Education TURNKEY Systems, Inc.

For Immediate Release
March 16, 2001

TURNKEY Seeks Vendor Sponsors of Survey on
Technology Use Expenditures in Special Education Programs

Falls Church, VA: Now in its 31st year, Education TURNKEY Systems, Inc. is seeking firms to sponsor its syndicated survey of the current and projected use of technology and related instructional materials in K-12 special education programs. TURNKEY conducted the first study of the implementation of PL 94-142 in 1976-78 and has monitored the growth of this niche market since then through its Technology Monitoring and Information Service (TechMIS). In the late 1980s, it conducted a national survey -- sponsored by Apple Computer and the U.S. Department of Education -- on technology use in special education and in 1997 conducted a follow-up survey for numerous corporate sponsors. According to Charles Blaschke, TURNKEY's President, there are a number of reasons why TURNKEY plans to conduct this survey now: "First and foremost Federal IDEA funding is scheduled to increase from $6.0 billion to $7.4 billion in the FY 2001 budget with the possibility of an additional $1 billion to $1.5 billion being allocated to special education programs under School Renovation and the Child Health Insurance Program. This will result in an increase in per-student funding from approximately $450 five years ago to $1100 - $1400 next year. Moreover, conservative Republican leadership in Congress has called for an increase in IDEA funding over the next five years from $7.4 billion to $22 billion annually. Previous TURNKEY surveys have found that half of all technology used in special education is purchased using IDEA funds; our 1997-98 estimate was that slightly over $700 million was spent on technology and directly related services and supplemental materials in special education programs."

In addition to increases in the Federal "pot of funds" used to purchase technology, Blaschke noted several other important reasons resulting from new mandates in the 1997 IDEA reauthorization which became effective only in 2000-01, including:

- The requirement that all special education students must take regular state assessments or valid alternatives and must pass state exit exams in order to

graduate with regular high school diplomas or else the school district might have to continue to provide special education services through age 22; both of these mandates should have created an increased demand for appropriate, effective basic skills and related instructional solutions; the question is how much?;

- A new "incidental use provision" which allows IDEA funds to be used to purchase technology and other products which can be used by all students in a school if the price is the same and no special education student is denied access; are school wide pricing arrangements and licenses, regardless of the number of users, more desirable than other options?;

- Based on a recent CEC study, the average special education teacher only spends two hours per week providing one on one instruction with most of his or her time spent planning for and conducting IEP meetings, developing and updating IEPs, and other administrative duties; how great a demand is there for instructional management and administrative applications which are designed to reduce teacher time performing administrative duties which can be reallocated to instructional purposes?;

- On December 20, 2000, the new IT accessibility standards for state and local education agencies were published with a June 19, 2001 effective date; will forced compliance with these Section 508 standards create a demand for new features for multi-media and online content?;

- Because of Congressional use of "advanced funding," only 25% of Federal IDEA funds will be allocated to districts this summer, with the remainder made available after October 1 at the earliest; how much of an impact will this have on purchasing cycles.

As with previous syndicated TURNKEY surveys, opportunities will be provided for the inclusion of vendor-specific survey questions and for a review, at least in draft form, of the survey questionnaire. In order to maintain data on longitudinal trends, some of the key questions from the previous two surveys will also be included. In addition to sharing draft findings at the earliest opportunity with all sponsors, we will also provide a summary of policy-related findings to a limited number of individuals and groups, including key Congressional staff and selected associations which lobby for greater use of technology in special education programs.

The topics to be addressed in the survey include:

! current and planned use of different technology formats (software, CD-ROM, distance learning, ILS, etc.);
! current and planned use of the Internet by teachers and students;

! estimated current and projected expenditures for technology and related services;

! high-demand product features for student instruction by major exceptionality;

! the degree to which state standards and assessments are driving instruction and the use of assistive technology;

! high-demand product features for teachers -- both instruction and administrative applications;

! sources of funds used to purchase various types of products and related services and preferred types of pricing arrangements (e.g., school-wide licenses);

! types of environments in which technology-based products are used (e.g., vocational, resource, regular classrooms);

! installed base of platforms (Macintosh, Windows), PDA's, CE, and planned replacements;

! key decision makers and influencers for different types of products and services;

! widely-used sources of information about technology and related products and services; and

! purchasing cycles and the impact of "advanced funding."

The survey sample will include directors/coordinators of special education programs in a purposively designed sample of medium-large school districts. Preliminary survey results will be available in June 2001. The cost for survey sponsors will be between $1,000 and $4,000, depending on annual vendor sales. Subscribers to TURNKEY=s *Technology Monitoring and Information Service* (TechMIS) will receive a 25 percent discount on the cost of survey sponsorship. For additional information, contact:

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OR fax/mail the completed form below.

Over the past five years, TURNKEY has conducted -- for Federal agencies and private firms -- comprehensive surveys of technology use in a wide range of educational programs, including Title I, vocational education, school-to-work, early childhood education, and correctional education.

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TURNKEY Special Education Survey

Information Request

I am interested in participating in TURNKEY=s 2001 survey of technology use in K-12 special education programs.

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Best time to call: _____a.m. _____ p.m.

Approximate Annual Education Sales: $_____

Type of questions of greatest interest to me: _____

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Please e-mail latest draft questionnaire to: <u>name</u>_____

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