

## Conduct Scientifically-Based Research: ELL Product Effectiveness

### Client. Hampton Brown Publishers

**The Challenge.** The population of students whose primary language is not English is increasing rapidly and the demand for effective English Language Learner (ELL) instruction has grown. SEG's Client, a publisher of supplemental curriculum for use with ELL students, believed their instructional program was effective and wanted to ensure that this claim is supported by scientifically-based research. As a leading provider of educational research services, SEG was asked to design and implement a scientific study of program effectiveness.

**The Solution.** SEG designed and conducted a scientific effectiveness study of the Client's ELL instructional program. An experimental design was used to investigate program effectiveness. Several schools participated in the study with half of the classes involved using the Publisher's instructional program and the remaining half relying on traditional instructional practice. Both groups were measured at the beginning of the school year and were assessed again at the conclusion of the school year. The English language skills of both groups were compared statistically to determine if students in the Publisher's program showed greater improvement. The findings were documented in a written report for use by the Publisher and by school's considering the program.