

For Immediate Release

**New Study to Examine Use of
1:1 Computing and Digital Learning in U.S. Schools
Major Study Conducted by Industry Thought Leaders**

Denver, Colorado, January 12, 2006 - *America's Digital Schools 2006: A Five Year Forecast*, was launched today by The Hayes Connection and the Greaves Group. "This major national study of the top 2,500 school districts in the U.S. will help answer the question that many policymakers, legislators, and vendors need to answer: How many districts are moving to 1:1 computing – that is, providing an Internet-capable device for every student and teachers for use at home and school," said Jeanne Hayes, one of the authors of the study. "Of course, we all want to learn how this initiative moves learning forward for our digital native students."

The most recent survey, conducted by the National School Boards Association at their annual technology conference (T+L², October 2005), found that 38% of registered attendees at the conference who responded to the survey had some kind of 1:1 computing. However, as Tom Greaves, the ADS Study co-author, notes, "Both superintendents and vendors tell me that the landscape is not clear about ubiquitous computing. We need to know more, in an organized way, about

just how we are responding to school change initiatives to enable more flexible kinds of digital learning.”

Hosted at <http://ads2006.org>, the study is being conducted on a dedicated website so that superintendents, curriculum leaders, technology leaders and business managers can take their part of the survey at different times. “We were able to design the survey so that no individual has to answer more than 20 questions, but we will get a robust look at U.S. school districts from a variety of perspectives,” said Greaves. “We are sending out letters today to all superintendents in these districts so they can decide how to divide up the questions and pass along the District’s ID for access to the website.”

The study will be fielded until February 28, 2006 with presentation of findings at all the major conferences throughout 2006 and a report to be published, with assistance from MDR, in summer 2006.

About ***America’s Digital Schools 2006***: This study, sponsored by Discovery Education and Pearson Education, is supported by a number of major educational organizations, including the American Association of School Administrators, the National School Boards Association, the Consortium for School Networking, The International Society for Technology in Education, and the State Educational Technology Directors Association. Major support has also been provided by MDR, a company of D&B. The study can be found at <http://www.ads2006.org>. For more information go to info@ads2006.org.

About the Greaves Group: The Greaves Group provides a new level of strategic educational consulting in response to our changing times, with services to bridge the gap from past educational technology implementations to future successes. Because of its wide-ranging expertise, The Greaves Group is uniquely positioned to understand the confluence of factors facing our schools today—issues of technology, legislation, and economics—and identify implications and strategic directions for the future. <http://GreavesGroup.com>

About the Hayes Connection: The Hayes Connection provides educational consulting services in business planning and business development for companies newly entering the education space or developing new initiatives. Industry knowledge bases and strong connections to both the educational community and the educational publishing community result in expert execution of marketing research and database solutions. Assistance with business start-ups, strategic partnerships and vertical market focus are part of the portfolio of this consulting practice. <http://HayesConnection.com>

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