PreK-12 Digital Market Survey Report 2014

Description:

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:

Methodology
Executive Summary
Chapter 1: Digital Materials Come to Classrooms
  Introduction
  Teachers Want Digital Materials
  Looking to Provide Engagement and Rigor
  Technology Needed to Deliver
  Table 1.1: Teachers Use Digital Resources for Student Instruction
  Table 1.2: Major Reasons for Not Using More Digital Materials

Chapter 2: Role of Digital Resources
  How Digital Instructional Resources Are Used
  When Digital Resources Are Used
  Where Digital Instructional Resources Come From
  OER Becomes an Option
  Creating and Accessing Digital Content
  Table 2.1: Digital Resources Replacing Traditional Print
  Table 2.2: How Many Hours Digital Resources Used in Average Day
  Table 2.3: Most Common Sources for Digital Materials Used in Classrooms

Chapter 3: Types of Digital Resources
  How Often Digital Instructional Resources Are Used
  What Subject Areas Digital Instructional Resources Are Used for
  What Purposes Digital Instructional Resources Are Used for
  Table 3.1: Digital Materials Definitions
  Table 3.2: How Often Digital Resources Are Used in Classroom
  Table 3.3: What Subjects Digital Resources Are Being Used for
  Table 3.4: Major Purpose for Which Digital Resources Are Used in Classroom
  Table 3.5: How Students Access Digital Resources in Classroom

Chapter 4: Specific Digital Resources
  Full Digital Curriculum Options Being Used
  Alternatives to eTextbooks
  Discovering Techbooks
  Online Course Options Being Used
  Supplemental Software Options Being Used
  Video Options Being Used
  Searching for Video Business Models
  Games Being used in the Classroom
  Teachers Like Games, but Need Help
  Types of Apps Being Used
  Additional App Use by Students
  Table 4.1: Use of Specific Core Digital Programs
  Table 4.2: Use of Specific Online Courses
  Table 4.3: Use of
Specific Instructional Software Programs  Table 4.4: How Video is Accessed in the Classroom  Table 4.5: Use of Video Programs  Table 4.6: Use of Specific Games  Table 4.7: Types of Apps Used  Table 4.8: Students Purchase/Use Apps on Own for School Work

Chapter 5: Future of Digital Materials  Teachers Plan More Digital Resource Use  Policy and Funding Will Play a Role  Teachers Need Training  More Options on Content Appendix

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/3036574/](http://www.researchandmarkets.com/reports/3036574/)

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.
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.

Product Name: PreK-12 Digital Market Survey Report 2014
Web Address: http://www.researchandmarkets.com/reports/3036574/
Office Code: SCBR3SWV

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

<table>
<thead>
<tr>
<th>Product Formats</th>
<th>Quantity</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

Title: Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________________________________________
City: ___________________________
Postal / Zip Code: _____________________________________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* 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