School Secretaries Speak Out

How will schools spend their discretionary funds this school year?

By Bob Stimolo

School secretaries are key players when it comes to schools learning about and making decisions on educational products and services. In a February 2018 survey of 200 elementary through high school secretaries conducted jointly by School Market Research Institute (SMRI) and Market Data Retrieval (MDR), here is what they said about their schools’ spending, and more, for the 2017 – 2018 school year:

The best way to advertise educational products and services to:
- **administrators** is through email (34%) and educator conferences (25%).
- **teachers** is through email (32%) and educator conferences (20%).

For the 2017 – 2018 academic year the majority of school secretaries expect their school to spend:
- the same amount as last year on **printed instructional materials** (45%).
- the same amount as last year on **school supplies** (51%).
- somewhat more than last year on **digital/online instructional materials** (45%).

Most school secretaries:
- rate their schools as **very technology ready** (67%).
- say that at least one computer with **Internet access can be found in every classroom** (87%).
- believe that teachers view their email on **their classroom computer, on a mobile device, and on their computer at home** (59%).

And, school secretaries:
- think that the biggest issue facing their school administrators this year is **school funding** (56%).
- say that funding for most **classroom materials comes from school funds** (68%).

The following pages contain the complete results of the School Secretaries Survey.
The best way to advertise educational products and services to **administrators** is through email (34%) and educator conferences (25%).

The best way to advertise educational products and services to **teachers** is through email (32%) and educator conferences (20%).
In the 2017-2018 school year the majority of school secretaries (45%) expect that their school will spend the same amount as last year on printed instructional materials.

In the 2017-2018 school year the majority of school secretaries (51%) expect that their school will spend the same amount as last year on school supplies.
In the 2017-2018 school year the majority of school secretaries (48%) expect that their school will spend somewhat more than last year on digital/online instructional materials.

Most school secretaries (67%) rate their schools as very technology ready.
Most school secretaries (87%) say that at least one computer with Internet access can be found in every classroom.

The majority of school secretaries (59%) believe that teachers view their email on their classroom computer, on a mobile device, and on their computer at home.
School secretaries (56%) think that the **biggest issue** facing their school administrators this year is **school funding**.

School secretaries (68%) say that funding for most **classroom materials** comes from **school funds**.

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