

Transforming the Learning Continuum

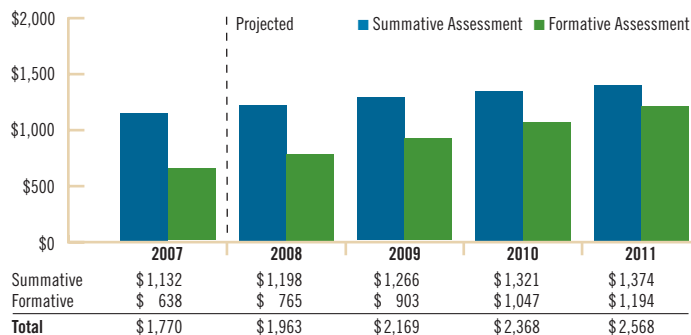
Education today is undergoing a profound change worldwide as students prepare to participate in the global economy. This transformation, aligned to accountability measures, technology advances, and the availability of comprehensive resources for students and parents as well as educators, is changing the way teachers teach, students learn and parents engage in classrooms around the world. McGraw-Hill Education, through its leading brands CTB and The Grow Network, is leveraging advances in assessment and reporting to create a more dynamic, transparent form of education—one that is much more individualized and efficient and aligned with true data-driven instruction.

As a leader in summative and formative assessment, online reporting capabilities, and student and parent action plans, McGraw-Hill Education is providing comprehensive solutions and best practices at home and abroad:

- Summative assessments that compare student performance nationally and provide valid and reliable measures of learning and growth
- Formative assessments that align with individual state standards, predict performance, and provide measures of performance growth
- Personalized study guides that address individual student needs
- Online multilingual assessment reporting that gives both families and schools exceptional clarity around achievement
- Adult assessments and English-language proficiency resources that enable more learners to reach their education goals
- International assessments and reports that guide the future of global education efforts

K–12 Educational Testing: Projected Market Growth

(dollars in millions)



Source: Outsell (formerly Eduventures), "Market Forecast to 2010"

Federally-Mandated Annual Testing

Starting Year	Subject	Grades	Frequency
2005-06	Reading	3–8	Once a year
		10–12	Once in high school *
	Mathematics	3–8	Once a year
			Once in high school *
2007-08	Science	3–5, 6–9, 10–12	Once a year at three different grade levels

* Grade not specified. At the time of publication of the 2009/10 Investor Fact Book annual testing requirements mandated by the No Child Left Behind Act remain in effect

Assessment and Reporting Solutions—Serving the Needs of All Learners

Pre-K–12

FIRST PERFORMANCES™

Reading and mathematics assessments and instructional guidance for students; monitors student progress toward state standards (Grades pre-K–3)



All-in-one interim and formative assessment solution that informs teaching and improves student learning (Grades 3–12)



Assessments and instructional guidance for English-language learners (Grades pre-K–12)



Innovative online writing assessments and instructional guidance aligned with national and state standards (Grades 3–12)



Personalized data-driven student learning pathways in print and online to help teachers differentiate instruction and accelerate student achievement

ParentNetwork

Personalized parent engagement plans based on student assessment results. Provides families with immediate 24/7 online access to their child's test results



Assessment solution that supports data-driven instruction, measures student progress relative to state standards, and predicts student performance on state tests (Grades K–12)

Adult



TABE Complete Language Assessment System—English™



Diagnostic assessments and instructional support for adult students, including Basic Education and English as a Second Language students

Technology to Enhance Teaching and Learning


Diagnostic and Predictive Benchmark Assessments for the Formative Market

Developed in consultation with administrators, principals, teachers and students, McGraw-Hill's Acuity™ helps teachers gauge student performance and deliver targeted classroom assessments and instructional resources so students receive immediate individualized assistance throughout the year. Acuity is a suite of diagnostic and predictive formative and interim assessments designed to show student growth toward state standards in reading, English/language arts, math, and science for grades 3–8 and in algebra for grades 6–12.

Acuity features:

- Online and paper-and-pencil administration options to match the level of technology available in schools
- Informative reports that provide data teachers need to improve student achievement
- Instructional exercises tied to student performance and a state-correlated online item bank
- Custom, teacher-created tests to help students remain current on classroom instruction
- Compatibility with wireless student response devices to allow students to take the assessments “online” and eliminate the need to scan answer sheets




www.acuityforschool.com 

Awards

- *Scholastic Administrator's* 2009 “Best in Tech” for Reading/Response to Intervention Assessment
- *District Administrator's* “Reader’s Choice Top 100 Product” for 2008
- 2009 CODiE Award Winner for “Best Student Assessment Solution” from the Software and Information Industry Association (SIIA)



www.grownetwork.com 

Reaching Parents Statewide through Technology

The Parent Network is the first system in the nation to deliver statewide student assessment results directly to parents online.

- Gives states and districts an innovative digital platform that provides meaningful and timely information
- Enables parents to remain continuously engaged in their child’s academic growth and planning for college and beyond
- Offers Personal Action Plans and other resources to help students succeed

In Florida, the Parent Network has had more than 6.2 million visits and 160 million hits