



Pearson

About the Organization

The Educator Effectiveness Group at Pearson serves a diverse set of customers, including the National Board for Professional Teaching Standards (test development; benchmarking; recruiting, hiring, and management of scorers; develop and implement scorer training; scoring of performance tasks and observational video); New York Teacher Licensure Assessment; New York annual performance review rubric; Tennessee TIGER Model for teacher evaluation (Danielson Derivative); and Denver, CO.

Pearson's services include inter-rater reliability training for evaluators; evaluation framework development; rubric development; teacher practice standards development; observational evaluator training; making use of evaluation results trainings; professional scoring of teacher videos for audit or outsourced evaluation; and validity studies

Examples of Pearson's products include a customizable platform for multiple indicators systems, professional development planning and management; a rubric agnostic observational evaluation platforms; surveys for 360⁰ evaluations; and online trainings for observational evaluation tools.

About the Presenter

Kelly Burling

Director of Educator Effectiveness, Pearson Education

Kelly Burling is Director of Educator Effectiveness at Pearson, responsible for coordinating Pearson products and services to create solutions for educator evaluation and capacity building. She began her career at Pearson as a Research Scientist in the Test, Measurement and Research Services division. She calls on that experience and expertise daily to better meet the needs of educators, schools, districts and states with technically sound and legally defensible educator effectiveness systems.

For More Information

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