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SIIA Education Division News
For Immediate Release:
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SIIA Offers Free Preview of its New Postsecondary Resource: The *Experts' Guide to the Postsecondary Market*

Free Guide Sampler Available at http://bit.ly/siiaguidesampler
Along with Companion Webcast on "Accessibility by Design"

Washington, D.C. (Nov. 15, 2010) – Building on the success of its popular *Experts' Guide to the K-12 School Market*, the Software & Information Industry Association (SIIA) will publish the *Experts' Guide to the Postsecondary Market* in March 2011. In anticipation of the release, SIIA is offering a free preview of the new resource along with a webcast on "Accessibility by Design," based on the Guide's article authored by Blackboard's Senior Director of User Experience, Stephanie Weeks. The Guide preview and webcast are free to SIIA members and non-members; those interested in participating in the webcast, scheduled on December 8, can register at http://bit.ly/siiaguidewebcast1 or http://www.siia.net/events/events.asp.

The *Experts' Guide to the Postsecondary Market* preview is a reference for members of higher education publishing and technology industries who are familiar with the field and a professional development tool for those new to this market. By participating in the interactive webcast on December 8, attendees will learn directly from Blackboard's Senior Director of User Experience, Stephanie Weeks, who will outline an organizational approach to developing accessible products and answer questions on achieving accessibility within a product development organization including advice on getting these initiatives off the ground.

In addition to "Accessibility by Design" by Blackboard's Senior Director of User Experience, Stephanie Weeks, articles and authors featured in the final publication of *Experts' Guide to the Postsecondary Market* include:

- "Five Things You Should Know About the Postsecondary Market" by Mitchell Weisburgh, Founder and Managing Partner of Academic Business Advisors
- "Pace of Technology Adoption in Higher Ed" by Vineet Madan Vice President, Learning Ecosystems and James Kourmadas, Vice President of Strategic Marketing at McGraw-Hill Education
- "Challenges and Opportunities of Implementing Learning on Alternative/Mobile Devices" by Supra Manohar Executive Vice President, Emantras, Inc.
- "Advantages of SaaS in Online Higher Education" by Adrian Sannier, Vice President of Product at Pearson eCollege
- "Global Marketing" by Megan Stewart, Director, Worldwide Higher Education at Adobe
- "Using Research as a Marketing Tool in the Higher Education Market" by Rob Foshay, Ph.D., CPT, The Foshay Group / Walden University

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, the Postsecondary Sector 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. For more information, visit www.siia.net/education.

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