



Pearson Educational Measurement Fax Cover Sheet

To: Ms. Krista Ferrell From: Teri Swank
Company: Pearson Educational Measurement Date: 2/28/07
Fax Number: (304)558-4115 Time: 12:06 PM
Number of Pages
(including cover): 2

Comments:

Ms. Ferrell:

Attached please find a letter addressing Pearson Educational Measurement's decision not to submit a formal proposal in response to West Virginia's RFP for a Comprehensive, Balanced 21st Century Assessment Program. I would appreciate your assistance in forwarding the letter to the appropriate individuals. Please let me know if you have any questions.

Thank you,

Teri Swank
Proposal Manager
Pearson Educational Measurement
Phone: 319.358.4431
Mobile: 319.530.2700

<p>Mailing Address: 2510 North Dodge Street, Iowa City, IA 52245-9995 Street Address: 2510 North Dodge Street, Iowa City, IA 52245-9995 Email Address: Teri.Swank@pearson.com Phone: (800)627-0365 x4431 (319)-358-4431</p>



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February 28, 2007

Dr. Joreca Marple
Assistant Superintendent
West Virginia Department of Education
Division of Curriculum and Instructional Services
Building 6, Room 728
1900 Kanawha Boulevard, East
Charleston, West Virginia 25305-0330

Dear Dr. Marple:

In response to West Virginia's RFP for a Comprehensive, Balanced 21st Century Assessment Program, I wanted to take this opportunity to communicate with you Pearson Educational Measurement's decision to not submit a formal proposal.

Several factors entered into our decision, with the primary issues being:

- State procurement requirements
- Technical design requirements
- Schedule

Our goal in every state assessment partnership is to deliver a quality, on-time, program that benefits all users including students, parents, and administrators. After careful review and evaluation of the RFP requirements, we feel that the goals of the Department of Education and PEM would not be successfully met. We appreciated the opportunity to evaluate the needs of West Virginia's assessment program and how we might be able to serve those needs.

We continue to look forward to meeting with the Department and reviewing future proposals for an even stronger relationship with the West Virginia Department of Education. Pearson is committed to state large-scale assessments, and would very much like to partner with West Virginia to assist in providing quality testing and reporting that provide parents, teachers, and administrators with the tools they need.

Please do not hesitate to call me if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Martin Mineck".

Martin Mineck
Vice President of State Assessments

MN:ts