

## Educational Technology Policy 2012 Year in Review

### SIIA Priorities:

- Investment in education technology and its integration into teaching and learning.
- Reform of outdated regulations in favor of 21st Century e-learning policies.
- Support for education technology research and development through government-industry partnership, not government competition with the private sector.
- Targeted STEM education, training and other workforce development policies to meet the economy's needs for a skilled high-tech workforce.
- Translation of public policies, programs and regulations into actionable market intelligence for SIIA members.

### Events:

- SIIA 2013 Ed Tech Government Forum -- April 9-11, 2013; Washington, DC
- [National Coalition for Technology in Education and Training \(NCTET\) Bytes & Books Inaugural Ball](#) at the Folger Shakespeare Library in Washington, DC on January 21, 2013. Host Committee: Former Secretaries Rod Paige and Richard Riley. NCTET will present its [Community Builder Award](#) to outstanding digital learning leaders -- Rep. George Miller; Bob Wise (All4Ed); Sheryl Abshire (Calcasieu, LA & USAC); Anne Bryant (NSBA); Don Knezek (ISTE); and John Wilson (NEA). This is an Invitation-Only Event. [Sponsorship Opportunities](#) are now available. Info at <http://www.nctet.org/events/bytes-books-2013-inaugural-ball>

### Issues:

1. Elementary & Secondary Education Act (ESEA) / No Child Left Behind Act (NCLB)
  - The pending Senate bill does including the ATTAIN Act championed by SIIA as well as the ARPA-ED research program
  - SIIA worked with the House Committee to include support for technology and digital learning in bills to reauthorize Titles I and II
  - SIIA is working now with House Ranking Member Miller on a 3 part bill – infrastructure, PD and innovation
  - Unclear if and to what degree reauthorization will move forward in 2013. US DoED focus is on waivers.
2. Privacy (COPPA and FERPA)
  - SIIA submitted two sets of comments ([in January](#) in [September](#)) around concerns with COPPA expansion and expects
  - SIIA has cited specific challenges related to education and has made specific recommendations related to education
  - SIIA expects revised rules in January and will update SIIA members at that time.
  - SIIA will also continue tracking FERPA and related privacy regulations, including policies related to My Data and Big Data efforts
3. Education Technology R&D, OER and Government Role
  - The [Digital Promise](#) federal initiative launched in September 2011. Focus has been on creating a League of Innovative schools, not technology R&D.
  - The Obama Administration proposed [ARPA-ED](#) learning technologies R&D program, conditionally supported by SIIA, was included in Senate ESEA bill but has not advanced.

- SIIA hosted a roundtable at ETIS 2012 on “Building a New Evidence Framework for Innovation and Excellence in Education” at the request of the U.S. Department of Education focused on identifying more nimble evaluation and development models for learning technologies.
- The OECD initiative around OER appears to be moving slowly, if not stalled. SIIA did not comment.
- The second round grant solicitation for U.S. Department of Labor’s (DoL) Trade Adjustment Assistance Community College and Career Training Grants (TAACCCT) have been issued with some modest modifications in response to SIIA recommendation that grants do not duplicate creation of materials already available from commercial and other sources.
- State OER textbook programs have moved forward in states like California, while others such in TX appear stalled.
- SIIA expects to release an OER paper in December or January.

#### 4. State Developments

- In May, SIIA filed [comments](#) with the Texas Education Agency in response to proposed rules changes to implement recent legislation creating a Commissioner’s list of electronic instructional materials. SIIA’s comments focused on several secondary issues around accessibility and licensing, while urging further changes to create an even more flexible, dynamic system.
- SIIA also continues its work with the national association of officials overseeing state instructional materials, which notably changed its name from “Textbook” to “Instructional Materials” directors. SIIA is working with the directors and AAP to develop a set of factors states and districts could consider in reviewing materials as an alternative to their proposed requirements. On February 29, SIIA participated in a webinar to the state officials.
- SIIA helped facilitate discussions among state and local leaders at the May Oklahoma Digital Learning Summit, hosted by the state commissioner. The Summit focused on implementing the recommendations of the [Digital Learning Council \(DLC\)](#) brought together by former Governors Jeb Bush (R-FL) and Bob Wise (D-WV) with participation from SIIA and others.
- In May, SIIA submitted a [letter](#) to the New York State Education Department expressing some questions and concerns regarding their pending RFP to create a federally funded instructional improvement system. Questions focused on the integration with the Shared Learning Infrastructure. Those issues were addressed in their RFP FAQ.
- In July, [SIIA presented](#) to the State Instructional Materials Directors Assoc (SIMRA, formerly NASTA)
- In September, [SIIA testified](#) before the NY State Ed Reform Commission appointed by Gov. Cuomo.
- SIIA helped inform Digital Learning and Technology plan in Florida. Florida 2.0 Digital Learning Group, State Board Proposal: [Digital Learning Plan](#) (PDF); [Digital Learning](#) (Powerpoint); [Meeting Archive](#) (Video)

#### 5. Other

- SIIA has seen little impact from the federal [AIM \(Accessibility of Postsecondary Instructional Materials\) Commission final report](#) released in December 2011. Most of the recommendations require Congressional action. The U.S. Senate HELP Committee held a [hearing](#) February 7 on The Promise of Accessible Technology: Challenges and Opportunities. In addition, SIIA understands that little development has taken place within the U.S. Department of Education.
- After a series of SIIA efforts to impact [Race-to-the-Top Assessment \(RTTA\)](#) those efforts have been minimal as the consortia are in full development mode having made many key policy decisions. In 2012, SIIA will continue to act as liaison for the industry to ensure these federal RTTA and state

consortia decisions are appropriate to the market. One action was [SIIA Comments to US DoED Proposed Race to the Top Assessment Technology Standards Priorities](#) 11/04/11. SIF and IMS are now working well together to support PARCC and SBAC, who both seem committed to adopting interoperability standards to enable plug-and-play applications and data portability.

- Race to the Top District.
    - SIIA Supports focus on personalized Learning. [SIIA Blog](#)
    - SIIA provided comments on several issues including on requirements for use of open data standards by grantees. [SIIA Comments to US DoED on Proposed RTT-D Public](#) 06/08/12
  - Federal Appropriations. EETT once funded at \$700 million but zeroed out. A March 30 Dear Colleague from Senators Rockefeller and Blumenthal in support of FY 13 funding was signed by 23 Democrat Senators, but funding appears unlikely. The fiscal cliff and [sequestration](#) are on the watch list for the next few months.
  - FCC-USED Digital Textbook Playbook. A “[playbook](#)” guidance document was released February 2 by FCC Chair Genachowski and USED Secretary Duncan, encouraging the K12 shift from print to digital content. SIIA and several SIIA members participated in its drafting. SIIA also participated in an invitation-only CEO meeting March 29 to identify new models and policies needed to shift from print to interactive digital resources. SIIA was asked to manage working group, but little has come of that coalition effort to date.
  - LEAD Commission. This self-appointed [Leading Education by Advancing Digital \(LEAD\) Commission](#) received endorsement from FCC Chair Genachowski and USED Secretary Duncan in their effort to “*develop a blueprint detailing the opportunity for using technology as a catalyst to transform and improve American education*” including the key policy issues. Members are: Columbia University President Lee Bollinger; Co-Founder of TPG Capital James Coulter; Former Secretary of Education Margaret Spellings; Common Sense Media Founder and CEO Jim Steyer. SIIA was interviewed for its report and participated in a September summit at Stanford U. with Sec. Duncan and FCC Chair Genachowski. A report is expected shortly from LEAD.
6. Translating Public Policy to Market Opportunities.
- SIIA Software Publishers Guide to the E-rate (April, 2012). See [PrePress Release](#) and [Guide](#). [PPT](#)
  - SIIA Primer on K-20 Education Interoperability Standards. See [Press Releases](#) and [Primer](#)
  - SIIA 2012 Ed Tech Government Forum: Leveraging the New Normal – [Session Presentations and Summaries](#) on CCSS, OER, RTTT, RtI, etc.
  - [State Instructional Materials Adoption Report: Florida](#) 08/30/12
  - [Preparing for SBAC: A Guide for Developers and Publishers](#)
  - [Learning Resource Metadata Initiative \(LRMI\) Progress & Impact](#)
  - [Software Publishers Guide to the E-rate](#)
  - [Common Core State Standards: Curriculum Alignment & Review Criteria](#)
  - [Shared Learning Collaborative: Update & Impact](#)
  - [SBAC Architecture: Implications for Technology and Testing Providers \(Part 2\)](#) [Part 1](#)
  - [The Federal Learning Registry's Impact on the Education Industry](#)
  - [SMARTER Balanced Assessment Consortium: Technology Update](#) November 21, 2011
  - [Common Core State Standards Publisher Guidance](#) October 4, 2011
  - [CCSSO/Gates/Carnegie Shared Learning Infrastructure: Summary & Implications](#) September 21, 2011
  - [New Digital Content Opportunities from Transformed Texas Adoption Law](#) August 3, 2011