time per student	TELL
1:1 Speaking Evaluation	15 minutes	Automated
1:1 Writing Evaluation	5 minutes	Automated
Group Administered Listening and Reading Evaluation	2 minutes	Automated
District Scantron Creation	1 minute	Automated
Transfer Results into Data Management System	7 minutes	Automated
Total Time Per Class (30 students)*	15 hours* $30 per hour)** Total: $450	2 hours* ($30 per hour)** Total: $60

Results are available in a few minutes, compared to weeks or even months!
* Assumes 7-8 students testing at a time for 35 minutes on average.
** Assumes an average annual salary of $60K and 2,000 annual productive hours.

How TELL Works

Speaking	Say what is in the picture.
Writing	Write one word to complete the sentence.
LIstening	"Touch the yellow paint bucket."
Reading	Read the sentence and do what it says.

Automatic Scoring with Immediate Results

Screener/Diagnostic
Progress Monitoring
Longitudinal
Parent Reports

Score Reports OnlineScreener/Diagnostic

Progress Monitoring
Longitudinal
Parent Reports
Score Reports Online

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