2016 Results from the
SIIA Vision K-20 Professional Learning Survey

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Introduction

The SIIA Vision K-20 Project promotes the best uses of technology to ensure that all students have access to a learning environment capable of preparing them to compete globally and lead the world in innovation. The Vision K-20 Survey is an annual online self-assessment hosted on SIIA’s Vision K-20 website for educators and educational leaders in PreK-12 and higher education institutions. While past Vision K-20 Surveys gave K-20 educators the opportunity to evaluate their levels of technology integration across a number of educational technology applications, the 2016 survey focuses entirely on online professional learning.

Education stakeholders have increasingly focused on high quality professional learning over the past several years. As states implement new standards, assessments and technologies into the classroom, it is important that educators have access to high quality professional learning opportunities. Professional development for teachers has traditionally consisted of in-person activities such as workshops, seminars and coaching offered by their educational institutions. Today, educators can access professional learning opportunities through resources such as online communities, MOOCs and social media. Unlike traditional workshops, many courses are self-paced, giving educators the ability to complete the courses on their own time.

SIIA’s 2016 Vision K-20 Professional Learning (PL) survey asked PreK-20 educators around the globe to provide information about their online professional learning practices and experience in this rapidly changing environment.

Key Contributors

The SIIA Vision K-20 initiative has many contributors who have supported the project since its inception. We would like to thank the ETIN Board and Higher Education Board for their contributions to the development of the initiative. We especially thank Lisa Schmucki and edWeb.net for their help in deploying the survey to educators. Their work on the Vision K-20 survey made a huge contribution to the initiative.

We also want to thank Agile Education Marketing and MCH Strategic Data for their help in deploying the survey to PreK-12 and higher education educators. We appreciate the work of all our member companies (listed in the addendum), educators, representatives of the technology industry, and the education community for contributing to the initiative.
Survey Findings

PreK-12 Findings

This report analyzes the results of over 700 surveys completed by educators representing all levels of PreK-20 education. The results from the Vision K-20 Professional Learning Survey will help us and our partners better understand how K-20 educators are using online professional learning opportunities.

Nearly 60 percent of PreK-12 survey respondents enrolled in online PL courses in the past year. An online professional learning course means any professional learning course that includes online and/or blended/hybrid learning.

Nearly 75 percent of PreK-12 educators enroll in online PL courses when they are personally interested in the subject and want to increase their knowledge in that area. The second most common reason educators select is to receive continuing education credits (46%).
Classroom/behavior management [34%]; education software/digital product training [34%] and digital device training [33%] are the three most common online PL course topics PreK-12 educators select.

PreK-12 educators most commonly select courses from educational institutions [60%] and online communities [60%].

PreK-12 educators select online PL courses that include videos [76%]; discussion forums [73%]; audio [72%]; quizzes/assessments [68%] and slides [64%].
Are you enrolled in an online professional learning course(s) or were you enrolled in an online professional learning course in the past year?

- Yes: 59.0%
- No: 41.0%

Select the reason(s) that best indicates why you are enrolled in an online professional learning course. (Select all that apply)

- Personal interest/knowledge: 74.63%
- To receive a continuing education credit (CEU): 46.27%
- Job requirement: 28.06%
- Salary increase: 15.52%
- To receive a digital badge: 10.15%
- Other, please specify: 9.85%

What is the subject area or topic of your online professional learning course? (Select all that apply)

- Classroom behavior/management: 34.03%
- Training for education software/digital application/digital program/other digital product: 34.03%
- Training for electronic/digital devices: 33%
- Reading/English/Language Arts: 30.45%
- Training for student assessments: 27.12%

Who provides the online professional learning course? (Select all that apply)

- Educational institution: 60.3%
- Online community: 60%
- Company/Vendor: 28.66%
- Conference organizer: 12.84%
- Other, please list: 8.66%

Select the type of online content that is included in your online professional learning course? (Select all that apply)

- Videos: 75.9%
- Discussion Forum: 73.09%
- Audio: 71.89%
- Quizzes/Assessments: 67.87%
- Slides: 63.86%

Is/was the online professional learning course self-paced?

- Yes: 55.0%
- No: 43.0%
- I don't know: 2.0%

Do you participate in an online community?

- Yes: 67.0%
- No: 28.0%
- I don't know: 5.0%

The majority of PreK-12 respondents enroll in online PL courses that are self-paced (55%).

More than two-thirds of the PreK-12 survey respondents participate in online communities. Nearly 60 percent of PreK-12 educators that participate in online communities earned continuing education credits (CEU) through an online community.
Higher Education Findings

Are you enrolled in an online professional learning course(s) or were you enrolled in an online professional learning course in the past year?

About half [51%] of respondents that worked in two-year or four-year institutions of higher education in the past year enrolled in online professional learning courses in the past year. This is lower than the nearly 60 percent of PreK-12 respondents that enrolled in online professional learning courses in the past year.

Select the reason(s) that best indicates why you are enrolled in an online professional learning course. (Select all that apply)

Similar to PreK-12 respondents, the most common reason higher education respondents enroll in online PL courses is personal interest/knowledge [80%]. More than twice as many higher education educators selected this reason over the next two most common reasons [to receive a CEU and job requirement].

What is the subject area or topic of your online professional learning course? (Select all that apply)

Most higher education educators enroll in online PL courses to receive training on education software/digital products [42.37%] and online teaching [30.51%].
Most higher education respondents enroll in online PL courses provided by educational institutions.

Higher education respondents enroll in online PL courses that include discussion forums [87%]; videos [87%]; quizzes/assessments [78%]; audio [76%] and slides [73%]. This content was also the most common content PreK-12 respondents selected.

More than two-thirds of higher education respondents enroll in online PL courses that are self-paced. This response rate is higher than the percentage of PreK-12 respondents who enroll in self-paced online PL courses [55%].
Higher education educators are less likely to participate in online communities [53%] than PreK-12 educators [67%].

**K-20 Educators with More Than 20 Years of Experience**

Half of educators with more than 20 years of experience working in educational institutions enrolled in online PL courses in the past year.

Educators with more than 20 years of experience working in educational institutions who enroll in online PL courses are most likely to enroll in courses that provide training on education software/digital application/products.
Educators with more than 20 years of experience working in educational institutions most commonly enroll in online PL courses provided by online communities [65%].

**K-20 Educators with Less Than 20 Years of Experience**

Educators with less than 20 years of experience working in educational institutions are more likely to enroll in online PL courses [62%] than educators with more than 20 years of experience [50%].

Educators with more than 20 years of experience working in educational institutions are more likely to enroll in online PL courses to receive training on education software/digital products. Educators with less than 20 years of experience are more likely to enroll in online PL courses on classroom behavior/management [32%].
SURVEY FINDINGS

Are you enrolled in an online professional learning course(s) or were you enrolled in an online professional learning course in the past year?

- Yes: 62.0%
- No: 38.0%

What is the subject area or topic of your online professional learning course? (Select all that apply)

- Classroom behavior/management: 31.8%
- Training for education software/digital application/digital program/other digital product: 29.13%
- Training for electronic/digital devices: 28.87%
- Training for student assessments: 28.45%
- Reading/English/Language Arts: 25.94%

Who provides the online professional learning course? (Select all that apply)

- Educational institution: 66.11%
- Online community: 52.72%
- Company/Vendor: 25.52%
- Conference organizer: 10.88%
- Other, please list: 6.28%

Educators with less than 20 years of experience working in educational institutions are more likely to enroll in online PL courses provided by educational institutions [66%]. This differs from educators with more than 20 years of experience who indicated they are more likely to enroll in online PL courses provided by online communities.
Conclusion

Results from the 2016 Vision K-20 Professional Learning Survey indicate that the vast majority of K-12 and higher education educators who enroll in online PL courses are enrolling in courses primarily because they have a personal interest in them or hope to gain additional knowledge about the course topic. Educators are also commonly enrolling in courses to learn more about education software, digital applications, digital devices, assessments and teaching online.

The Every Student Succeeds Act (ESSA) could give K-12 school districts the opportunity to leverage this interest in professional development for education technology by using funding from the Student Support and Academic Enrichment (SSAE) block grant to support professional learning opportunities for teachers to effectively incorporate technology into the classroom.

Additionally, the majority of educators enroll in online PL courses that are self-paced courses and a large percentage of respondents enroll in courses provided by online communities. This suggests educators are searching outside of the traditional professional development options for professional learning opportunities that align to their personal interests.

Methodology

The 2016 report analyzes the results of 705 internet surveys completed by educators representing all levels of PreK-20 education. This includes 116 respondents from institutions of higher education and 589 PreK-12 respondents. Additionally, 47 of the respondents worked in educational institutions located outside of the United States.

The Vision K-20 Survey was fielded this year between March 11 and May 13, 2016 using KeySurvey. Participants were recruited through SIIA partners and a link to the survey was available on the Vision K-20 website.

To be eligible to participate in the survey, respondents had to be currently working in or had to have worked in an educational institution [online or face-to-face] within the last year. Participants responded to 14 background and demographics questions about their teaching experience and educational institutions. Additionally, they responded to multiple-choice and open-ended questions about their experiences with online professional learning. The results for several questions may total more than 100 percent because respondents were asked to select all answers that apply.

Participants that completed the survey are eligible to receive a copy of the final report and are given the opportunity to participate in a drawing for a gift card in exchange for their participation [2016 is the 7th year an incentive has been offered].

Although a wide range of participants representing educators from K-12 classrooms, schools, and districts, as well as higher education courses, departments, and campuses participated in the survey, sampling was not random. It is also important to note that nearly 50 percent of the respondents indicate they learned about the survey through the online K-12 community edWeb.net.
About the Survey Respondents

A total of 705 educators completed the survey in 2016. Most (83.5%) respondents represent the PreK-12 sector. Although there were fewer total respondents compared to previous years, the proportion of higher education respondents increased from 11 percent in 2015 to 16.5 percent in 2016. While the proportion of higher education participants is still lower than in 2012 (33%), this segment includes 116 participants in 2016, which is sufficient for analysis.

The demographics of the PreK-20 survey respondents in the 2016 survey include:

• Representatives from every state within the United States and 17 additional countries;
• Early learning- ages 2-5 [20%]; elementary/primary-ages 6-11 [40%]; middle/jr. high- ages 12-14 [27%]; secondary-ages 15-18 [30%]; postsecondary/tertiary-2 year [8%] and postsecondary/tertiary-4 year [12%] educators. (Respondents selected all the grade levels that they teach);
• Principals/assistant principals, deans, supervisors, IT/Tech Directors, librarians, curriculum directors and head of schools;
• Representatives from public [73%]; non-profit/private/parochial [16%]; for profit private [4%] and independent [3%] schools;
• Representatives from brick and mortar [75%]; online [2%] and both/blended/hybrid [21%] educational institutions;
• Female [82%] and male [15%] respondents. Three percent preferred not to answer;
• Educational leaders with 0 to 4 years [6%]; 5 to 10 years [13%]; 10 to 20 years [36%]; 20 to 30 years [27%] and more than 30 years [19%] of experience in educational institutions and
• Representatives from urban [38%]; suburban [36%] and rural [26%] educational institutions.
## Appendix

### Vision K-20 Partners and Supporters

We appreciate the work of our Vision K-20 partners who support SIIA’s Vision K-20 Project in many ways, and we particularly thank them for their efforts in sending their members and readers to this year’s survey.

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Additional Resources on Professional Learning

**Bill & Melinda Gates Foundation**
Teachers Know Best: Teachers’ View on Professional Development
http://bit.ly/1JLlmIF

**Center on International Education Benchmarking**
Beyond PD Teacher Professional Learning in High-Performing Systems
http://bit.ly/1YnNhWK

**edWeb.net**
edWeb Survey on Teacher Professional Development
http://home.edweb.net/edweb-survey-teacher-professional-development/

**New America**
No Panacea: Diagnosing What Ails Teacher Professional Development Before Reaching for Remedies
http://bit.ly/1UqK9I2

**TruenorthLogic**
Educator Viewpoints on Personalized Professional Learning
http://www.truenorthlogic.com/insights/
Active Members of ETIN

- 123 Math
- A P Ventures, LLC
- A Pass Educational Group, LLC
- A+ Test Prep And Tutoring
- ABC-CLIO
- Academic Benchmarks
- Academic Business Advisors, LLC
- Academic Tutoring Center
- Accenture
- ACE Tutoring, Inc.
- Achievement Unlimited
- Adobe Systems, Inc.
- AdvancePath Academics, Inc.
- Age of Learning, Inc.
- Agile Education Marketing
- Akro Educational Services (AES)
- All About Tutoring, LLC
- American Education Corporation
- American Education Television Network, LLC
- American Public University System
- Aplia
- Apple Education
- Apple Inc.
- Arc Capital Development
- ASD Reading
- Assets Learning Center
- Athena’s Workshop
- Atomic Dog Publishing
- ATS Educational Consulting Services
- Audioeductor
- AWC - Ann Watson Consulting
- Back to Basics Learning Dynamics, Inc.
- Bailey Routzong Capital Advisors
- Becker Professional Education
- Blackboard Inc.
- Blackboard Inc., K-12
- BLPS Group, The
- BMO Capital Markets / Business & Education Services
- Boardworks
- Boyle Public Affairs
- BrainPOP
- BrainRush
- BrainX
- Brienza’s Academic Advantage
- C. Blohm & Associates, Inc.
- C2 Education
- C3 Quest, LLC
- C8 Sciences
- CAC aka College Admissions Counselors
- CadmiumCD
- Calvert Education Services
- Cambium Learning Group
- Cambium Learning Technologies
- Capit Learning
- Capstone
- Carney Labs
- Carolina Science Online
- Carver Learning Systems
- Catapult Learning
- CatchOn
- Cengage Learning
- Challenge Island
- Charter Schools USA
- Cherry Tree & Associates, LLC
- Cisco Systems
- ClassLink, Inc.
- Classroom Connect, Inc.
- Classroom2day, LLC
- ClassWallet
- Clever
- Cogent Education
- College Board (SpringBoard), The
- CollinsConsults
- Compass Learning
- Condensed Curriculum Int’l., Inc.
- ConnectYard, Inc.
- Consulting Services for Education
- Copia
- Corinth s.r.o.
- csMentor, Inc.
- Curriculum Advantage, Inc. (Classworks)
- CyberSmart Education Company
- D2L Inc.
- Debakey International
- Delmar Cengage Learning
- DeSilva & Phillips LLC
- Driver Assessment Plus Franchise
- E.T.C. International
- Edgenuity Inc.
- Edmentum
- Edsby
- EdTechLens Inc.
- EducAide Software
- Education Link Inc.
- Education Networks of America (ENA)
- Education TURNKEY Systems, Inc.
- Education Week
- Educational Systems, Inc.
- Educators 4 Education
- EDUMETRIX INC.
- Edstructures
- edWeb.net
- EIA - Founding Board Member
- EIS Education
- Elite Educational Institute
- Encourage Tomorrow
- Enuma
- Epiphany Learning
- ExamPerformance.com
- Excelsoft Technologies, Inc.
- EXO U Inc.
- Expert System
- ExploreLearning.com
- Fairmont Private Schools
- FANSchool’s fantasygeopolitics.com
- Fidelis Education
- Filament Games, LLC
- First Analysis Corporation
- Flex Academies
- Florida Virtual School - Global Division
- Follett School Solutions
- FUGU Corp.
- Funds for Learning, LLC
- Fusion Education Group
- Gale, a part of Cengage Learning
- GEMS Education- Americas
- Globalaria LLC
- GoGuardian
- Good Harbor Partners
- Google, Inc.
- Gradeable
- Great Lakes Educational Group
- Great Source Education Group
- Greaves Group LLC
- GSV Advisors, LLC
- Hapara
- Harcourt Achieve
- Harcourt Assessment, Inc.
- Harcourt Education Group
- Harcourt School Publishers
- Hayes Software Systems
- Heinemann-Raintree
- Hobsons
- Holt, Rinehart and Winston
- Home Tutoring Plus Inc
- Houghton Mifflin Harcourt
- Huntington Learning Centers, Inc.
- iAspire Enterprises LLC dba Hobby Quest East Orlando
- iManIT
- Impact Education
- Individual Dimensions In Learning, Inc.
- Inspired School Solutions
- Intel Corporation Education Group
- IntelliTools
- International School Consultancy Group, The
- ITG America LLC
- J Harrison Public Relations
- JDL Horizons
- JEGI
- JLP Education Services
- Johns Hopkins University
- J-vision, Inc.
- K12, Inc.
- Kathy Hurley LLC
• KC Distance Learning, Inc./Aventa
• KCI Enterprises Dba Sylvan Learning
• KeBecca Education Services, Inc.
• Khan's Tutorial
• Kickboard, Inc.
• Knovation
• KnowRe
• Kool Learning Inc
• Komukopia
• Kumon North America
• Kurzweil Educational Systems
• LaunchGen
• Lea(R)n, Inc.
• Learning A-Z
• Learning Bird, Inc.
• LearningOVations, Inc.
• Learning.com
• LearningGateway
• LearningExpress, an EBSCO Company
• Learnmetrics
• Learnosity
• Lesson Planet
• LightSide Labs LLC
• LinkIt!
• Listen Current
• LRP Conferences, LLC
• Market Data Retrieval (MDR)
• Marketing Projects, Inc./Big Deal Book
• Math Support Services, Inc
• Mathspace
• Matific
• Maverixlab, Inc.
• Maximus K12 Education, Inc.
• McDougal Littell, Inc.
• McGraw-Hill Education
• MCH Strategic Data
• Media Advisory Partners
• MetaMetrics, Inc.
• Middlebury Interactive Language
• MMS Education
• Monarch Teaching Technologies
• Monarch Teaching Technologies, Inc
• Mosaica Education
• Muzzy Lane, Inc.
• myOn
• National Academic Educational Partners, Inc.
• National Geographic Learning
• National Heritage Academies
• Nepris
• New Markets Venture Partners
• New Montgomery Street
• News-2-You
• Next Step Test Preparation
• Noodle companies, The Noodle.com
• NumbersAlive!
• Oases Online
• OceansThree
• O’DONNELL Learn
• Ogment LLC
• One On One Learning
• Open Assessment Technologies Corp
• Oracle Academy
• Oracle Corporation
• Otus, LLC
• Pacific Metrics Corporation
• Pansophic Learning
• Parchman, Vaughan & Company, Llc
• Parchment
• Parthenon-EY
• PASCO Scientific
• Pass The Notes
• Paula Maylahn Consulting
• Pearson
• PEEQ
• PrepMagic
• Promethean
• Propag ate, Inc.
• PS I Love You Foundation
• Publishers Resource Group Inc
• Quality Education Data, Inc.
• Quality Education LLC
• Questia Media
• RaaWee K12 Solutions
• Readorium by Mtelegence
• Readventures
• Red Hat, Inc.
• RedRock Reports
• Remediation Plus Systems
• Ripple Effects
• Rising Stars Foundation
• Riverdeep
• Riverside Publishing
• SABIS Educational Systems, Inc.
• Sagebrush Corporation
• Sandhill Consulting Group LLC
• Santa Barbara Tutoring
• Scale-Up Education Partners
• Schnabel Learning
• Scholar Partners
• Scholastic Education - Curriculum
• SchoolNet, a Pearson Company
• Schoology, Inc
• SEG Measurement
• Seven Bridges School
• Simba Information
• Skyo lobo
• Slate Science Inc.
• SmartBrief Education
• SMARTHINKING, a division of NCS Pearson
• Smartstart Education
• Snowwhite Education Solutions Group, LLC
• SoftChalk LLC
• Software Mackiev
• Splash Math
• SRI International - Center for Technology in Learning
• Stages Publishing, Inc.
• Steck-Vaughn Publishing Corporation
• Steelcase Education
• Student Dox Central
• Studentnest.com
• Test Prep & Tutoring Professionals, Llc
• Test Prep Works, LLC
• Testing Timers
• Testquest, Inc.
• Texthelp, Inc.
• The Educational Party Zone
• The ELI Lab
• The Kirkland Group
• The Vistria Group
• The Wellington Preparatory School
• Think Through Learning Inc.
• Thomson BROOKSCOLE
• Thomson Higher Ed
• Thomson Reuters
• Thomson South-Western
• Thomson Wadsworth
• Thought Industries
• Tom Snyder Productions
• Total Education Solutions, Inc.
• Triumph Learning
• Truenorthlogic
• Tutorial Services
• TutorVista.com
• uCertify
• Victory Productions Inc.
• Vidcode
• Vizzit LLC
• VLP Law Group LLP
• Vocable Network
• Voyager Sopris Learning
• Waterford Institute
• WeAreTeachers
• Wells Fargo Securities
• West’s Education Group
• Whitestone Communications
• Wicks Group of Companies, LLC
• Wiley
• Wimba Inc.
• Winter Group
• YM Learning
• Zyrobotics, LLC
About SIIA & the Education Technology Industry Network

SIIA is the leading association representing the software and digital content industries. SIIA provides global services in government relations, business development, corporate education, and intellectual property protection to more than 800 leading software and information companies. ETIN – the Education Technology Industry Network of SIIA – serves and represents more than 200 of SIIA’s member companies worldwide that provide educational software applications, digital content, online learning services and related technologies across the K-20 sector. ETIN shapes and supports the industry by providing leadership, advocacy, government relations, corporate education, intellectual property protection, business development opportunities and critical market information. ETIN provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. With the leadership of the Division Board and collaborative efforts with educators and other stakeholders, the Division undertakes initiatives to enhance educational technology and the success of SIIA members.

For more information, visit www.siia.net/etin.