

News Release

For Immediate Release

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SIIA Releases Software Implementation Toolkit for Educators

New Resource Aims to Clarify Implementation Process to Maximize Software Effectiveness

Washington, DC – June 25, 2007 – The Education Division of the Software & Information Industry Association (SIIA), the principal trade association for the code and content industry, announced the release of its *Software Implementation Toolkit for Educators*. The Toolkit aims to improve the efficacy of software purchases through improved preparedness, communication and evaluation from the perspectives of both vendors and customers.

As critics of the recent U.S. Department of Education study on education technology effectiveness explain, the success of educational software depends on the effectiveness of its implementation. This fidelity relies on the cooperation of the vendor and customer throughout the planning, implementation and evaluation process.

SIIA's *Software Implementation Toolkit for Educators* identifies the roles of the vendor and customer, and outlines the expectations and responsibilities for both. With sample scenarios and worksheet templates, educators and administrators can apply the concepts of the Toolkit and concrete tools to their specific projects.

"Years of experience have shown that effective implementation practices can be the determining factor in obtaining successful results from both instructional and administrative software applications," said Karen Billings, Vice President of SIIA's Education Division. "The actions an institution takes prior to the delivery of the software and during its initial use, can help ensure this success."

For those institutions new to educational technology products, the *Software Implementation Toolkit for Educators* stresses the importance of working closely with the vendor and illustrates the steps involved throughout the process. It is through the effective and consistent communication and cooperation demonstrated in the Toolkit that a program is optimally implemented and evaluated.

The *SIIA Software Implementation Toolkit for Educators* is a part of SIIA's efforts to help educators and their institutions find the best software for their needs, build the necessary infrastructure and support educators in incorporating technology in the classroom. It is available now for download on the SIIA website designed specifically for educators: <http://www.siaa.net/education/foreducators/software.asp>.

MORE

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 more than 800 leading software and information companies. For further information, visit <http://www.siia.net>.

About SIIA's Education Division

SIIA's Education Division serves and represents over 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.