



Research Roundtable Market Briefing

Massachusetts K-12 Public Education

\$112 MILLION

1 Million Students



250 SCHOOLS AND 98,377 STUDENTS
\$1.7 BILLION

Funding and Legislative News: K-12 Education

\$125 Million

**Increase Local Education
Funding**

Funding and Legislative News: K-12 Education



RACE
TO THE TOP

MASSACHUSETTS

Priority 1 Awarded

\$607 Million



TITLE

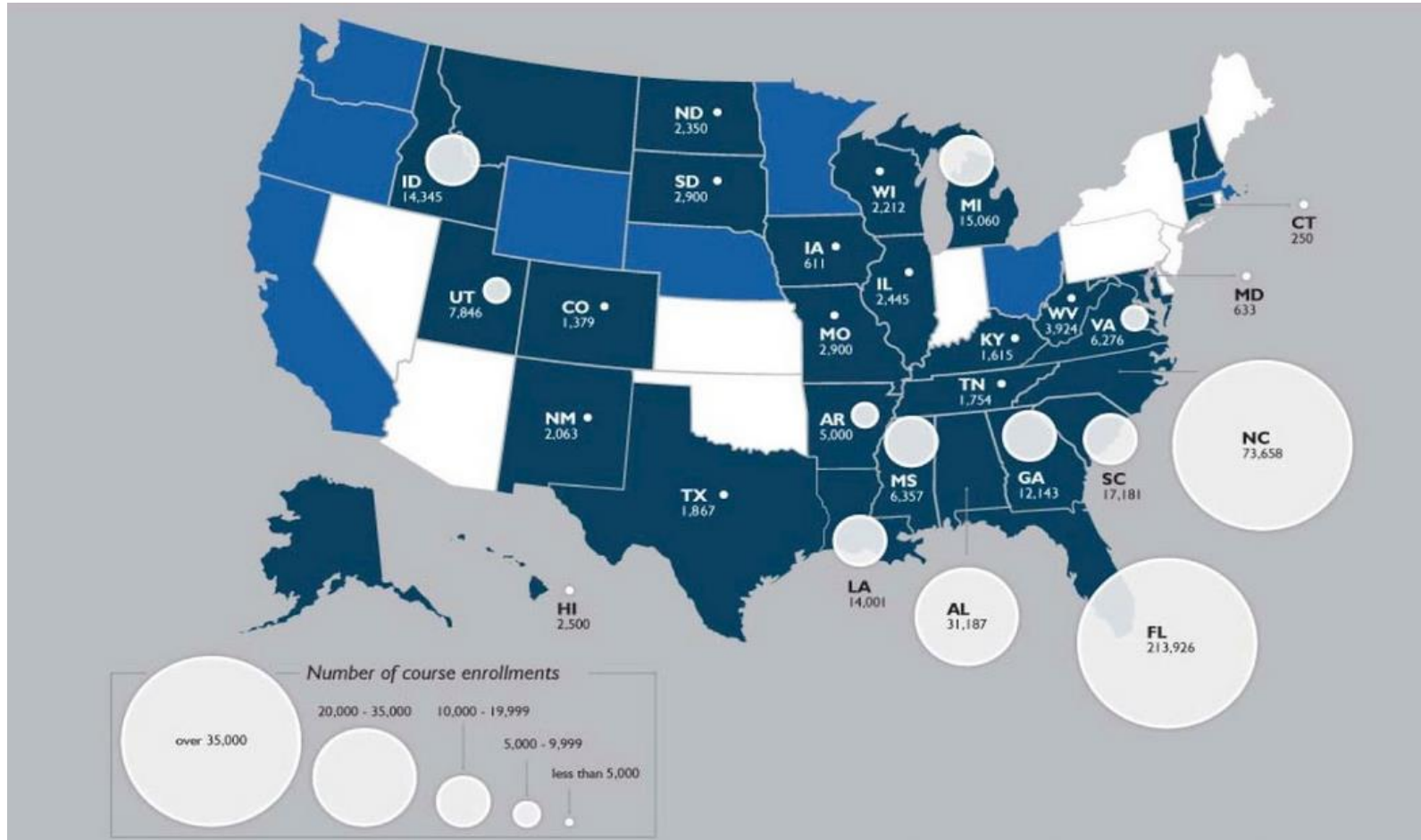


Top IT Issues for K-12 Education 2014

- Managing Network
- Online Assessments
- Privacy and Security
- Merging IT with Ed-Tech

States with State Virtual Schools or State-led Online Initiatives

Source: Center for Digital Education, Innosight Institute

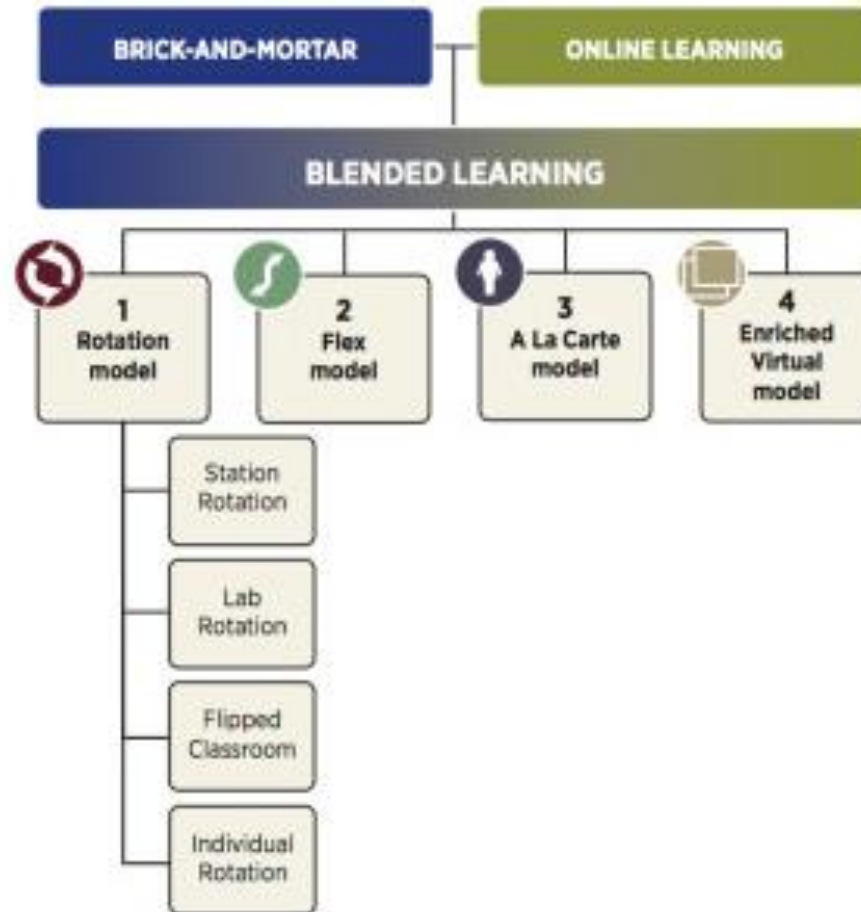


Definition of Blended Learning

An intentional shift to online learning during a portion of the day, where students have an element of control over time, place, path, and/or pace.



More than 75% of Districts have Blended Learning Options



Blended Learning Benefits

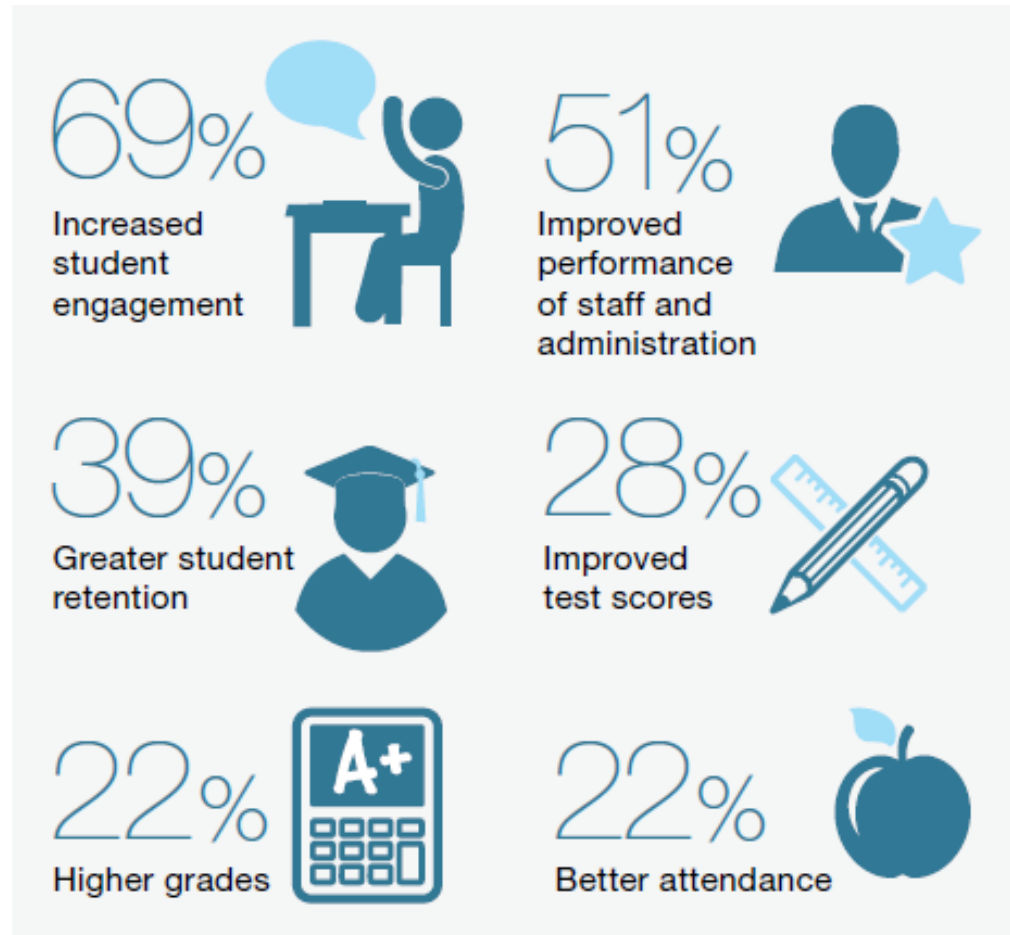
**Lowest Dropout
Rate Since Began
Tracking in 1977.**



MA Digital Learning Survey



Why Invest in Blended Learning?



Blended Learning: Future IT Investments

Infrastructure
and IT
Readiness

Mobile
Device
Adoption

21st
Century
Classrooms

Source: Center for Digital Education

2014 Quarterly Special Reports

MEASURING LEARNING SUCCESS

INTELLIGENT CAMPUS

CLASSROOM MANAGEMENT

BUILDING THE CURRICULUM OF THE FUTURE

RESEARCH

Research will help you understand what governments and education need and how you can help them



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Market Intelligence Services

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Jurisdictional Profiles

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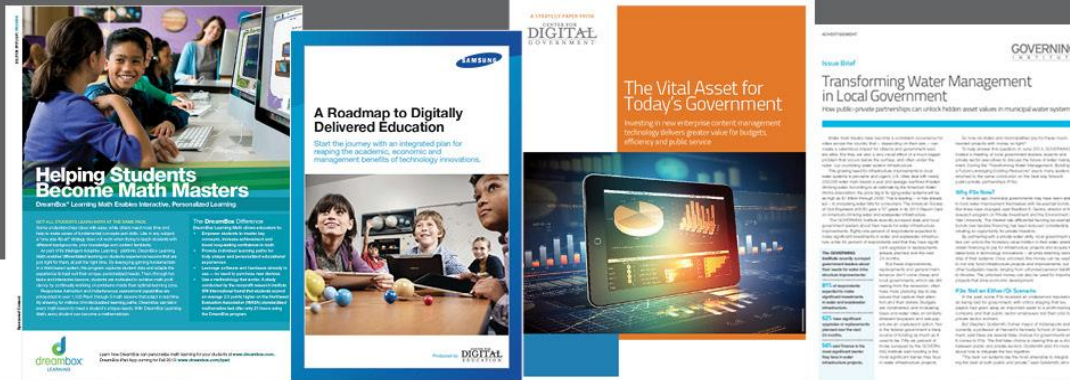
Playbooks

Go-to-Market Strategies

VIP Program for ongoing consulting services

CUSTOM MEDIA

Use custom content to get attention and drive leads.



Client-Driven Content:

- Thought Leadership Profiles
- Case Studies
- Handbooks

Third-Party Publications:

- White Papers
- Issue Briefs



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