

BE BUYER AWARE

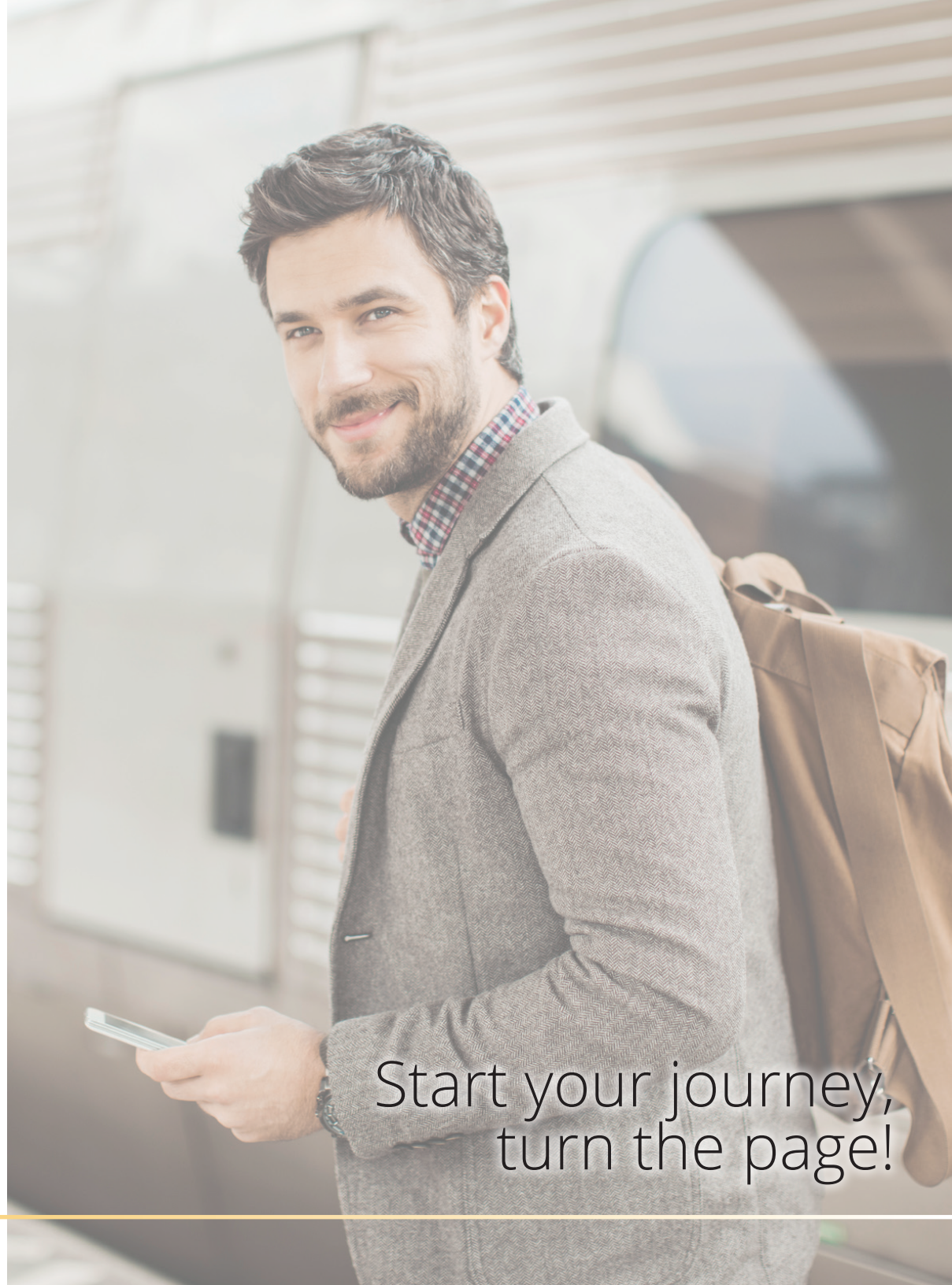
Meet the influencers and decision makers that drive education purchasing.



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What you'll learn along the way ...

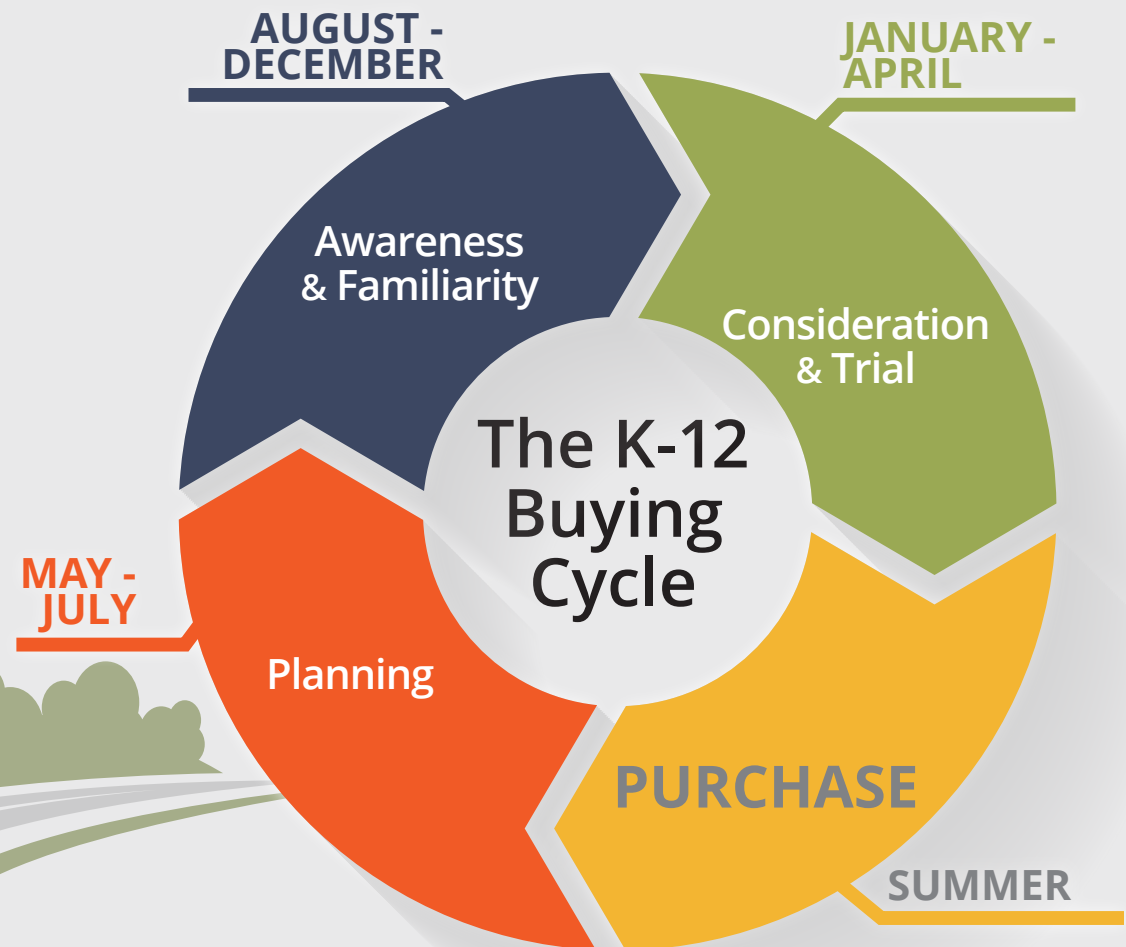
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Start your journey,
turn the page!

The Path to Purchasing

K-12 education purchasing is a cycle. The bulk of buying decisions are made over the summer, particularly in May and June. Throughout the remaining months, marketers must focus their efforts on leading educators through the path to purchase. The key is to tailor your outreach to the specific buying stage educators are in and to offer up the information they're seeking at that particular point in time.



Who You'll Meet Along the Way

Between the initial planning and final purchase stages, you will encounter educators whose names won't appear on the contract. That's why it's not enough to simply target final decision makers. You must get the attention of the individuals making recommendations and reviewing purchase options, too. Education purchasing is a collaborative effort that often involves influencers and decision makers at the school *and* district level. The more educators you reach, the more likely you are to make an impression.

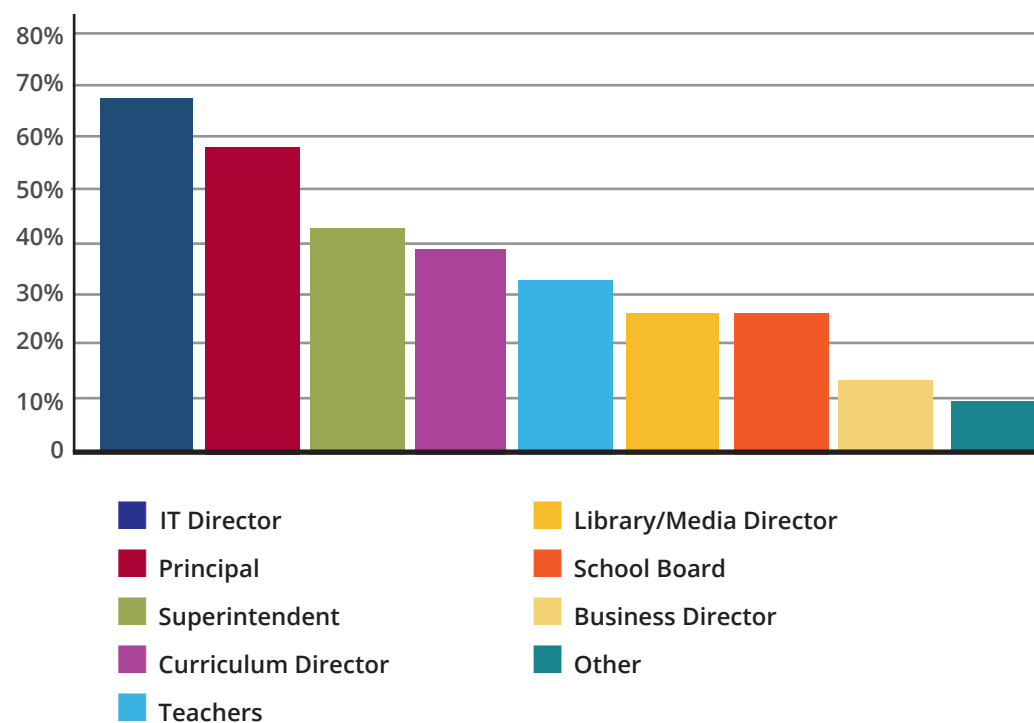
Meet the educators you'll likely see along the purchase path, and learn their roles and responsibilities.

Turn the page.



All Hands on Deck

When asked who plays a key role in buying edtech, educators identified multiple roles.





Who's Who in the District?

Districts operate and manage every public school located in a defined area. Districts often are in charge of making purchase decisions about curriculum, instructional materials, hardware and software, security, facilities, and even food. If you're marketing to educators at the district level, don't forget to reach out to these important folks:



Superintendent: You may know this person as the Chief Executive Officer or Chief School Administrator. The superintendent is responsible for the smooth operation of the entire district's education and business operations. How involved they are in the decision-making process depends on the size of the district, but ultimately superintendents are responsible for every purchase made.



Assistant Superintendent: This position supports the superintendent, helping with general district operations and record keeping. Some districts have several assistant superintendents who specialize in specific areas, such as administration or curriculum.



Director of Information/Instructional Technology: This is the person responsible for overseeing the use of technology in a district. This individual may recommend and purchase edtech. He or she may also coordinate educational content and instructional tools to help educators incorporate technology into their curricula and classrooms district-wide.



Director of Instruction/Curriculum: The director of instruction or curriculum is responsible for ensuring that a district meets set standards and education goals. This person leads the charge in organizing curriculum, administering it in schools, supervising its implementation, and evaluating its effectiveness across the district.



Purchasing Agent: This individual provides support for education purchasing and makes sure all purchases are compliant with district requirements, fall within established budgets and help the district meet its educational objectives.



Who's Who in the School?

As you'll learn on page 9, districts don't have all of the purchasing power; schools make purchase decisions, too. If you want to market to educators at the school level, these are some of the key individuals with whom you'll likely need to connect:



Principal: In private schools, this individual is known as the Head of School. The principal manages the day-to-day operations of a school, its staff and its students. Principals make sure that everyone enjoys a safe, productive and enriching learning and working environment.



Assistant Principal: The assistant principal, or vice principal, is responsible for micro-level school management, such as scheduling classes, ordering textbooks and handling student discipline. Depending on the school, this position may have even greater responsibilities, such as evaluating teachers and curriculum.



Curriculum Coordinator: This person develops instructional material; coaches teachers on implementing new curricula and creating lesson plans; and performs assessments, including student testing and teacher observation, to track the effectiveness of new teaching strategies.



Lead Teacher: Also referred to as a Head Teacher, this individual often is the liaison between school leaders and colleagues. The lead teacher mentors other educators and is trusted to help plan curriculum and organize school programs.



Computer and Instructional Technology Coordinator: This individual is responsible for purchasing software, managing technology within a school, and training educators in using edtech in their classrooms.

Meet Two Surprising Players

Teachers

Let's zero in on teachers. The gap between teachers' compensation and the wages and benefits paid to comparable workers in 2015 was 11 percent. The average salary for a high school teacher was \$57,200; the average for elementary teachers was \$54,550. Yet, teachers commit to spending a considerable amount of money out-of-pocket for job-related expenses. In 2015-16, teachers spent an average of \$418 of their personal money, a majority of which went to classroom supplies.

Many teachers value companies that help them keep their hard-earned dollars in their pockets. According to an Agile survey, 95 percent of respondents said they are more loyal to brands that offer teacher discounts.

Teachers also can have a strong bottom-up influence over the purchases made by school leaders. Purchasing ideas often start with teachers who recognize a need for a product or service and then make suggestions to the school or district. They may also review and recommend the solution they feel is best for their classrooms and students. Teachers spend much of their time in the classroom, but their purchasing power goes far beyond it.

“I spend roughly \$500 - \$600 a year of my own money for supplies for my classroom. Any company that recognizes what we do and provides discounts to us I always try to shop from.”



TRY EMAIL AND SOCIAL!

Approximately **20%** of educators will tell colleagues about brands that offer discounts and another **30%** will find out about discounts through **email and social media**.

64%

of educators feel valued when offered teacher discounts.

DISCOUNT

Proof of Parents' Purchasing Power

How much influence do parents have over education purchasing?

SIMPLY PUT, A LOT.



How much influence do parents have?

41% PARENTS

47% PARENTS OF PRE-K & ELEMENTARY

58% TEACHERS

Those who say parents have some influence to a lot of influence.

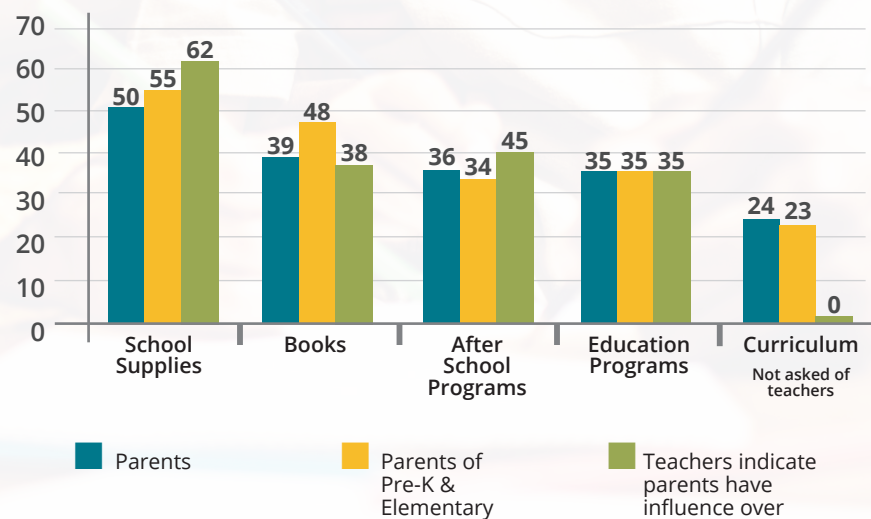
Have you been asked for input by school admins and teachers?

31% PARENTS

47% PARENTS OF PRE-K & ELEMENTARY



On what products/services do parents give input?



Making the Final Decision

Purchase approvals are made at both the school and district levels. When crafting your messaging, plan your communications so that every piece you deploy leads to the final decision maker. Agile data reveals which purchases schools and districts are more likely to make, as well as the products and programs they tend to share responsibility for.

Districts



CORE CURRICULUM



EDTECH

Schools



NON-DIGITAL SUPPLEMENTAL MATERIALS

Shared



DIGITAL SUPPLEMENTAL MATERIALS



PROFESSIONAL DEVELOPMENT MATERIALS

Dual Decision-Making

In schools, teachers and administrators often split buying responsibilities. Teachers tend to make final purchase decisions regarding supplemental materials and classroom supplies. Principals, on the other hand, often have the final say when purchasing curriculum materials, computer hardware and software when those decisions aren't made by the district.

Teachers



75%

said purchasing supplemental materials

89%

said purchasing classroom supplies

Principals



77%

said purchasing core curriculum materials

78%

said purchasing computer hardware

76%

said purchasing software

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