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Media Release

For Immediate Release:
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SIIA Education Division Announces Opening of 2010 Vision K-20 Survey

Survey to provide educators with evaluation of growth toward Vision for K-20

Washington, D.C. (Jan. 13, 2010) – The Software & Information Industry Association (SIIA) announces the opening of the third annual *Vision K-20 Survey*. Sponsored by the organization's Education Division, the Vision K-20 Survey gives educational institutions an opportunity to take a short, online survey to evaluate their current technology use. Participants who complete the survey by Feb. 24, 2010, will have a chance to be founding contributors to the soon-to-be launched *SIIA Vision K-20 Video Portal*.

Focusing on goals outlined in the *Vision* roadmap, including 21st Century tools, accessibility, differentiated learning, assessment tools, and enterprise support, institutions – schools, districts, colleges, and universities – will be able to use the *Vision's* benchmarks to monitor their progress, and can complete the survey periodically as they work toward the *Vision for K-20* in education.

SIIA member organizations worked together to develop the *Vision K-20* initiative to serve as a guide for educational institutions to implement technology district 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.

"Using the *Survey*, institutions can track their progress toward achieving the goals outlined in the *Vision* plan, and better provide the education and infrastructure necessary to establish the next generation of global leaders," said Dr. Karen Billings, VP for SIIA's Education Division. "These are extremely challenging times, making it even more critical for educational institutions to use technology to achieve their goals and outcomes, and we hope this *Survey* will help for both short and long-term planning."

To learn more about this initiative and to participate in the 2010 *Vision K-20 Survey*, visit www.siia.net/visionK20. **The survey will close May 15, 2010.**

SIIA appreciates the support of its partners and their commitment to improving students' preparedness for an innovative and global economy. Among the many partners committed to supporting the *Vision K-20 Survey* are eSchool Media, Consortium for School Networking (CoSN), International Society for Technology in Education (ISTE), Schools Interoperability Framework Association (SIFA), JDL Horizons, WeTheTeachers, WeAreTeachers, and edWeb.

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.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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