



PEARSON

Partnerships for Educational Change

Richmond, Virginia
August 12, 2008

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Goal for the Day

To start a conversation about educational change and new ways we can work together to improve teaching and learning.



Is PEARSON a search engine?

By MIGUEL HELFT
Published: August 10, 2008

SAN FRANCISCO — Type “buttermilk pancakes” into [Google](#), and among the top three or four search results you will find a link to a detailed recipe complete with a photo of a scrumptious stack from a site called Knol, which is owned by Google.

Enlarge This Image



Illustration by The New York Times

Google envisions Knol as a place where experts can share their knowledge on a variety of topics. It hopes to create a sort of online encyclopedia built from the contributions of scores of individuals. But while [Wikipedia](#) is collectively edited and ad-free, Knol contributors sign their articles and retain editing control over the content. They can choose to place ads, sold by Google, on their pages.

While Knol is only three weeks old and still relatively obscure, it has already rekindled fears among some media companies that Google is increasingly becoming a competitor. They foresee Google’s becoming a powerful rival that not only owns a growing number of content properties, including [YouTube](#), the top online video site, and Blogger, a leading blogging service, but also holds the keys to directing users around the Web.

COMMENTS (10)

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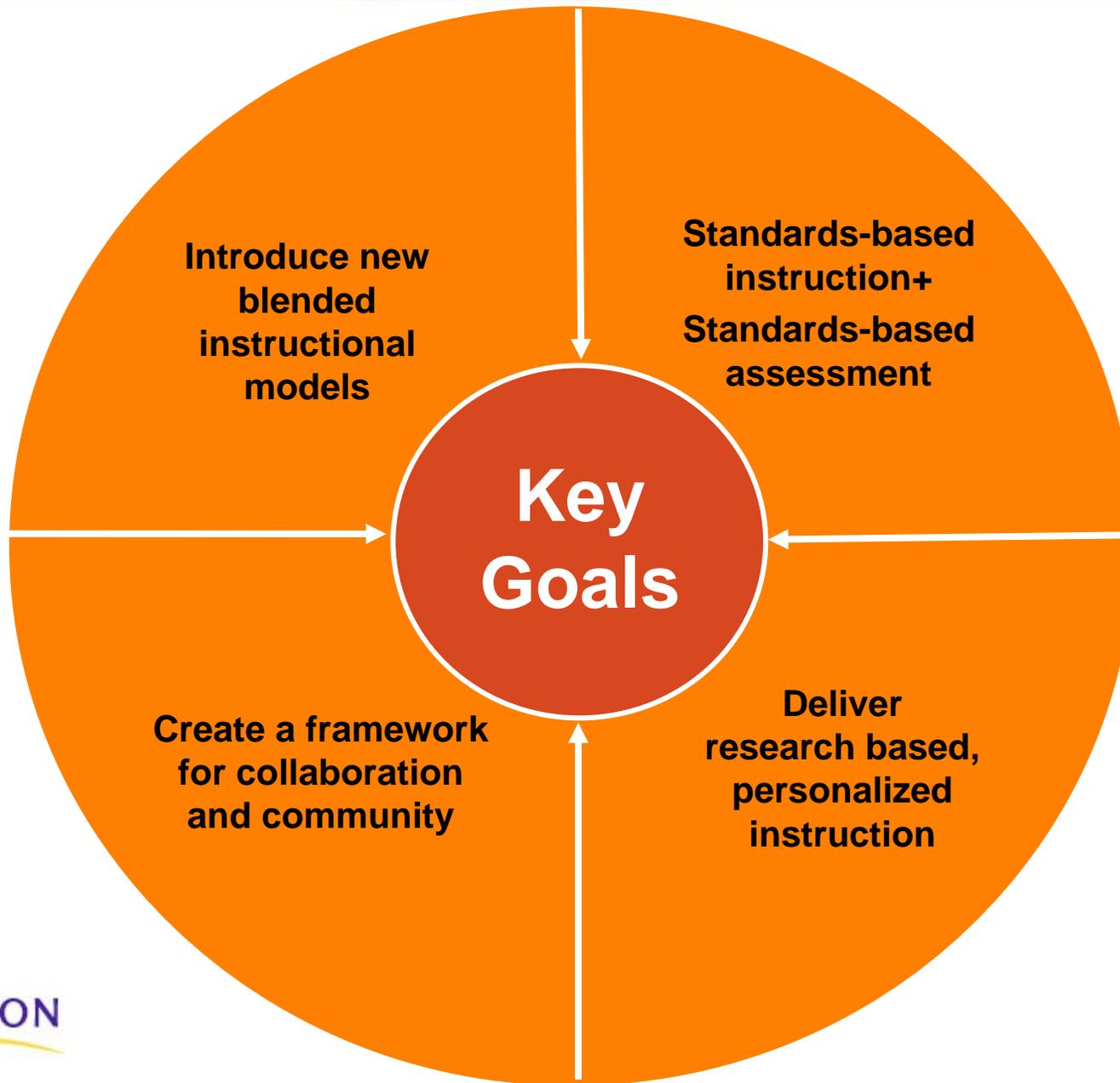


Related

Times Topics: [Google Inc.](#)

Pearson Goals

- Complete alignment to state and district level curriculum needs
- Create next generation programs that drive personalization through digital content
- Implement aligned, integrated and interoperable products, services, platforms and systems



Program Strategy: Creating State Programs

**State Aligned
Student
Content**

**State Aligned
Program
Components**

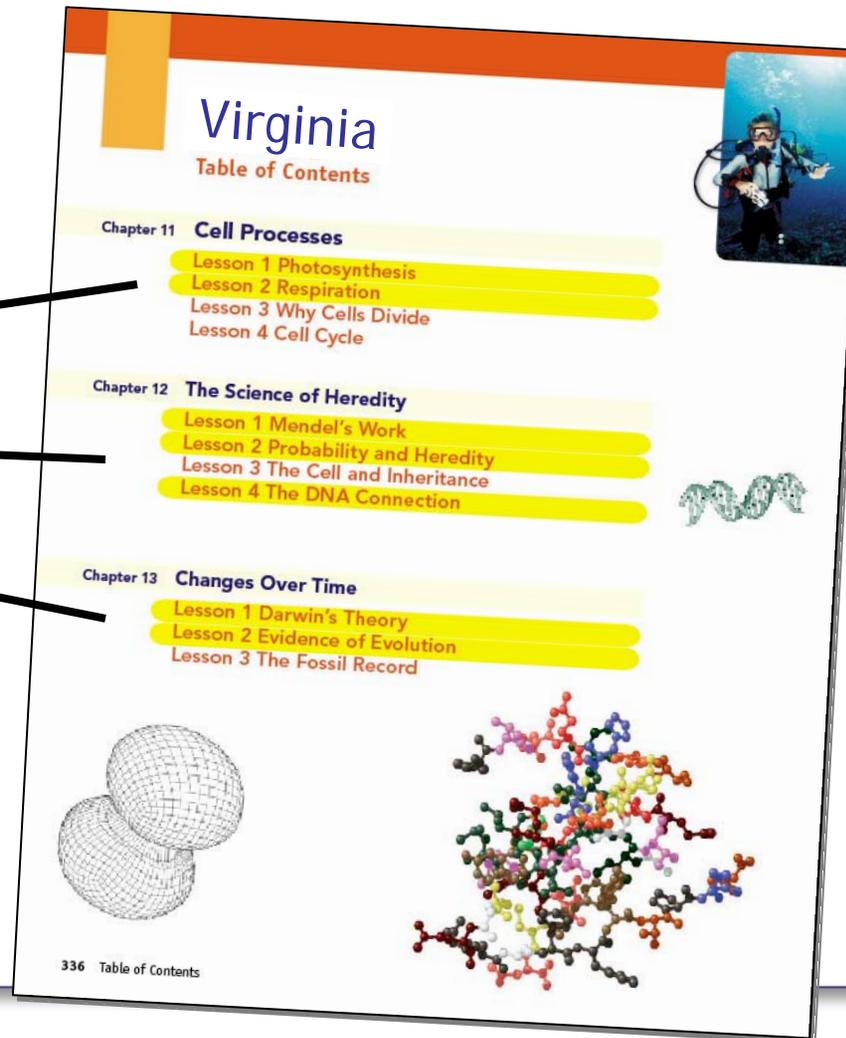
**Content
Repository
with 1,100
lessons**

**State Aligned
Digital
Product**

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Efficient and Effective Re-use of Content

**District Level
Custom
Product**



The image shows a page from a Virginia science textbook titled "Virginia Table of Contents". It lists three chapters with their respective lessons. The lessons are highlighted in yellow, and arrows point from the text "District Level Custom Product" to these highlighted sections. The page also features several illustrations: a diver, a DNA double helix, two wireframe spheres, and a complex molecular model.

Chapter	Chapter Title	Lessons
Chapter 11	Cell Processes	Lesson 1 Photosynthesis Lesson 2 Respiration Lesson 3 Why Cells Divide Lesson 4 Cell Cycle
Chapter 12	The Science of Heredity	Lesson 1 Mendel's Work Lesson 2 Probability and Heredity Lesson 3 The Cell and Inheritance Lesson 4 The DNA Connection
Chapter 13	Changes Over Time	Lesson 1 Darwin's Theory Lesson 2 Evidence of Evolution Lesson 3 The Fossil Record

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Planet Diary

**PLANET
DIARY**

[Textbook Correlations](#)

[Skills and Measurements](#)

Earth's Journal

[Earth's Calendar](#)

[Activities](#)

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EARTH'S JOURNAL

Planet Diary Summer 2008 Review

Click icons for key Planet Diary journal entries of 2008. Have a great summer!



EARTH'S JOURNAL ARCHIVE

LEGEND

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ACTIVITIES



What Is a Planet, Anyway?

Name: _____ Date: _____

The familiar list rolls easily off our tongues: Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus, Neptune, and Pluto. Shockingly, the list suddenly shrank from nine to eight after astronomers "kicked out" Pluto in August, 2006. Most of us probably assumed the list of planets would never change. But astronomy, like every other science, is constantly changing. As telescopes look deeper and probes travel further out into space, new observations lead to new conclusions.

What exactly is a planet, anyway? Before the decision about Pluto, there was lively debate among astronomers about adding other solar system bodies and/or subtracting Pluto from the list. In this Planet Diary activity, you'll find out how new discoveries fueled this debate. You'll also learn the new definition of a planet and why Pluto no longer qualifies.

1. In 2005, NASA reported the discovery of a solar system body called 2003 UB313, nicknamed Xena by its discoverer. In 2006, it was officially named Eris and was classified as one of three "dwarf planets." Soon after it was discovered, however, NASA called it the tenth planet, clearly expecting it would soon be added to the list of nine. Compare 2003 UB313's distance to the Sun with that of Pluto.
2. What is the Kuiper Belt?
3. Why did Dr. Brown think 2003 UB313 should be added to the list of planets?

Innovation and Pearson

- How can social studies become more personalized for teachers and students?
- Not a tested course in elementary
- Often overlooked due to busy day
- The next generation of citizens at risk

California History-Social Science

- 3 ways to teach Standards
- 1 lesson = 1 Standard
- Print: Interactive Worktext
- Active: Colonial Williamsburg
- Digital: video, songs, games, standards, planning, assessment all in one spot
- Very well received by teachers, students, and parents

Changes Made by CA

- Instructional Materials rules
- Allow consumable text
- Allow digital content
- Change the review process

Requirements from the State

- State approval of content
- All standards covered
- Accuracy of print and digital content
- Closed digital system
- Ensure no travel off the path to inappropriate sites
- Ensure consistent content for the life of the adoption
- Ability to add outside content

The education system will evolve into a truly learner centric enterprise with schools becoming 'solution assemblers' in a personalized system.

*Source: Dresdner Kleinwort Equity Research
U.S. School Publishing (Pearson - an emerging
winner in US school publishing) - January 2007*



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Wrap-Up/ Q and A



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