



RESEARCH-DRIVEN DECISION-MAKING

- ▲ Research-based development continues to play a vital role in updating and expanding the mix of products and services of the company. Research tells us that many parents are looking for alternatives to public education and as enrichment curriculum and that technology and education continue to be at the forefront of the concerns of the public about their children's education. For example:
 - ▲ A 2001 Roper Starch Worldwide survey established that 45 percent of consumers say the most important reason they use the Internet is to educate their children. The survey also established that the top reason (45 percent) for kids 8 to 17 to use the Internet at home was for helping with homework.
 - ▲ The 2001 Roper Starch Worldwide survey shows that 70 percent of American parents believe the Internet helps their children develop job market skills and 68 percent believe it helps them improve their homework.
 - ▲ Research by Gallup/Phi Delta Kappa in 2000 shows that two-thirds of Americans give public schools a "C" grade or worse. The emergence of a for-profit education industry is evolving due to the tremendous pressures exerted by a society demanding more and better alternatives in education.
 - ▲ Research conducted by Public Agenda has shown the percentage of the public that has a great deal or quite a lot of confidence in the public schools has dropped from 58 percent in 1973 to 36 percent in 1999 and those who have very little confidence has increased from 11 to 26 percent. Public Agenda also reports that in a 2000 survey that 59 percent of employers and 61 percent of professors say that recent high school graduates lack the basic math skills needed for success at work or in college.
 - ▲ A majority of education and psychology research shows students learn better with hands-on creative access to curriculum. Based on the structure and function of the PCS Merit System, hands-on, real-world application of math and science theory is an everyday practice. Each student is challenged to engage in activities as enriching as engineering robots, creating computer graphics, composing music, building bridges, designing structures and more.
- ▲ New curricula and project-based lessons are beta tested in existing PCS lab environments before they are marketed and distributed.