



Don Field

K-12 Education
Solutions Marketing Manager



Development Opportunities in the Education Market

K-12 Education

The K-12 Education Opportunity

- People
 - 45 million students
 - 2.6 million teachers
 - 2 million administrators/support staff
- Expenditures
 - \$220 billion in 1989-1990 school year

K-12 Customer Issues

- School restructuring
- Management and measurements
- Math and science competitiveness
- Information access
- Writing across the curriculum
- Cooperative learning
- Thinking skills

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The Learning Society

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Apple Sales to K-12 Education



- Huge Apple II installed base
- Strong Macintosh ship rate: 31% of Apple's K-12 unit sales

K-12 Macintosh Opportunities

- Next-generation integrated learning systems and classroom management systems
- Teacher productivity, presentation, and information systems

K-12 Macintosh Opportunities

- Math tools
- Science simulation products
- Education-specific writing tools
- Language products for early learning, ESL, bilingual, foreign language

K-12 Macintosh Opportunities

- Collaborative learning
- Thinking skills

Marketing Issues

- Curriculum wrap materials
- Site and network licensing
- Education-specific marketing vehicles

Macintosh Technical Issues

- Human interface
- Color
- Networking
- Extended reach
- Development tools



The power to be your best