



## Market Intelligence and Research Services for K-12 Schools

When it comes to gaining insight into how technology is used in schools and how to grow your ed tech business, the BLEgroup is the place to turn. Comprised of 50 working CIOs and heads of instruction, only the BLEgroup provides market intelligence from the inside. We're educators who are using technology every day and first-hand facing the challenges your products are trying to address in schools.

The BLEgroup provides a variety of market research and strategic planning services to the education industry while also assisting schools with their technology planning and management. That gives the BLEgroup experience and insight you won't find anywhere else!

### Technology Audit/Plans

The BLEgroup assesses the current environment in instructional/administrative systems and technology organization and infrastructure, and provides plans and budgets to achieve a desired state of technology capability for the next three to five years.

### Project Management

Project management is the key to implementing complex systems such as student information, finance, and educational portals in a timely manner. The BLEgroup provides skilled CIOs to manage these systems so that they work effectively and come in on time and on budget.

### RFP Development

A thorough understanding of education applications and extensive experience with hundreds of school systems enables the BLEgroup to write customized RFPs and RFQs and to manage procurement processes for major assessment, student information, administrative, and instructional systems.

### Implementation Support

Over half of all major technology applications are either underused or not used at all, largely because school systems do not have ways to systematically manage the technical and organizational aspects of implementation and to deal with the tremendous resistance to using new systems. The BLEgroup provides a structured method for managing initial implementation and helping school systems manage the introduction and use of technology.

### Strategic Planning

The key to effective implementation is effective planning. The BLEgroup approach to planning includes resource allocation, accountability measures, and ongoing adjustments in the use of technology to impact instruction, management, and communication.

### SuperTECH News

SuperTECH News delivers all the technology information a superintendent has know five minutes before a board meeting. This free, web-based, quarterly newsletter provides education decision makers with the knowledge that they need to make informed decisions. Issues are theme-based and include product reviews, best practices, and key issues. Recent issues have covered professional development, open source, and formative assessment.

### NCLB Data Management

School systems and states need high quality data for internal purposes and federal requirements. The BLEgroup provides experienced data managers and processes to plan, implement, and manage data systems and improve management capacity so that they work well for states. Currently the BLEgroup is providing several states with these services.

### Charter School Technology Services

Charter schools are an increasing presence in urban areas. They have unique missions and ways of operating, but like other schools, they need high-quality technology services. The BLEgroup provides charter schools with various services including technology planning, IT organization, E-rate services, instructional integration of technology, oversight of contractors, and outsourcing of technology management.

Contact  
[www.blegroup.com](http://www.blegroup.com)  
202.281.1763

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