

Media Release

For Immediate Release:

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SIIA to Announce 2009 *Vision K-20* Survey Results

NECC Press Conference to be held June 28th at SIIA Headquarters in Washington, D.C.

Washington, D.C. (April 22, 2009) – During the National Educational Computing Conference (NECC), the Education Division of the Software & Information Industry Association (SIIA) will hold a special press conference to highlight the results of the second annual *Vision K-20* survey on Sunday, June 28, 2009, at the SIIA Headquarters in Washington, D.C.

Focusing on goals outlined in the *Vision K-20* roadmap, the survey results will address topics such as 21st Century tools, accessibility, differentiated learning, assessment tools, and enterprise support. The full set of *Vision K-20* survey results will be made available to survey participants, SIIA members, members of the press, and partner organizations. To learn more about this initiative, visit www.siiia.net/visionk20.

Hosted by Dr. Karen Billings, VP of Education for SIIA, the press conference also will debut the organization's new educational video highlighting its efforts to protect copyright issues. This video, both entertaining and informative, is a remake of the popular 1992 version entitled "Don't Copy That Floppy." The updated version, appropriately entitled "Don't Copy That Too," is designed to enlighten both students and adults about copyright issues that are pervasive in the 21st century.

Date: Sunday, June 28, 2009

Time: 3:00 PM – 4:30 PM EST

Location: SIIA Headquarters, 1090 Vermont Ave NW Sixth Floor, Washington, D.C.

Details: Dr. Karen Billings will announce the results of the second annual *Vision K-20* survey and showcase the organization's new educational copyright-focused video. Internet access and additional resources will be available. Refreshments will be served.

RSVP: To attend this NECC press conference, please RSVP to Eileen Bramlet at eb Bramlet@siiia.net.

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection for 500 leading software and information companies. For further information, visit www.siiia.net.

MORE

About SIIA's Education Division

SIIA's Education Division serves and represents more than 150 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities and critical market information. SIIA 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 the use of educational technology and the success of SIIA members.

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