

# 1 Product quality and impact



**We aim to be brave, decent and imaginative<sup>1</sup> in everything we do and have a longstanding commitment to high standards of product quality.** We want the people who buy our books, newspapers and services to have multiple ways to access to the best education and information we can provide, and we work hard to achieve that aim. **We want each ingredient used in each stage of our products and services to be in the best possible shape it can be – and that means employing the best, most creative minds as well as using the most responsibly sourced supplies available.<sup>2</sup>**

In Education, Pearson continues to put a lot of work into verifying the measurable impacts of our learning products, helping to improve the results – and in many cases, life chances – of millions of learners. The leader page of the *Financial Times* is published under the motto ‘without fear or favour’, reflecting its editorial integrity and independence in providing business people with up to the minute, reliable news from Karachi to Kansas. Penguin, home to some of the best loved brands in publishing, has its own rich history of finding innovative, challenging authors and designs to engage and stimulate our readers. We adhere to external codes like those upheld by the Press Complaints Commission, supplemented by our own internal standards, and we have our own [code of conduct](#) , whistle-blowing and detailed standards policies.

## Fast fact: Promoting indigenous literature and language

Pearson Southern Africa is the only company that runs literary competitions with workshops to train new authors, hosts literary awards, then publishes the winners in the 11 official languages of South Africa to help promote indigenous literature and language.



## Education

Noting the impact the skills of a nation’s workforce can have on the future of its economy<sup>3</sup>, we have a deep responsibility to play a part in helping to improve life opportunities for students wherever our educational services are being used. Our continued investment – both in bolt-on acquisitions (Maskew Miller Longman, Longman Nigeria and Fronter in 2008 and Wall Street English in 2009) and in content, services and technologies (we invested over \$800m in product development in 2009) – puts Pearson in a strong position to fulfil that responsibility. Our education business has continued to expand this year, consolidating our strong roots in China, India and across southern Africa, while extending our leading position in our largest market, North America. We have been working to connect our products and services to provide integrated learning platforms that make teaching more efficient and learning more personal. Our research<sup>4</sup> – both in-house and independently conducted – provides evidence that our products are helping to enhance student learning; by bringing some of these together, we are able to offer students and educators highly effective tools to support education.



<sup>1</sup> See also: [Our way](#) on our website.

<sup>2</sup> See also [Sustainable business practice](#), p17.

<sup>3</sup> See [The High Cost of Low Educational Development](#), from the Organisation for Economic Cooperation and Development.

<sup>4</sup> See Pearson’s listing of [independent research studies](#).

## Product quality and impact

### Education

#### Education Snapshots from 2009

**Project Tapestry** ① This is the first connected learning environment built specifically for the US school market, the product of Pearson's collaboration with over 500 key education partners. Have a look at the 'Focus on...' feature in **this section** ① for more on integrated learning platforms.

We launched **Prevent** in the US, a software programme which aggregates the most relevant and predictive student information data to pinpoint which students are most likely to drop out of school. This early warning system helps teachers determine where best to prioritise their time to prevent students leaving school without a qualification.

#### Reading street ①

Results of a new independent study<sup>5</sup> show that students are **jumping two grade levels** in their vocabulary, reading comprehension and overall reading achievement with Pearson School's highly successful Reading Street<sup>6</sup> programme.



Pearson Education South Africa's longitudinal study to determine the impact of **MyMathLab** at the University of Witwatersrand found that the Pearson service has improved the results of 7,000 students from 35% average in the first semester to 65% in the second.

Students using **Connected Mathematics Project 2** (CMP2) in the US demonstrated significantly greater gains in problem-solving, maths communication and maths reasoning strategies than their peers using other maths programmes, as seen from their performance on the Balanced Assessment of Mathematics. An independent efficacy study also showed that CMP2 students demonstrated significant improvement from pre-test to post-test in the areas of concepts and problems, estimations, and computations.

#### Pearson Student Advisory Board

2009 saw the launch of the Pearson Student Advisory Board<sup>7</sup> (PSAB) in the UK, as the US PSAB moved into its third successful year of enabling our company leaders to receive guidance and input from students about existing and future products and services they feel will help other students to succeed. The PSABs are made up of 8 to 10 top students of a wide range of talents and backgrounds at different universities across their respective countries, each of whom has been paired with a Pearson executive for mentoring and support.



**Pearson Custom Learning** ② The US Pearson Student Advisory Board went out to university campuses last autumn to find out how their peers feel about customised textbooks and bring the results back to Pearson.



<sup>5</sup> See the full [independent report](#) from Claremont Graduate University

<sup>6</sup> Learn more about Reading Street [here](#).

<sup>7</sup> Go to the Pearson Student Advisory Board [US](#) or [UK](#) websites for more information.

## Product quality and impact

### Education continued

Focus on: **The Pearson Foundation Research Program**

**This research programme was established in 2009 to complement the research we already conduct into the effectiveness of our education services.** The Program will focus on the ingredients of personalised learning across the globe, including learning technology, language learning, innovative assessment and teacher quality. **It will support three to six research projects each year in these areas and others, in addition to ten annual graduate fellows at major international universities.**

Existing partnerships include:

#### **Oxford University Centre for Educational Assessment** ⓘ

We have funded an endowment for the Centre and the Pearson Chair for Educational Assessment for the past three years, which now becomes part of the Pearson Foundation Research Program. The Centre is a leading university partner with Pearson, undertaking research and international development work in educational assessment. The research programme covers general schools-based learning, as well as vocational, professional and higher education. It also supports Priorities in Educational Assessment, the move to lifelong learning, alongside the needs of multinational employers and an increasingly global workforce.

#### **Project Red (Revolutionising Education)** ⓘ

In September, we agreed to join a small group, including Apple, Intel and eChalk, to sponsor a study conducted by the Hayes Connection, The Greaves Group and the One-to-One Institute. The survey-based study will address the impact of technology on improving student achievement and evaluate the total financial impact of technology on state budgets in the US.

#### **University of Western Australia's Pearson Psychometric Laboratory** ⓘ

Pearson funded an endowment for the Laboratory and the Pearson Chair in Psychometrics at UWA to undertake research and development for application to the broad area of measurement and assessment in education and the social sciences including psychology, health and marketing. This endowment will be kept up by the Program until 2011.

**Partnership for 21st Century Skills** ⓘ The mission statement of this national multi-business initiative is 'To serve as a catalyst to position 21st century readiness at the center of US K12 education by building collaborative partnerships among education, business, community and government leaders.' In 2009, the Partnership held the **Cyber Summit on 21st Century Skills** ⓘ, a two-week online conference giving thousands of education, policy, civic, community and business leaders the opportunity to interact with one another and discuss important education reform initiatives. Pearson's Kathy Hurley was elected to chair the Strategic Council in September last year.



## Product quality and impact

### Business information

#### Business information

The *Financial Times* newspaper has a long tradition of high standards on independence, quality and responsible journalism. We believe this is fundamental to its integrity, reputation and commercial success. Alongside its prime responsibility to provide accurate and reliable news and analysis, the FT also lends its editorial weight to discussion of key contemporary issues affecting global business, finance, politics and society. The FT's regular special reports include recent surveys on climate change and sustainable investment, for example, and its **annual seasonal appeal** ① gives FT readers the opportunity to learn in depth about a specific charity and the issues it seeks to address. The FT has worked hard to maintain its status as a trusted source on the most important, relevant global stories for its niche but influential and international audience. That audience has continued to grow: the newspaper is now printed at 23 print sites across the globe, has a daily circulation of 390,315 (ABC figures January 2009) and a readership of 1.3 million people worldwide in print and online. The FT Group as a whole has sought to further embrace the shift to digital rather than paper-based media. In 2000, around two-thirds of the FT Group's revenues were print-based. In 2009, digital revenues represented over 73%.



#### Business information Snapshots from 2009

**Award-winning journalism** ① The FT won 23 awards in 2009, including Best Commentator and Decade of Excellence, Business Journalist of the year and six Society of Publishers in Asia Awards.

#### FT Sustainable Business Conference ①

In March 2009, the *Financial Times* held its first ever conference focused solely on corporate responsibility and investing, in partnership with the Social Investment Forum and social media platform Justmeans. The second will be held in New York in March 2010.



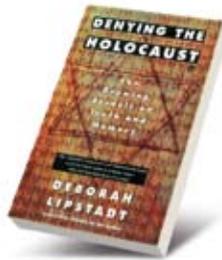
**Why Journalism Matters** ① As part of a Media Standards Trust series, *Financial Times* Editor Lionel Barber gave an illuminating speech to The British Academy on the changing face of journalism in the 21st century. It is also available on [YouTube](#) ①.

## Product quality and impact

### Consumer publishing

#### Consumer publishing

Penguin's long and proud history of championing free speech runs from our 1960's publication of D.H. Lawrence's *Lady Chatterley's Lover* right through to our more recent publication of Professor Deborah Lipstadt's *Denying the Holocaust*. In 2009, continuing this tradition, Penguin became a Silver PEN partner in the UK and was the proud premier sponsor of the 2009 PEN (poets, playwrights, essayists, editors and novelists) **World Voices** ①



festival in New York, the world's oldest international literary and human rights organisation. Penguin continues to support and publish books that raise awareness of environmental themes and global crises, and to keep in step with the latest means of delivering our products to our customers. Penguin now has 14,000 eBook titles available for sale, with Penguin China and Penguin Canada joining the US and UK in this arena in 2009. The digital publishing part of our business is growing very fast, as more readers choose to access their books through devices such as the Kindle, iPhone, eReader, iPad or any other yet-to-launch devices. We continue to adhere to the highest possible standards of publishing around the world, taking care to protect the efforts of our authors and our copyright and trademarks. Our strong commitment to diversity in publishing means we support a range of initiatives in several countries aimed at promoting diversity in the book world and seek out new titles and imprints that will also appeal to particular cultures and age groups.

#### Consumer publishing **Snapshots from 2009**

##### QBook ①

Penguin New Zealand worked with Kiwa Media to produce the world's first touch-enabled and interactive read-along storybook, to be launched in spring 2010.



Rough Guides continues to work with Motability Operations, publishing the third edition of the **Rough Guide to Accessible Britain**, free to all Motability members. In 2009, it won an International Visual Communications Association Clarion Award – promoting Social Inclusion, Sustainable Development and Ethical Debate – for strategic communications.

## Product quality and impact

### Consumer publishing continued

#### Wemakestories.com ⓘ

Following the success of the award-winning We Tell Stories in 2008, Puffin launched one of their biggest, most exciting digital initiatives. Puffin commissioned teams of interactive designers to build a suite of tools for children, designed to inspire and encourage literacy, creativity and story-telling skills.



Penguin Books South Africa launched the **Penguin Prize for African Writing**, a new literary award for previously unpublished authors from the African continent. The prize in each of the two categories is R50,000 and a publishing contract with Penguin Books South Africa, with worldwide distribution via Penguin Group companies.



#### A few words from:

Dan Ruffino



“The same approach goes to almost everything we do – quality is always uppermost in our minds and focus.”

Marketing & Publicity Director, Penguin Group (Australia)

When I first joined Penguin a little over nine years ago, the first thing that struck me was how handsome the books were – terrific, eye catching design, both inside and out, and very high production standards.

Despite being a publisher of a broad range of books from cheap paperbacks like our million copy-selling **Popular Penguins** ⓘ series to our high-end illustrated non-fiction imprint, **Lantern** ⓘ, there is a consistent commitment to quality and innovation. The quality of the words, illustrations and photographs are complemented and enhanced by the quality of the design and production.

There is a particular Penguin look and feel to our books. Our customers, both retail and consumers have come to expect, subconsciously or consciously, a level of quality to which we consistently adhere.

The same approach goes to almost everything we do – our point of sale, our advertising, our online presence, the systems we use, the suppliers we work with, to even the way our sales team present new books to their customers, quality is always uppermost in our minds and focus.

My favourite time of day at work is always when new books arrive from the printers and a copy is delivered to my office. I always stop whatever I'm doing to pick it up and spend a few precious minutes exploring and admiring it.