



LEADERSHIP • TECHNOLOGY • INNOVATION • LEARNING

Assessments and Beyond: Planning for Educational Technology Requirements (working title) Web-based Tool Sponsorship Opportunities

Who is SETDA?

State Educational Technology Directors Association (SETDA) is the 501(c)(3) non-profit, national member association that serves, supports and represents the interests of the educational technology leadership of state education agencies in all 50 states, the District of Columbia, the Bureau of Indian Affairs, American Samoa, and the U.S. Virgin Islands. Our mission is to build and increase the capacity of state and national leaders to improve education through technology policy and practice.

Our members are leading the charge within their state departments of education for proper uses of technology in schools, including supporting district leaders and their state colleagues in Title I, IDEA, assessment, curriculum, and data collection to ensure technology is leveraged appropriately throughout the educational system. SETDA provides a forum for: advocacy for policy and practice, professional learning, inter-state collaboration and public-private partnerships. To learn more about SETDA, see <http://www.setda.org/about>

What is SETDA's Impact?

SETDA's priorities include broadband, technology readiness for assessment, E-rate modernization and have been among the leading advocates in supporting a shift from print to digital content. Our organization produces influential guidance for policy and practice for the K-12 field. Examples include:

- [The Broadband Imperative: Recommendations to Address K-12 Educational Infrastructure Needs](#)
- [Implementing Online Assessment: Pathways to Success](#)
- [Out of Print: Reimagining the K-12 Textbook in a Digital Age](#)
- [Data to Information in Service of Learning](#)
- [The State Education Policy Center \(SEPC\).](#)

What is this Assessment and Beyond web-based tool?

To alleviate confusion about the many technology specifications promulgated by six different assessment consortia, SETDA is creating a web-based tool that will display the technology specifications for each consortium's assessment customized for each state. In addition, the web-based tool will feature guidance for districts as they think about purchasing or implementing technology for instruction as well as the assessments. It will provide states, districts and the private sector with:

- All of the minimum and recommended technology specifications required of schools to participate in any of the six next generation assessments currently under development
- Advice and context on school technology budgeting, planning, and sustainability not just for assessment purposes, but also for teaching, learning and school operations
- An interactive tool allowing users to customize guidance based on their state's consortium participation), with links to recommended resources to help schools address issues they may be facing.

What are the sponsorship opportunities?

See the chart on page 2 for a description of a variety of sponsorships that will provide visibility for companies that have solutions in this space, as well as the opportunity for input toward the ongoing efforts to refine the content. We are limiting the number of sponsors so interested companies should notify SETDA as soon as possible.

To learn more:

Contact Jennifer Fritschi, Director of Strategic Partnerships at jfritschi@setda.org or via phone at 202-715-6636 ext. 704.

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SPONSORSHIP BENEFITS	FOUNDING SPONSOR (May 1 and prior)		SUPPORTING SPONSOR (post May 1)
	Tier I \$8,500*	Tier II \$6,500*	\$7,500*
Sponsorship term	two years	one year	one year
Sponsor may submit related resources**that will be showcased in two locations: 1) on each guidance web page (similar to how resources are listed here and 2) on a web page listing all resources, accessible via a primary navigation link.	max. 10	max. 5	max. 5
Sponsor-specific web page with unlimited related resources**	✓		
One sponsor representative may attend SETDA Ed Forum at the 2014 Leadership Summit	✓		
Acknowledgment during release event	✓		
Attribution on press release announcing web-based tool's launch	✓	✓	
Logo on the web-based tool's footer	✓	✓	✓
Attribution on a web page dedicated to thanking contributors/sponsors	✓	✓	✓
Input on development and refinement of web-based tool's content	✓	✓	✓

CUSTOMIZED TECHNICAL SPECIFICATION REPORT & GUIDANCE DOCUMENT	
Sponsorship Opportunity	\$5,000***
Logo attribution for one year on the footer of printed, customized, technical specifications report	✓

*existing SETDA Private Sector Partners receive discounted rates (Platinum = 15% discount | Gold = 10% discount)

**sponsors' related resources must be approved by SETDA before inclusion on the site

***existing sponsors of this web-based tool receive discounted rates (Tier I = \$1,000 discount | Tier II = \$500 discount)