SIIA Ed Tech Business Forum
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The Instructional Technology Landscape: *Helping To Turn Around Struggling Schools*

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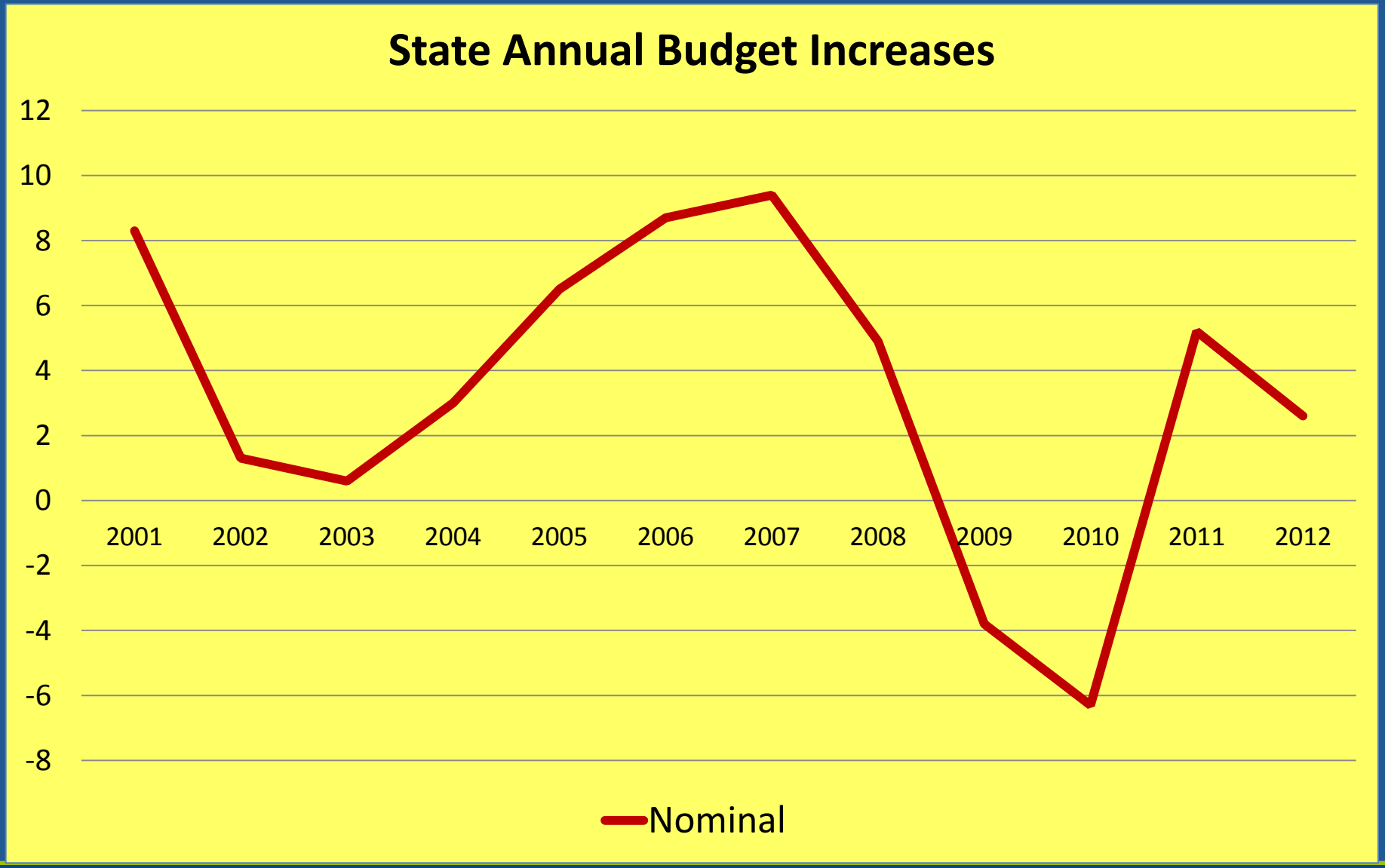
Alliance for Excellent Education

Challenges in America's K-12 Education System

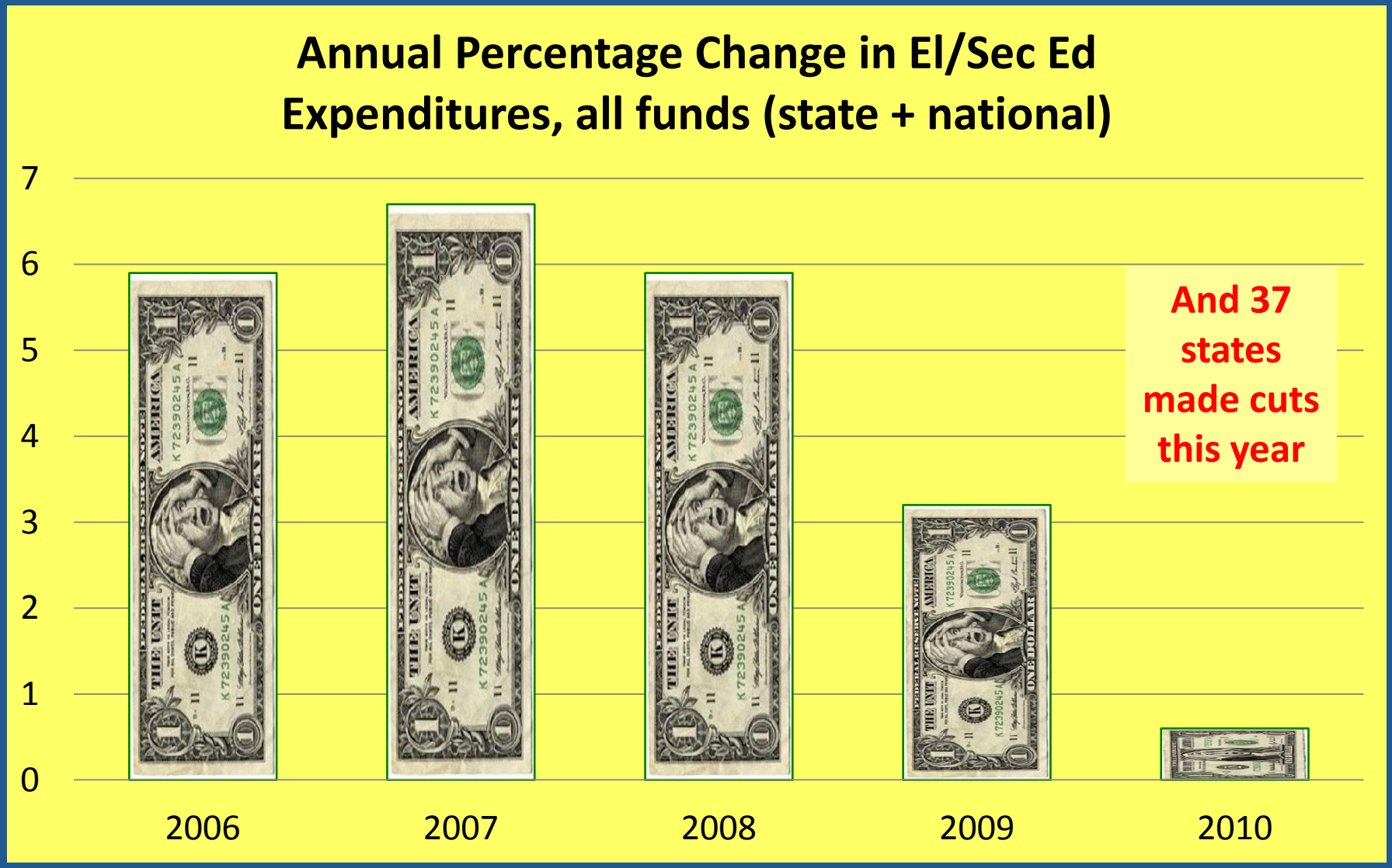
1. Rollercoaster Revenues
2. Teaching Troubles
3. Lackluster Achievement Rates
4. Federal and State Leadership

Rollercoaster Revenues…



Source: National Association of State Budget Officers, Spring 2011

Lead to Education Cuts



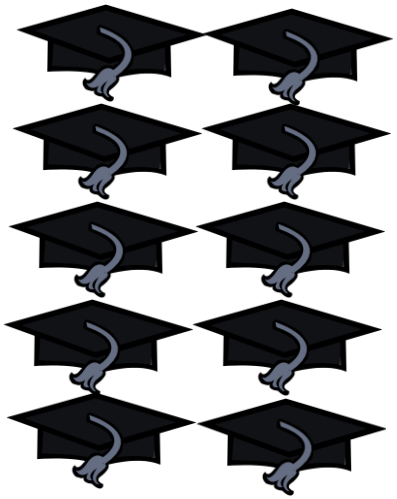
Source: National Association of State Budget Officers

Teacher Troubles

The Right Teachers Where They are Needed Most

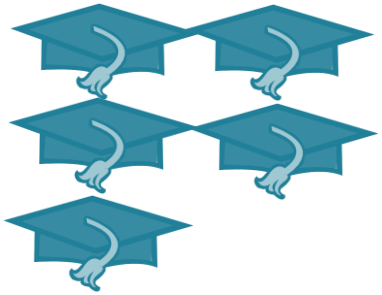
440 high schools ≠ **88 qualified physics teachers**

The Achievement Challenge

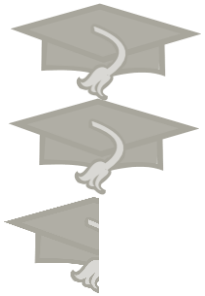


For every 10 students…

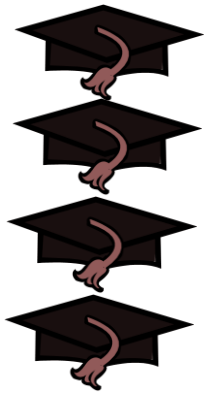
Just 7 graduate…



And fewer than half go to college.



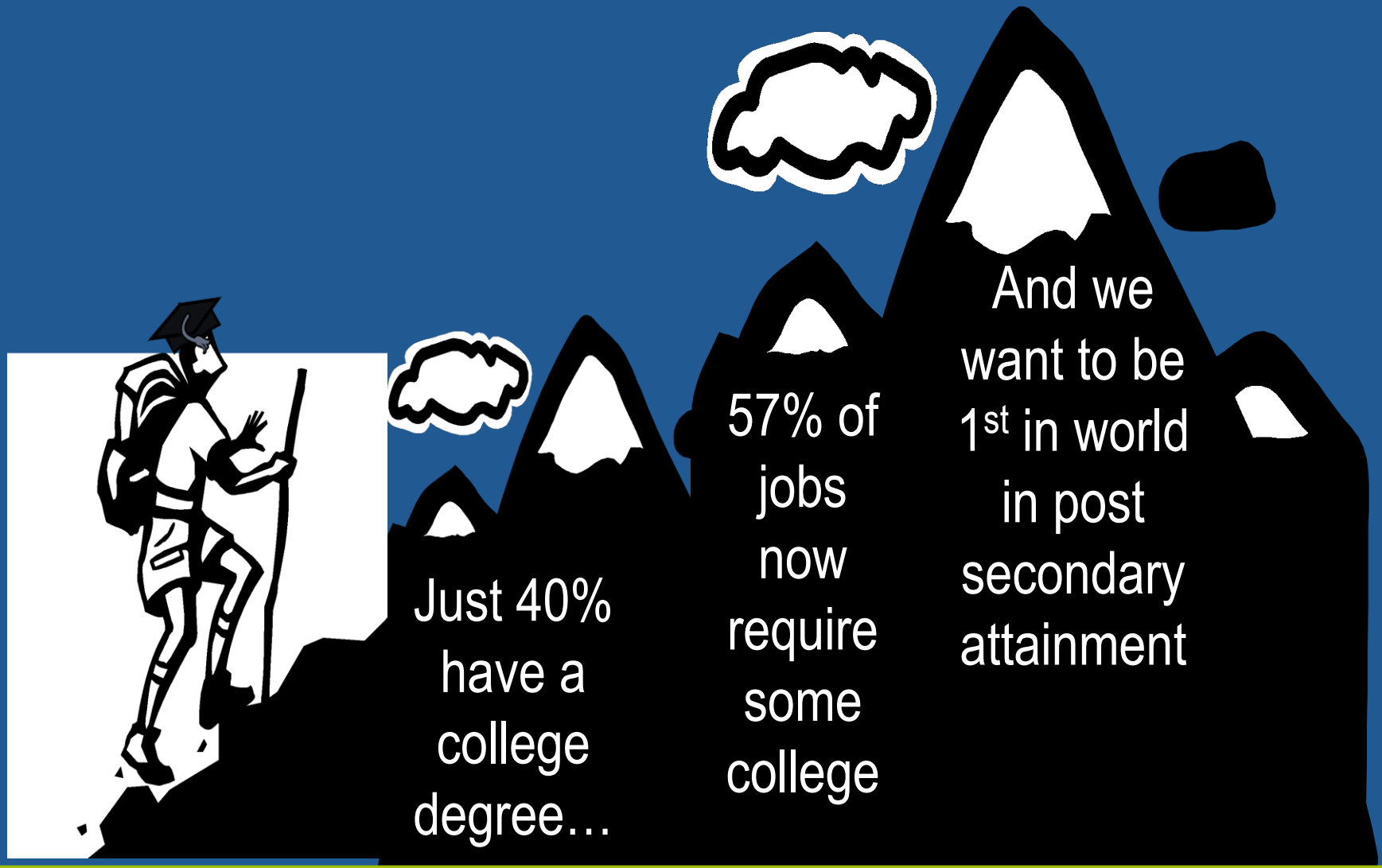
But only 2 and a half are actually ready for college,



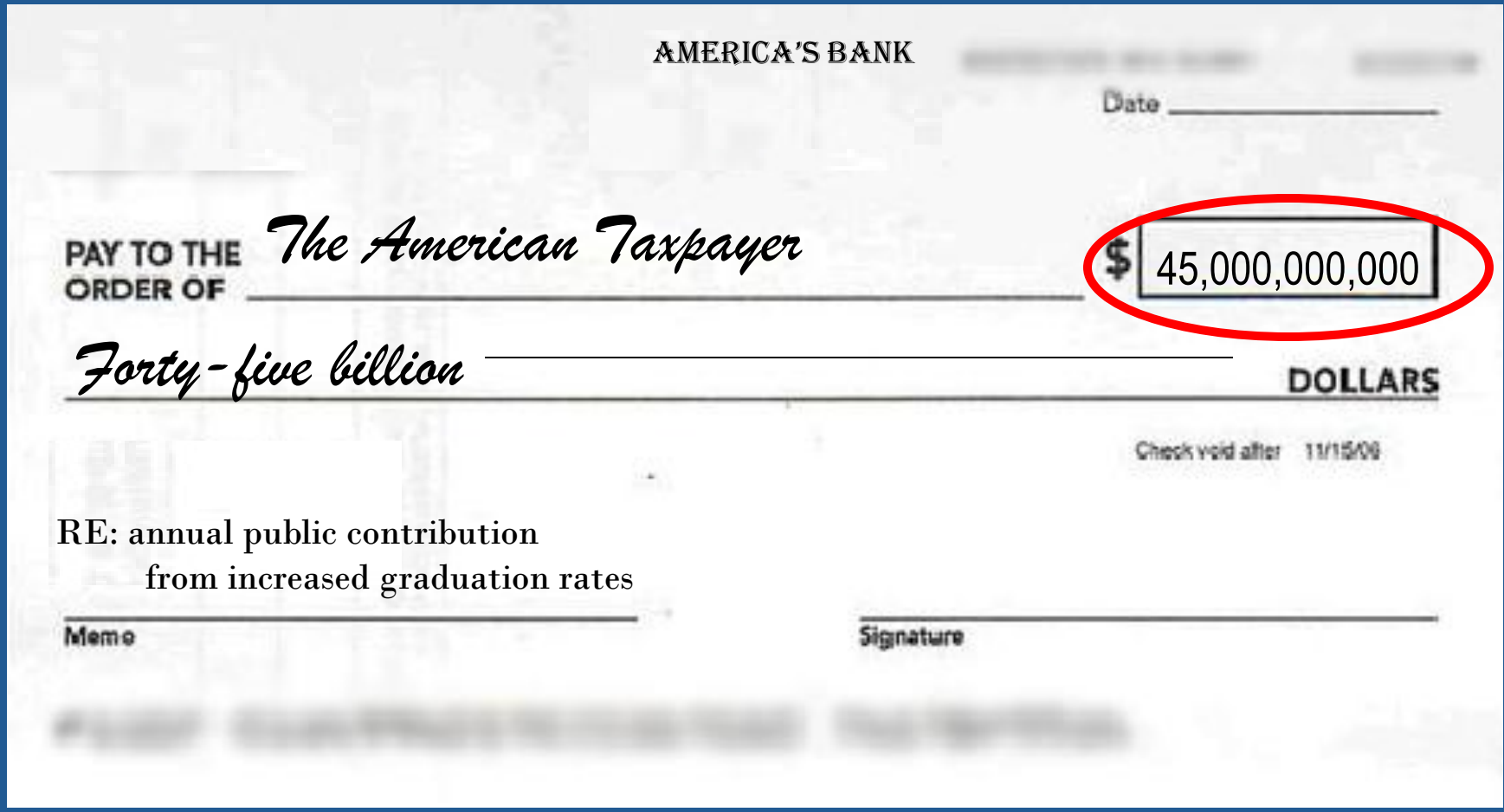
And by the time they are 35 only 4 will have a college degree.

Sources: Editorial Projects in Education, Complete College America

That's Quite a Mountain to Climb



Public Benefit of Halving the Number of U.S. Dropouts

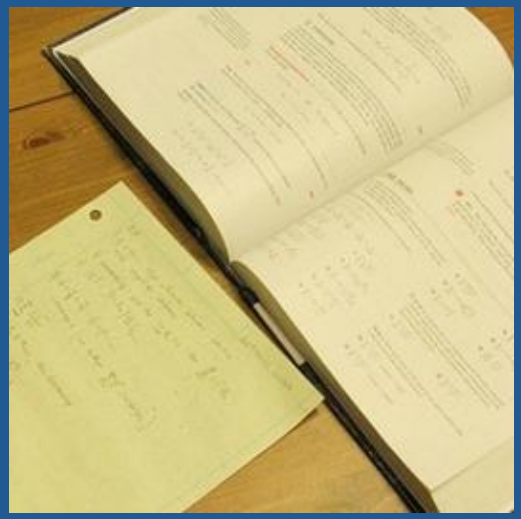


Source: Levin, Kilpatrick, Belfield, Muennig,, and Rouse 2006

Opportunities To Innovate & Exterior Forces In The Market

- *Common Core Standards*
- *Joint State Initiatives*
- *National Media Attention*

Textbooks v. Digital Learning



Static & Outdated
No updates or Interaction
Not personalized
Costs increasing over time

Personalized experience for students
Opportunities to concentrated & deeper learning
Teachers as curriculum designers
More one-on-one time with teacher
Deeper learning experiences
Flexible timing and pacing
More varied instructional approaches

You Get What You Pay For… And Then Some!

Augusta, GA: $336 per student to implement educational software over 6 year period, compared to $120 over six years for cost of textbook.

Clark County, NV: $687 per iPad for a systemwide implementation.

Cost of continuing to do what we've been doing: $45 billion

Mooresville, NC: Dramatically decreases its total cost per pupil after a districtwide digital conversion.

Costs of a textbook have been increasing, while costs of technology and software have been decreasing.

One study concluded that properly implemented technology could save $448 per student by reducing dropouts.

SUCCESSFUL TECHNOLOGY STRATEGY REQUIRES:

- TEACHING
- TECHNOLOGY
- TIME

DIGITAL LEARNING DAY

www.digitallearningday.org
February 1, 2012
twitter #DLDay @DLDay2012

ALLIANCE FOR EXCELLENT EDUCATION

Empowering Teachers, Promoting Innovation

- *A national awareness campaign celebrating teachers and innovative strategies in the classroom*
- *Non-partisan, high-profile event to be held in Washington, DC on February 1, 2012*
- *Activities, toolkits and blogs leading up to the national event with awards and recognition to follow.*
- *19 states hosting their own Digital Learning Day*
- *25 national organizations as core partners*
- *29 expert instructional technologists leading the toolkit development*

SPREAD THE WORD and SIGN-UP TO LEARN MORE

Partnerships and Outreach

- *AASA (District Administrators)*
- *AASL (Librarians)*
- *America's Promise*
- *Cable in the Classroom*
- *CoSN*
- *eMINTS*
- *Digital Learning Now!*
- *iNACOL*
- *NCTAF*
- *NCSL (State Legislators)*
- *NSBA (School Boards)*
- *NCTE (English Teachers)*
- *National Urban League*
- *National Writing Project*
- *Power ON*
- *Project Tomorrow*
- *Innosite Institue*
- *ISTE*
- *NASSP (Prinicpals)*
- *USDLA*
- *SIIA*
- *SETDA*

Corporate Sponsors To Date

Platinum:
Google, Intel Corporation, and SMART Technologies

Gold:
Apex Learning, Carnegie Corporation, Epsilen, GlobalScholar, McGraw Hill, Pearson Foundation, and Turning Technologies

JOIN US TODAY!

The Choice:

Be boldly innovative

Or badly irrelevant

You Get What You Pay For… And Then Some!

- *According to the New York Times the cost of digital learning in Augusta, Georgia was $336 per child versus $120 per child for a math book over a six year period.*
- *Mooresville, NC has the lowest cost per pupil due to leadership and tough decisions about all existing resources to offer vast technology offerings that are showing impressive gains in student achievement.*
- *Clark County, NV implemented an a one-to-one device with a world renowned algebra program for $790 per pupil – less than a 10^{th} of the per pupil cost for one year.*