

# School Performance Data

## INSIGHT INTO CORE SCHOOL INTERESTS + NEEDS

Leverage Agile's data on school performance and academic indicators to align business and product development with specific market needs.

Whether targeting teachers at schools struggling with specific grade-level subjects, or principals of schools not meeting overall academic standards, your team's efforts will be more efficient and effective when aligned with current district changes.

## UP-TO-DATE DATA MATTERS. WHY?

1

When targeting schools based on **outdated or inaccurate academic performance metrics**, you run the risk of being discounted before you even have a chance to engage an institution.

2

Not refining target outreach audiences to reflect recent proficiency data can **lead to the missed opportunity** to convert prospective clients.

### Readily Available Data

### Putting Performance Data to Work

#### Average ACT + SAT Scores

Identify schools with lower-than-average scores and tailor marketing to showcase the unique value that your product/service offer to impact test scores.

#### High School Graduation Rates

Educational institutions are held accountable for graduation rates by regulatory and government agencies. By accessing this data, businesses can **align** their products and services with compliance requirements and offer solutions.

#### Subject Trending Data

The ability to identify subject-specific proficiency trends at the school and district level can inform hyper-personalized and effective marketing outreach.

#### Support + Improvement Designation (CSI, TSI, ATSI)

With real-time visibility into schools with active support and improvement plans in place, businesses can more effectively forecast opportunities based on **Title 1 + 2 funding** allocated to learning recovery initiatives.

#### Student Proficiency

Easily identify schools struggling with specific grade-level subjects, such as **English Language Arts (ELA), Math, Science, Social Studies\***, and **Writing\***  
(cumulative + grade level at district/schools)

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

# DROP THE MARKETING JARGON. FOCUS ON WHAT MATTERS TO EDUCATORS.

School performance data is integrated into the Agile institutional database, so you can use it on its own or combine it with other building information. No matter how you apply it, Agile's **School Performance Data** helps you identify and close the most promising opportunities with highly-targeted marketing, and sales strategy.

## TAP INTO SCHOOL PERFORMANCE DATA FOR INSIGHTS-DRIVEN MARKETING STRATEGY



### TARGETED MARKETING

Understanding a school's performance allows you to tailor your marketing and sales efforts. High-performing schools might be more likely to invest in educational resources and technology, while struggling schools prioritize interventions and support services.



### MARKET TRENDS

Trends in school performance can provide insights into broader trends in education. Staying informed about these shifts can help you anticipate changes in the market, adapt your offerings accordingly, and build credibility with education decision makers.



### COMPETITIVE ADVANTAGE

Being informed about school performance can give you a competitive edge. You can highlight how your offerings help schools achieve their academic goals and improve their performance more effectively than your competitors.

**Know a school's challenges.  
Know how to address them.**



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