
Description: PreK-12 Testing Market Forecast 2014-2015

Support it or disagree with it, standardized testing has become core to students' educational experience nationwide. While educators debate the value of standardized testing, professionals involved in developing and marketing tests know that this is a highly competitive and dynamic market. And having authoritative information on the issues and challenges associated with the testing market is critical for success.

Simba Information's PreK-12 Testing Market Forecast 2014-2015 offers decision-makers in all facets of the PreK-12 instructional materials industry insights into the most current business information and market trends affecting the highly competitive testing segment.

In this all-new edition, Simba examines the academic testing market in schools, focusing on the impact of the implementation of the new common assessment and other more rigorous statewide tests to measure proficiency against the Common Core State Standards in English Language Arts and Mathematics. The report addresses progress made toward online delivery of assessment systems and the uncertain future of the consortium tests and applies Simba's branded expertise in the educational publishing industry to the dynamic market for high-stakes state testing and classroom assessment.

PreK-12 Testing Market Forecast 2014-2015 provides an overview of the K-12 academic testing market and its key segments: high-stakes statewide testing and formative assessment at the district, school and classroom levels. It drills down each segment, providing market data and forecasts for both print and online testing.

Also featured is a complete rundown of the leading vendors currently supplying products and services to the U.S. school testing market. Prek-12 Testing Market Forecast 2014-2015 is an essential market and business intelligence tool for publishers and editors, as well as marketing, business development and investment professionals responsible for developing strategies to succeed in the U.S. school testing market.

Contents:

Table of Contents
Methodology
Executive Summary
Chapter 1: Industry Size and Structure
  Introduction
  Types of Tests
  Testing Market Size and Segments
  Change Agent: Common Core
  Indecisions, Dropouts, and Delays
  Backlash Against the Common Core State Standards
  Teachers Seek 'Course Correction'
  Standardized Testing Comes under Increasing Fire
  Implications for Vendors
  March Toward Online Delivery Continues
  Funds Available Thanks To Industry Trends, Improving Economy
  Table 1.1: PreK-12 Testing Terminology
  Table 1.2: Testing Segments and Market Share 2012-2013 vs. 2013-2014
  Table 1.3: Contrasts Between SMARTER Balanced and PARCC Consortia
  Table 1.4: Consortia Shares of State-Level ELA Market by Percentage of States
  Table 1.5: Vendors Awarded Consortium Assessment Contracts To Date
  Table 1.6: Market for Online Assessments, 2012-2013 vs. 2013-2014
  Table 1.7: Potential Federal Sources of Funding for Assessment
  Table 1.8: Funding Sources PreK-12 Assessments 2013-2014
Chapter 2: State-Level Tests
  Introduction
  Changing Competitive Landscape
  Different States, Different Strategies
  Legacy Tests Are Phased Out, After Transition Period
  States in Transition Case Studies
  Iowa Undergoing a Review
  Wyoming: State Stature Precludes Smarter Balanced
  Trends and Issues in State Testing
  Interest in Science and STEM Is Percolating
  Changes Ahead in EOCs, Exit Exams, and Writing
  Focus on the Youngest and the Oldest Students
  Special Populations Draw Attention
  Big Progress On Digital Delivery, But We're Not There Yet
  Table 2.1: Market Share of State Tests, 2012-2013 vs. 2013-2014
  Table 2.2: Consortia Membership and Selected Commercial Contracts by State
  Table 2.3: Leading Alternative Assessment Consortia
  Table 2.4: Leading ELA Assessment Consortia
  Table 2.5: Online Testing Market Size and Share, 2013-2014
  Chapter 3: Classroom-Level Assessments
  More Rigor Leads To Market Growth, Tempered by Uncertainty
  Configuration of Open Source Tools Is Unknown
  Statewide Involvement in Classroom Assessments
  Trends and Issues in Classroom Assessment
  Sophistication about Formative Solutions Is on the Rise
  Focus on Professional Development
  Demand for Online Products Rises;
  Infrastructure Remains Spotty
  Table 3.1: Classroom-Level Assessment Market Size and Share, 2013-2014
and Math

Table 3.1: Market Share of Classroom Assessments, 2012-2013 vs. 2013-2014 Table 3.2: Classroom Assessment Terminology Table 3.3: Online Classroom Assessment Market Size and Share, 2013-2014

Chapter 4: Conclusions & Outlook  Introduction Classroom Buying To Out-Pace State-Level Purchases  Continued Transition to Online Delivery  The State-Level Assessment Market: More Uncertainty Ahead  Classrooms Continue to Embrace Formative Processes  Next Frontier: Science Assessments Ahead  Looking for Improved Accommodations  Piloting Performance Assessments  Ramifications for Assessment Vendors  

Table 4.1: PreK-12 Assessment Market Forecast, 2013-2014 through 2015-2016


Ordering:
Order Online - http://www.researchandmarkets.com/reports/3036573/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
RESEARCH AND MARKETS

Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Web Address: http://www.researchandmarkets.com/reports/3036573/
Office Code: SCH3QTDE

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>USD 3250</td>
</tr>
<tr>
<td>Hard Copy</td>
<td>USD 3450 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td>USD 19500</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World