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For Immediate Release

SEG Research Helps Educational Publishers and Technology Providers Increase Sales in Tough Economic Times

Educational research firm works with educational publishers and technology providers to meet state and school district demands for proven solutions

New Hope, PA May 11, 2009- The recession has hit the educational publishing and educational technology industry hard. But, some publishers and technology providers are prospering thanks to help from SEG Research (www.scotteliotgroup.com).

SEG Research has seen a significant increase in business from educational publishers and technology providers seeking to prove their products and services are effective. “As educational publishers and technology providers see that scientifically-based product effectiveness research helps sell their products, they are asking SEG to conduct product effectiveness studies” said Scott Elliot, President of SEG.

State and district buyers have fewer dollars to spend on educational products and services and are looking for proven solutions. They want evidence that a product works before spending the limited funds they have available.

“If you were a buyer and had a choice between two products, one with clear evidence that it works and the other with no evidence that it works, which one would you choose? Today’s educational consumers are more sophisticated than ever before. Buyers of educational products and services at the state and district level want proof that the products and services they are purchasing are effective before spending limited resources” explained Elliot.

Several key federal programs that provide funding to states and districts for educational products and services require that those products and services be supported by scientifically-based research. This has also contributed to the increase in business from publishers and technology providers, according to Elliot.

About SEG

SEG is an independent research firm providing research, evaluation, and assessment services to educational publishers, educational technology providers, assessment service providers and government agencies. SEG has been meeting the research and assessment needs of organizations since 1979. SEG Assessment and SEG Research are Scott Elliot Group Companies located in New Hope, Pennsylvania and can be accessed on the web at www.scotteliotgroup.com.

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