



For Immediate Release

For Additional Information,
Contact: Penny Murray
pmurray@sifassociation.org

The SIF Association® Launches Defining the Digital Profile of the Learner

Washington, DC, 29 November 2010--The SIF Association today announced the launch of a new strategic initiative for teaching and learning – Defining the Digital Profile of the Learner that informs the Framework for Individualized and Personalized Learning. This strategic direction comes from the success of the Executive Board and Technical Board of Directors' Retreat.

This direction stems from the entire educational community's need and embraced change to focus features and functionalities of applications on the individual learner and not on the application and summative accountability. This change will require a different focus on interoperability for enabling data and information to flow between applications on a greater scale.

"It is imperative to shift the focus to the individual learner and define the three-pronged approach to the Digital Profile of the Learner – learner profile, content and assessment," stated Steve Curtis, President, Pearson Data Solutions. "Without this shift in focus, we will not successfully meet the needs of the educational stakeholders."

Steve Nordmark, VP of Solutions Management & Development, netTrekker, continues, "This is a refreshing approach to education and interoperability standards. Placing the focus on the learner is critical to truly reaching individualized and personalized instruction that will have a measurable impact on student learning. netTrekker is pleased to be working with the organizations at the forefront of bringing this work to fruition."

The overarching vision for the work concludes that when an open, interoperable framework is defined based on the three elements of the Digital Profile of a Learner, individualized student data can be provided seamlessly to students, teachers, parents and guardians, and administrators to inform decision making, ultimately improving teacher effectiveness leading to increased student achievement and growth.

"Numerous exciting changes are happening in the educational landscape and the alignment of these is vital," explains Bethann Canada, Director of Education Information Management for the Virginia Department of Education. "Beginning by enabling the entire lifecycle of assessment with content development, pre-administration, representation, scoring, reporting and post-administration with all forms of assessment is a critical component."

To become involved in this innovative work, please contact Larry Fruth, Executive Director/CEO, lfruth@sifassociation.org and visit www.sifassociation.org.

About the SIF Association

The SIF Association is a unique, non-profit collaboration composed of over 3,200 schools, districts, states, US and International Ministries of Education, software suppliers and consultants who collectively define the rules and regulations for educational software data interoperability. The SIF Implementation Specification enables diverse applications to interact and share data efficiently, reliably, and securely regardless of the platform hosting those applications. The SIF Association has united these education technology end users and providers in an unprecedented effort to give teachers more time to do what they do best: teach. For further information, visit <http://www.sifassociation.org>.

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