

PEARSON



**CHOOSING THE RIGHT STUDENT
INFORMATION SYSTEM FOR YOUR DISTRICT**

“THE GREATEST POWER THAT A PERSON POSSESSES IS THE POWER TO CHOOSE.” –J. Martin Kohe

One size does not fit all when it comes to serving the individual challenges and complex educational technology needs of the more than 15,000 school districts in the U.S. From the largest public school system to the smallest rural school, each district has a unique set of traditions, processes, and systems that require customizable solutions. As key stakeholders in education, we must be willing to transform and grow with new technologies and opportunities that will open the door to the future of education.

No two school districts are alike. Whether it's limited resources, budget constraints or legacy technologies, each district has a unique set of challenges. As such, each school and district must choose solutions and technologies that best meet their individual needs and support the future integration of other best of breed solutions. As there is no single solution or system that can fulfill the needs and meet the challenges of every school or district, it's important to have choice. Choice creates the opportunity to communicate, collaborate, assess and create in ways that meet our particular needs.

Today's student information system operates as the district's enterprise solution and will serve as the infrastructure for the learning ecosystems of the future. While they may vary in scope, size, capabilities and vision, these systems have had and will continue to have a transformational impact on the day-to-day operations of tens of thousands of schools in the U.S.

With the right student information system, schools and districts can address the challenges of achievement, reporting, growth and scalability, while powering the performance of each constituent in today's educational landscape – from administrators and teachers to parents and students.

THE CHOICE MATTERS. CHOOSE THE RIGHT STUDENT INFORMATION SYSTEM FOR YOU.

Every school faces its own unique set of feature requirements and challenges; the key is identifying those that are most critical. This is the first step in choosing a student information system that will support a collaborative, flexible, and effective infrastructure that fits your needs. The selection of a flexible, interoperable and appropriate technology solution is critical to establishing the right infrastructure. In essence, one size doesn't fit all. That's why Pearson offers choice.

Choice means that you can get what you need – not a cookie cutter solution. While Pearson is focused on offering a choice of solutions, we also believe that all solutions need to be open, interoperable and flexible. A student information system needs to encourage communication and collaboration. As importantly, a student information system needs to be supported with the right levels of training, service and support, as well as an ongoing commitment to product development. Finally, understanding choice also means that you know that a student information system isn't the final step, but the beginning of a series of steps where technology is leveraged to achieve the best performance for all stakeholders.

THE PEARSON INFRASTRUCTURE: THE CHOICE IS YOURS

As the industry leader in student information systems and performance solutions, Pearson is the only education company offering a strategic portfolio of student information solutions designed for the evolving needs of K-12 schools and districts – today and tomorrow. Whether a district has 1,500 students or 400,000 students, we can meet the scalability requirements for districts of all sizes.

In fact, we believe it is our responsibility to find solutions that work for each customer versus expecting conformity to one standard or solution. Pearson's open, interoperable systems ensure a future-proof technology investment and offer a choice of solutions that are designed to meet the individual needs of schools and districts of all types and sizes.

As our districts invest the time and effort required to prioritize unique needs and challenges, we work with each of them to find a performance solution that will achieve their goals and offer a choice in systems that meet the vastly different needs of small, mid and large-sized districts across the U.S. We teach schools and districts how to apply those programs in the most effective way – by changing processes and inputs, managing expectations, and monitoring outcomes.

CHANCERY SMS AND POWERSCHOOL

Whether it's one of the top largest districts in the U.S. or an underserved rural district with less than 600 students, our industry-leading student information systems – Chancery SMS and PowerSchool – deliver this choice to K-12 districts. Our student information systems enable schools and districts to leverage technology to ease reporting burdens, open up lines of communication and simplify internal processes, such as scheduling and grading. These systems give educators the opportunity to receive and communicate targeted and comprehensive information in real-time, allowing the focus to be placed on student achievement. This performance infrastructure enables students, parents, teachers, and administrators to work together to improve student achievement, without creating more administrative overhead.

Chancery SMS is the only web-based student information system designed to meet the unique needs of larger, urban K-12 districts. Chancery SMS, the system of choice for four of the top 10 largest public school districts in the U.S., provides districts with the tools and capabilities they need to create a powerful framework for student achievement.

This scalable, interoperable system helps administrators improve processes across these larger districts and supports their future needs and growth. Developed on a platform that supports a safer, easier, and more seamless integration of data with other applications, this solution allows for increased efficiencies, enhanced data accuracy and extended data driven decision-making capabilities. In comparison to the needs of smaller districts, Chancery SMS understands the unique and sophisticated services and customization required by large school districts in finding a student information system that can manage and improve processes across their districts.

PowerSchool Premier, the first student information system designed from the ground up as a web-based solution, offers easily access real-time data via a standard web browser, on a Macintosh or Windows PC for K-12 districts. PowerSchool Premier moves districts beyond administrative reporting by enabling them to use the data they collect to increase student achievement and identify trends and patterns that may affect student outcomes. PowerSchool focuses on the needs of those districts requiring a system that include ease of use, community focus, embedded functionality and lower administrative costs. A core tenet of Premier is the extensive customer-enabled customization that reaches to the heart of meeting unique district requirements while managing expenditures.

With PowerSchool's true functional integration, districts can combine and automate critical functions like attendance, complex scheduling, classroom grading, and reporting to accommodate the unique requirements of a school and district. This integrated approach provides districts with a higher return on investment by minimizing training, maintenance and future expenditures.

POWERTEACHER

Core to our commitment to performance in the classroom is PowerTeacher, the industry's easiest, most teacher-friendly gradebook. Developed by Pearson, PowerTeacher is a direct reflection of our education roots and customer understanding. PowerTeacher teams the feedback and best practices of thousands of teachers with innovative Web 2.0 technology and unparalleled user experience. Enabling teachers to effectively manage their own classroom while functioning within district guidelines, PowerTeacher is the application of choice for thousands of teachers.

PARENT PORTAL

Finally, our parent access offering is the most widely recognized in education today. Hundreds of thousands of parents rely on PowerSchool to access real-time information like grades and attendance information while communicating and collaborating with teachers on the student's progress. According to a recent PowerSchool online survey with parents, 94 percent of parents want to use the web to get more involved in their children's progress and 85 percent want more frequent progress updates. This solution enables parents and ensures that parents are engaged and impacting performance where it matters most to them – their individual students. These are the choices that Pearson brings.

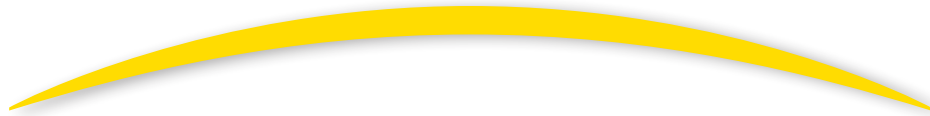
Pearson Inform, which can be used interchangeably with Pearson's SIS solutions, is a data analysis and decision support tool that delivers a comprehensive student performance analysis enabling a way to measure student progress and improve district performance by providing insight into district-wide performance from subject area to concept-level including state standards for performance analysis and curriculum revision. Leveraging data from multiple sources, such as student information systems, assessment systems and data warehouses, Pearson Inform captures, shares and reports on a variety of student and assessment information, including student demographics, grades, state tests, standardized tests, district tests and more. This enables schools and districts to analyze data from various perspectives, find patterns, compare performance results, and see the "big picture" across the district through teachers, schools, grade levels, and standards achievement.

"FUTURE PROOFING" YOUR INVESTMENT

Today's larger districts are looking for an enterprise-wide solution that will act as the core system — working in harmony with other data-rich instructional and operational systems — to more comprehensively support the business of education. The Schools Interoperability Framework (SIF) is an industry standard that promotes enhanced education for students of all learning styles by creating a seamless and automatic integration of disparate K-12 applications. Through our active involvement with SIF, Pearson is taking interoperability to the next level with tools that help our customers integrate their systems with instructional management, assessment, transportation, health, food service, library, and similar applications. We are committed to working in your comprehensive environment using standards to ensure your success.

Choosing the appropriate technology infrastructure will be critical to the future success of today's schools and districts. The performance infrastructure of the future must feature technologies capable of growing alongside a district's needs and have the appropriate flexibility in place to seamlessly adapt to the ever-evolving technology landscape.

In serving millions of students nationwide, Pearson understands the importance of choice in building an educational technology infrastructure that goes well beyond the delivery of information in support of better, more timely decisions that impact the performance of all stakeholders. We provide the choice that will take education technology beyond its limits and empower student, teacher and school performance as never before!



**FOR MORE INFORMATION ON PEARSON'S VISION FOR
POWERING PERFORMANCE IN EDUCATION**
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