



SEG Measurement Named to List of Who's Who in Assessment

Leading education industry analyst selects SEG Measurement for its list of Who's Who in Assessment in its 2014-2015 PreK-12 Testing Market Forecast

NEW HOPE, PA, December 08, 2014 /24-7PressRelease/ -- **SEG Measurement** (www.segmeasurement.com), announced today that it has been named to the List of Who's Who in the testing and assessment market, by Simba Information in its 2014-2015 PreK-12 Testing Market Forecast. SEG Measurement, a leading provider of assessment design and development services, joins a distinguished list of assessment organizations including ACT, Educational Testing Service (ETS), and Pearson Education.

"We are honored to be recognized among an exclusive group of assessment providers on Simba Information's Who's Who in Assessment List," said Scott Elliot, President of SEG Measurement. "It is gratifying to be counted among the leading providers as we enter our 10th anniversary year."

As educational technology providers, educational publishers, and government education agencies look to implement the Common Core State Standards and new state-specific standards, developing effective assessments has become even more critical. "The quality of assessment can make or break product success," said Elliot.

"Assessment plays a critical role in education. Educational technology providers and other educational publishers recognize how important good assessment is to the educational process, and how critical it is to the success of any instructional tool," said Elliot. "This is why educational product providers often turn to SEG Measurement for help with their assessment components. We are seeing increasing interest from both our current clients and new clients in developing new assessments and revising existing assessments."

The naming of SEG Measurement to the Who's Who list comes at the same time as Karen Billings, President of the Education Division of SIIA, revealed that "testing and assessment sales have experienced such significant growth that it is now the largest single category of educational technology sales." (SIIA Behind the Data Report on the US PreK-12 Testing Market)

About SEG Measurement

SEG Measurement is a leading provider of assessment design and development services and efficacy research. We believe that assessment and proof of effectiveness are critical to student success. SEG personnel have been providing assessment and research services for 35 years. SEG celebrates its 10th anniversary in 2015. SEG Measurement is located in New Hope, Pennsylvania, between New York City and Philadelphia.

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Contact Information:

Scott Elliot
SEG Measurement
New Hope, PA
USA
Voice: 267-759-0617
E-Mail: [Email Us Here](mailto:info@segmeasurement.com)
Website: <http://segmeasurement.com>

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