



**K-12 Technology:  
The Latest Usage and Buying Trends**



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## ***The Latest Usage and Buying Trends***

**June 9, 2009**

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- Copy of the slides and recording of today's presentation will be sent to you tomorrow and will be posted on schooldata.com.
- Questions will be answered at the end of the session; submit questions throughout the presentation using the Q & A feature.





# Today's Agenda

- Get high-level findings from ***K-12 Technology Tools and Trends 2009*** and hear what educators shared with us in a recent survey on the current use and future growth of technology in our schools, including digital whiteboards, digital content, and e-books.
- Hear from a senior school administrator, who will discuss how technology is being used in his school district and what he sees for the future.



# Kathy Mickey

Senior Analyst/Managing Editor, Education Group  
Simba Information

- Kathy is the lead analyst in both the PreK-12 and college markets. Simba's Education Group produces the bi-weekly B2B business intelligence newsletters, *Educational Marketer* and *Electronic Education Report*, as well as the annual market forecast reports, *Publishing for the PreK-12 Market* and *College Publishing Market Forecast*. Kathy joined Simba in 2000 after many years as a reporter and editor at weekly and daily newspapers, where her focus was education.
- Simba Information is the leading authority for market intelligence and forecasts in the media and information industries. Their comprehensive, quality research and presentation of market intelligence have provided key decision makers at over 15,000 companies with timely news, analysis, exclusive statistics, and proprietary industry forecasts. Simba's exclusive information network has been delivering a valuable independent perspective on people, events, and alliances, shaping the media and information industries since 1989.



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# Ed Zaiontz

Executive Director, Information Services  
Round Rock Independent School District  
Round Rock, Texas

- As the Executive Director of the Information Services Department for Round Rock ISD, a suburban school district with approximately 41,500 students and 46 facilities, Mr. Zaiontz is responsible for the planning, implementation, and the support for all technology resources associated with voice, video, and data networks.
- Prior to joining Round Rock ISD, Mr. Zaiontz was a successful junior high school math teacher for the Austin Independent School District and worked for a regional education service center in Austin. Ed completed two undergraduate degrees and a master's degree from the University of Texas at Austin.
- Mr. Zaiontz is the Past-Chair of the Texas K-12 CTO Council, the first state chapter for CoSN, and is currently the Chair of the CoSN Board of Directors.





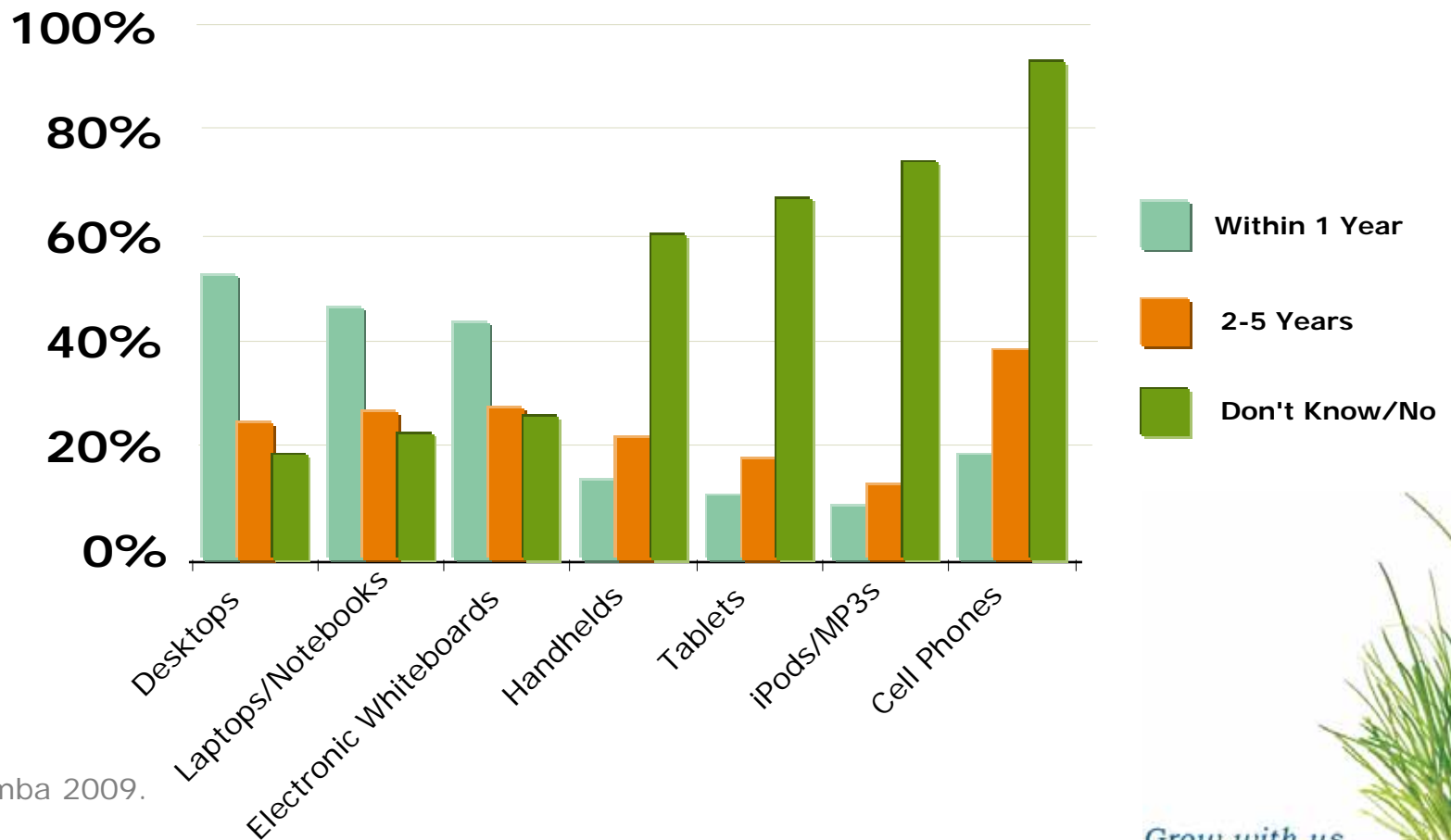
# Technology in Use Today

Desktops	99%
Laptops/Notebooks	84%
Electronic Whiteboards	78%
Learning Management Systems	70%
Distance Learning	49%
Handheld Computing Devices	35%
iPods/MP3 Players	23%
Cell Phones	7%





# Purchase Plans: Devices for Instructional Use

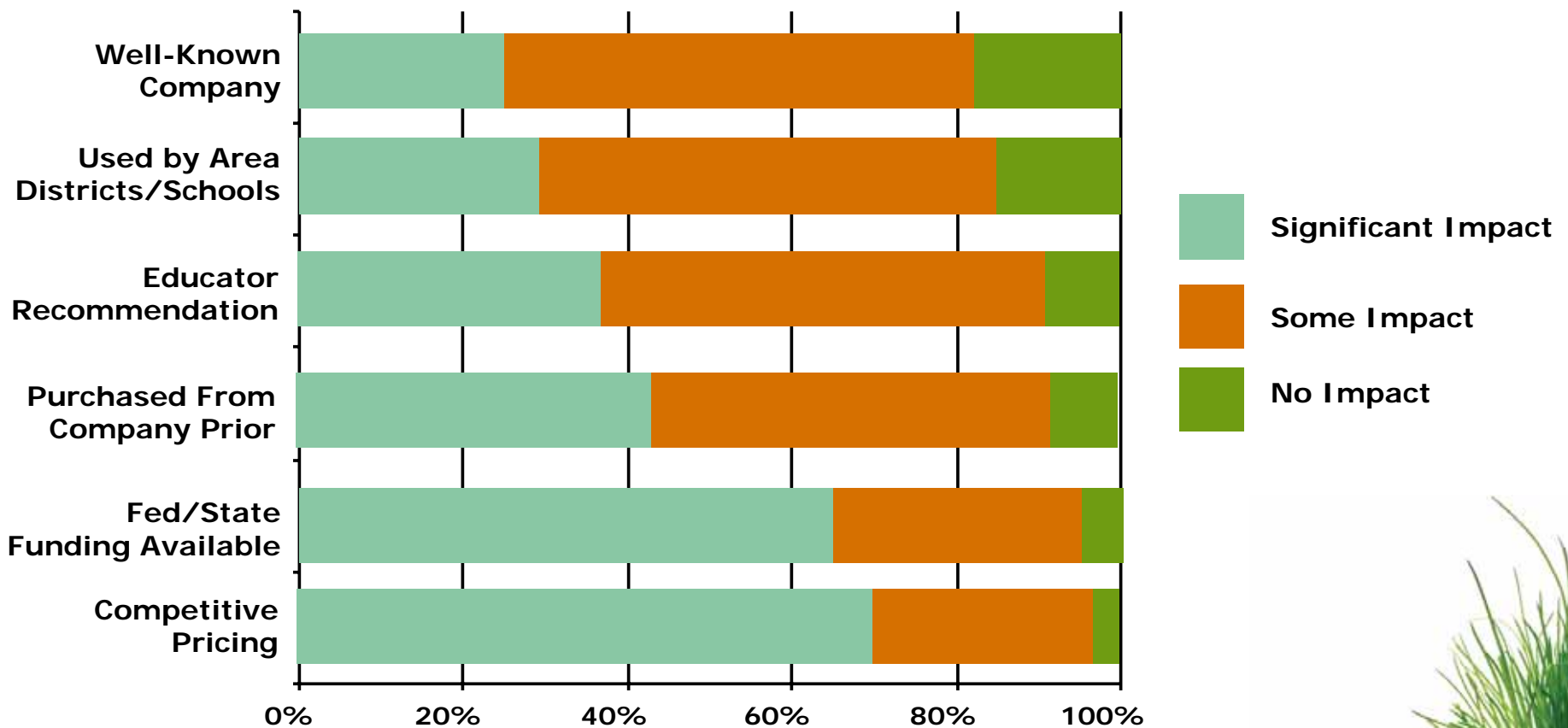


Source: MDR/Simba 2009.



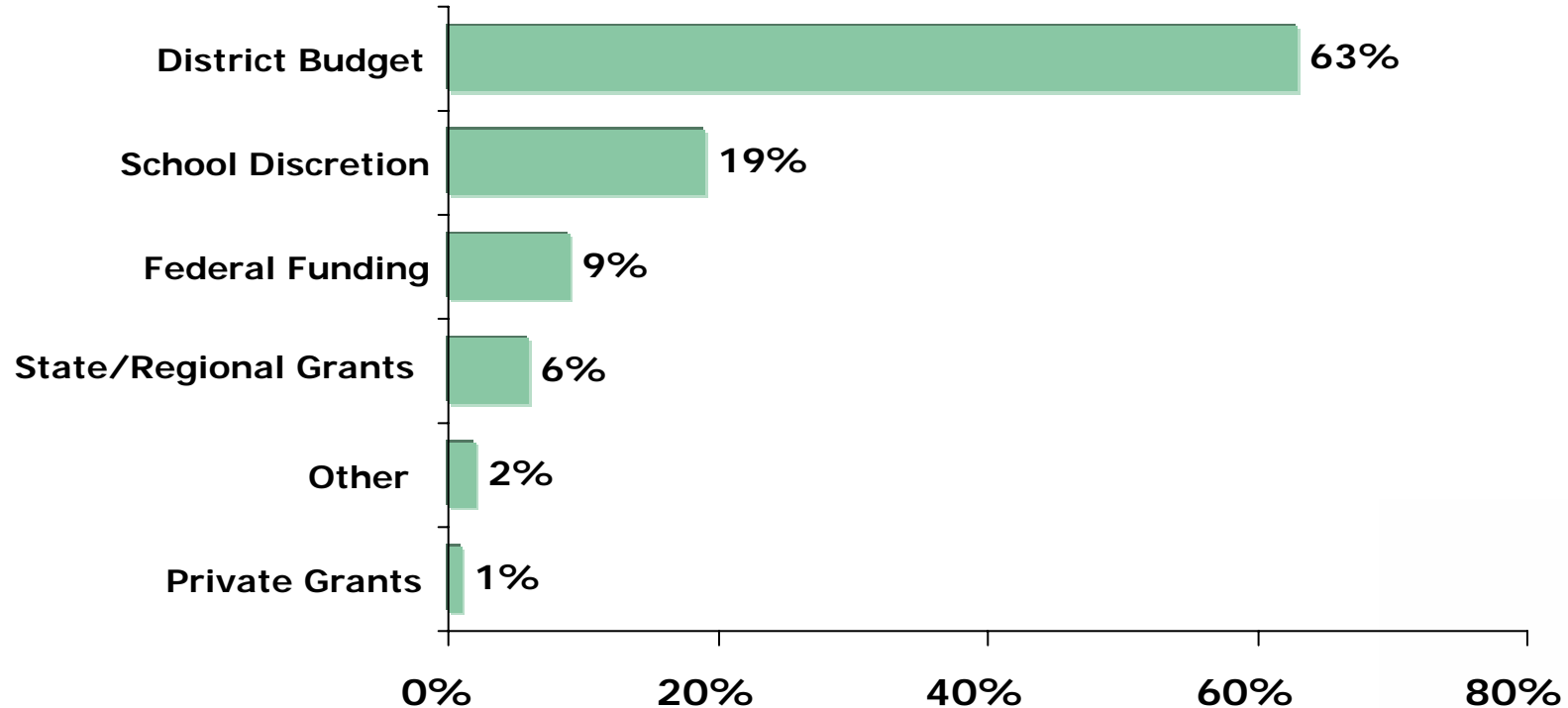


# Hardware Purchase Decisions: Influences



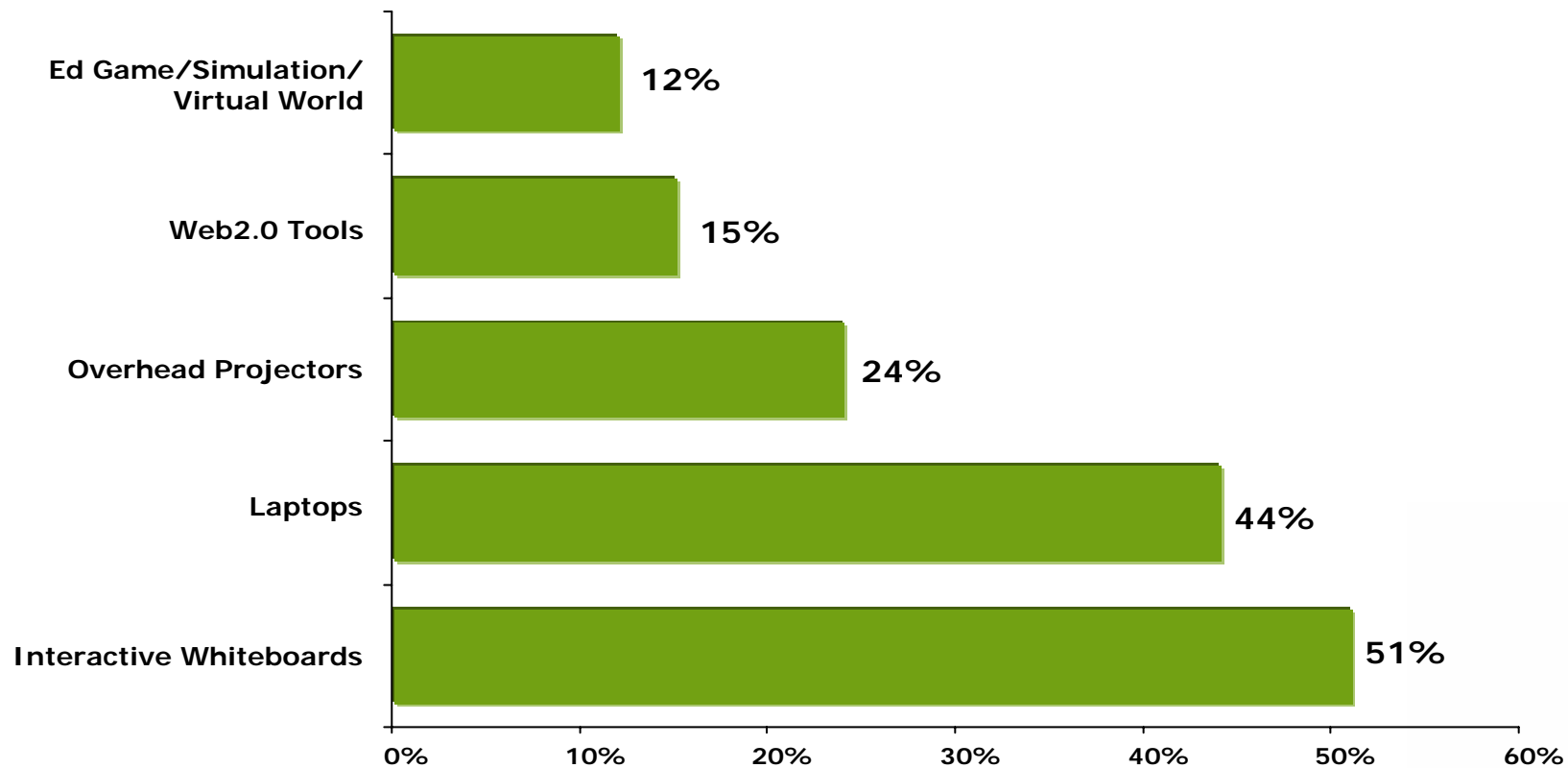


# Software: Primary Funding Sources



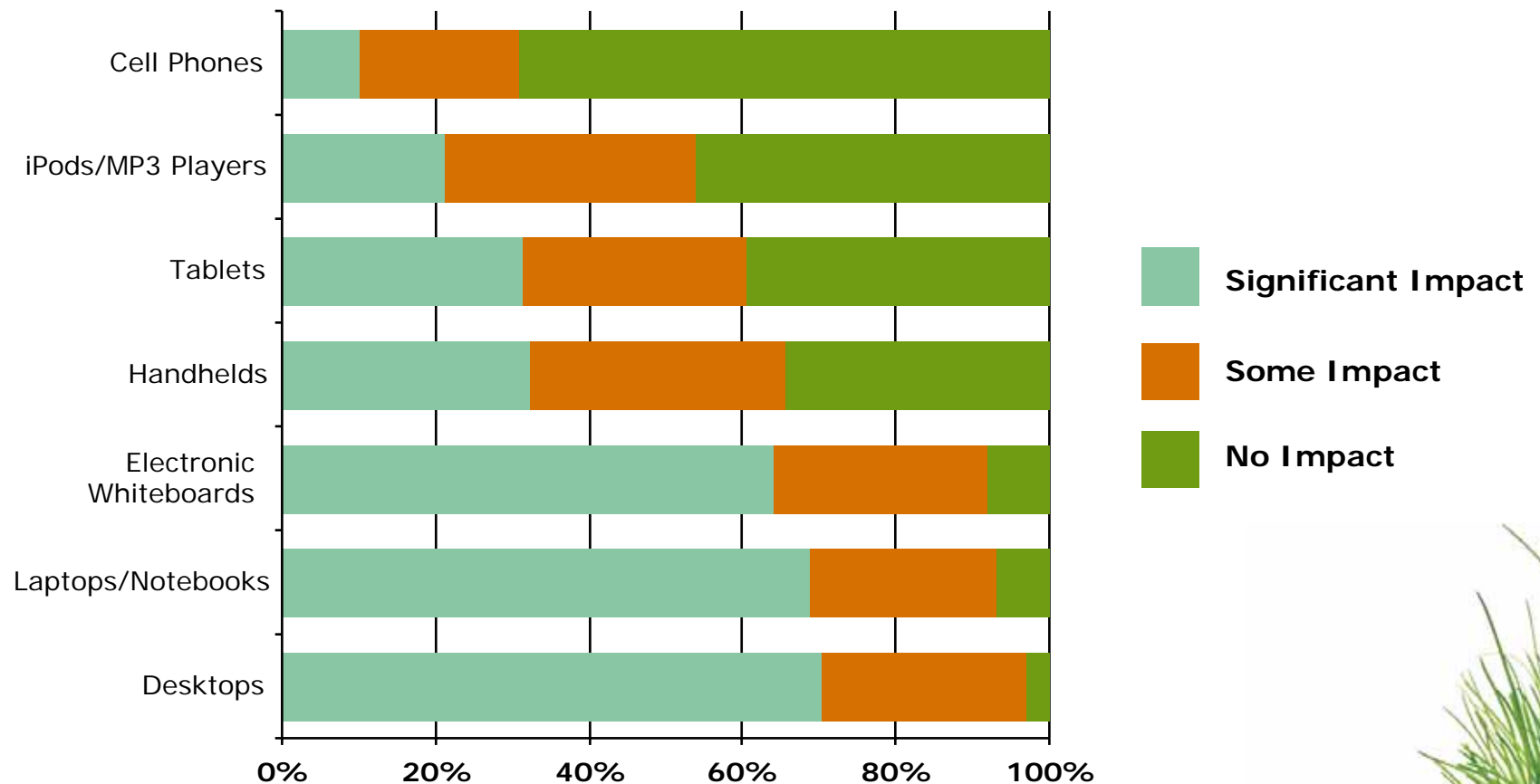


# Tech Leaders Most Useful Classroom Tools





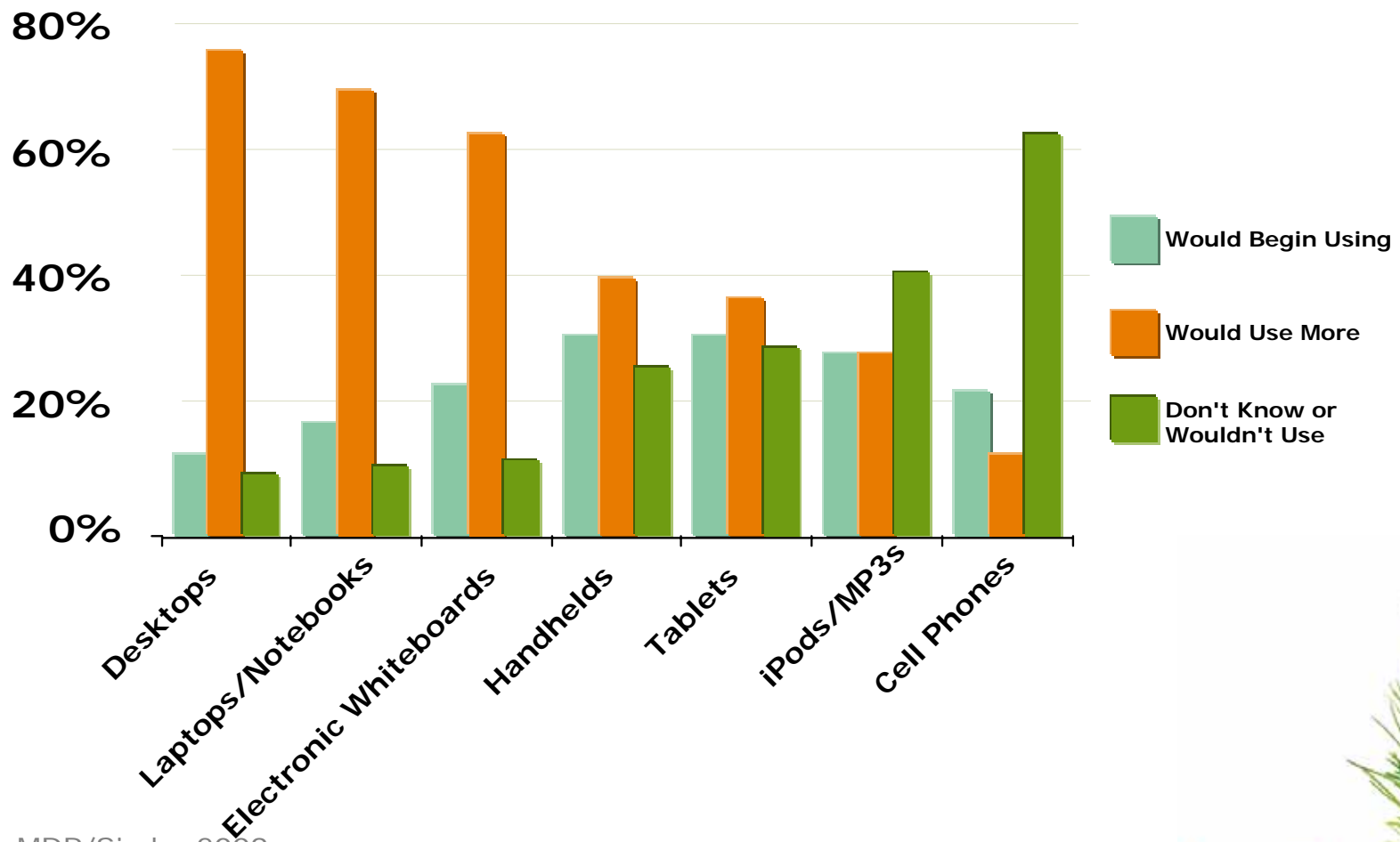
# Presentation Technologies: Positive Impact on Student Performance





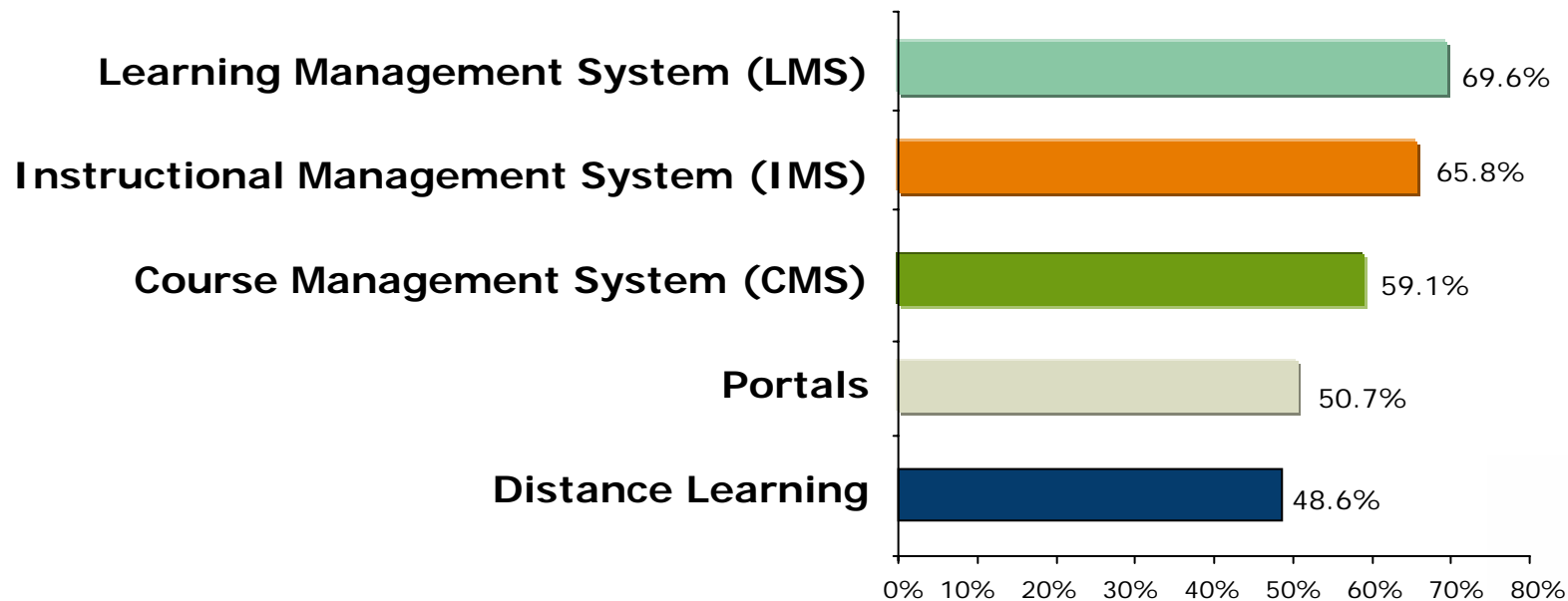
# Digital Content:

## Device Usage If More Digital Content Available



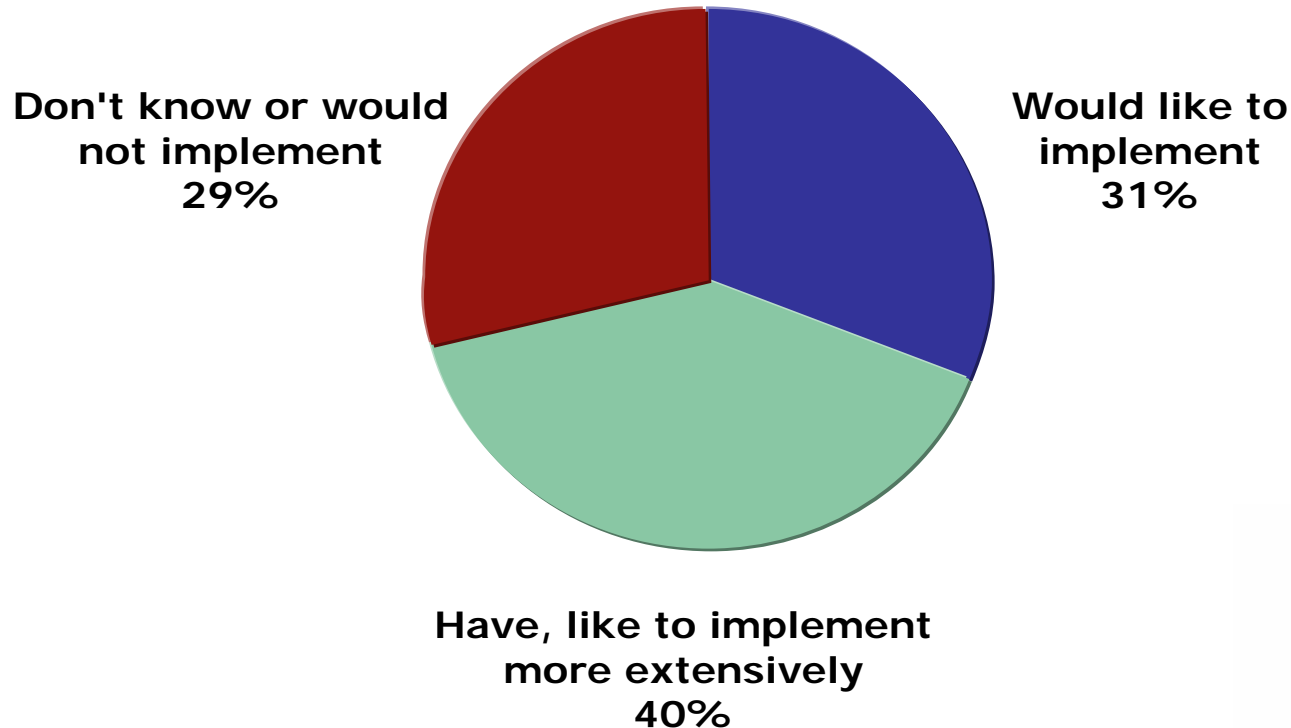


# Organizational Tools Implemented



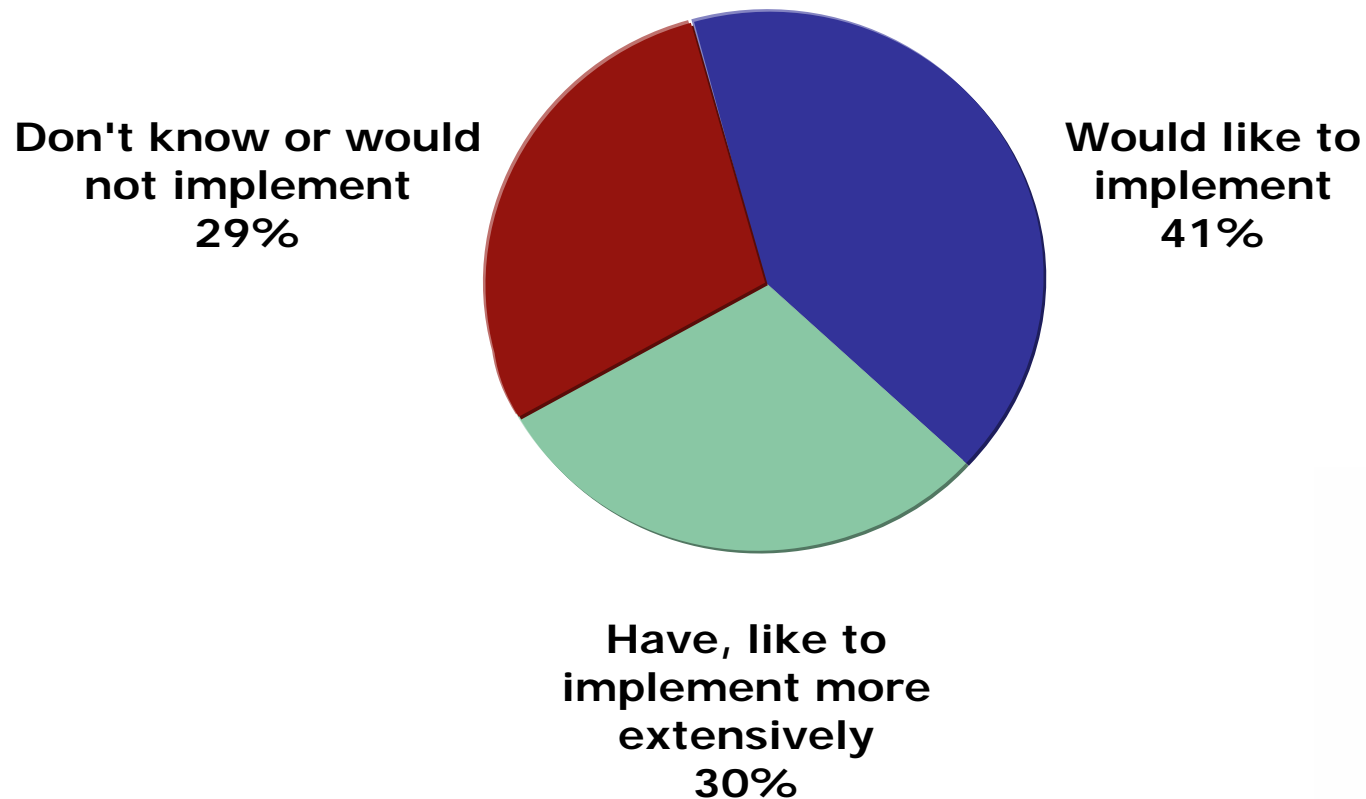


# Implementation and Plans for Distance Learning





# Implementation and Plans for E-Textbooks





# Computer Use by Teachers

Have 5 or fewer computers in their classroom	84%
Use technology for administrative use	76%
Feel adequately prepared to use technology to plan and prepare instruction	29%
Feel adequately prepared to use technology to instruct students	32%





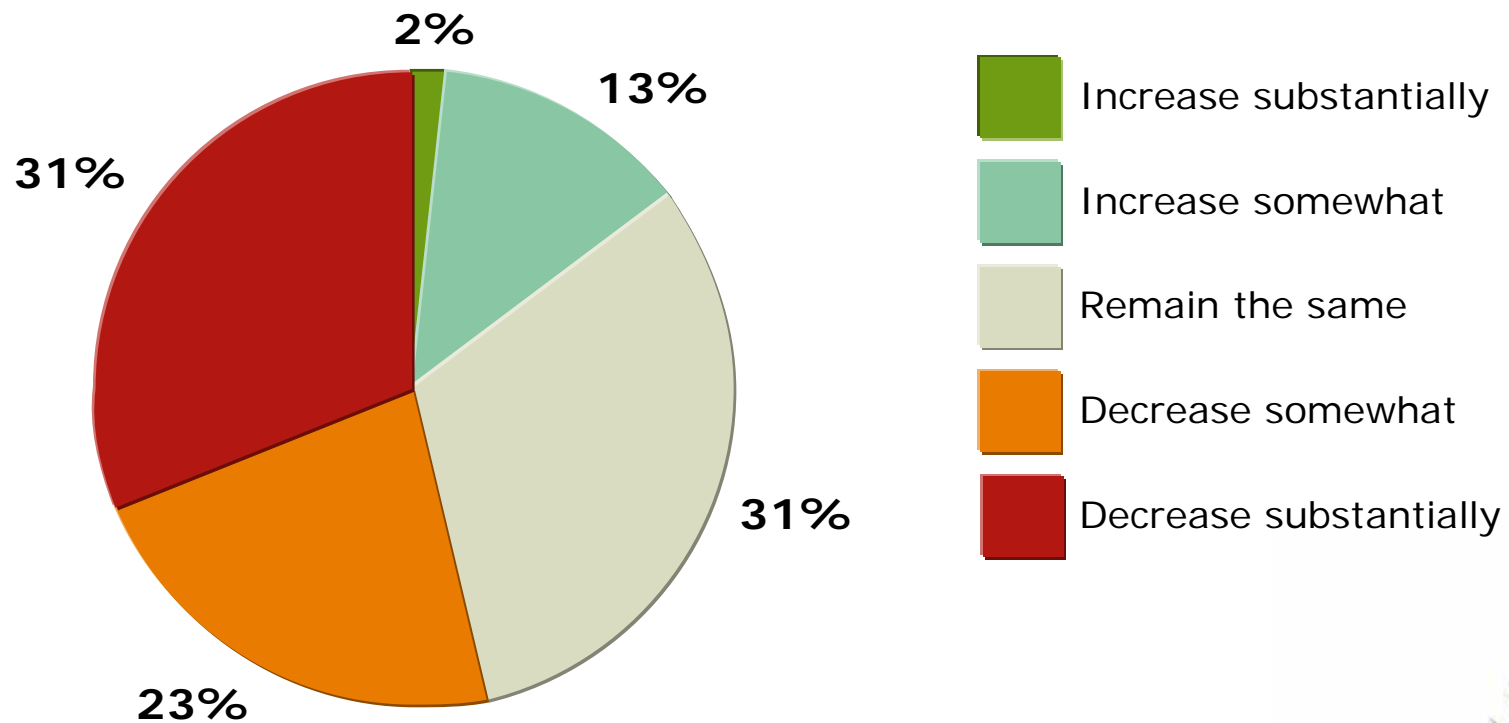
# Education Stimulus Funding in AARA

- Fiscal Stabilization: \$53.6 billion
- Special Education increase: \$11.3 billion
- Title I increase: \$10 billion
- School Improvement increase: \$3 billion
- EETT increase: \$650 million
- Statewide data systems increase: \$250 million

Source: U.S. Department of Education.



# Anticipated Technology Budgets 2009-2010





# Looking Forward

- Continued expansion of electronic whiteboards and PCs/Macs; cautious about iPods and cell phones
- Budget pressures eased somewhat due to ARRA funding(2009-2010)
- Demand for more and better content for PCs/Macs and whiteboards
- Schools continuing to seek reliability (more broadband, stable networks, support staff)
- Teachers need professional development to fully leverage technology in the curriculum





## About Round Rock ISD

- 41,000+ students
- 3 elementary schools and 1 middle school opened in August 2008
- 46 campuses and 5 administrative buildings
- 5<sup>th</sup> high school and 31<sup>st</sup> elementary school in 2010
- 2 additional elementary schools in 2011





## About Ed Zaiontz

- 8<sup>th</sup> grade math teacher/piloted computer literacy
- Instructional Technology Coordinator (1983)
- Instructional Technology Director (1988)
- Executive Director, Information Services (1992)





# Technology Funding in RRISD

- State Technology Allotment Funds and E-Rate Priority 1 services (50% discount level)
- Bond Funds
  - 1994
    - Elementary, Middle School, High School Prototypes
  - 1997 (\$22 million)
    - Voice, video, data campus infrastructure; T1 WAN
    - Library PCs and 1 PC/classroom
  - 2000 (\$38 million)
    - Fiber WAN
    - Wireless notebook carts
    - Technology “refresh” cycles





# Technology Funding in RRISD

- 2005 (Bond election failed)
  - 1:1 high school notebook initiative
  - High School Intelligent Classroom Project
- 2006 (\$23 million)
  - 96 HS Intelligent Classrooms
  - Classroom data projectors
  - Technology “refresh” cycles
  - Wireless campus LAN
- 2008 (\$29 million)
  - \$17 million for “refresh” cycles





# Hardware Trends

- Desktops, Notebooks, and Netbooks
- Interactive Whiteboards
  - Title I Funds: Grades 3 and 5
  - District Funds/Title I Funds: Grade 4
  - ARRA Title I Funds: Grade 2
  - 3M Grant: Grade 8 math
- Slates at secondary campuses





## Hardware Trends (cont)

- Student Response Devices
  - High School (9–12)
  - Middle School (6–8)
  - Elementary School (Pre-K–5)
- Prerequisite to interactive whiteboards, student response devices, document cameras, etc., is a data projector





# Software Trends

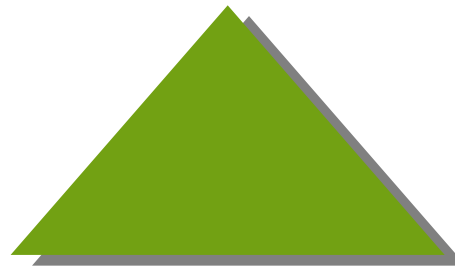
- Digital Content
  - Streaming audio/video resources
    - Online databases (Texas & District)
    - Discovery Education
  - Software
    - Web-based w/proper security in place
    - Response to Intervention (RtI): Math and Reading
      - “M” Contract
      - ARRA Title I and Special Education Funds
    - Credit Recovery: Instructional Management System (IMS)
  - Texas HB 4294



## Software Trends (cont)

- Learning Management System
  - Moodle

Curriculum Management  
System



Assessment  
System

EPMS/  
Reporting





## Other Challenges

- Increased need for Internet bandwidth
  - 2008: 60 MB to 100 MB
  - 2009: 100 MB to 150 MB
  - American Digital Schools recommend 6 kbs/student ( $41,000 * 6 \text{ kbs/s} = 246,000 \text{ kbs/s}$ )
- Web 2.0 collaborative tools
  - Wikis, blogs, learning communities





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# Q & A

## Kathleen Brantley

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To learn more about Simba Information's  
***K-12 Technology Tools and Trends 2009*** report,  
visit [www.simbainformation.com/pub/2041370.html](http://www.simbainformation.com/pub/2041370.html).

