



Harnessing Technology to Improve K-12 Education

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September 2012

The future of the American economy depends on improving our K-12 education system

- o Economic growth depends on our capacity to educate, innovate, and build
- o U.S. economy is strong in many areas, most notably innovation, but K-12 performance is a weak link

How can we apply America's strength in innovation to improve K-12 education?

Observation: New technologies have driven remarkable advances across a wide variety of sectors, including agriculture, transportation, manufacturing, IT, health, etc.

- o Why not K-12 education?

Large barriers disrupt the creation and adoption of effective learning technologies

K-12 Schools

Buyer uncertainty

- ❖ Don't know what works
- ❖ Can't evaluate claims

Buyer heterogeneity

- ❖ 14k local school systems
- ❖ Different curricular goals, procurement systems, technology platforms

Innovators,
Entrepreneurs

Large barriers disrupt the creation and adoption of effective learning technologies

K-12 Schools

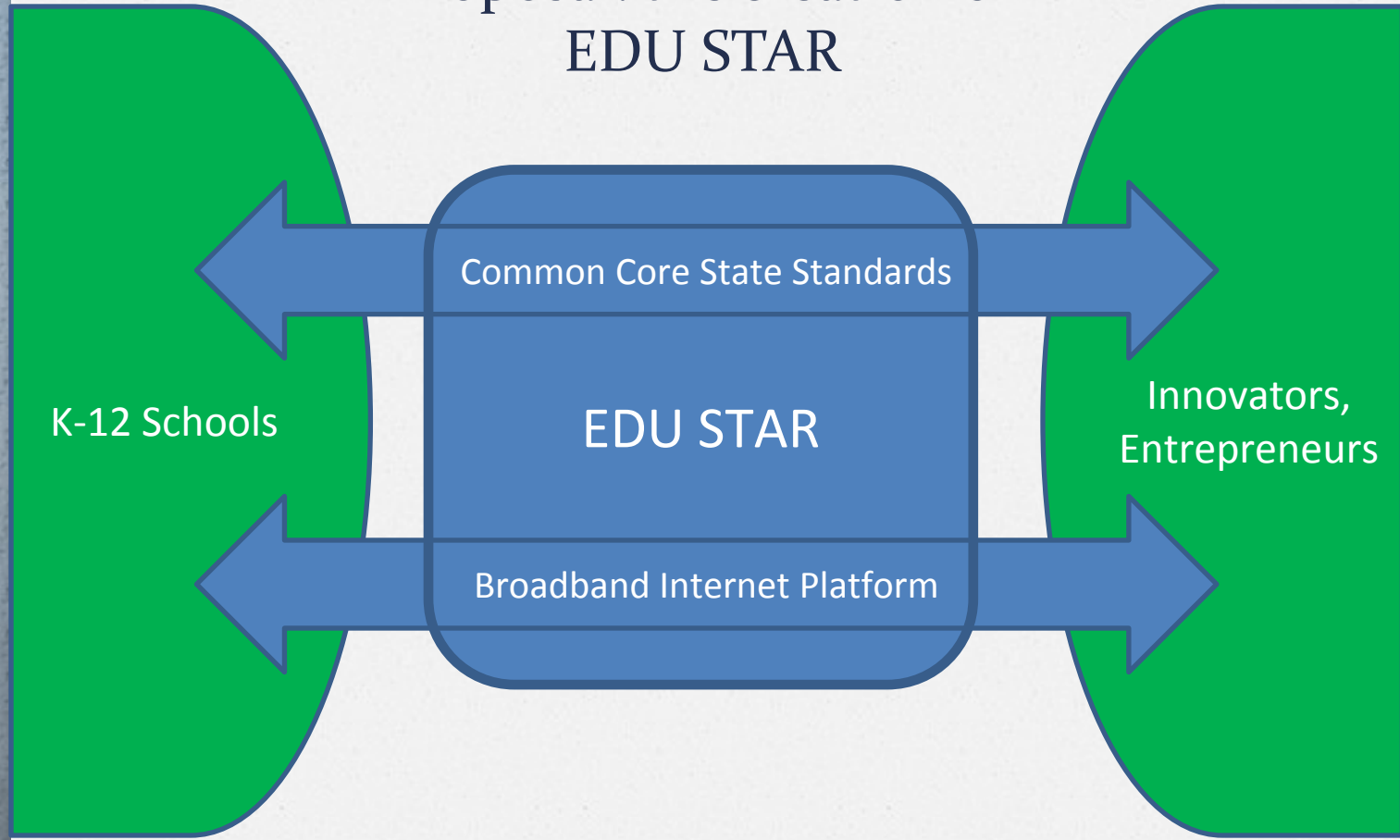
Result

Every sale a custom effort,
with huge marketing costs
(\$ and time)

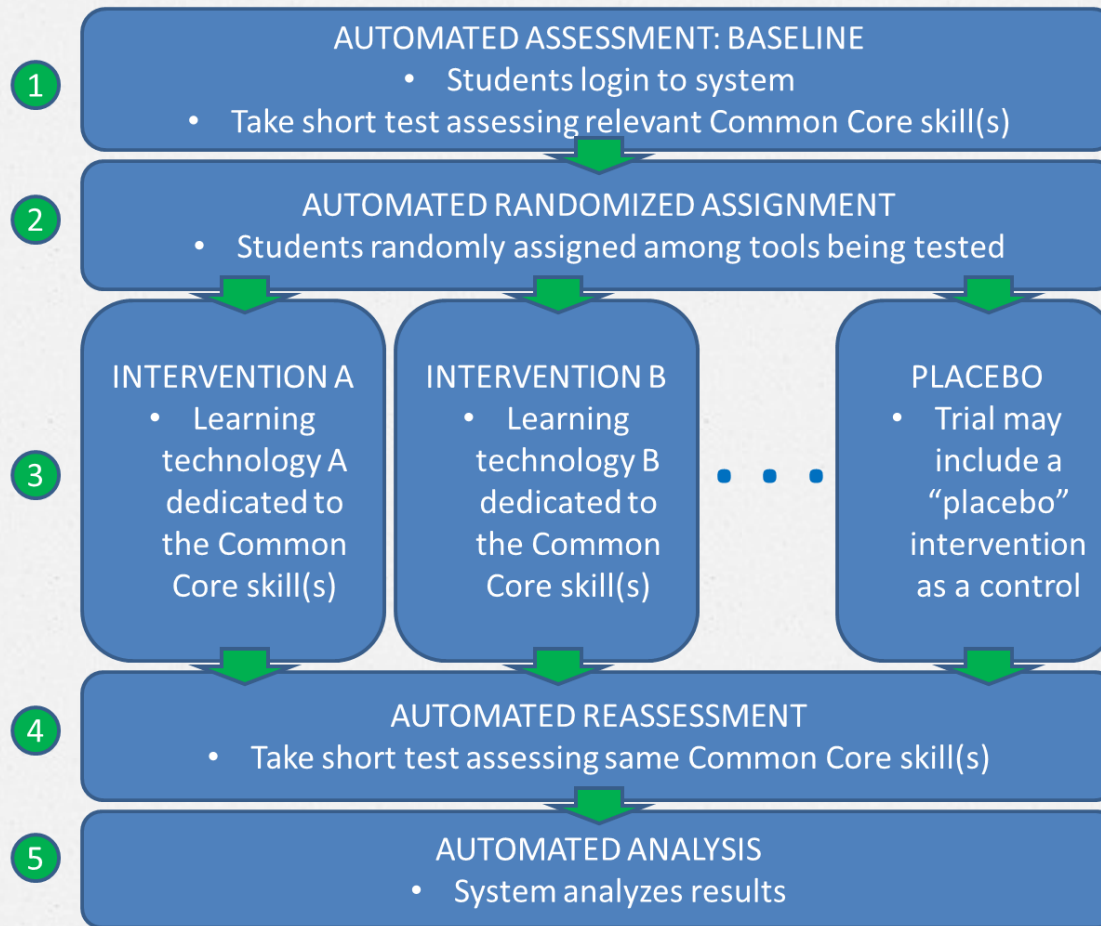
- ⇒ Little innovative entry
- ⇒ Poor technology choices

Innovators,
Entrepreneurs

Proposal: the creation of EDU STAR



The EDU STAR system: Evaluation + Reporting



By breaking down core barriers, EDU STAR can unleash the potential of education technology

- o Funders
 - o U.S. Department of Education's i3 fund
 - o Foundations investing in education technology
- o Partners
 - o Content (e.g. Khan Academy, etc.)
 - o Technical Support (e.g. Google, Amazon, etc.)
 - o Evaluation & Reporting (universities, Digital Promise, etc.)
- o Catalysts
 - o Teachers (as adopters, innovators, raters)
 - o Entrepreneurs (with lower barriers to entry)
 - o Parents/students (at home market, demand for best tools)