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Customized Curriculum and Learning Partnerships

Customized curriculum
Custom publishing puts curriculum leaders and teachers in the driver's seat. It lets you pick and choose from libraries of high-caliber Pearson assets—and then integrate your own content and favorite resources into one neat package.

Keep learning—and instruction—on track by including only the content that needs to be covered. And then choose how you want it delivered—in print or media, via online or mobile devices. For customized curriculum, it's the perfect solution.

Custom textbooks and custom websites
Custom publishing is about catering to specific needs. Finding just the right content to align with course goals; packaging custom materials for customized curriculums. So you get just what you need—and nothing more. With Pearson Custom Solutions, custom textbooks and custom websites are tailor-made—for individual educators or entire districts.

Why choose custom textbooks?
Traditional textbooks are one size fits all—and don't always fit for customized curriculum. Custom textbooks are a smart solution in many scenarios—for instance:

- **Changing standards**: Sometimes states change standards too quickly for traditional textbooks to keep up. We can insert new state standards, rubrics and assessment pieces to create custom textbooks that stay ahead of the curve.

- **Abridged versions**: Sometimes a course only needs one part of a book. With custom textbooks we can split books up. So customers only pay for what they need.

- **Customized curriculum**: Interdisciplinary or multi-grade courses are perfect candidates for custom textbooks. Our database allows us to combine content from different grade levels and different disciplines (i.e. algebra and trigonometry) to create one-of-a-kind teaching tools.

Why choose custom websites?
Because they're an ideal way to organize digital resources and customized curriculum—and keep them all in one place. Custom websites can:
- aggregate relevant links, media and course content
- streamline learning and teaching
- accommodate multiple learning styles
- maximize student engagement

With custom websites and portals, you can choose existing media resources from Pearson and integrate them with your own original content and favorite resources. Add your own PowerPoint slides, audio, video—you name it—and create a suite of resources that point students in the right direction.

We consolidate the most relevant Pearson assets—as well as your own original content—into one neat web-based package. Custom websites provide a one-stop destination for eBooks, MyLabs and other media required for courses.

The solutions are scalable. A custom website or portal can be built for an individual course or an entire department or school. Custom websites create one online destination where students and teachers can find exactly what they need.

Custom Media

Educational technology tailored to your unique needs

Are you a looking for an exact fit? For premium educational technology that precisely meets your course goals and objectives? Pearson Custom Solutions works with curriculum leaders and instructors to create precisely that. We produce the highest quality content-driven technology, packaged for individual clients.

Specialties include:
* custom websites and portals
* animation and simulations, and
* content conversions and customizations

Why use custom media? To accommodate multiple learning styles, maximize student engagement, and to open up learning to a wider range of rich educational resources.

Custom websites: a one-stop destination

We consolidate the most relevant Pearson assets—as well as your own original content—directly into one place. Custom websites provide a one-stop destination for videos, eBooks, MyLabs and other media required for courses.

The solutions are scalable. A custom website or portal can be built for an individual course or an entire department or school. Custom websites simplify and unify—creating one online destination where students and teachers can find the specific material they need for specific courses.

Creative opportunities with educational technology

Pearson Custom creates original animations, simulations and interactive applications to meet individual teaching needs. We also develop:
* educational games and media to accommodate multiple learning styles
* engaging simulations to help students learn and retain knowledge in new ways

Our production team is well versed in making Pearson's wealth of content and online resources work in the platform you require, providing you and your students one place to access everything as well as managing and referencing one grade book. For more information on this custom solution, please contact your local Custom Field Editor.

Custom Publishing

The case for custom textbooks

Curriculum leaders know how tricky it can be to find exact content to match the educational goals of each course. Traditional textbooks are not always one size fits all. In many cases it takes custom textbooks to fit the bill.

Custom publishing gives you tightened control of content. It helps you keep instruction on track by including only the content teachers need to cover. And it lets you choose how you want it delivered: in print or media, online or via mobile devices.

Custom textbooks raise the possibilities.

When it comes to custom textbooks, you have the flexibility to tailor content in a range of configurations. Custom publishing allows you to:
- create abridged versions of existing titles
- insert new state standards, rubrics, etc into existing titles
- combine chapters from different titles into a single-bound text
- build a single resource for a multi-grade or cross-disciplinary course
- design supplemental pieces for after-school or summer school programs

Custom publishing caters to curriculum needs.

Custom publishing is all about catering to specific needs. Matching just the right content with a specific course. So you get just what you need—and nothing more. With Pearson Custom Solutions, digital content and custom textbooks are tailor-made—for individual educators or entire districts.

Pearson offers two main options for custom textbooks:

- Invent your ideal: Create your own custom textbook. With Custom Library you can select content from our extensive course-specific collections of chapters, readings, cases and labs.

- Don't reinvent the wheel: Browse through a range of custom textbooks, authored by instructors at specific campuses, but available for editing and adoption.

The custom publishing advantage

Fine-tuning content to meet the specific needs of individual courses and schools makes sense. As schools face greater challenges to meet higher standards, custom publishing can be a competitive advantage. We can create custom textbooks that focus on areas of need and weakness, based on past state test scores. We can add assessment and intervention components to custom textbooks as well.

Race to the Top, the new U.S. Department of Education initiative, makes a strong case for improving student achievement and improved instruction. Custom publishing is a smart response to both.

Custom publishing makes good business sense
Custom publishing means better educational value, often with lower costs and less waste. By streamlining course materials to mirror course goals, schools take greater control of content. Custom textbooks and media make good educational sense--and good business sense.

Online Education

Online content hits the target

Looking for online content that zeros in on just what you need? Pearson Custom Solutions is just the ticket. It creates one-of-a-kind online learning packages for individual courses. It delivers tailor-made solutions for distance learning classes, hybrid courses, or blended learning programs to enhance the traditional classes.

Blended learning for an optimal balance

Online learning is scalable. You can go all online, or combine your own custom mix of web-based and traditional classes—creating hybrid programs for the best balance of blended learning.

Hybrid programs provide students access to a wider range of high-quality, media-rich content with more flexible program options. Online learning ensures that every student has access to all opportunities available—regardless of curriculum offerings, overcrowding, teacher shortages, physical space limitations, or scheduling conflicts. Blended learning programs can be designed to alleviate some or all of these issues.

Online learning with CourseConnect

A perfect solution for blended learning, CourseConnect offers innovative tools and best-selling, classroom-tested textbooks—as well as a complete catalog of online learning content created by subject matter experts and eLearning instructional designers.

These courses are ready to plug-and-play in any major Learning Management System (LMS). CourseConnect™ online learning represents a tremendous leap forward from old-fashioned "course packs." These courses are developed around key learning outcomes and objectives, not around chapters from a textbook.

Optimal balance with blended learning

Because the courses are modular, you can pick and choose the parts to fit your exact course and student needs. Create your ultimate online-learning package, or your optimal blended-learning balance to enhance your traditional classroom.

Online Education Partnerships

Online learning opens up whole new worlds of possibilities for individual courses or entire districts. It also solves a lot of practical problems—like physical space constraints and scheduling conflicts.

Online learning is scalable. You can go all online with virtual schools, or combine your own custom mix of web-based and traditional classes—for the best balance of blended learning.

Visionary solutions with virtual schools
Looking to really break outside the box? Virtual schools provide dynamic new ways to engage students in an all-digital world of online learning. Pearson Virtual School Courses offer media-rich activities within a modular framework—so you can pick and choose components for the best fit.

Pearson Virtual School Courses give you the flexibility to deliver online instruction in a remote or blended learning environment. Designed for K-12, the courses are perfectly suited to hybrid programs that mix real-world and online learning. Plus you can add pre- and post-assessment tools, as well as built-in AP* test preparations, for a complete online learning package.

Online learning makes practical sense.
Virtual Schools ensure that every student has access to all opportunities available—regardless of district curriculum offerings, overcrowding, teacher shortages, certification requirements, physical space limitations, or scheduling conflicts. With Pearson Virtual School Courses, districts are able to increase student success and maximize funding.

Blended learning offers the best of both worlds.
Looking for the optimal mix of virtual and traditional? Why not design your own blended learning program? With Pearson Virtual School Courses it's easy to add a web-based component to enhance learning in a traditional classroom.

Hybrid programs with blended learning--a mix of traditional and online learning--provide students access to a wider range of high-quality, media-rich content with more flexible program options. Online learning ensures that every student has access to all opportunities available.

Virtual schools help districts stay on target.

Race to the Top, a new initiative from the U.S. Department of Education, raises the stakes for 21st century learning—making the case for virtual schools and blended learning programs even greater. With online learning, schools can cherry-pick the best combination of courses to prepare students for success in college, the workplace and the global economy.

Blended Schools

Blended Learning: The best of both worlds

Looking for the optimal mix of virtual and traditional? Why not design your own blended learning program? With Pearson Virtual School Courses it's easy to add a web-based component to enhance learning in a traditional classroom.

Pearson Virtual School Courses give you the flexibility to deliver online instruction in a remote or blended learning environment. Designed for K-12, the courses are perfectly suited to hybrid programs that mix web-based and real-world learning.

The Virtual School advantage

With Pearson Virtual Schools, virtually anything is possible. You can go all online, or combine your own custom mix of web-based and traditional classes—creating hybrid programs for the best balance of blended learning.

Hybrid programs provide students access to a wider range of high-quality, media-rich content with more flexible program options. Virtual schools ensure that every student has access to all opportunities available—regardless of curriculum offerings, overcrowding, teacher shortages, physical space limitations, or scheduling conflicts. Hybrid programs can be designed to alleviate some or all of these issues.

Using blended learning to boost achievement

Districts that implement Pearson Virtual School Courses as part of hybrid programs are able to increase student achievement and maximize funding. Relying on the content and capabilities of Pearson, Virtual School courses offer blended learning opportunities with online high school classes, AP courses and unlimited potential.

Building a hybrid program with horsepower

Race to the Top, a new initiative from the U.S. Department of Education, raises the stakes for 21st century learning—making the case for virtual schools and hybrid programs even greater. With hybrid programs schools can cherry-pick the best combination of courses to prepare students for success in college, the workplace and the global economy.

Customized for hybrid programs

Pearson Custom Media can create new learning tools or customized versions of existing Pearson online content. It can also help craft the most beneficial blended learning plans for progressive hybrid programs. Its suite of self-paced web-based tools called MyLabs is an especially popular option for blended learning, along with custom websites and portals, animation and simulations.

By taking advantage of blended learning in the 21st century classroom, virtually anything is possible.

Virtual Schools

With tight budgets and crowded classrooms, how can schools offer the range of education—from extra reinforcement to AP courses—required for 21st century success?

Virtual schools are the answer. They provide creative solutions for solving physical space constraints and scheduling conflicts. Just as important, they provide stimulating new ways to engage students beyond traditional classroom learning.

Higher learning with online high school classes

The Pearson Virtual School program offers dynamic online learning in a virtual world environment—opening a whole new world of educational opportunities for K-12 students. Online high school classes are available as supplemental core curriculum offerings or at the AP course level, and can be incorporated into a remote or blended learning environment.

Online high school classes are becoming increasingly popular, as the demand for AP courses and specialized offerings grows. Virtual schools present viable alternatives to meet the higher expectations of 21st century learning.

Race to the Top with AP courses

Race to the Top, a new initiative from the U.S. Department of Education, raises the bar even higher. Which makes the case for virtual schools, online high school classes and AP courses even greater. The program expects States to adopt standards and assessments that prepare students to succeed in college, the workplace and the global economy. No small task!

Through online high school classes and AP courses, schools are able to rise to the challenge.

Limitations virtually disappear with Pearson Virtual Schools

Virtual schools ensure that every student has access to all opportunities available—regardless of curriculum offerings, overcrowding, teacher shortages, physical space limitations, or scheduling conflicts. Districts that implement Pearson Virtual School Courses are able to increase student achievement and maximize funding. For many students, online high school classes and AP courses are the ticket to success.

Relying on the content and capabilities of Pearson, our Virtual School courses employ media-rich activities within a modular framework. Offering online high school classes, AP courses and unlimited potential, virtual schools make virtually anything possible.

School Improvement Partnerships

What drives school improvement?

Teaching. Teachers, not administrators, are in the driver's seat when it comes to boosting school performance. Twenty years of rigorous research proves this point: Improved teaching drives student achievement. And student achievement drives overall school success.

A revamped approach to teaching is they key. It is the catalyst that boosts student achievement, which in turn elevates teacher morale and teacher retention. Thus the cycle for school improvement and sustained success is set into motion.

Pearson School Improvement Partnerships

That's the mission of Pearson School Improvement Partnerships. Instructional leadership is the focus. Dedicated on-site advisors work hand in hand with teams of teachers and administrators. Together they collaborate, brainstorm teaching strategies and solutions, and bring about measurable results.

The cause-effect connection

Making teachers see this cause-effect connection is the key. Pearson School Improvement Partnerships drive this point home through a range of research-based programs:

• Diagnostic Services dig deep to detect school issues and analyze data, using cutting-edge technologies and proven methods to help turn schools around and raise skills and scores.

• Learning Teams, the core of Pearson School Improvement Partnerships, build communities of teachers to focus on improving teaching to boost student achievement.

• Literacy and Numeracy specialists work with teams to bolster these key foundations for overall student and school performance.

Regardless of the particular focus, Pearson School Improvement Partnerships all produce the same outcome: higher student achievement. By providing cascading levels of support, from principals to staff, consultants help schools build the internal capacity for sustained school success.

In it for the long haul

Elevating school performance and culture is not a quick fix. It is a serious commitment involving full-time advisors, on-site support and regularly scheduled sessions over a period of up to __ years. Pearson School Improvement Partnerships are about a long-term commitment to long-term success.

Improving schools is now a government imperative as well. Race to the Top, a new U.S. Department of Education initiative, is asking States to advance reforms around four specific areas: standards and assessments; data systems; staff recruiting and retention; and turnaround of the lowest-achieving schools.

Pearson School Improvement Partnerships are equipped to handle all that and more.

Customized solutions

Schools are not one-size-fits all; neither are consulting solutions. Pearson School Improvement Partnerships are customized for each school. Supported by the Pearson K-12 Solutions Team, they are designed to boost student achievement, which ultimately boosts teacher retention rates and overall school culture.

It's a domino effect for school success.

Diagnostic Services

Identifying school issues is job one.

Before brainstorming solutions, we focus on first steps first: identifying school issues and pinpointing problems. Pearson Diagnostic Services digs deep to uncover strengths, weaknesses and critical needs particular to each individual school. We perform a thorough on-site diagnostic evaluation, interviewing teachers, students and administrators, and identifying school issues and critical needs.

Race to the Top, the new initiative from the U.S. Department of Education, makes identifying school issues even more paramount. Among other reforms, states are charged with building better assessment data systems and turning around low-achieving schools.

Pearson Diagnostic Services has the expertise to handle the most challenging cases.

Cutting-edge tools from Pearson Diagnostic Services

We're well connected. As part of the leading global instructional technology company, Pearson Diagnostic Services employs the latest technologies and proven methodologies for identifying school issues—and customizes a portfolio of tools based on each school's unique needs. Pearson Diagnostic Services uses a full range of tools to screen, identify, document and monitor progress throughout schools and, if requested, entire districts.

After surveying constituents and identifying school issues, Pearson Diagnostic Services consultants crunch the numbers and chart the data. The team analyzes achievement test and assessment results and provides a detailed evaluation report summarizing baseline data and key findings. The team provides a customized road map with clear directions for continuous, sustained school improvement.

Fostering cultures of support and success

To be successful in the 21st century, students need a spectrum of critical skills and knowledge. They also need a school culture that fosters this success by supporting student learning and achievement. Studies show that school culture and student achievement go hand in hand. Pearson Diagnostic Services plays a critical role by identifying school issues that negatively affect school culture—and intervening and implementing strategies to steer things in a positive direction.

In addition to identifying school issues and delivering professional development, Pearson Diagnostic Services provides encouragement and support to teachers and administrators struggling to help students learn.

Pearson Diagnostic Services digs deep and sets sights high. Research shows that identifying school issues early leads to greater school success in the long run.

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Focus on Literacy

Research-based reading instruction raises the bar

Literacy is critical. Students who have difficulty with reading and comprehension can easily end up in a cycle of poor performance and frustration. Since reading and writing are key components in several subject areas, poor literacy skills have a widespread impact.

That's why effective reading instruction is so essential.

Pearson brings its combined expertise in professional development and reading instruction to help schools boost literacy and learning. Based on 20 years of rigorous research, the Pearson Learning Teams model is based on this premise: Improving teaching is the single most effective way to improve student performance. When it comes to teaching reading, the results are tangible.

Literacy specialists teach key strategies

Pearson Literacy Leadership Teams (LLT) offer the specialized training and development necessary to achieve results. The program provides a systematic way of improving students' literacy development through effective reading instruction. Working collaboratively with teachers, specialists help design and implement lessons and strategies to build skills and boost learning. Based on extensive research, Pearson's expertise in reading instruction is solid.

LLT is a comprehensive educator training program focus on reading instruction. Our consultants work on-site with teachers to customize research-based strategies to suit the particular needs of their student population. The methods are creative and multi-faceted, but the goal is specific: improving reading instruction as measured by improvements in student achievement.

Connecting the dots

We help teachers brainstorm and implement strategies to improve their students' ability to read, write and succeed. And we help them teach themselves: By tracking the reading progress of their students, teachers are able to judge the effectiveness of their reading instruction.

In other words, we teach teachers to teach themselves, by learning from their students. Judging by the results, tt makes perfect sense.

21st century literacy

Race to the Top, the new U.S. Department of Education initiative, adds even more weight to the case for boosting literacy. It calls for states to advance reforms such as:

- adopting standards and assessments that prepare students to succeed in college, the workplace and the global economy; and
- building data systems that measure student growth and success in order to show teachers and principals how to improve instruction

The case for improving language arts and reading instruction has never been so great.

Knowledge-Based Decision Making

Knowledge-based decision making makes sense.

Common sense has its place in the classroom. But for schools to be successful in the 21st century they need to rely on more than intuition. School administrations need vast knowledge and hard data—and the tools to use and share it systematically.

Pearson delivers with state-of-the-art tools and strategies based on gold standard research. The K-12 Solution Team works with school administration to implement proven, knowledge-based practices to advance teaching and learning. Team members examine a range of data sources to determine the best research-based tools, frameworks and resources to support knowledge-sharing.

Using data to inform instruction and personalize student learning makes good teaching sense. Using data as the basis of decision-making—e.g. through decision support systemsis a business necessity.

Decision support systems speed up the process.

School administrations need well-defined decision support systems to make schools run efficiently from top to bottom and across all levels. Innovative decision support systems ensure more effective decisions and speed up the decision-making process. They help school administration identify problems, analyze possible solutions, and then choose and implement the best solution.

Decision support systems deliver effective decisions.

School administration is faced with mountains of data—from assessment and standardized test results to general administrative data to useful research findings. We work with school administration to develop data management and decision support systems to use knowledge systematically.

Pearson brings different groups together to share knowledge and shape decisions that affect the entire school. From school administration (principals and assistant principals) to consultants (content coaches, instructional advisors and senior advisors) to teachers, all play a vital role. To make the most of these sessions, schools need effective decision support systems in place.

Answering the call

Race to the Top, a new U.S. Department of Education initiative, is asking States to advance reforms in several key areas. School administrations are charged with building better data systems and using assessment data more effectively. Yet another case for making decision support systems part of standard operating procedures.

Decision support systems are critical components of Pearson's School Improvement Partnerships. By backing knowledge-based decisions with solid research, school administrations are able to deliver significant results.

Learning Teams

Improving teaching with in-site school consultants

The results are clear: Improving teaching is the single most effective way to boost student performance. Twenty years of rigorous research proves this to be the case. And when teachers see the measurable results of this cause-effect connection, it sets a cycle of continuous improvement into motion.

This is the premise of Pearson's Learning Teams (LT) program. LTs bridge external and internal models, bringing school consultants together with teachers to focus on instructional leadership from the inside out.

What is a Learning Team?

It is a specific type of teacher community focused on improving teaching as measured by improvements in student achievement. School consultants work on-site with teachers to customize research-based strategies to suit the particular needs of their student populations.

The Pearson Learning Teams model includes five elements, facilitated by expert school consultants:

- Shared goals
- Indicators that measure success
- Assistance from capable others
- Leadership that supports and pressures
- Settings that allow staff to get important instructional work done

Built around this framework, the LT model helps schools and districts focus on improving teaching and student achievement, based on targeted needs and objectives determined by school consultants.

Teaching, not admin, is the focus

Instructional leadership—not administrative leadership—is the focus of the Learning Team model. Rather than teaching teachers how to teach, our school consultants teach teachers how to learn from their own teaching—how to analyze their effectiveness based on student achievement. Improving teaching by learning how their students learn.

The new Race to the Top program from the U.S. Department of Education aligns with this approach. It asks States to focus on improving teaching--by building data systems that measure

student growth and success in order to show teachers and principals how they can improve instruction. Our school consultants do just that.

School consultants say collaboration is key

Building "job alike" work groups, Pearson helps form professional learning communities to foster collaboration with a specific goal: improving teaching, learning and achievement. School consultants facilitate regular meetings where teachers share successes and frustrations, brainstorm ideas and build portfolios of effective lesson plans and strategies. "Protected time" is built into the schedule, ensuring that teachers have consistent meetings in a consistent setting, all focused on improving teaching.

Improving teaching, learning and achievement

All of these measures help establish a solid infrastructure of instructional leadership and ongoing professional development. With improving teaching in as the ultimate goal, LT's school consultants enable teachers to refine their methods and bring about better student results.

School Turn-Around

A comprehensive model for continuous school improvement

Chronic underachievement in schools often calls for a formal School Turnaround program. Struggling schools—characterized by either gaps between groups or underachievement across the board—need proven strategies for improving student achievement. Research shows this to be the catalyst for ultimate school improvement.

The government is pushing for radical change. Through its Race to the Top initiative, the U.S. Department of Education is asking States to advance school improvement reforms and show significant results. "Turning around our lowest achieving schools" is a top priority. Improving student achievement is the key.

Schools can't do this alone. Serious, sustained school improvement requires intervention from external specialists. Pearson Learning Teams advisors work on-site with teachers and administrators to analyze data and help identify and correct critical issues. By focusing on improving student achievement, they ultimately bring greater stability to schools.

Proven strategies for improving student achievement

Effective teaching has a domino effect. It elevates student achievement, which in turn elevates teacher retention rates. Schools can then build the capacity to grow and distribute their leadership —which leads to sustained school improvement. Improving teaching is the key to improving student achievement.

Spurring a cultural shift

Improving student achievement goes hand in hand with school culture. When teachers see positive results, they believe in their own ability to effect change. When students see results, they believe in themselves. This cultural shift is a key byproduct of school improvement.

Underperforming schools need to get up to speed with 21st century learning. Pearson aims to prepare students for a culturally diverse, technologically complex and economically competitive world. It provides tools to help improve instruction and leadership, ultimately improving student achievement in under–performing schools.

We focus our efforts on the following key elements for improving student achievement and overall school improvement:

• Improving Teacher Effectiveness

- Developing Instructional Leadership
- Effective Collaboration & Teamwork
- Focus on Curriculum and Curriculum Tools – (Literacy and Numeracy)
- Improving School Culture
- Effective use of Data and Knowledge
- Effective use of Technology

Pearson has the expertise and capacity to bring about large-scale school improvement in districts large or small. By improving student achievement one school at a time, it makes sustained school improvement well within reach.

Focus on Numeracy

Innovative math instruction for measurable results

Numbers matter. Numeracy—the mastery of basic number concepts and mathematical skills—is a core requisite for success throughout school, in the workplace and in everyday life. In under-performing schools, basic numeracy is one of the main focal points for rescue and reinforcement. Mathematics teaching has never been more critical.

Computation and problem-solving have always been mainstays of mathematics instruction. Reasoning and using representations all come into play as well. And along with basic numeracy, the ability to make connections and communicate using mathematical language are vital skills for 21st century learners—and therefore vital components of mathematics instruction.

Boost numeracy.

Pearson Learning Teams (LTs) partner with struggling schools to improve mathematics teaching, strengthen numeracy and boost student achievement across the K-12 spectrum. Based on 20 years of research, the Learning Teams model proves that teacher development is the key to overall school success. And improving mathematics teaching is the single most effective way to improve student numeracy and mastery of skills.

Do the math.

Pearson consultants analyze state achievement test data to zero in on a school's specific needs. Then they work with teachers to develop effective lesson plans for mathematics instruction that target those needs in a systematic way. By scaffolding each lesson to build on previous ones, they build in extra reinforcement to buttress key skills and concepts. And by continuously measuring the results, they validate teachers' efforts—and the case for innovative methods in mathematics instruction.

Connect the dots.

The Learning Teams model provides structure and support for mathematics teaching by creating teacher work groups. It also emphasizes collaboration between content areas—between math and science, for instance—to help both students and teachers connect the dots and spark ideas for interdisciplinary learning. All of this enables students to build the solid foundation and numeracy skills they need to solve problems that they encounter in their daily lives.

21st century numeracy

Race to the Top, the new U.S. Department of Education initiative, adds even more weight to the case for boosting numeracy. Its call for overall school improvement includes several measures applicable to mathematics instruction, i.e.:

- adopting standards and assessments that prepare students to succeed in college, the workplace and the global economy; and

- building data systems that measure student growth and success in order to show teachers and principals how to improve instruction

Pearson partners with schools to take mathematics teaching to a whole new level.

Professional Development

Effective teaching skills are key

Effective teaching is the cornerstone of school success. Improving teaching is the single most effective step we can take to improve student achievement. Thirty years of research backs this up —and forms the foundation of Pearson's professional development programs.

Effective teaching does not happen overnight. Implementing effective teaching in a struggling school with achievement problems is even more complicated. It is a complex process and requires instructional and leadership development from professionals with a proven track record.

Pearson is up to the job with its extensive research-based tools and programs—all designed for building effective teaching skills. Pearson is committed to strengthening the pool of successful teachers across the country. Through leading-edge professional development, it develops effective teaching skills and builds leadership development from within.

Effective teaching at core of school reform

Improving teaching is high priority. Efforts to recruit and retain talented teachers are at the center of education reform. The new U.S. Department of Education initiative, Race to the Top, raises the bar even higher. Recruiting, developing and retaining effective teachers and principals is at the top of their list.

Teaching English language learners (ELL) is a top concern as well. In struggling schools with achievement gaps, this is a vital area that frequently requires intervention. Pearson has leading programs for teaching English language learners, leveling the playing field and raising achievement.

Leadership Development with Learning Teams

Learning Teams (LT) is a highly successful model for both teacher and leadership development. LT communities focus on effective teaching as the key to student achievement. School consultants work on-site to implement research-based teacher and leadership development programs.

Leadership development is a long-term commitment. Pearson's leadership development programs include methods to improve the selection of teacher candidates, help them implement effective teaching strategies, and support them so they remain in the profession for the long haul.

Pearson's leadership development programs draw on libraries of highly regarded training materials. Imprints include leadership development specialists Allyn & Bacon and Merrill, which offer print, digital and hybrid tools and resources for PK–12 educators.

Teaching English language learners

Pearson provides a rich source of high-quality products for teaching English language learners (ELLs). As the number of English language learners in our nation's classrooms continues to grow, Pearson continues to stay ahead of the curve with its off-the-shelf and custom content to support K–12 teachers in the mainstream classroom.

Teaching English language learners is a long-term commitment. As the ELL community grows across the U.S., Pearson will continue to stay ahead of the curve with the best research-based tools for teaching English language learners in the most effective ways.

Leadership Development

Leadership skills for the 21st century

The role of the principal has become increasingly complex. The push for 21st century skills has raised the bar for students and teachers--and for the administrators who are accountable for their success.

Race to the Top, the new U.S. Department of Education initiative, makes school improvement a top priority. Research indicates that principals play a pivotal role in school improvement. They are charged with leading instructional improvement, as well as developing leadership skills and capacity among staff. In order to be up to the job, school principals need long-term leadership development themselves.

Pearson's professional leadership development

Professional leadership development is a critical investment. Pearson uses research-proven tools and strategies to build school-wide leadership skills for lasting success.

Pearson is right there alongside school administrators, whether through on-site Learning Teams or online tools designed to build leadership skills.

Learning Teams build leadership skills

Pearson's Learning Teams program is a highly successful model for improving teaching and leadership skills. Learning Teams are unique communities comprised of internal and external players, all focused on improving teaching as measured by student achievement. School consultants work on-site with teachers and administrators to implement research-based strategies and leadership development programs.

Research-based leadership development

Learning Teams help establish an infrastructure of ongoing leadership development at each school site. The research-based model includes five elements, all of which are proven to contribute to improved instructional skills and leadership skills:
- Goals that are set and shared
- Indicators that measure success
- Assistance from capable others
- Leadership that supports and pressures
- Settings that allow staff to get important things done

To facilitate ongoing leadership development, a full-time school improvement adviser works alongside the school leadership teams and administrative work groups. Collaborative teams of principals, assistant principals, content coaches and teachers come together for training, coaching, planning, strategizing and problem-solving--all key components of leadership skills.

Online leadership development tools
Pearson also provides a range of rich online courses and tools. Its Education Leadership online courses focus on the leadership skills required for 21st century schools. And its new MyLeadershipLab (expected to launch in fall 2010) will include online collaborative learning communities.

Building the critical leadership skills for 21st century schools takes more than a few seminars. It takes ongoing, on-site leadership development that Pearson is uniquely qualified to deliver.

Teacher Effectiveness Development

Improving student performance by improving teaching

Improving teaching is the single most effective step we can take to improve learning and student performance. Pearson's 30 years of rigorous research backs this up—and forms the rock-solid foundation of its professional development programs.

Effective teachers are the key to success

Developing effective teachers is a complex process and requires professional development with a proven track record. Pearson is up to the job with its extensive toolbox of research-based programs—all designed for improving teaching skills and strategies.

Drawing on Pearson resources, including digital libraries with award-winning authors and market-leading content, we build courseware and customizable online degree/certification programs—all designed for improving teaching in the most innovative, engaging ways.

MyEducationLab—one of Pearson's most popular professional development tools—provides authentic in-class video footage and interactive skill-building exercises for improving teaching. Designed for the developing or inexperienced teacher, it also includes connections to national standards and the IRIS Center resources for special education preparation.

Effective teachers at core of school reform

Improving teaching is high priority. Efforts to recruit, train, and retain talented, effective teachers are at the center of education reform at the federal, state and local levels. The new U.S. Department of Education initiative, Race to the Top, raises the bar even higher. Recruiting, developing, rewarding and retaining effective teachers and principals is at the top of their list.

Effective teachers create a domino effect.

They raise student achievement and raise the bar for improving teaching school-wide. Pearson's experts work with you to define and understand your needs—and create a customized plan for developing highly effective teachers.