Agile
EDUCATION MARKETING

School Climate

COMPLETE CONTEXT OF THE SCHOOL ENVIRONMENT

School climate data reveals the quality of school life. Awareness of the situational realities in schools helps you develop deeper and more compelling connections.

Know A School's Challenges | Know How To Address Them

Get a complete picture of a school's health with these factors.

NEED is the **#1 factor** driving purchasing decisions. Rely less on marketing jargon —focus more on what matters most to educators.

The result will be stronger lead generation, shorter sales cycles, and higher conversions.

SCHOOL SAFETY
Useful data on discipline incidents, school security + FTE support staff for a more complete understanding of school climate.

SCHOOL PERFORMANCE
Valuable insight into core interest and need, from student performance metrics to school + district comparisons.

SOCIAL + EMOTIONAL LEARNING (SEL) & SCHOOL INITIATIVES
Agile's District listening tool providing powerful insight into the products, systems, and methodologies districts have implemented or has future interest in.

School Climate Data

IT'S NOT PRACTICAL OR POSSIBLE TO DO RESEARCH ON ALL 19K DISTRICTS AND 100K PUBLIC SCHOOLS IN THE US ON YOUR OWN.

Luckily, you don't have to. Agile does the heavy lifting - compiling and reporting on all of your School Climate Data needs. Strategically leverage data on school performance and accountability to align business blueprints and product development with specific market needs. Target marketing messaging to improve engagement and craft more compelling sales conversations.

ESSA
Every Student Succeeds Act

Data is collected state-by-state.

School + Student Performance
Average ACT + SAT Scores
High School Graduation Rates
Subject Trending Data
Supportive + Improvement Designation (CSI, TSI, ATSI)
Student Proficiency Percentage (cumulative + grade level at district/schools) · English Language Arts (ELA) · Math · Science · Social Studies* · Writing*

Civil Rights
Reported incidents of bullying or harassment
Chronic student absenteeism
Corporal punishment indicator
Incidents of attacks and threats
Number of FTE security guards
Number of Out-of-school suspensions
Enrollment in AP, GATE, ELL
SAT & ACT participation
Participation in sports programs

EdIntel (School Inititatives)
LMS/SIS
Assesement
Instructional Methodologies
Vocational
Teaching Tools

Social + Emotional Learning (SEL)
Growth Mindset
Positive Behavior Intervention
Multi-tiered Systems of Support
Response to Intervention
School Climate and Culture
Character Education
Mindfulness
Bullying Prevention
Anti-Bullying Policy

Use School Climate data to hone your sales strategy today!

> **CONTACT AN AGILE EXPERT**

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*Student Proficiency Percentages are pulled by state availability. Social Studies/Writing scores have no federal reporting requirements.