

## SEG Research Announces Creation of the Center for Evidence-Based Schools (CEBS)

*Educational assessment and research firm creates center to assist schools in evaluating educational products and evidence of their effectiveness.*

**New Hope, PA January 5, 2010**-SEG Research ([www.segmeasurement.com](http://www.segmeasurement.com)), a leading provider of product effectiveness research services, today announced that it has created the Center for Evidence-Based Schools (CEBS), to assist schools in evaluating educational services and products.

"Educational publishers, technology providers, and service providers have responded to pressures from government funding agencies and others in the educational community to provide evidence that their solutions are effective" said Scott Elliot, President of SEG. "But not all of that evidence is valid or useful" Elliot added.

The Center will provide technical assistance to schools to help them evaluate evidence and claims from providers regarding the effectiveness of their products and services. CEBS will provide many services, such as publications, at no cost. Direct technical assistance, such as assisting schools in evaluating a specific product, will be offered at low cost.

"Schools often do not have the expertise or resources available to evaluate the quality of the evidence provided" said Elliot. "Schools need to make sure that they are spending their limited resources on solutions that are proven to work."

In February, 2010 the Center will release its first publication, "A Consumers Guide to Product Efficacy Research: Evaluating evidence of product and service effectiveness." The Guide is available at no cost to schools.

### **About SEG**

SEG is an independent assessment and research firm providing research, evaluation, and assessment services to educational publishers, educational technology and service providers, credentialing bodies and government agencies. SEG has been meeting the research and assessment needs of organizations since 1979. SEG Assessment and SEG Research are located in New Hope, Pennsylvania and can be accessed on the web at [www.segmeasurement.com](http://www.segmeasurement.com) .

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