



## SEG Measurement Marks Ten Year Anniversary; Kicks Off New Educational Service Campaign

*Pennsylvania-based educational assessment and research provider celebrates ten years of making a "measurable difference" in education and kicks off its new "making a measurable difference in teacher and student lives" campaign*

NEW HOPE, PA, August 05, 2015 **/24-7PressRelease/** -- SEG Measurement ([www.segmeasurement.com](http://www.segmeasurement.com)), a leading provider of assessment and research services to educational publishers, technology providers, and other organizations announced today that August 5th marks the tenth anniversary of its founding.

Ten years ago, Scott Elliot, an education industry veteran, set out to build a different kind of assessment and research organization, a company focused on providing high-quality assessment and research services in the most efficient way possible by capitalizing on modern technology. Today, SEG Measurement is recognized as a leading provider specializing in educational effectiveness research, assessment development and communications. SEG Measurement is included in the exclusive group of assessment providers on Simba Information's Who's Who in Assessment List.

"SEG Measurement's 10th anniversary is a tremendous milestone for the company. Over the past ten years, we've helped make evidence-based education a reality. We have always believed 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. We look forward to expanding that commitment in the future. We set the bar only by what we believe defines greatness. I am very proud to be leading a team of people who provide the highest quality research and assessment services and customer service," according to Elliot, SEG's President.

"SEG Measurement's promise, 'the measurable difference' underpins all of our work and assures our clients and their customers of accurate, actionable information to improve education. We truly appreciate the faith and trust our clients and the educational community have placed in us," said Elliot.

To usher in its next decade of service, SEG Measurement has launched a new service campaign, "making a measurable difference in teachers' and students' lives." At the core of this campaign is providing no-cost consulting to schools needing assistance evaluating assessment and research information. School-based educators will be able to receive up to 2 hours of no-cost consultation to assist in understanding research results and assessment data. "After 10 years of relentlessly helping companies develop assessments and conduct research, we are giving back to the educational community by helping educators understand and use the massive amount of research and assessment data now available," 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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