ESSA Data Trends to Inform Your Sales Strategy

Agile
EDUCATION MARKETING

ESSA OVERVIEW

Federal education law, <u>Every Student Succeeds Act (ESSA)</u>, is an accountability and support mechanism for K12 schools in the US. With the goal of ensuring quality public education to all students, ESSA utilizes a set of specific indicators to evaluate school performance in meeting this objective.
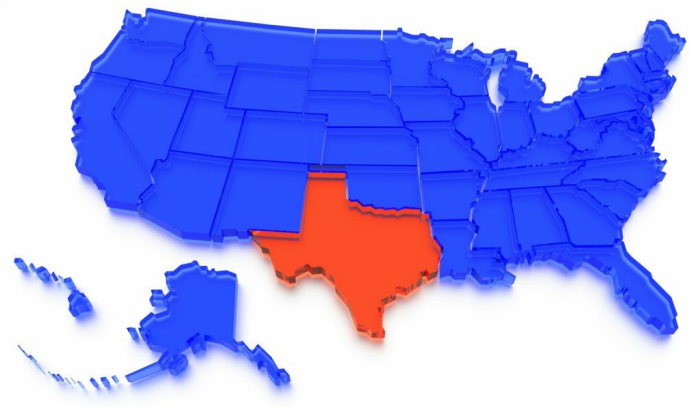
The collection and evaluation of standard indicator data from each state facilitates effective system-wide assessment and funding allocation for support resourcing to ensure equitable access to quality public education.

PROFICIENT STUDENTS

Agile compiles, normalizes, and analyzes all reported ESSA data to identify significant trends in the learning recovery process.
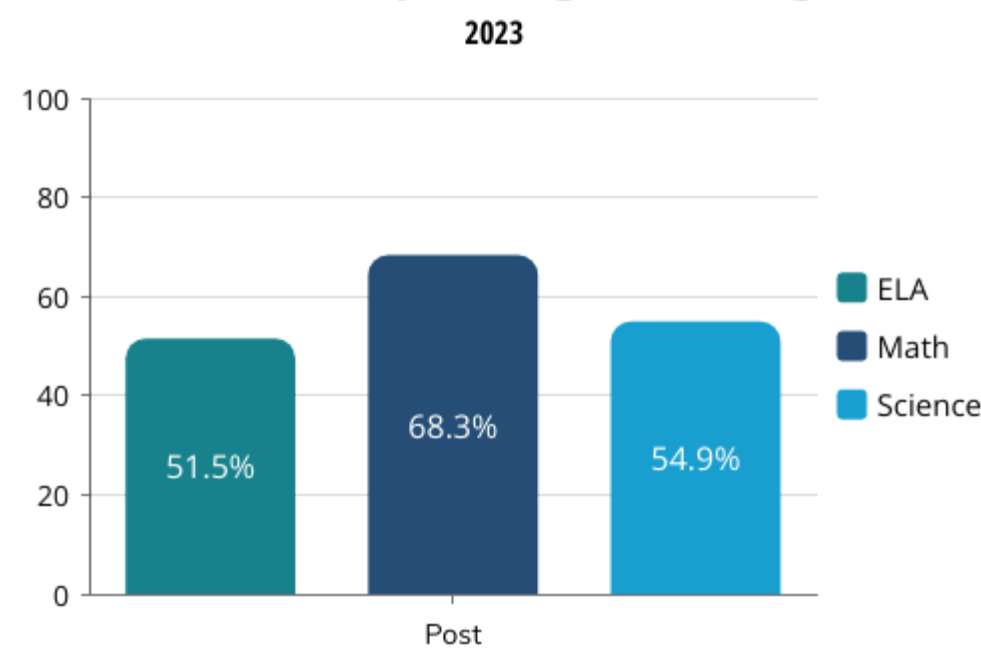
▷ Student proficiency % (cumulative + grade level at district/schools)
- English Language Arts (ELA)
- Math
- Science

▷ High school graduation rates

▷ Subject trending data (Learning Gain, Learning Loss, Neutral)

▷ Support + improvement designation
- CSI, TSI + ATSI

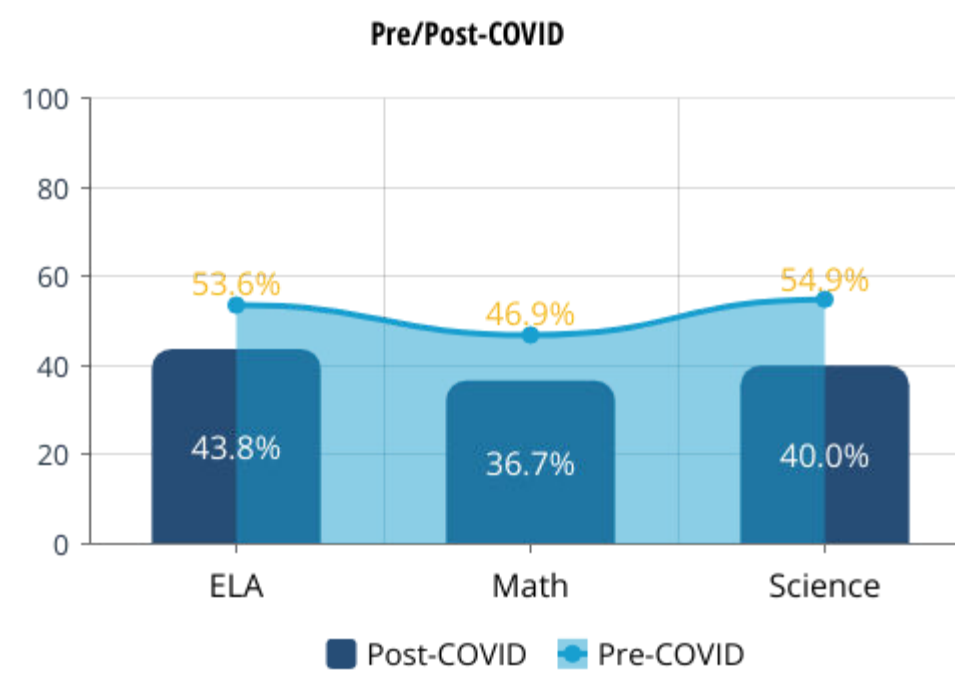| ESSA SUPPORT + IMPROVEMENT	
CSI	Comprehensive Support + Improvement
TSI	Targeted Support + Improvement
ATSI	Additional Targeted Support + Improvement

SIGNIFICANT TRENDS

Based on reported ESSA data for over 34 million students, post-COVID proficiency trends reveal that **Learning Loss** has increased significantly.

**% Districts Reporting Learning Loss**
2023

Chart data: ELA 51.5%, Math 68.3%, Science 54.9% (Post)

% Proficient Students
Pre/Post-COVID

Chart data — Post-COVID: ELA 43.8%, Math 36.7%, Science 40.0%; Pre-COVID: ELA 53.6%, Math 46.9%, Science 54.9%

2023 ESSA FUNDING

Funds allocated to schools for learning recovery have also increased.

- Under **Title 1**, ESSA is funded at **$18.39 billion** for FY2023, an increase of $1 billion above FY2022.

- Under **Title 2**, ESSA is funded at **$2.19 billion** for FY2023, an increase of $20 million above FY2022.
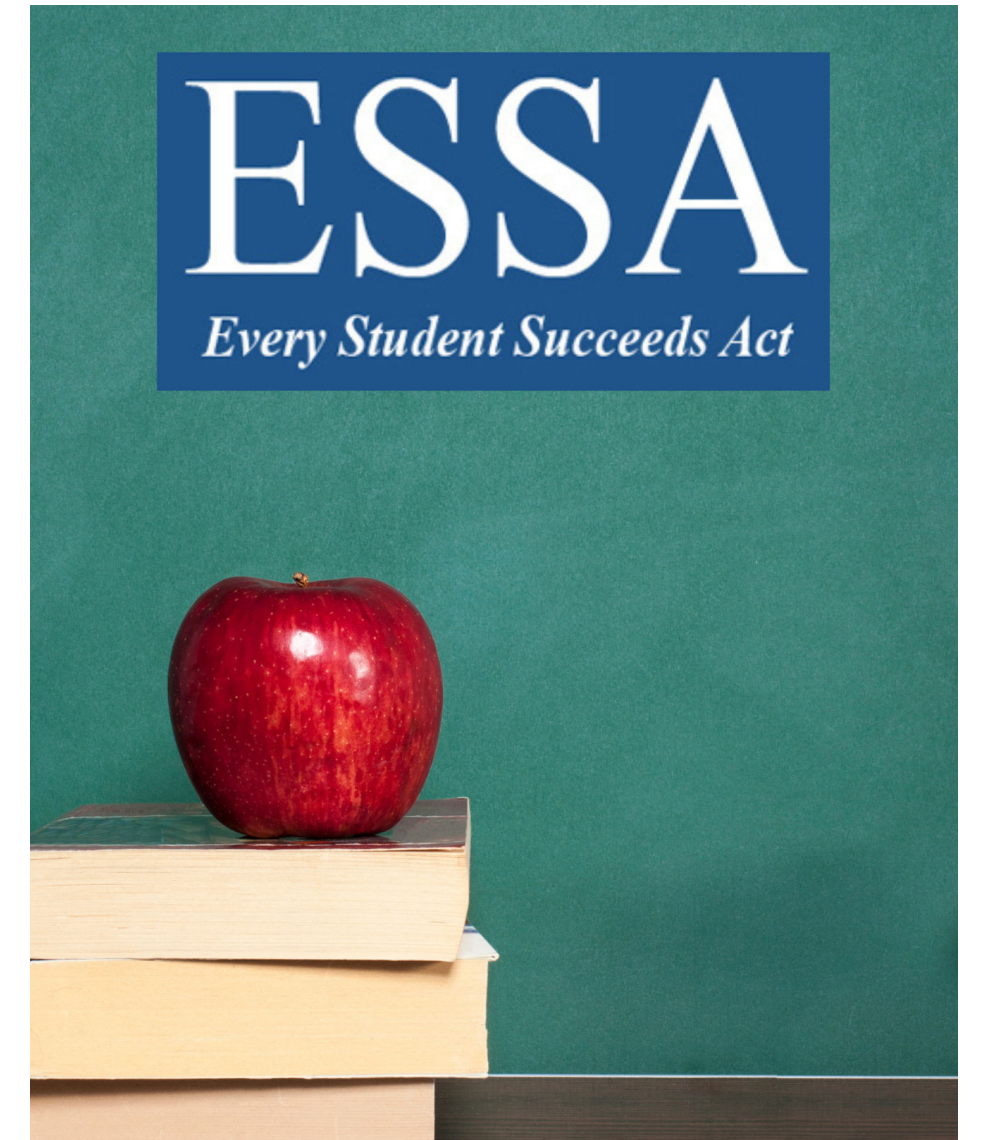
DATA INFORMED STRATEGY

Demonstrate domain expertise and relevance of products + services you offer.

Increase engagement with selective targeting and data-informed messaging aligned to specific needs.

Target most likely customers to drive sales + grow revenue