

Customising and enhancing the student experience

Pearson provides customised text books, e-learning content, testing, assessment and other services to bring benefits to students and academic staff in Higher Education and elsewhere.

Our experience, global reach and skill in providing quality services delivered with advanced technology, were key reasons why Pearson was first choice for a growing company that recruits international students into the UK, USA and Australia.

Helping students to succeed

Any school, college or university wants its students to succeed – but how to achieve that? One way is to ensure that the tools to help students learn and teachers teach are tailored to meet their needs.

By understanding these needs, we provide high quality customised content and assessment and testing, using time-saving technology. Our products and services are backed by customised training to embed the changes. These are services we provide for INTO.

INTO's UK centres are:
Exeter, Newcastle,
Queens Belfast,
Glasgow Caledonian,
University of East
Anglia; University of
East Anglia London
Campus; London City;
Manchester.

INTO is a company that runs joint ventures with eight university centres in the UK alone, insisting on high academic standards and effective care and support for more than 3,500 international students.

“ We looked at what was on offer and felt that we could use a lot of Pearson material across our programmes. As we grow and expand we have to make sure that standards are maintained and enhanced and that we're sharing expertise. Working with Pearson can help us to achieve that. ”

Liz Munro, Academic and Operations Director, INTO

Providing tailored material for the best possible support

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Using insight and technology to support teaching and learning

With INTO we have introduced MyLabs, an easy to use Pearson system that allows students to study, test and assess their own progress in any subject. Introductory modules, demonstrations and walkthroughs are available to students before they arrive at their destination.

MyLabs also enables tutors to plan courses and resources, and then monitor and evaluate student progress in real time. The MyLab enterprise platform, MyLabPlus lets staff monitor progress even more effectively, enabling them to pick up issues students are facing quickly and easily so they can better identify and support those in difficulty.

All of these materials are proving popular with students and reducing preparation and marking time for tutors.

“ *Our work with Pearson has been extremely positive; the customised materials are relevant and have gone down extremely well and MyLabs will really come into its own going forward.* ”

Pearson has a lot more to offer than we have yet tapped into; they are well established, hugely resourced and totally committed, and they share our vision, mission and core values: it's all about enhancing the student experience and being the best that you can be. ”

Liz Munro, Academic and Operations Director, INTO

Supporting change to maximise success

We recognise that whenever new ways of doing things are introduced into any organisation, time and support is needed to ensure a successful implementation. That's why we provide ongoing training and support for tutors that use our products and services to ensure that they are fulfilling their true potential.

With INTO we have also organised a road show to showcase the potential of our products and services face-to-face across the INTO centres in the UK, helping them to embed consistent standards.

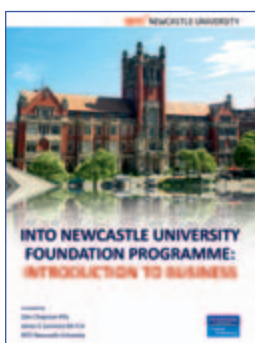
Enhancing learning

Pearson is working with INTO to provide customised publishing material across its university sites and roll out MyLabsPlus so that more students benefit from a blended learning approach with relevant content. This will ensure all students get the best possible student experience.

For any organisation or group of institutions that welcome new groups of students from abroad, we provide a range of other services to make them feel welcome, support their learning and boost their prospects of academic success.

These include:

- Welcome and study packs – helping students to familiarise themselves with their destination before they arrive
- Further e-learning content, which can also be made available to students before they arrive and cater for different learning styles
- A pre-test of maths skills to help place students appropriately on arrival
- A pre-test of English and a standardised English test on exit, using the on-demand Pearson Test of English (Academic)
- A skills portfolio, comprising an online record.



Customised content for INTO's Newcastle University centre.