

EDUCATIONAL TECHNOLOGY & SERVICES

U.S. BUREAU OF LABOR STATISTICS

Educational Support Services is **9 times more concentrated** in ICR IOWA than average

The number of Junior Colleges is **2 times more concentrated** in ICR IOWA than average

The number of Colleges, Universities, and Professional Schools is **2 times more concentrated** in ICR IOWA than average

Apprenticeship Training is **twice as concentrated** in ICR IOWA than average

Home to educational assessment pioneers including ACT and Pearson, Iowa City – Cedar Rapids is a national leader in the education technology and services sector. Over the past few decades, startups in this cluster have flourished in the region including LeepFrog Technologies, Pear Deck, HLT, and College Raptor. This growing industry segment is supported by talent at the University of Iowa and other area colleges.

IOWA CITY – CEDAR RAPIDS COMPANIES

ACT is a national leader in college and career readiness, providing high-quality assessments grounded in nearly 60 years of research.

COLLEGE RAPTOR provides side-by-side comparisons of estimated financial aid packages along with simplified campus match scores and admission chances for families and students selecting colleges.

HLT uses today's latest technology to deliver engaging study apps for students of all types.

LEEPFROG TECHNOLOGIES builds catalog, curriculum and section scheduling management software for higher education institutions.

PEAR DECK brings interactive, engaging slide presentations to classrooms for real-time formative assessments, discussions and enhanced understanding.

PEARSON partners with educators to develop new personalized ways of learning through effective, scalable assessments that measure 21st century skills and inform instruction for all learners.

RUFFALO NOEL LEVITZ partners with colleges and nonprofit organizations to help them enroll their classes, graduate their students, and engage their donors.

STAMATS offers a comprehensive array of innovative products for higher education marketing.

UNIVERSITY ASSISTANCE

CENTER FOR ADVANCED STUDIES IN MEASUREMENT AND ASSESSMENT pursues research-based initiatives that lead to advancements in the methodology and practice of educational measurement and assessment. The University of Iowa has a long tradition and international reputation in the field of educational measurement.

CENTER FOR EVALUATION AND ASSESSMENT is housed in the College of Education at the University of Iowa and conducts multiple forms of program evaluation in collaboration with colleges, universities, and school systems throughout the United States. Program evaluators do formative and summative work, utilizing a variety of methodologies to meet the needs of project stakeholders.

LARGEST EMPLOYERS IN EDUCATIONAL SERVICES

ACT	1350
Pearson Educational Measurement	1200
Ruffalo Noel Levitz	575
Leepfrog Technologies	100
Higher Learning Technology	50
Pear Deck	25