

SIIA Education Division News

SIIA Communications Contact: Laura Greenback, 410.533.1943, lgreenback@siia.net

PR Contact: Lauren Rothering, C. Blohm & Associates, 608.216.7300, Lauren@cblohm.com

SIIA Vision K-20 Survey Finds Technology Progress in U.S. Schools and Universities

2012 Survey Reflects Desire for Growth in Vision K-20 Goals

Washington, DC (July 18, 2012) - The Software & Information Industry Association (SIIA) today released the full report from the 2012 Vision K-20 Survey, its fifth annual national survey to measure U.S. educational institutions' self-reported progress toward building a framework that embraces technology and e-learning. SIIA presented the results during the Campus Technology Conference in Boston. The comprehensive report surveyed over 1,600 educators and education administrators, and suggests that K-20 institutions are maintaining current levels of technology growth despite difficult budget conditions. The preliminary findings were presented at the ISTE (International Society for Technology in Education) conference in June.

Overall Results

- More than 75 percent of both K-12 and postsecondary participants rate the importance of technology integration and its ideal level very highly.
- This year the postsecondary response to the survey increased greatly. Twenty nine percent of postsecondary respondents were from two-year institutions and 71 percent were from four-year institutions.
- Overall, 24 percent of all participants reported their institution at high levels of technology integration.

The final 2012 report is available at: www.siia.net/visionk20/

The 2012 Vision K-20 Survey was developed to provide benchmarks against which educators and administrators can measure their institutional progress in using technology to provide 21st century tools, anytime/anywhere access, differentiated learning, assessment tools, and enterprise support.

As the voice of the educational technology industry, SIIA developed a vision for K-20 education that ensures all students have access to a technology-enabled teaching and learning environments capable of preparing them to compete globally and lead the world in innovation. A successful pilot survey was initiated in 2008, with follow-up surveys conducted in 2009, 2010, 2011, and 2012 to support the initiative.

The Vision K-20 Survey request was distributed to educators and administrators with the help of many partner organizations, including: Tech & Learning, Campus Technology, eCampus News, eSchool News, University Business, Education Week, The Big Deal Book, CoSN, Curriki, edWeb, Education Talk Radio, iNACOL, EDUCAUSE, The League for Innovation, Today's Catholic Teacher Magazine, Educause, SmartBrief Education, Naviance, APU, C. Blohm & Associates, Adobe, Collins Consults and Measured Progress. SIIA also recognizes the lead partner MMS Education, for their work on the Vision K-20 Survey analysis and report.

For more information on the 2012 Vision K-20 Survey results, contact lharman@siia.net or lgreenback@siia.net.

About SIIA

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

About SIIA's Education Division

SIIA's Education Division serves and represents more than 200 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.

