What is Pearson Efficacy?

Having a *measurable* impact on improving someone’s life through learning.
Efficacy Engagement

**ANALYZE**
- Stakeholder engagement
- Learner outcomes:
  - What’s going well?
  - What needs improving?
- Data Analysis
- Efficacy Review

**IMPLEMENT**
- Measurable learning
- Research-based design
- Solutions & Services
- Learning Analytics

**MEASURE**
- Learner Outcomes Analysis
- Research Framework
- Learning data analysis
- Efficacy Study

**REPORT**
- Impact on Learners
- Co-write/publish 2018 Commitment
- Continually improve
- Efficacy Report

ITERATE
Steps forward, together

Data Analysis & Academic Summary Review

Before an Efficacy Review or Efficacy Study, it might be helpful to take a structured look at existing data, curriculum and pedagogical models.

Data and Academic experts from the Efficacy team can engage with Sales & Services to help inform steps forward.
Steps forward, together

1. Efficacy Review
   - Facilitated Workshop for aligning stakeholders and defining a plan of action
   - What are we trying to do?
   - Do we think we can do it?
   - How will we achieve it?
   - Do we have the capacity?
Steps forward, together

2. Efficacy Study & Report

Research Framework and Study to report on the impact and inform improvements

- How will we measure impact?
- Which evidence is valuable?
- Who will help with analysis?
- When will we report results?
Data & Analysis
A measurable impact...

Efficacy Review may concentrate on a new program. This data visualization shows the structure and timing of course content and point values.

Every line represents a course in the set. Colors express the accumulation of points. This can be helpful in visually surfacing students’ opportunities for earning points: Green toward the middle of the course suggests balanced point earnings. Red all the way through suggest points earnings are markedly different than others.
Data & Analysis
A measurable impact...

Efficacy Study targets specific institutional goals. This data visualization shows interactivity in specific courses and what is driving it.

We see profiles for threaded discussion activity in each course:

- Colors are representative of final grade
- Green is high, Red is low, Grey is drop
- Blue nodes are instructors or teaching assistants
- Node Size = # of interactions
- Edge Width = # of interactions between two nodes
- Connections are directional (clockwise: from/to)
Steps forward

Data & Academic Summary Review will help evaluate where we are today: We look at what data and information that exists currently, and think together about how to proceed.

EFFICACY REVIEW PROCESS

SETUP
- Introduce efficacy and workshop process to participants
- Begin discussing and defining Outcomes
- Finalize the logistics

REVIEW
- A trained facilitator leads the team’s self-evaluation workshop
- Identify actions to improve efficacy
- Finalize and deliver Efficacy Review report

IMPLEMENT
- Carry out the actions identified in the Efficacy Review report
- Support implementation and track progress

1st step is a conversation: What questions do we need to answer? What is the best path forward?
Steps forward

Data & Academic Summary Review will help evaluate where we are today: We look at what data and information that exists currently, and think together about how to proceed.

Efficacy Review Process

1st step is a conversation: What questions do we need to answer? What is the best path forward?

- Pearson Research, Data and Learning experts collaborate with yours to craft a research framework
- Measure impact against goals
- Analyze data/results to understand impact and decide next steps
- Write/co-write research report
- Consider publication
- Decide next set of goals…
What circumstances make Efficacy Review, Efficacy Study or a Data/Academic Summary Review useful?
We should have the conversation. But we have found that an Efficacy focus provides significant benefit to support success in the following sorts of initiatives:
• Improving learning, retention and graduation rates
• New technology or service adoption or evaluation
• New teaching and learning models
• Institutional Improvement

What is our time commitment for an Efficacy Review?
It depends on the complexity and scope of your project.

A mini-review is a 1-day commitment, with a 1-hour call a week prior, a report review call a few weeks afterward, then generally a 2-hour update call each quarter thereafter. A full review can take between 3-5 days, but participants need only commit to some portion of that time.

Is there a cost?
No, we do not charge fees for Pearson Efficacy Review, Efficacy Study, or Summary Review. If you are interested in these services outside the scope of engagement with Pearson, we can provide them on a for-fee basis.

Who sees the Efficacy Review report?
It is your report. You (the Institution) determine report circulation and use.

What happens after an Efficacy Review?
Action. Half of the report is comprised of an action plan with owners and milestones, all determined by the Review participants.

How long does an Efficacy Study take?
It depends on the Research questions and types of evidence. The Pearson Efficacy Team will work with institutions to study, iterate, measure and report impact.

What is the benefit?
The conversation and either Summary or Efficacy Review, help Institutions and Pearson to align and act to improve learners lives. Efficacy Study provides deep analysis, so we know what to continue doing and what to change to ensure maximum impact.

Where can I learn more detail?
Talk with your Pearson Account Executive, and please visit: efficacy.pearson.com