



INTERACTIVE  
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**For Immediate Release:**

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***'2015 Business Report: National Survey on STEM Education'***  
**Details the Changing Landscape of STEM Education**

***Insights in the report provide actionable data to help drive product development and marketing***

**New York—April 28, 2015** — Published by IESD Inc. in conjunction with STEM Market Impact LLC and MCH Data, the ***2015 Business Report: National Survey STEM Education*** expertly provides insights into the changing landscape of science and STEM education. Essential for any product developer or marketer creating and selling products focused on K-12 science and STEM education, this 187-page report looks at the impact of the Next Generation Science Standards (NGSS) on the future purchasing plans of science educators and administrators in the U.S. Approximately 5,000 science and STEM educators responded to the survey.

The report answers executives' questions about funding priorities for STEM education, how the NGSS affects teaching, some of the biggest challenges facing STEM education today, the types of professional development desired by science educators, and the things purchasers look for when evaluating new curriculum materials. The full Table of Contents is available [here](#).

Providing essential data to companies in the education marketplace, this report is a must-have for anyone needing to understand the trends in STEM teaching and learning.

Christine Whelan, Chief Operating Officer at The Greaves Group, had this to say about the report: “Chock full of high quality, actionable data, this authoritative report provides a comprehensive look at where Science Technology Engineering and Math (STEM) education is today, where it is heading, the challenges it faces and the good news about educator’s growing interest in more deeply imbedding STEM education across all grades. It also takes an important look at the impact of the Next Generation Science Standards on Core Curriculum, STEM spending and professional development.”

The report delves into the types of learning experiences educators want students to have and the learning objectives that are a priority today and in the future. When appropriate, data from this report are analyzed by respondents whose states are adopting NGSS, by grade level, and by role in education.

For more information about the report and to purchase a copy, go to: [stemreports.com](http://stemreports.com).

The cost of the report is \$495 for a site license of 1-20 readers and \$1,175 for a company with 20 or more readers.

#### **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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