



# Dare to transform education

It's an exciting time in higher education. Institutions have an unprecedented opportunity to take advantage of new strategies to increase student success, retention, and enrollment. There have never been more options to address the challenges of access and affordability. The time to innovate is now!

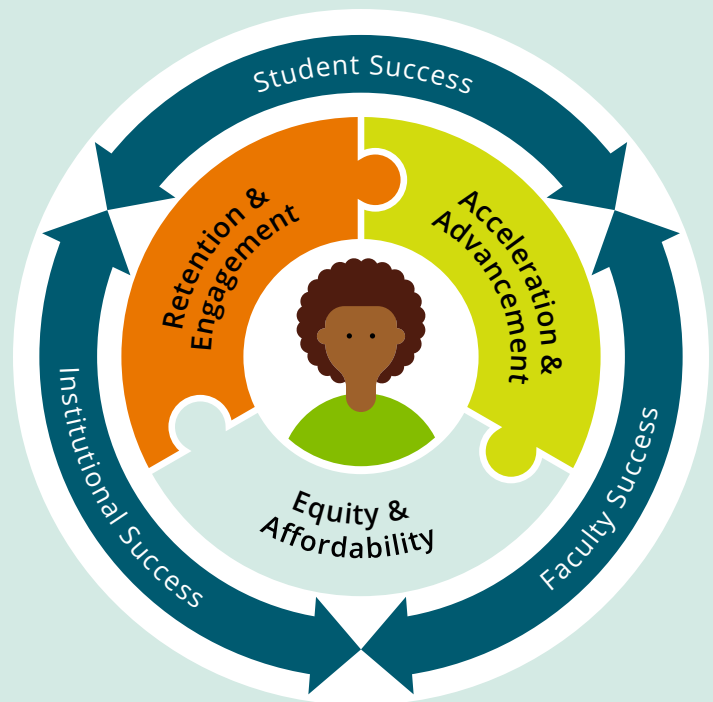
Together, we have a once-in-a-generation chance to shape the future of learning, improve the tools instructors use to engage with students, and help every learner pursue an educational path that ultimately leads to opportunity and fulfillment.



Pearson

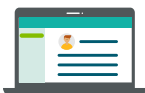
## Why partner with Pearson?

- Affordable access to high-quality course materials
- Learning technology that evolves with your programs
- Products and services to help prepare your students for a lifetime of career success
- Insights to help you improve results



## Making education more affordable

Success starts with early access to course materials. From the first day of class, learners can access our widely used content and technology in a range of digital and rental formats at reduced costs.



**Pearson Inclusive Access** helps every student achieve more by providing equitable, affordable access to engaging digital course materials on the first day of class. Nearly 700 institutions trust Inclusive Access to help them drive down the overall cost of a college degree and improve retention rates.



Educators can opt to let **students choose how to access and purchase course materials**. We offer solutions for every type of learner.

## Learning that evolves with you

Faculty are continually refining their pedagogy to respond to rapid changes in technology, curriculum, and instructional design, and to keep pace with the shifting needs of students and employers. Our products and services evolve along with you to empower the next generation of learners and meet the changing needs of faculty and institutions. By tracking the impact of these products on the teaching and learning experience, we help students achieve all they can and help educators optimize their time.

## Preparing students for a lifetime of career success

Students say the top reason they go to college is to get a better job, so we know that they have high expectations of the institutions they attend and the services that are provided. We want to support your efforts in finding the best solutions to meet the growing demands of your constituents. Our products and services can help to scale the work of your Career Services office and equip students with the modern skills employers expect.



**Pearson Career Success** is a program that helps students take control of their futures. Through various research-based activities and resources, students identify a career path, develop essential skills, and learn what they need to do to stand out from the crowd.



**Building professional skills** is a focal point of Pearson products. Throughout the curriculum, we support the development of the soft skills students will need for the jobs of today and tomorrow — such as critical thinking, communication, and decision-making.

## Using data-informed insights and intelligence to improve the way students learn

With meaningful classroom data, educators and institutions can support students when they need it most. Pearson supplements your analytics with insights that can help you optimize learning, improve retention, and increase success in college and beyond.



**Learning data** helps instructors identify the precise areas in which students are struggling based on students' work on robust assignments.



**Data collected with GRIT™ Gauge** measures student GRIT — the number one quality employers look for when hiring. The data reflects each student's level of growth, resilience, instinct, and tenacity, and provides a pathway to building GRIT.



**Labor Market Insights data** — pulled from real-time online job postings across the country — reveal market trends by industry, salary, and geographic location, helping students make informed decisions about their career pursuits.



**Career-readiness data** assesses student progress against the “Four Keys of College and Career Readiness” — developed by Dr. David T. Conley and identified as the Conley Readiness Index — which have been correlated with success in college and careers. With this information, students can take ownership of their learning and educators can refine their instruction.

Pearson is committed to helping you provide the best possible education for students while supporting the unique goals of your faculty and institution. Our comprehensive solutions combine world-class content with engaging digital experiences and robust analytics to encourage academic persistence and success, enable graduation, and unlock professional potential.

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