

SIIA's Education Division prides itself in bringing awareness to the needs of the ed tech industry by providing leadership, advocacy, business development opportunities, and critical market information. Below are several special programs that support our initiatives:

### **Innovation Incubator**

SIIA's Innovation Incubator program identifies and supports entrepreneurs in their development and distribution of innovative learning technologies. The program began in 2007 and has provided incubation for dozens of successful products and companies in their efforts to improve education through the use of software, digital content, and related technologies. SIIA's Innovation Incubator program is unique in that it both employs a peer review process to identify the most innovative and most likely to succeed products and those peers - successful industry leaders - provide one-on-one mentorship to support the growth and success of identified innovators. For further information, contact [Liderby Portorreal](#) .

### **CODiE Awards**

The SIIA CODiE Awards recognize excellence in the content, education and software industries. All nominated products and services receive a thorough review from seasoned and leading educators who can identify strengths and give significant insights for improvements. In 27 years, SIIA has recognized more than 1,000 companies for achieving greatness in industries that expect innovative thinking and demand market validation. For further information, contact [Wendy Tanner](#) .

### **Vision K-20**

The SIIA Vision K-20 Initiative promotes the best uses of technology to ensure that all U.S. students have access to a teaching and learning environment capable of preparing them to compete globally and lead the world in innovation. SIIA's Education Division member companies are the providers of the software application, digital content, and other technology tools that are essential for education in the 21st Century. For further information, contact [Lindsay Harman](#) .

### **Market Surveys**

The U.S. Educational Technology Market reports are annual vendor studies conducted by the SIIA's Education Division in order to measure the size, scale, and ongoing trends in the U.S. institutional markets for educational software and digital content/resources. Here, we limit our

definition of the PK12 and Higher Ed markets to digital content, educational software, and related technology products and online services used both in and outside of the classroom, including professional development, but excluding hardware. This survey examines those results in the context of the larger policy, funding, and technology industry environments. For further information, contact [Lindsay Harman](#).