



**Software & Information  
Industry Association**  
BUILDING THE DIGITAL ECONOMY

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## **Education Division Webinar**

### **Ed Market 101 Series:**

***Is Your Product Ready for the School Market?***

September 26, 2013

# About SIIA

The Software & Information Industry Association is the principal trade association for the software and digital content industry. The Education Division serves and represents more than 180 member companies that provide technologies that address educational needs.

## Leverage Your Membership & Shape SIIA Initiatives – Join

- Membership Programs
- Market Data and Analysis
- Technical & Development
- Global Strategies and Strategic Partnerships
- Games For Learning
- Education Industry Summit

Contact LIDERBY Portorreal for details: [Lportorreal@siia.net](mailto:Lportorreal@siia.net)

- Nominations due for the Education Board of Directors:

Contact Karen Billings for details: [kbillings@siia.net](mailto:kbillings@siia.net)

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**Facebook:** SIIA Education Division

**Twitter:** @SIIAEducation

**LinkedIn:** [tinyurl.com/EdDivLinkedIn](http://tinyurl.com/EdDivLinkedIn)

# About SIIA

## Upcoming Events

**Education Business Forum | [sii.net/etbf](http://sii.net/etbf)**

**New York, NY | December 10-11**

Sessions provide inside knowledge about the growth in financial investment, policy upheavals, and shifts in the way customers are accessing K-20 products and services.

**Education Industry Summit | [sii.net/etis](http://sii.net/etis)**

**San Francisco | May 12-14, 2014**

Sessions prepare attendees to build the infrastructure, products, & services to support the changes that the K-20 market needs.

For further information or to become a member, contact Eric Fredell at [efredell@sii.net](mailto:efredell@sii.net) or 202-789-4464.



Follow us on:

**Facebook:** SIIA Education Division

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**LinkedIn:** [tinyurl.com/EdDivLinkedIn](http://tinyurl.com/EdDivLinkedIn)

# Education Division Team

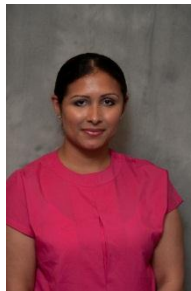
Members have access to ALL SIIA staff. A full listing of SIIA staff by division can be found on the [SIIA Website](#).

## SIIA Education Division Staff

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# Key Initiatives

[siaa.net/education/marketsurvey/](http://siaa.net/education/marketsurvey/)



Extended deadline: October 4  
[siaa.net/codies](http://siaa.net/codies)

Applications due: October 5  
[tinyurl.com/EBFinnovators](http://tinyurl.com/EBFinnovators)

**SIIA CODiE AWARDS** 2013



# Our Panelists Today:

## Richard Casabonne



### **Education Advisor, Whitestone Communications**

Dick has forty years in education and trade publishing.

He has been involved in institutional, consumer, trade and professional work (and serves on the Steering Committee for the Education Business Forum in New York.)

From Random House to McGraw-Hill to Orchard Books to Grolier's Parents Press to Steck-Vaughn and Harcourt, he has published, marketed, sold, and discussed books, and digitally presented information - specifically for children.

He is now CEO of Casabonne Associates Inc, a full service consulting firm, where as Principal and Senior Consultant he leads research activities and strategic planning for various educational service providers.

# Our Panelists Today:

## Frank Catalano



### **Principal, Intrinsic Strategy**

Marketing strategist, industry analyst, and company adviser on digital technology in education and learning.

Chief Marketing Officer for Professional Examination Service, a not-for-profit assessment, tech and services organization in professional credentialing.

Founding columnist for @GeekWire.

Contributor to @EdSurge and @MindShiftKQED.

Previously, a long-term industry consultant, Senior Vice President at Pearson Education and consulting Senior Analyst for MDR's EdNET Insight service.

Tweets @FrankCatalano.



# Our Panelists Today:

## Sue Collins



### **Principal, CollinsConsults**

40 years of experience in the education and technology fields. Sue has ability to bridge education, technology and policy.

CollinsConsults provides strategic and business planning as well as market intelligence to their clients.

In 2000, she was appointed by President Clinton to the Web-based Education Commission, and named by eSchoolNews as one of the top 30 movers and shakers in education.

Has held industry board seats at ISTE and SIIA (including co-chair of the Education Section, SIIA Board seat and chair of the Education Policy section).

Was elected to the Board of Directors of the International Association for Online Learning (iNACOL) in late 2007.



# Our Panelists Today:

## Toni Morgan



### **Executive Vice President, TechERA**

Toni originally co-founded TechERA in 1993 with Al MacIlroy to help education technology companies build their business, marketing, and sales plans to enter or expand into the K-12 technology market.

For 35 years, she has dedicated to research, development and marketing of technology-based curriculum and instructional learning and management systems.

Toni has held senior positions with leading technology companies including Jostens Learning (now Compass Learning), Computer Curriculum Corporation (now Pearson Digital Learning), and the Walt Disney Company. Most recently she was responsible for marketing and market research at MIND Research Institute.

# Our Moderator Today: Bruce Wilcox



## **Director, Education Technology, Carolina Science Online**

Bruce Wilcox is Vice President of eLearning at Carolina Biological Supply company based in Burlington, NC, where he leads development and implementation of online learning tools to support blended science and mathematics instruction in K-20 teaching and learning environments.

He co-Chairs the SIIA Education Division Board of Directors.

His prior roles range from executive in major publishers and founder and senior executive roles in numerous start-ups. He was first to predict emergence of 'mobile learning' in K12 education, the emergence and implication of 'Free Agent Learning' and was lead designer of portable computing technology to support the accelerated growth of one-to-one (differentiated and personalized learning) in the K12 sector.

What's the ONE thing - you  
HAVE to know - to be ready  
for the school market?

Each panelist to respond.

Participants, please note your  
experience in the chat box.

# How important to the school market is having a 'cool' product?

Panelists can respond.

Participants – what's your experience?

(Respond in the chat box)

So how about Common Core?  
How important is it to be aligned to  
Common Core State Standards?

Panelists can respond.

Participants – what's your experience?

(Respond in the chat box)

# On Personalized Learning: Is it important?

## Is it an expectation in most places

Toni to respond first, others to chime in.

Participants – what's your experience?

(Respond in the chat box)

How important is it that your content plays nicely with OER and other publishers' resources?  
ie. What does content interoperability really mean?

Frank and Sue – what do you think?  
Participants: what do customers say?



What's unique about selling to  
the school market?

Everyone says it's different  
than other markets.

All panelists – what do you think?

Participants: what is your experience?

Once the schools has  
purchased a product or service  
– *what else do the schools  
expect?*

What is the one thing we may not have covered today – that is worth being reminded about?

*Any last words of wisdom – or final thoughts from the panelists?*

# **Questions & Answers**

**The presenters will be happy to answer  
questions from you.**

**Submit your questions in the Chat box.**