



K-12 Education A Key Priority in Economic Recovery

“To give our children the chance to live out their dreams in a world that’s never been more competitive, we will equip tens of thousands of schools, community colleges, and public universities with 21st-century classrooms, labs, and libraries. We’ll provide new computers, new technology, and new training for teachers so that students in Chicago and Boston can compete with kids in Beijing for the high-tech, high-wage jobs of the future.”

President Barack Obama
January 8, 2009

The \$787 billion American Recovery and Reinvestment Act of 2009 dedicates more than \$100 billion for K-12 and higher education. By spending strategically, states, districts, and schools have an unprecedented opportunity to contribute to America’s short-term economic recovery and long-term competitiveness.

Federal Funds for Apple Solutions

The stimulus money will be distributed in 2009 and 2010, and includes funds for state stabilization, school construction, and federal programs such as Title I, Title II-D, and IDEA.

Apple in Education

Apple is the only company that provides a digital learning environment that includes hardware, software, operating system, and services. Because all of the components are designed to work together seamlessly and delivered by one company, Apple products are easier to use, manage, and maintain – saving you time and money, and maximizing your return on investment. Some of the most popular solutions for K-12 include:

MacBook: MacBook computers are powerful, light, and durable enough for mobile learning. Every MacBook includes the Mac OS X operating system, iLife software, wireless access, a camera, and a full range of tools for creativity and collaboration. Mac OS X is based on UNIX and is recognized as the world’s most reliable, secure, and powerful operating system with ease of use that is a hallmark of Apple design. A rich set of accessibility features built into Mac OS X empower individuals and make technology accessible to all learners. Our award winning iLife suite of digital media applications for 21st century communications lets teachers and students make podcasts, movies, music, photo projects, websites, and blogs.

iPod: iPod devices are affordable and flexible tools for multidimensional and personalized learning. Built-in Wi-Fi gives teachers and students 24/7 access to the real Internet, making it easy to do research and collaborate. And with thousands of free apps in the App Store, there’s almost no limit to learning on the go.

iTunes U: iTunes U is possibly the world’s largest source of free educational content from multiple expert sources – colleges and universities, K-12 state projects, museums, and public media organizations – and an engine for mobile learning.

Professional Development: Apple provides professional development, consulting, training, and certification for educators to promote globally competitive students by integrating technology into teaching and learning.

Apple Can Help

For more information about using stimulus funds for Apple educational technology solutions and professional development, visit www.apple.com/education or call 1-800-800-2775.

Opportunities, Funding, and Apple Solutions



Professional Development

Title I-A, Title II-A, and Title II-D of ESEA

To improve academic performance, educators must infuse technology into teaching and learning. Give your teachers a MacBook and an iPod touch, and have them attend workshops focused on transforming instructional practice and ensuring skill development. Aligned with national standards, Apple Professional Development workshops are led by educators. With Apple Professional Development, your teachers can master technology basics and rapidly advance to using technology to improve achievement.



Classroom Technology

Title II-D of ESEA and state stabilization

Apple mobile labs make it easy to turn any classroom into a digital learning environment. Apple MacBook Learning Labs are equipped with durable MacBook computers, AirPort Extreme wireless networking*, iLife digital media applications, and a laser printer. Apple iPod Learning Labs store, charge, and manage up to 40 iPod devices and can sync 20 at a time to the same computer. Apple mobile labs are affordable, flexible, and convenient solutions for modernizing your classrooms.



Language and Literacy

Title I-A, Title I-B, and Title III of ESEA

With Apple software, students are inspired to learn to read and communicate using print and digital media. Students can use iLife digital authoring software to create audio or video podcasts, movies, music, photo projects, websites, and blogs. They can use iWork* to create rich-media presentations and documents. Mobile devices such as iPod and iPod touch can reinforce reading fluency and phonics. And the accessibility features built into Mac OS X and iPod nano (4th generation) are easy to use, and make learning more accessible – and more affordable – for all students regardless of their learning styles.



Special Education

IDEA basic grant

Mac OS X provides a uniquely accessible experience that enables all students to use the same technology. Features include a screen reader that supports a variety of refreshable Braille displays, text-to-speech, QuickTime closed captioning support, screen magnification, keyboard navigation, and more – at no additional cost. iPod devices give students access to a mobile learning tool that enables both auditory and visual learning, and iPod nano (4th generation) and iTunes 8 are now accessible to visually impaired students. With Apple technology, you can engage all students, enhance their achievement, and inspire them to reach their full potential.



Career and Technical Programs

Perkins CTE and Title II-D of ESEA

For film and video, music and audio, photography, design, journalism, and computer science, the pros use Apple. Many other careers – from science and engineering to business and education – also require proficiency in communicating with digital media. Apple is the only company that offers an end-to-end digital media solution and comprehensive training and certification to build state-of-the-art career and technical programs. With Apple, you can help your students stand out from the crowd when they're competing for jobs.



Apple and the Environment

Our commitment to the environment is second nature. Every new Apple notebook is built using materials that are highly recyclable and free of many harmful substances present in other computers. Apple engineers also design the software and hardware to work together to maximize energy efficiency and minimize the carbon footprint. The packaging has been reduced, so boxes are easier to ship and there is less material to recycle. The result is exactly what we hoped for: the greenest family of notebooks ever made.

* Wireless Internet access requires a wireless-enabled computer, a base station or other access point, and Internet access (fees may apply). Some ISPs are not currently compatible with AirPort Extreme. AirPort Extreme Base is based on an IEEE 802.11n draft specification and is compatible with 802.11a, 802.11b, and 802.11g.

** Sold separately.

Stimulus programs identified in this document are based on best available information but not deemed definitive. Determination of funding eligibility for particular purchases is solely the responsibility of the purchaser.



Professional Development A Stimulus for Education

Apple is the only company that provides a digital learning environment that includes hardware, software, operating system, and services. Because all of the components are designed to work together seamlessly and delivered by one company, Apple products are easier to use, manage, and maintain – saving you time and money, and maximizing your return on investment.

To improve academic performance, educators must infuse technology into teaching and learning. Give your teachers a MacBook and an iPod touch, and have them attend workshops focused on transforming instructional practice and ensuring skill development. Aligned with national standards, Apple Professional Development workshops are led by educators. With Apple Professional Development, your teachers can master technology basics and rapidly advance to using technology to improve achievement.

Federal Funds for Apple Solutions

Use Title I-A, Title II-A, and Title II-D of ESEA to improve teacher quality and retention.

Apple Professional Development

Apple provides professional development, consulting, training, and certification to help educators maximize their return on investment in education technology. Our professional development team consists of educators chosen for their expertise in integrating technology into teaching and learning. We focus on your learning objectives with content aligned to the ISTE National Education Technology Standards for Teachers.

For Every Teacher

In addition to a MacBook and iPod touch, provide your teachers with a 4-Day Institute to get them started. Through hands-on experience, they will learn how to leverage the power of Mac OS X and iLife applications, efficiently manage student workflow, access the iTunes U for content, and transform their classrooms. With mobile and portable technology, teachers are better equipped to teach, and students are able to seamlessly integrate and extend learning beyond the classroom and home. A MacBook and an iPod touch provide the means, and Apple Professional Development provides the experience.

Apple Can Help

For more information about using stimulus funds for Apple educational technology solutions and professional development, visit www.apple.com/education or call 1-800-800-2775.

Stimulus programs identified in this document are based on best available information but not deemed definitive. Determination of funding eligibility for particular purchases is solely the responsibility of the purchaser.



Classroom Technology

A Stimulus for Education

Apple is the only company that provides a digital learning environment that includes hardware, software, operating system, and services. Because all of the components are designed to work together seamlessly and delivered by one company, Apple products are easier to use, manage, and maintain – saving you time and money, and maximizing your return on investment.

* Wireless Internet access requires a wireless-enabled computer, a base station or other access point, and Internet access (fees may apply). Some ISPs are not currently compatible with AirPort Extreme. AirPort Extreme Base Station is based on an IEEE 802.11n draft specification and is compatible with 802.11a, 802.11b, and 802.11g.

Apple mobile labs make it easy to turn any classroom into a digital learning environment. Apple MacBook Learning Labs are equipped with durable MacBook computers, AirPort Extreme wireless networking,* iLife digital authoring software, and a laser printer. Apple iPod Learning Labs store, charge, and manage up to 40 iPod devices and can sync 20 at a time to the same computer. Apple mobile labs are affordable, flexible, and convenient solutions for modernizing your classrooms.

Federal Funds for Apple Solutions

Use Title II-D of ESEA and state stabilization funds to upgrade the technology in your classrooms.

Digital learning in any classroom

Ready to roll anywhere on campus, Apple mobile labs are designed specifically for sharing between classrooms and come with a getting started guide written by experienced educators that gets teachers up-to-speed quickly. Labs can be purchased as a ready-to-go solution or educators can create their own configuration to meet the specific needs of their schools.

Apple MacBook Learning Lab: Engage students with research, collaboration, creativity, communication, and data analysis within the classroom. MacBook computers are safely contained in a sturdy mobile cart that also serves as a secure charging station. The MacBook is designed to last throughout the school day on a single charge. (Battery life depends on configuration and use.)

Apple iPod Learning Lab: iPod supports language acquisition, reading fluency, visual representations of math and science concepts, and more. The Apple iPod Learning Lab can store, charge, and manage up to 40 iPod devices and offers a convenient way to manage devices in the classroom. These labs are an affordable way to leverage mobile learning for all the students at your school.

Include Professional Development for your teachers to maximize your technology investment.

Apple Can Help

For more information about using stimulus funds for Apple educational technology solutions and professional development, visit www.apple.com/education or call 1-800-800-2775.

Stimulus programs identified in this document are based on best available information but not deemed definitive. Determination of funding eligibility for particular purchases is solely the responsibility of the purchaser.



Language and Literacy A Stimulus for Education

Apple is the only company that provides a digital learning environment that includes hardware, software, operating system, and services. Because all of the components are designed to work together seamlessly and delivered by one company, Apple products are easier to use, manage, and maintain – saving you time and money, and maximizing your return on investment.

* Sold separately.

With Apple software, students are inspired to learn to read and communicate using print and digital media. Students can use iLife digital authoring software to create audio or video podcasts, movies, music, photo projects, websites, and blogs. They can use iWork* to create rich-media presentations and documents. Mobile devices such as iPod and iPod touch can reinforce reading fluency and phonics. And the accessibility features built into Mac OS X and iPod nano (4th generation) are easy to use, and make learning more accessible – and more affordable – for all students regardless of their learning styles.

Federal Funds for Apple Solutions

Use Title I-A, Title I-B, and Title III funds of ESEA to help close the achievement gap for all students.

iLife and iWork Boost Language and Literacy

With iLife and iWork software, teachers can engage students in ways the printed page can't. Students can complete digital media projects that inspire them both inside and outside the classroom. They can sharpen their ability to organize information, think critically, and write creatively. And perhaps most important, they can learn how to communicate their ideas clearly through the most compelling media – a must-have skill in higher education and the workplace.

Mobile Devices Reinforce Reading Fluency and Phonics

With iPod students can record themselves reading so they can listen, get instant feedback, and self-correct, increasing reading fluency. Teachers can sync these recordings to iTunes on MacBook computers and create digital portfolios of student work and progress. iPod supports language acquisition, reading fluency, visual representations of math and science concepts, and more.

Apple's Commitment to All Learners

A rich set of accessibility features built into Mac OS X can be customized for each student's abilities and learning styles and a spoken menu feature included on iPod nano (4th generation) empowers visually impaired students.

Apple Can Help

For more information about using stimulus funds for Apple educational technology solutions and professional development, visit www.apple.com/education or call 1-800-800-2775.

Stimulus programs identified in this document are based on best available information but not deemed definitive. Determination of funding eligibility for particular purchases is solely the responsibility of the purchaser.



Special Education A Stimulus for Education

Apple is the only company that provides a digital learning environment that includes hardware, software, operating system, and services. Because all of the components are designed to work together seamlessly and delivered by one company, Apple products are easier to use, manage, and maintain – saving you time and money, and maximizing your return on investment.

* Broadband Internet access required. Fees may apply.

Mac OS X provides a uniquely accessible experience that enables all students to use the same technology. Features include a screen reader that supports a variety of refreshable Braille displays, text-to-speech, QuickTime closed captioning support, screen magnification, keyboard navigation, and more – at no additional cost. iPod devices give students access to a mobile learning tool that enables both auditory and visual learning. iPod nano (4th generation) and iTunes 8 are now accessible to visually impaired students. With Apple technology, you can engage all students, enhance their achievement, and inspire them to reach their full potential.

Federal Funds for Apple Solutions

Use IDEA basic grant funds to improve educational outcomes for students with disabilities.

Affordable Built-in Access

The Mac OS X operating system includes powerful, built-in accessibility features that can be adapted to meet the unique needs of each learner, regardless of learning abilities or preferences – at no additional cost. In fact, a MacBook computer, which includes the latest operating system, accessible applications, and the VoiceOver screen reader, is comparable in price to a single copy of traditional screen reader software for Windows.

Tools for Different Learning Abilities and Preferences

iPod supports visual and auditory learning. MacBook with built-in tools such as iChat* and iSight camera supports students with physical and learning disabilities, and varied intelligences and interests. Aligned with best practices for teaching and learning, these Apple tools optimize the needs and preferences of each learner.

Include Professional Development for your teachers to maximize technology investment.

Apple Can Help

For more information about using stimulus funds for Apple educational technology solutions and professional development, visit www.apple.com/education or call 1-800-800-2775.

Stimulus programs identified in this document are based on best available information but not deemed definitive. Determination of funding eligibility for particular purchases is solely the responsibility of the purchaser.



Career and Technical Programs A Stimulus for Education

Apple is the only company that provides a digital learning environment that includes hardware, software, operating system, and services. Because all of the components are designed to work together seamlessly and delivered by one company, Apple products are easier to use, manage, and maintain – saving you time and money, and maximizing your return on investment.

* Sold separately.

For film and video, music and audio, photography, design, journalism, and computer science, the pros use Apple. Many other careers – from science and engineering to business and education – also require proficiency in communicating with digital media. Apple is the only company that offers an end-to-end digital media solution and comprehensive training and certification to build state-of-the-art career and technical programs. With Apple, you can help your students stand out from the crowd when they're competing for jobs.

Federal Funds for Apple Solutions

Use Perkins CTE funds and Title II-D of ESEA to improve educational outcomes for students with disabilities.

Provide Professional Applications and Skill Development

A Career Tech lab of Mac computers can transform a classroom into a digital learning environment, where students can express themselves creatively and master professional communication skills with digital media. Only Apple has the hardware, software, IT infrastructure, and professional development necessary to help you build a studio where students can create, share, and collaborate. The same Mac lab can also serve as a multipurpose dual boot lab, running Windows* if you need it to, for other courses on campus.

Industry Certification Proves Competency

The Apple Authorized Training Center for Education Program is designed to certify faculty to teach courses and build complete career pathways that lead to certification for industry standard applications from Apple. Included is training in such applications as Final Cut Pro, Logic Pro, Aperture, Motion, Soundtrack Pro, and DVD Studio Pro. Students interested in careers in digital media can become Apple Certified Pros, proving their proficiency and opening doors for them in a highly competitive workplace.

Apple Can Help

For more information about using stimulus funds for Apple educational technology solutions and professional development, visit www.apple.com/education or call 1-800-800-2775.

Stimulus programs identified in this document are based on best available information but not deemed definitive. Determination of funding eligibility for particular purchases is solely the responsibility of the purchaser.