

## **SIIA Education Division News**

### **For Immediate Release:**

SIIA PR Contact: Sandy Fash, C. Blohm & Associates, Inc., 608.839.9800, [sandy@cblohm.com](mailto:sandy@cblohm.com)

edWeb Contact: Lisa Schmucki, founder and CEO, 800.575.6015, ext. 100, [lisa@edweb.net](mailto:lisa@edweb.net)

## **SIIA Education Division, edWeb.net Announce Industry Partnership**

*Organizations to Engage Educators in SIIA Programs, Initiatives*

**Washington, DC** (April 8, 2010) – The Education Division of the Software & Information Industry Association (SIIA), the principal trade association for the software and digital information industries, has announced that they will partner with edWeb.net in their efforts to connect with educators and involve them in SIIA programs and initiatives.

Specifically, edWeb.net will work with SIIA to connect the association with educators in an effort to drive public interest and awareness for the advancement of technology in the classroom and support for SIIA's Vision K-20 Initiative, its CODiE Awards program, and other valuable industry efforts.

Karen Billings, Vice President of the SIIA Education Division, noted how the partnership got its start: "We worked through edWeb to invite educators to judge our 2010 CODiE Awards nominees and received an overwhelming response. We were delighted that so many educators, who are so busy, are interested in taking the time to judge the latest education products and solutions from our members. It made sense that we tap this interest to support the advancement of our education technology initiatives."

This marks the second year that edWeb has supported the SIIA Vision K-20 Initiative, which surveys educators nationwide to evaluate their current technology use. Educators will be able to use the Vision's benchmarks to monitor their progress and focus on goals outlined in the Vision K-20 roadmap, including 21st century tools, accessibility, differentiated learning, assessment tools, and enterprise support.

Lisa Schmucki, founder and CEO of edWeb.net commented, "I am delighted to work with SIIA to help them reach educators. This was a major reason we founded edWeb—to break down the silos and build collaboration among educators, administrators, associations, companies, and legislators. Through our edWeb community and also through our strategic partnership with MCH, Inc., we can help SIIA reach a high percentage of K-12 educators and use professional social networking to connect and get feedback to guide their key initiatives. This is critical if we are going to meet the challenges of integrating innovative technology in education."

### **About SIIA**

The Software & Information Industry Association 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 to the leading companies that are setting the pace for the digital age.

SIIA's Education Division serves and represents more than 150 member companies that provide software, digital content and other technologies that address educational needs. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. Through 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.siaa.net/education](http://www.siaa.net/education).

### **About edWeb.net**

edWeb.net is a professional social networking website for the education community that makes it easy to connect with peers, share information and best practices, spread innovative ideas, and create online learning communities. The easy and intuitive Web 2.0 interface includes blogs, discussions, document archiving, shared calendars, wikis, live chat, messaging, polling, and shared links.

edWeb.net is open to all professionals involved in education to break down traditional barriers to communication and promote broader collaboration. Join the edWeb at <http://www.edWeb.net>.