

SIIA Education Division News

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SIIA Survey Shows School and University Progress in Technology and eLearning is Still Challenging

*2011 Survey Reflects Decline in Progress
Toward Meeting Educational Technology Goals*

Washington, D.C. (Aug 11, 2011) – The Software & Information Industry Association (SIIA) today released the results of the 2011 *Vision K-20 Survey*, its fourth annual national survey to measure U.S. educational institutions' self-reported progress toward building a framework that embraces technology and eLearning. The comprehensive report surveyed nearly 500 educators and education administrators, and suggests that K-20 institutions are not making progress toward the education goals and technology benchmarks set forth by the Vision K-20 Initiative.

Key findings from the 2011 Vision K-20 Report:

- The average score on the 20 benchmarking statements in the 2011 survey was slightly lower (60, on a scale of 25 to 100) than the average scores from the 2010 and 2009 surveys (62).
- A slight decline is seen in scores on almost all benchmarking statements.
- For the third consecutive year, the lowest ranked benchmark was their use of technology-based assessment tools.

"Though slight, the decline in scores is disappointing. This is not a surprise as it has been an especially challenging year for education with the economic downturn and decreased budgets. And it will not be easy to close the gap between the current low use of computer-based assessments and the upcoming common core online testing requirements," said Karen Billings, SIIA's vice president for Education. "SIIA calls on education leaders and public officials to increase support for, and adoption of, innovative technology-based 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:

- Larger institutions tend to have higher scores than smaller institutions on all measures. There are no systematic differences by setting (rural/urban location).
- In general, and consistent with prior surveys, the scores are higher for participants from postsecondary institutions than those from K-12 institutions.

The 2011 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 – one that ensures 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, 2010, and 2011 to support the initiative.

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, Project Tomorrow, SXSWedu, Technology Leadership Network within NSBA, SIFA, WeAreTeachers, and WeTheTeachers. SIIA also recognizes the following media support from *Big Deal Book*, *eCampus News*, *eSchool News*, *T.H.E. Journal*, *Today's Catholic Teacher Magazine*, *TechLearning.com*, and *University Business*.

The report on the 2011 *Vision K-20* Survey is available at <http://www.siiia.net/visionK20/pages/progress.html>

For more information on the 2011 *Vision K-20* Survey results, contact lauren@cblohm.com or lgreenback@siiia.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.siiia.net.

About SIIA's Education Division

SIIA's Education Division serves and represents more than 180 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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