

PEARSON Acquired Edexcel

Pearson is the world's largest education and publishing brands including Longman, The Financial Times, Penguin, Prentice Hall, Allyn & Bacon, Addison-Wesley and Edexcel.

Pearson, now the parent company of Edexcel, has set up a new unit to promote and administer ELT exams.

Joseph Rospars, Sales & Marketing Director, Pearson Language Assessments, says:

"Pearson has set up a new EFL unit under the Pearson Language Assessments (PLA) banner, to combine, under one roof, the expertise, technology and resource that Pearson has developed in the field of language assessment which include EFL publishers, test developers and technology providers. PLA now works alongside Edexcel to develop, promote and administer London Tests of English and the London Tests of English for Children offered until recently under the Edexcel marque.

Edexcel will continue to be the examining body and the exams will be awarded and validated by University of Westminster. The continuity with the quality will not change and the format of the exams will remain the same. They will continue to be communicative exams which focus on real life situations that learners will meet.

There will only be a minor change this year to the LTE exams. All levels of LTE orals will now be marked using a new scheme comprising five criteria. This replaces the previous scheme based on six criteria. As a consequence the oral is now



Joseph Rospars

marked out of a total of 25 instead of 30 marks.

It may be worth pointing out that QCA, the English regulatory body for academic and vocational qualifications, is currently developing new criteria for ESOL International exams. Those criteria will continue to be mapped to the Common European Framework. They will be expected to impact on current EFL qualifications in the 2007-2008 timeframe.

The main changes that we will be introducing in 2006 will be aimed at enhancing exam delivery and processing, and will be provided at no additional cost to the candidate such as:

- New website & promotional materials
Our new website, www.pearsonlanguageassessments.com was launched at the beginning of 2006 and includes more comprehensive information about exams and further resources for test

centres, teachers and students. The site will be developed throughout 2006 and we will be building a sub-site in Greek.

We have also developed a new set of promotional materials which carry the new Pearson Language Assessments logo including leaflets, posters, handbook and folders.

- Onscreen marking - ePEN

We are starting to process our international EFL exams through a new onscreen marking system called ePEN, which was developed within the Pearson Group. This new onscreen system enables us to increase the speed and accuracy of the marking of the exams as the scanned items are now made available to the markers on a secure website. The same system, which has been tried and tested for many years, is being used to mark UK GCSE and A level examinations.

- Edexcel Online – feeding back results online

Edexcel Online is a results analysis service, which will enable us to publish results online and also to provide more comprehensive feedback to students, teachers and test centres on their performance on each question.

- Preparation materials

Past papers will now be published online and practice booklets will be available in bookshops this autumn."

Regarding the administration of the exams in Greece, Mr Rospars said:

"We will be working closely with our country representative London Exams Hellas and our exam administrator PALSOL to introduce the new branding and also the

new developments throughout this year. One of our main objectives in 2006 is to develop closer communication with EFL teachers and language schools across the country. We will be doing this by providing more comprehensive information on examination preparation, events and updates through our new website and also by providing teachers with more extensive feedback on results using Edexcel Online. We will also continue to encourage feedback from teachers and school owners on various areas of exam content and exam process.

Our country representative, **London Exams Hellas**, is currently organizing teacher training seminars throughout Greece. Teachers will have the opportunity to find out more information about the exams and also on how to prepare for the exams. These sessions are tailored to the specific needs of the Greek market, using examples from past exam papers.

In addition, our local representatives will be participating in PALSOL and all other major book exhibitions where teachers can visit the stand, pick up material and information regarding the exams.

I would like to take this opportunity to remind all EFL teachers that our representatives are available for any queries, information and material provision anytime during the year. The contact number is 210 3387200 and the address is 10 Merlin Street, Kolonaki, Athens. Further information can also be found on our new website – www.pearsonlanguageassessments.com



Pearson Language Assessments
Assessing & recognising language skills

www.pearsonlanguageassessments.com



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London Tests of English and London Tests of English for Children

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