

### About the Education Division

SIIA's Education Division represents and supports developers of educational software applications, digital content, online learning services and related technologies across the K-20 sector. SIIA Members look to SIIA to aid in their continued success. SIIA provides leadership, industry advocacy, critical market information, and a forum for connecting and shaping the software & digital content industry.

[SIIA MEMBER SERVICES](#) | [TOP TEN REASONS TO BE AN SIIA MEMBER](#) | [SIIA MEMBER RESOURCES](#)

### SIIA MEMBER SERVICES

#### Business Development & Networking

From start-ups to established global companies, SIIA provides support for developing partnerships and strategic alliances needed to reach your customer and grow your company. SIIA's One-to-One Business Connections meetings match company executives with investors, distributors and technology partners, while SIIA's Innovation Incubator program identifies new companies and products and connects potential investors and channel partners.

#### Thought Leadership

As the principal industry association, SIIA is uniquely positioned to shape industry standards and practices, and liaison with the education community on important education, business and technical issues shaping the sector. SIIA members have a wide range of opportunities to guide the positions of SIIA (and therefore the sector) and to position their companies and senior executives as industry thought leaders, including by serving on an SIIA committee or board.

#### Visibility & Brand Awareness

Member companies receive prestigious and frequent promotion through the SIIA. Opportunities include a linked listing on the SIIA membership page speaking on SIIA-sponsored panels at customer conferences, speaking at SIIA conferences, being referenced in SIIA publications or

press articles, CODiE Award nominations, product efficacy research in SIIA's Vision K-20 website, and much more!

### **Strategic & Actionable K-20 Market Intelligence**

SIIA is the only technology industry organization that supports efforts across the entire K-20 educational spectrum. unique access to market data and analysis, as well as to education and industry leaders and their insight. Understanding of industry needs enables SIIA to provide directly actionable market intelligence on the market size, government funding and regulations, and key trends and initiatives.

### **Education Policy & Advocacy**

SIIA advocates for the role of educational technology, digital learning and the private sector before federal and state governments and education leaders. SIIA's legislative and regulatory agenda helps secure the funding and educator training needed to effectively implement technology, as well as the regulatory reform needed to modernize the educational system, institutions and classrooms. SIIA's policy agenda also includes industry advocacy in the areas of intellectual property, online privacy and commerce, trade and taxation.

### **Intellectual Property & Anti-Piracy**

Copyright, trademark and patent protection has long been the cornerstone of SIIA's agenda and member value. Last year, the SIIA removed over 90,000 illegal download links with a total retail value to SIIA members of over \$75M. SIIA both promotes the importance of intellectual property and copyright protection to consumers, business and education, but also takes legal action against those who are "under-licensing" or selling illegal copies so your company doesn't have to!

## **TOP TEN REASONS TO BE AN SIIA MEMBER**

- 10.** SIIA is the only organization that represents the ed tech industry and addresses the ed tech market across the K-20 spectrum
- 9.** Just a single, members-only One-to-One Business Connection can pay for your membership in costs saved or revenue generated

8. Opportunities to interact with all SIIA market divisions and companies from across the enterprise software, business information, and financial information services industries
7. Leading SIIA publications that keep you and your customers current on educational trends as they happen
6. SIIA Government Affairs staff serve as an advocate for your company in Washington
5. Exclusive access to federal and state education leaders for insight on current policies and programs
4. Training all of your staff by leveraging the unlimited number of free (for SIIA members only) publications and events including monthly webinars
3. Opportunity to be pro-active and share your expertise with others on various SIIA committees that help strengthen the industry and shape the sector
2. Opportunity to enter your products for a coveted CODiE award at a member discount and be recognized by your peers as the best solution in a particular category
1. You'll be at the table with potential partners or competitors

## SIIA MEMBER RESOURCES

### Document & Resources

- [Issue Briefs](#) , including [SIIA RttT + State Education Trends Briefing](#)
- [Market Reports](#) (PK-12 & Higher Ed)
- [Expert's Guide](#) (K-12 and Postsecondary)
- [Guide to the E-Rate](#)
- [Trends in Online Education](#)
- [Vision K-20 Educator Survey Results](#)
- [Primer on K-20 Interoperability Standards](#)

### Educator Resources (to Share with Your Customers)

- Education [Re]Design to [Personalize Learning](#)
- [Vision K-20](#)
- [Software Implementation Toolkit](#)
- [Best Practices for Using Games & Simulations in the Classroom](#)

### Conferences & Events (Archived Summaries and Presentations for Past Events)

- [Ed Tech Industry Summit](#)
- [Ed Tech Government Forum](#)
- [Ed Tech Business Forum](#)
- [Member Breakfasts, Feedback Forums, Roundtable Discussions](#)
- [Seminars and Summits](#)
- [Webinars](#)

### **Newsletters**

- Bi-monthly division updates covering events, news, trends and opportunities
- Ed Tech Daily covering the key news, industry releases and initiatives of the day

### **Committees and Working Groups**