



**For Immediate Release**

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**SIIA Pledges Ongoing Support for the Federal Digital Promise Initiative**

**Public-Private R&D Partnership will Help Unlock Breakthroughs in Learning Technologies**

**Washington, DC. (Sept. 16, 2011)** – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today joined U.S. Secretary of Education Arne Duncan along with other government, education, and technology leaders at the White House for the launch of the Digital Promise initiative, a public-private research and development collaborative aimed at further advancing the learning technologies critical to students and educators.

“The Digital Promise research initiative will be an important step forward in helping better meet the learning needs of our students and educators through technology,” said SIIA President Ken Wasch. “SIIA pledges our continued leadership as a liaison between the research center and SIIA’s more than 180 educational technology member companies. These companies are investing in the research, creation, and delivery of innovative learning applications and will play an important role in making this initiative a success. Congress and the Obama Administration should be congratulated for their commitment to improving education through technology, and for launching this initiative.”

Specifically, SIIA will work with the Obama Administration and the Digital Promise Board and staff in the following ways:

- Bring together a technical advisory group of leading scientists, engineers, and educators from within our member companies to provide ongoing counsel on the initiative’s R&D agenda and undertakings. This group will help to ensure the effort is targeted at the basic and high-risk research areas not otherwise easily undertaken by individual companies, researchers or institutions.
- Promote industry and investor involvement and funding in the initiative to create a critical mass of financial, human, and other resources needed for its success.
- Disseminate the initiative’s research findings and other deliverables to SIIA members in order to inform their development and delivery of innovative learning technologies.

Digital Promise is an independent 501(c)(3), created through Section 802 of the federal Higher Education Opportunity Act of 2008, authorizing a nonprofit corporation known as the National Center for Research in Advanced Information and Digital Technologies (Digital Promise). According to the statute, the Center will "support a comprehensive research and development program to harness the increasing capacity of advanced information and digital technologies to improve all levels of learning and education, formal and informal, in order to provide Americans with the knowledge and skills needed to compete in the global economy.”

SIIA especially supports the Center’s authorized use of funds:

- “to support research . . . that is in the public interest, but that is determined unlikely to be undertaken entirely with private funds,”
- “[to support] precompetitive research, development, and demonstrations,” and

- “to encourage the widespread adoption and use of effective, innovative digital approaches to improving education, teaching, and learning.”

**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. All SIIA members depend on the nation’s schools to provide a skilled, high-tech workforce. SIIA’s Education Division serves and represents more than 180 for-profit and non-profit developers of digital content, software applications, e-learning and related technologies used in education. SIIA and our member companies have long collaborated with educators, policymakers and other stakeholders to improve education through the use of innovative learning technologies. For further information, visit [www.sii.net](http://www.sii.net).

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