

## **SIIA 2009 Ed Tech Industry Summit – May 3-5, 2009**

### **Redefining and Closing Achievement Gaps of Today's Students Via Digital Products and Services**

#### **Session Description:**

Today's achievement gap refers not just to core academics, but those skills necessary for 21st Century students to succeed in the global workplace. Will digital content and applications help close the gaps so that potential employers find what they are looking for in young people? How do we market and sell our digital products and services to the educators reaching 21st Century students?

#### **Moderator:**

Donna Craighead, Senior Analyst, RedRock Reports

#### **Panelists:**

Tom Boe, Senior Product Manager, PLATO Learning

Bob Longo, Executive Vice President

Etech Group, North America Eric Wong, Chief Executive Officer, PLANETii

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*Summary by Bill Purdy, President of True North Studios*

#### **21<sup>st</sup> century skills includes core academics and technology**

- 1) Critical Thinking
- 2) Collaborative across Networks and Leading by Influence
- 3) Agility and Adaptability
- 4) Initiative and Entrepreneurship
- 5) Effective Oral and Written Communication
- 6) Accessing and Analyzing Information
- 7) Curiosity and Imagination

Some critical questions need to be asked first.

Who owns the learning world? Is it the US dept. of education, the business community, K-12 administrators/teachers/parents, academia, state local authorities, educational technology vendors or others?

Who really are the leaders and who makes the decisions? Is it government or business interests?

What is the most important? Is it state standards, select workplace skills, select content mastery, 21<sup>st</sup> century skills, post secondary admissions requirements, the ability to be a good citizen?

How should we assess? Is it using high stakes tests, national exams, or some global standard?

What are the first priorities? Are they making the products useful, supporting PD, assessing how they are used

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