

For Immediate Release:

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SIIA Education Division Calls for Participants in 2012 Vision K-20 Survey

The Vision K-20 Survey will be used to measure classroom, school, campus, district, and state progress toward achieving the SIIA Vision for K-20 Education

Washington, D.C. (February 9, 2012) – The Software & Information Industry Association (SIIA) announces the opening of its fifth annual Vision K-20 Survey. Sponsored by the organization's Education Division, the Vision K-20 Survey gives educators, administrators, and faculty members from K-12 and postsecondary educational institutions the opportunity to evaluate their current technology use in a short, online survey. A new addition to the survey asks respondents to identify what they judge to be the "ideal" scenario for technology use.

Focusing on goals outlined in SIIA's K-20 Vision roadmap—21st Century tools, accessibility, differentiated learning, assessment tools, and enterprise support—schools, districts, two-year colleges, four-year colleges, and universities will be able to use the Vision's benchmarks to document their progress. Survey takers can return to the survey periodically to evaluate their progress toward the Vision for K-20 education. SIIA member organizations worked together to develop the Vision K-20 initiative as a guide for educational institutions to implement technology district-wide and campus-wide. This survey aims to collect additional data that will broadly assist educators in taking this important project to the next level of knowledge and success.

"We've developed a vision for K-20 education to ensure all students have access to a learning environment that prepares them to compete globally and lead the world in innovation," said Karen Billings, Vice President of SIIA's Education Division. "This year, in addition to reporting progress over the last 5 years, for the first time we will add the dimension of what educators across the country think of as the 'ideal' scenario."

To learn more about this initiative, and to participate in the 2012 Vision K-20 Survey, visit www.siia.net/visionK20

The survey closes May 24, 2012. Initial aggregated results will be released at ISTE 2012 in San Diego, with a final report available late summer 2012.

SIIA values the support of its partners and their commitment to improving students' preparedness for an innovative and global economy. Partners committed to supporting the Vision K-20 initiative and survey include: 1105 Media, the Consortium for School Networking (CoSN), edWeb.net, and eSchool Media. The project's lead partner was MMS Education. MMS Education provides market research, marketing, sales, and technology solutions for a wide range of education technology companies.

"We modified the survey this year to expand the way participants view the 20 measures. For the first time, participants are asked to evaluate their current level of technology implementation compared to their ideal level," said Susan Meell, the CEO of MMS Education. "With this additional information, we have the opportunity to provide more robust analysis of the data and garner deeper insights to share with participants and SIIA members. We are very excited about the new direction of the survey and look forward to reporting the results later this summer."

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 to more than 500 leading software and information companies. The SIIA Education Division serves and represents more than 180 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. For more information, visit www.siia.net/education .