

# PreK-12 Online Course Market Forecast 2013



Phone: +44 20 8123 2220  
Fax: +44 207 900 3970  
office@marketpublishers.com  
<http://marketpublishers.com>

## PreK-12 Online Course Market Forecast 2013

Date:	March 27, 2013
Pages:	98
Price:	US\$ 3,250.00
ID:	PA0ED7D6742EN

This report examines the market of online learning—also called cyberlearning, e-learning, or virtual learning—and how it has evolved over time. As defined for this report, the K-12 online course market consists of complete, comprehensive, for-credit courses delivered online. They can be used for full-time study in an online virtual school or one or two at a time to supplement traditional K-12 courses.

With that understanding as a guide, Simba analyzes how widely online courses are being offered in PreK-12 schools, the challenges faced with wider adoption, and the forces driving the movement toward online learning. The market for K-12 online learning has been growing at a double-digit rate annually for the last several years. Simba projects the same strong growth rate will continue into the foreseeable future as more districts launch virtual schools, and online learning programs expand the number of courses offered and the number of students reached.

The information in PreK-12 Online Course Market Forecast 2013 comes primarily from in-depth interviews with administrators from state departments of education and directors of online learning for K-12 districts, as well as executives from leading online learning vendors. Moreover, this report profiles 11 key suppliers of K-12 online courses, platforms and/or solutions to states, districts, schools and/or individuals.

### Table of Content

#### **METHODOLOGY**

#### **EXECUTIVE SUMMARY**

#### **CHAPTER 1: INTRODUCTION**

Distance Learning Dates Back to Correspondence Courses  
Online Learning Defined

#### **CHAPTER 2: MARKET SIZE AND ENROLLMENT**

A Changing Market  
Cost Considerations and Funding Models  
Table 2.1: Online Learning Market, 2011/2012 to 2012/2013  
Table 2.2: Growth Rates for Selected State and District Virtual Learning Programs  
Table 2.3: Selected Funding Mechanisms for Online Learning

#### **CHAPTER 3: DRIVERS AND CHALLENGES**

Forces Driving the Adoption and Growth of Online Learning  
Personalized Learning  
Budget Factors  
Common Core Standards  
Challenges to Online Learning Growth

Regulatory Landscape

Technology Barriers to Online Learning

Credibility and Communication

Growth Areas

Blended Learning

Subject Areas

Specific Populations

Table 3.1: Examples of State and District Regulations Governing Online Learning

Table 3.2: The Many Forms of Blended Learning

## **CHAPTER 4: STATE ONLINE COURSE ACTIVITIES**

Overview of State Virtual Learning Initiatives

Regulations and Legislation

Evolution of Online Learning

State Case Studies

Arkansas

Florida

Iowa

Kentucky

Mississippi

Montana

Oregon

West Virginia

Wisconsin

Wyoming

Table 4.1: Statewide Learning Scenarios

Table 4.2: Online Learning Providers Endorsed by the Minnesota Dept. of Education

## **CHAPTER 5: DISTRICT ONLINE COURSE ACTIVITIES**

Reasons for Growth

The Landscape

Consortium-Led and Individual-School Programs

District Case Studies

Albuquerque (NM) Public Schools

Capistrano (CA) Unified School District

Fairfax County (VA) Public Schools

Kenosha (WI) Unified School District

Putnam County (TN) School System

Riverside (CA) Unified School District

## **CHAPTER 6: COMPETITIVE LANDSCAPE**

Commercial Vendors

Universities, States and Districts, Collaboratives and Consortia

Free, Non-Profit and Open Source

Self-Produced

Table 6.1: Summary of Selected Providers and Online Courses

## **CHAPTER 7: CONCLUSIONS AND OUTLOOK**

Market Forces Drive Growth

Market Trends Will Continue and Intensify

Best Practices Develop

Table 7.1: Online Learning Market Forecast, 2012/2013 to 2015/2016

Table 7.2: Online Learning Market Share Forecast, 2012/2013 to 2015/2016

## **CHAPTER 8: CONCLUSIONS AND OUTLOOK**

Apex Learning  
CompassLearning  
Connections Education  
Edgenuity  
EdisonLearning  
Edmentum  
Florida Virtual Schools  
K12 Inc.  
Odysseyware  
Penn Foster  
VHS Collaborative

### I would like to order:

**Product name:** PreK-12 Online Course Market Forecast 2013  
**Product link:** <http://marketpublishers.com/r/PA0ED7D6742EN.html>  
**Product ID:** PA0ED7D6742EN  
**Price:** US\$ 3,250.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <http://marketpublishers.com/r/PA0ED7D6742EN.html>

### To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [http://marketpublishers.com/docs/terms\\_conditions.html](http://marketpublishers.com/docs/terms_conditions.html)

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**