



SEG Measurement Expands Operations to Meet Client Needs for Proof of Effectiveness under ESSA

Leading educational assessment and research firm announces expansion plans to accommodate growth in product effectiveness research needs under the new ESSA federal legislation.

NEW HOPE, PA, June 03, 2016 **/24-7PressRelease/** -- SEG Measurement (www.segmeasurement.com), a leading provider of assessment and research services to educational publishers and technology providers announced today that they are expanding operations in their Product Effectiveness Research Division.

The expansion comes in response to increased need for product effectiveness research with the passage of the federal Every Student Succeeds Act (ESSA). Providers of educational products are committing greater resources to product efficacy research in order to meet ESSA requirements and to be more competitive in the marketplace.

"The ESSA legislation places greater emphasis on sound proof of effectiveness and gives funding preference to those products that demonstrate effectiveness through sound research studies using appropriate experimental and quasi-experimental designs," said Dr. Scott Elliot, President of SEG Measurement. The level of interest and number of inquiries about product effectiveness research has grown rapidly within the months following the passage of ESSA according to Elliot.

For the past eleven years, SEG Measurement has been helping the educational community and educational product providers identify effective products that contribute to student learning and other desired outcomes. SEG Measurement is recognized as a leading provider specializing in educational effectiveness research and assessment development. SEG believes that students have a right to an education based on research-proven solutions and that educators have the right to high-quality assessment data to inform instructional decisions.

"School buyers increasingly recognize that precious school resources should be spent on products that have technically sound proof of effectiveness. And, educational publishers and technology providers realize they are losing sales if they do not have sound proof of efficacy," said Elliot.

About SEG Measurement

SEG Measurement is a leading provider of assessment design and development services and efficacy research. SEG Measurement is located in New Hope, Pennsylvania, between New York City and Philadelphia.

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