



**INTERACTIVE
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For Immediate Release:

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**‘2012 National Survey on STEM Education’ Identifies Growth
Areas of STEM Market**

***Comprehensive report covers technology identified by STEM leaders as a
funding priority, BYOD initiatives, and tablet devices for STEM***

New York—March 29, 2012— The 2012 National Survey on STEM Education is the third report released by IESD, Inc. and STEM Market Impact, LLC to address the growing needs of STEM administrators and educators across the country. An essential resource for companies and organizations developing products and services for the STEM market, the report offers detailed information defined by educators as areas of potential growth.

The report is available for purchase at www.stemreports.com. New in this report are the following:

- More than 700 ideas suggested by STEM leaders and teachers for technology-based products educators would like to see developed for STEM education.
- Information on the adoption of tablet devices currently and in the near future, and perspectives on tablet devices for STEM education.
- Details on the implementation of the bring-your-own-device (BYOD) model, currently and in the near future to help companies understand whether BYOD is an area of critical growth.
- Information on the non-profits judged by STEM educators to have the most valuable services, thus helping businesses use their time and money wisely.

The National Survey on STEM Education provides marketers, developers, professional development providers and sellers of STEM products and services with a detailed analysis of the survey findings and an executive summary that provides an overview of the market.

According to Seth Meyers, founder and COO of Simulation Curriculum Corp., “The high level view of the STEM landscape in the National Survey on STEM echoes a lot of what we're seeing as developers, but also brings into focus surprising new insights. It has really set us buzzing here, and a number of issues raised are directly actionable for us. We also really appreciate seeing such high quality analysis combined with the actual source data; this report goes above and beyond in terms of transparency and methodology and this really boosts our confidence in the data presented.”

The National Survey on STEM Education is a culmination of more than 1,000 responses from STEM leaders and educators across the country. Data in the report helps drive the development, marketing, and partnering efforts of companies interested in STEM materials and services.

The survey includes continued themes from prior reports, including funding initiatives and priorities, professional development, and which courses are most likely to be taught in the next 1-3 years.

The 143-page report includes more than 700 detailed responses covering product development opportunities. The report is available as a pdf download under a small company site license of 1-20 readers for \$349 and a large company site license for 20 or more readers for \$975. Go to www.stemreports.com for more information.

About IESD

Interactive Educational Systems Design (IESD), Inc. provides a variety of services related to research and evaluation, marketing, and development of educational technology, multimedia products, websites, and print-based instructional programs. IESD was founded in 1984 by Ellen Bialo and Jay Sivin-Kachala, the firm's President and Vice President. IESD's clients include publishers of technology-based and print-based instructional products, technology hardware manufacturers, non-profit institutions, government agencies, and school districts.

About STEM Market Impact, LLC

STEM Market Impact develops and distributes industry analysis for science, technology, engineering, and math (STEM) education. Owned and operated by Daylene and Scott Long, STEM Market Impact brings 15 years of marketing expertise in education with 10 of those dedicated solely to STEM. STEM Market Impact co-develops the National Survey on STEM Education and publishes STEMreports.com.

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