

Northwest Education Cluster Submission

- **Key Cluster Participants:** 35+ educational software companies, including representatives from Learning.com, Northwest Evaluation Association, Inspiration Software, AMAZING!, Casio, CollegeNet, the International School, & others
- **Contact:** Jim Snyder, Cluster Coordinator, 503.702.7420, jlouiset@msn.com, www.portlandcluster.com
- **Geographic Location:** Pacific Northwest- with members from the Portland Metropolitan Area, Eugene, and Southwest Washington
- **Structure:** informal structure with quarterly networking meetings
- **Mission:** The NWEA is a consortium of educational software companies dedicated to: improving education, continuous learning, and combining efforts for greater effect
- **Background:** Since August 2003, more than two dozen Portland, Oregon area companies have been networking to learn about each other's businesses, discover synergies, and explore the potential of the education/training industry as an economic driver for the city and its metro area. The companies include e-learning businesses, content providers, testing and evaluation services, learning management system authors, and many others at various stages of business maturity.

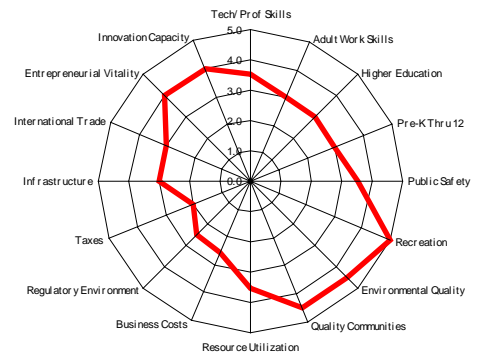
Education Cluster

Perception of Oregon's Overall Business Climate

Best: Recreation, Environmental Quality, Healthy Communities, Entrepreneurial Vitality, Innovation Capacity

Worst: Personal Taxes, Regulatory Env., Business Costs

Critical Areas: Labor Costs, PreK-12 Education, Qualified Workforce



Top Core OBP Initiative Priorities

Increase Returns on Investment in PreK-20 Education, Healthcare Costs, Expand Capacity for Economic Innovation

Potential New Initiatives: Energy, Telecommunications

Specific Cluster Priorities

1. Secure funding for Oregon K-12 schools and engage businesses in the process
2. Establish partnerships between the education system and the educational industry and promote the visibility of regional Education Companies by creating a virtual Oregon Educational Technology Laboratory with goals to:
 - a. Enhance the educational attainment of participating students by exposure to the latest educational technology with lesson plans crafted to integrate with their curriculum.
 - b. Enhance the professional development of participating instructors by providing access to new technology, training the technology's applications, and lesson plans to allow them to integrate the technology into their curriculum.
 - c. Enhance the commercial success of participating educational technology companies by providing a venue for close cooperation with sample users setting the development, refinement and testing of their products.