

# Pearson and Knewton Team Up to Personalize Math Education

New adaptive enVisionMATH2.0 curriculum empowers teachers to tailor instruction to individual student needs

NEW YORK, Jan. 26, 2016 /PRNewswire/ -- Pearson and Knewton today announced they are teaming up to personalize K–12 math education starting with elementary school students. Utilizing Knewton's adaptive learning platform, Pearson is updating enVisionMATH2.0, a dynamic digital curriculum. The product tailors core instruction for each student, helping teachers better address unique individual needs and ensure that the entire class is on track to achieve shared goals.

Within the enVisionMATH2.0 curriculum, teachers will be able to easily use adaptive assignments for students where each assignment will be tailored to what a student knows and how they learn. Knewton makes specific recommendations for what a student should study next to achieve stated learning goals, personalizing the education experience and improving outcomes.

The Knewton-powered enVisionMATH2.0 curriculum will initially be introduced in grade 3-5 classrooms in Fall 2016, followed by expansions into other grades in 2017. Almost six million K-12 students in the U.S. currently use Pearson's enVisionMATH curriculum, which is delivered in a blended print-digital format.

"enVisionMATH has always focused on supporting teachers in helping students succeed in mathematics," said Rich Heater, vice president of Product Management. "By embedding Knewton adaptivity in enVisionMATH2.0, we are empowering teachers to help each student realize their full potential through the ability to provide adaptive assignments. Mastering mathematical concepts and skills through grades 3–5 is essential to setting up students for success throughout their academic careers. Providing teachers with innovative tools for helping students achieve their goals is also a powerful way to cultivate a lifelong love of learning."

Pearson and Knewton have recently renewed their partnership, first established in 2012, to deliver adaptive learning solutions for higher education students in math, economics, reading and writing, biology, anatomy and physiology, chemistry, physics, engineering, finance and accounting. With this extension into the K–12 sector, the two companies are demonstrating their shared commitment to empowering students and improving education – in the U.S. and beyond, across core academic subjects – through personalized learning.

"We're excited to further expand our partnership with Pearson," said Jose Ferreira, founder and CEO of Knewton. "Analyzing real-time data showing what students know and assessing how they learn best is core to our approach. It's fantastic that we can now help K–12 teachers working with Pearson products have access to data that frees up their time to focus on personalized student instruction."

Pearson is one of a growing list of global publishers and education companies using Knewton's adaptive platform. Knewton has delivered more than 15 billion personalized recommendations to over 10 million students on every continent except Antarctica.

**About Knewton:**

With Knewton, every student gets a more personal learning experience. Teachers, schools, and education companies around the world use Knewton to power digital course materials that dynamically adapt to each student's unique needs. Knewton provides students with tailored recommendations for exactly what to study, teachers with analytics to better support each student, and publishers with content insights to develop more effective digital products.

Knewton was founded in 2008 and has offices in New York City, London, São Paulo, and Tokyo.

**About Pearson:**

Pearson is the world's leading learning company, with 40,000 employees in more than 80 countries working to help people of all ages to make measurable progress in their lives through learning. For more information about Pearson, visit [www.pearson.com](http://www.pearson.com).