

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 |
|---|---|
| <p>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.</p> <p>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.</p> <p>SBCUSD had to take into consideration both product cost and human resource time.</p> | <p>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.</p> <p>Because TELL'S grading is done automatically, teachers don't need to spend additional time grading or entering scores into a data management system.</p> <p>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.</p> |

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

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| Screeener/Diagnostic |
| Progress Monitoring |
| Longitudinal |
| Parent Reports |

Score Reports Online

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|----------------------|
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[PearsonAssessments.com/TELL](https://www.pearsonassessments.com/TELL)

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