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Media Release

For Immediate Release:
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SIIA Vision K-20 Survey Helps Instructional Leaders Benchmark Use of Educational Technology

Educator responses sought before the ed tech survey closes on June 15th

Washington, D.C. – June 8, 2009 – Educators, administrators and school leaders in K-12 and postsecondary institutions are invited to take a short, online benchmarking survey to check their organization's progress toward the Vision K-20, an initiative developed by the education members of the Software & Information Industry Association (SIIA). **The 2009 online survey closes June 15, 2009.**

The Vision K-20 Survey was developed to help educators and administrators benchmark their progress in using technology to provide 21st century tools, anytime/anywhere access, differentiated learning, assessment tools, and enterprise support. The survey is an integral part of the Vision K-20 initiative, developed to ensure that all students have access to a teaching and learning environment capable of preparing them to compete on a global level and lead the world in innovation.

Responses are sought from educators and administrators at a classroom/course, school/department, or district/campus level. The survey can be completed in less than 10 minutes, and the responder receives immediate results, showing to what extent their technology actually supports their students' educational needs. As this survey is conducted annually, educators can see their progress toward achieving the Vision's goals year-to-year, as well as how that progress compares to that of education institutions nationwide.

The online survey can be taken at http://www.siia.net/visionk20/pages/progress.html.

"America's students are quickly adapting 21st century technologies in their personal lives. The Vision K-20 initiative helps instructional leaders incorporate those tools into our nation's curriculum, helping to prepare our students for competition on a global scale," said Karen Billings, VP of Education, SIIA. "From the pilot survey last year, we learned that responders used their results to focus on the areas where the report showed they were making the least progress, by updating their instructional and building support plans."

SIIA will summarize the response data from the 2009 survey in a special report, which will be highlighted during a press conference and SIIA member meetings at the National Educational Computing Conference (NECC) this June in Washington, D.C.

SIIA is again partnering with professional associations, education publications and online networks to promote the Vision K-20 Survey to encourage educators nationwide to participate. By working with other key stakeholders, SIIA can help build a competitive educational system and prepare students for success in the 21st century.

The report on the 2008 Vision K-20 Survey is available at http://siia.net/visionk20/pages/progress.html.

For further information on the Vision K-20 initiative, visit http://www.siia.net/visionK20/.

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 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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