



Software & Information
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Leading Publisher Groups AAP and SIIA Issue Joint Statement to Support Implementation of the Voluntary Common Core State Education Standards

Washington, D.C. – March 3, 2010 – The Association of American Publishers (AAP) and the Software & Information Industry Association (SIIA) today at a shared forum made the following joint statement on the Common Core State Standards Initiative:

“The Association of American Publishers (AAP) and the Software & Information Industry Association (SIIA) support the voluntary Common Core State Education Standards Initiative and its implementation through our members’ development of instructional, curricular, professional development, assessment and other resources, both digital and print, that align to the standards and are necessary for the teaching and learning of those Standards.

“AAP, SIIA and our member publishers and developers look forward to the final approval and adoption of a set of Common Core Standards that ensure students gain the knowledge and skills necessary for their success in the 21st century. We expect the commonality of standards will reduce some burdens on our education system, resulting in enhanced opportunity for curriculum innovation and personalized learning to ensure all students are college and career ready.

“SIIA and AAP members have long worked with national, state and local education agencies and other stakeholders to provide teaching and learning resources, and the transition to Common Core State Standards will require continued close partnerships to address evolving needs and requirements for aligned, high-quality resources.”

SIIA and AAP look forward to working further with the Common Core leaders -- the National Governors Association and the Council of Chief State School Officers (CCSSO) -- with supporting organizations like Achieve, and with the U.S. Department of Education, state educational agencies, and local education leaders to help our member publishers and developers both understand and respond to the Standards. Today's AAP-SIIA joint conference is another step in that process, as more than 150 senior executives gather to hear from U.S. Secretary of Education Duncan as well as representatives of CCSSO, Achieve and the Council of the Great City Schools.

AAP and SIIA members collectively develop and publish a large majority of textbooks, software, online content, assessments and other primary and supplemental materials and related professional development used by educators and students in virtually all states and school districts across the country.

About AAP

The Association of American Publishers is the national trade association of the U.S. book publishing industry. AAP's more than 300 members include most of the major commercial publishers in the United States, as well as smaller and non-profit publishers, university presses and scholarly societies. AAP members publish hardcover and paperback books in every field, educational materials for the elementary, secondary, postsecondary, and professional markets, scholarly journals, computer software, and electronic products and services. The protection of intellectual property rights in all media, the defense of the freedom to read and the freedom to publish at home and abroad, and the promotion of reading and literacy are among the Association's highest priorities.

About SIIA

The Software & Information Industry Association is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to the leading companies that are setting the pace for the digital age. SIIA's Education Division serves and represents more than 150 member companies that provide software, digital content and other technologies that address educational needs. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. Through collaborative efforts with educators and other stakeholders, the Division undertakes initiatives to enhance the use of educational technology and the success of SIIA members. For more information, visit www.siiia.net/education.

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