

November 21, 2013

Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

*Re: In the Matter of Modernizing the E-rate Program for Schools and Libraries; WC
Docket No. 13-184 Ex Parte Notice*

Dear Ms. Dortch:

On November 19, 2013, Larry Singer, Executive Vice President of K-12 Education of Pearson, Inc. (“Pearson”), Steven Kingsley, Vice President Pearson Government Affairs, Broderick Johnson of The Collins | Johnson Group and I met with Daniel Alvarez, Michael Steffen, and Lisa Hone from Chairman Wheeler’s office.

At our meeting, Pearson’s representatives provided an overview of how the company utilizes technology to enhance personalized learning, drive positive student outcomes and lower costs. We discussed Pearson’s efficacy campaign that requires new products to be submitted to an efficacy process.

In addition, we discussed that increased bandwidth allows changing the way the classroom works with the teacher remaining at the center but as a learning coach rather than an instructor. We cited examples of Huntsville, Alabama and Mooresville, North Carolina as school districts that have turned to 1:1 learning where each student is provided a device. Improved student outcomes have been documented in these districts. Also, increased bandwidth is important beyond education resources and helps link communities.

Improved professional development for teachers on the use of technology and digital materials allows for better use of technology. We discussed the need for school districts to consider creative financial models such as capital bonding to take advantage of digital learning. We highlighted the need for school districts to do a one-time capital push that enables procurement of the devices and network to deploy personalized learning.

Staff mentioned the work they are doing with the PARCC assessment consortium to identify connectivity requirements with each of the consortium states. We spoke of our involvement on connectivity issues. Staff asked us to provide information on the level of connectivity schools need to fully utilize products such as those provided by Pearson to achieve personalized learning and what level is currently available. In addition, staff requested information on what resource and capacity issues exist beyond bandwidth.

Staff asked that we arrange a call for them with our experts to further discuss connectivity requirements.

As such, Pearson urges the Commission to move forward with the modernization of the E-rate program so that the proven benefits of personalized learning can become readily available to students from all walks of life across the entire nation.

At our meeting, we shared the attached document that details how technology has the potential to enhance personalized learning and the role that E-rate and enhanced broadband will play in facilitating the digital transformation of education. Pursuant to section 1.1206(b)(2) of the Commission's rules, 47 C.F.R. § 1.1206(b)(2), this *ex parte* notification and the attached presentation are being filed electronically for inclusion in the public record of the above-referenced proceeding.

Respectfully submitted,

/s/ Abigail Bishop
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cc: Daniel Alvarez, Lisa Hone, Michael Steffen