



Pearson

NAME

Efficacy Report Summary

NAME is an integrated learning program that encompasses an institution's whole educational environment, including curriculum design, teacher support and training, print content and courseware, technology platforms, assessments and other services.

NAME is designed specifically for public schools and dedicated to service students from low income backgrounds.

Study 1:

Do NAME students perform better in math and Portuguese on national exams?

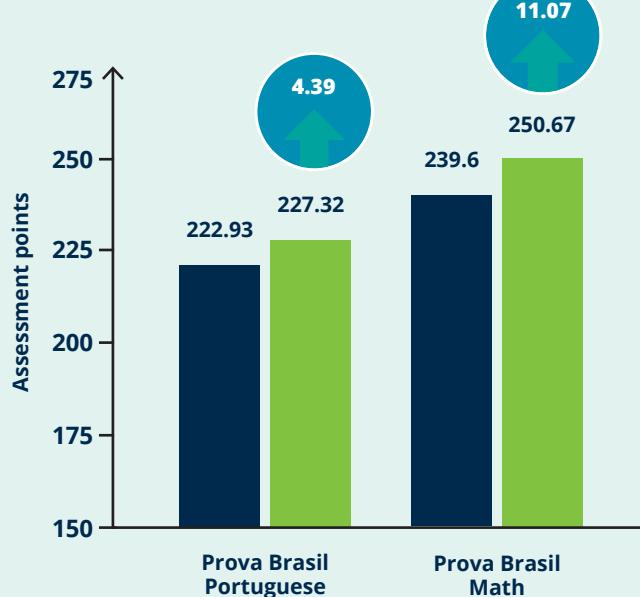
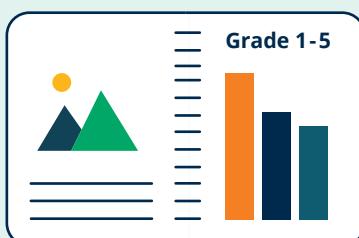
To analyze the relation between use of NAME and student achievement, we commissioned Merola Research, LLC to complete a study comparing 54 schools using NAME with 267 comparable non-NOME schools.

What we found

We found that after comparing the group means, students in NAME schools scored statistically significantly higher than 5th-grade and 9th-grade comparison students in both mathematics and Portuguese.

Comparing Prova Brasil scores for 1st-5th grade students in NAME schools and other schools

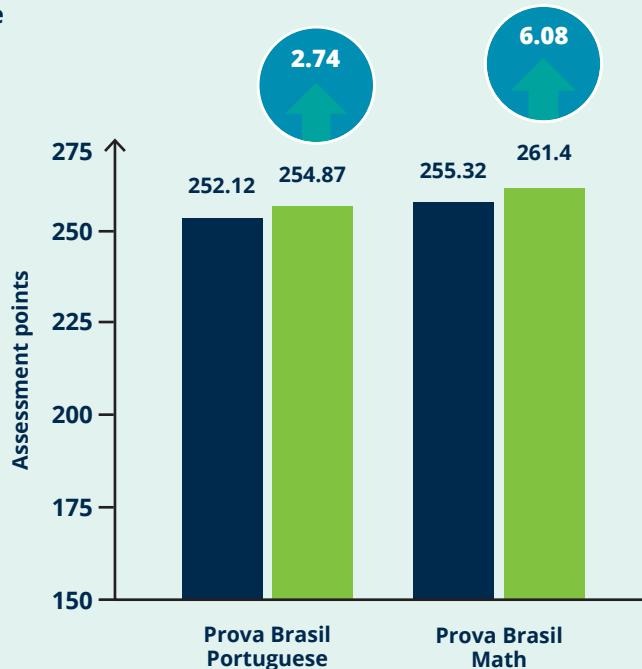
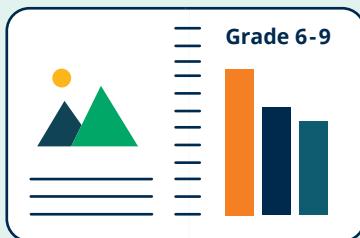
- █ Students at other schools
- █ Students in NAME schools



Comparing Prova Brasil scores for 6th–9th grade students in NAME schools and other schools

■ Students at other schools

■ Students in NAME schools



In the context of the study based on analysis of 2015 schools data made publicly available through the National Institute of Educational Studies and Research Anísio Teixeira (INEP),

Pearson is able to make the following statements about the efficacy of NAME:

- Fifth grade students who had received NAME since 1st grade, from schools already using NAME, outscored students from similar schools (matched on 2009 IDEB¹, 2013 SES², and 2015 school complexity) by 4 points on the Prova Brasil Portuguese assessment and 11 points on the Prova Brasil math assessment in 2015.
- Ninth grade students who had received NAME since 6th grade, from schools already using NAME, outscored students from similar schools (matched on 2011 IDEB, 2013 SES, and 2015 school complexity) by 3 points on the Prova Brasil Portuguese assessment and 6 points on the Prova Brasil math assessment in 2015.

This statement is set out in full in the box titled "Efficacy statements" on page 11 of the Research Report where they have been subject to assurance by PwC, whose report can be found at the end of the Research Report.

How we did the research

The researchers looked at students' achievement on Prova Brasil — a national math and Portuguese exam administered every two years to public schools in 5th and 9th grades, in both the NAME and non-NOME schools. All this data was publicly available from INEP.

Explore the full report at Pearson.com/corporate/efficacy-and-research

Pearson's Efficacy Commitment

In 2013, Pearson made a commitment to efficacy: to identify the outcomes that matter most to students and educators, and apply evidence-based approaches to product design, development and implementation support so we could have a greater impact on improving those outcomes. We committed to reporting on the impact of use of products, commencing in 2018 with some of our most frequently used products.

To Pearson, efficacy is more than a commitment to report on the impact of use of our products on outcomes. It is even more than a way to continuously improve our products. Efficacy is a priority for everyone at Pearson. Applying outcomes-focused, evidence-based design to our products, and supporting educators to use them to help more learners learn more, is at the heart of who we are, what we do — and of our vision for the future of learning.

¹ Basic Education Development Index

² Socioeconomic status