Software & Information Industry Association
www.siia.net

SIIA Education Division News

SIIA Communications Contact: John Crosby, 202.789.4469, jcrosby@siia.net
PR Contact: Sandy Fash, C. Blohm & Associates, 608.839.9800, sandy@cblohm.com

SIIA 2010 Survey Finds U.S. Move Toward Vision for K-20 Education Remains a Work in Progress

Year-over-year findings show that school and university progress in technology and e-learning is neither swift nor easy

Washington, D.C. (June 29, 2010) – The Software & Information Industry Association (SIIA) today released the findings of its third annual national survey used to measure U.S. educational institutions' progress toward achieving the organization's *Vision K-20*. The survey was developed to help educators and administrators individually benchmark their institutional progress in using technology to provide 21st century tools, anytime/anywhere access, differentiated learning, assessment tools, and enterprise support. The aggregated results also provide a picture of our nation's progress as a whole.

As the voice of the educational technology industry, SIIA developed a vision for K-20 education – a vision to ensure that all students have access to a technology-enabled teaching and learning environment 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 and 2010, to support the initiative.

"America's students are moving ever more quickly to 21st century technologies, but education leaders and institutions are not responding with the educational framework needed to keep pace with either the opportunity or the needs. Educators can use the *Vision K-20* initiative to better understand how to incorporate those tools into our nation's curricula and instruction, ensuring we prepare our students to compete on a global scale," explained Dr. Karen Billings, vice president of SIIA's Education Division.

The top 2010 survey finding:

While the nation's educational system improved on 4 out of 5 measures of progress compared to 2009, the average increase in overall scores was less than 1 percent year-over-year. Education institutions are still only 62 percent of the way toward achieving SIIA's *Vision K-20* benchmarks.

"This year has been even more challenging for education, given the economic downturn and decreased budgets. With scarce resources, it becomes even more critical for institutions to use technology to more efficiently achieve their educational goals and outcomes," added Billings. "SIIA calls on education leaders and public officials to increase support for, and adoption of, innovative technology-based and online educational models needed to meet the needs of today's digital-native learners and prepare them for the digital, knowledge economy."

Other key findings include:

- The two benchmarks with the highest level of achievement were:
  - Security tools to protect student data and privacy (84 percent)
  - The availability of high-speed broadband access for robust communication, administrative and instructional needs (84 percent).
- Larger institutions tend to have higher scores on all measures than smaller institutions. There are no systematic differences by type of setting (i.e., location).
- Postsecondary institutions lead the K-12 sector in overall average measures of progress, scoring higher than K-12 on 18 of the 20 responses.
- In general, benchmarks with lower scores in prior years showed the greatest gains in 2010.

The *Vision K-20* Survey request was distributed to educators and administrators with the help of many partner organizations, including CoSN, Curriki, edWeb, iNACOL, JDL Horizons, The League for Innovation, Learning Times, Project Tomorrow, SIFA, WeAreTeachers, and WeTheTeachers. SIIA also recognizes the following media support from *Big Deal Book*, *Campus Technology*, *eCampus News*, *eSchool News*, *T.H.E. Journal*, *Today's Catholic Teacher Magazine*, and *Tech & Learning*.

The report on the 2010 *Vision K-20* Survey is available at http://siia.net/visionk20/pages/progress.html. For more information on the 2010 *Vision K-20* survey results, contact sandy@cblohm.com or jcrosby@siia.net. Other *Vision K-20* resources are available at 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.

###