

Media Release

For Immediate Release:

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SIIA Education Division Announces Opening of 2009 Vision K-20 Survey

Essential Survey Continues as Momentum Grows Among Educators for Vision K-20 Project

Washington, DC – April 30, 2009 – The Software & Information Industry Association (SIIA) announces the opening of the second annual *Vision K-20 Survey*. Sponsored by the organization's Education Division, the *Vision K-20 Survey* gives U.S. education institutions an opportunity to take a short, online survey to evaluate their current technology use.

Focusing on goals outlined in the *Vision* roadmap, including 21st Century tools, accessibility, differentiated learning, assessment tools, and enterprise support, institutions – schools, districts, colleges, and universities – will be able to use the *Vision's* benchmarks to monitor their progress, and can complete the survey periodically as they work toward the *Vision for K-20* in education.

SIIA education companies worked together to develop the *Vision K-20* initiative to serve as a guide for educational institutions to implement technology district and campus-wide. This survey aims to collect additional data that will broadly assist educators in taking this important project to the next level of knowledge and success.

"The *Vision K-20* initiative calls for a coalition of stakeholders, including educators, business executives, policy-makers, and academic leaders to recognize the need to prepare our students for global competition," said Dr. Karen Billings, VP for SIIA's Education Division. "In addition, the *Vision K-20* plan promotes the combination of proven, well-implemented and well-supported technologies with solid educational approaches that will sharpen America's innovative edge and increase the opportunity for every person to fulfill their promise through education."

To learn more about this initiative and to participate in the 2009 *Vision K-20 Survey*, visit www.siaa.net/visionK20. **The survey will close May 30, 2009.**

SIIA appreciates the support of its partners and their commitment to improving students' preparedness for an innovative and global economy. Among the many partners committed to supporting the *Vision K-20 Survey* are *Campus Technology*, Consortium for School Networking (CoSN), The Cooney Center at Sesame Workshop, *eSchool News* and *eCampus News*, International Society for Technology in Education (ISTE), JDL Horizons, Schools Interoperability Framework Association (SIFA), and *T.H.E. Journal*.

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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 500 leading software and information companies. For further information, visit www.sii.net.

About SIIA's Education Division

SIIA's Education Division serves and represents more than 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.

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