

## 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:**

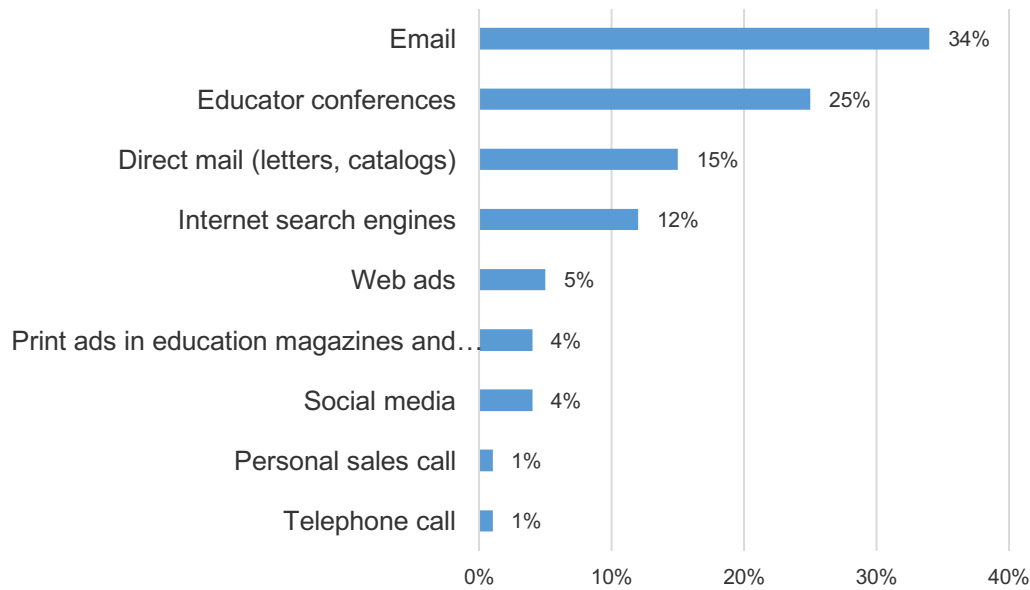
- rate their schools as **very technology ready** (67%).
- say that at least one computer with **Internet access can be found in every classroom** (87%).
- believe that teachers view their email on **their classroom computer, on a mobile device, and on their computer at home** (59%).

#### **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%).

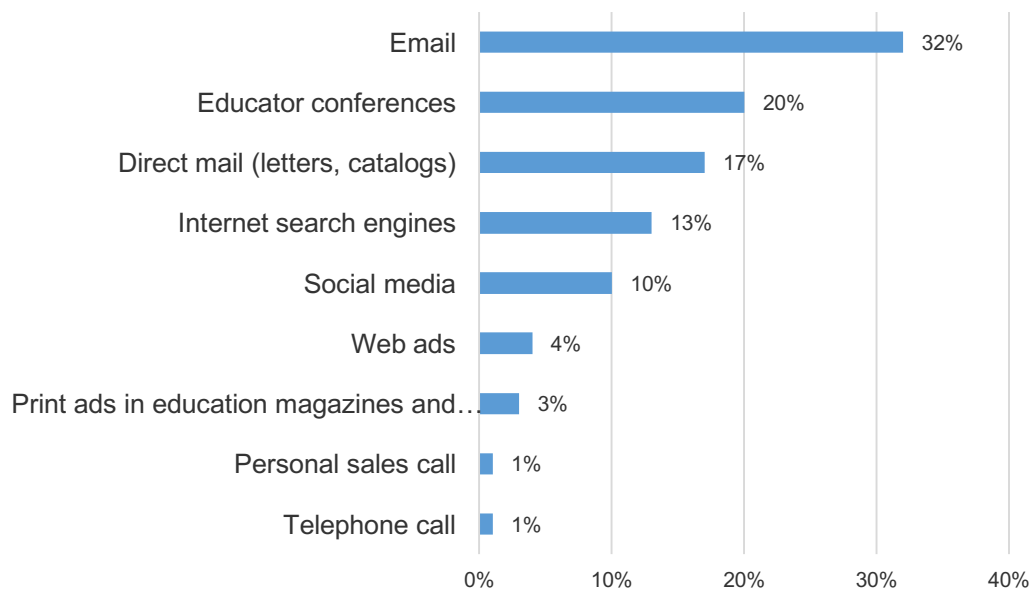
The following pages contain the complete results of the **School Secretaries Survey**.

In your opinion, what is the single best way to advertise educational products and services to **administrators**?



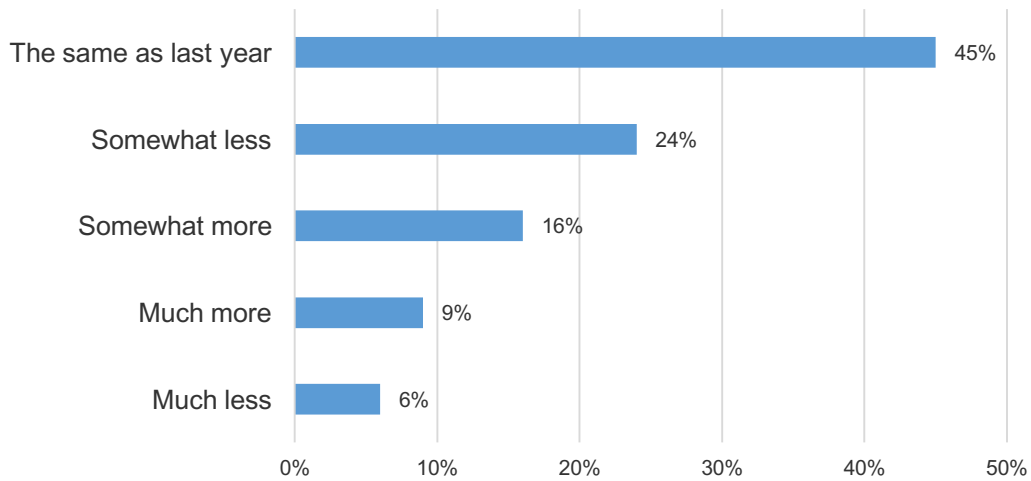
The best way to advertise educational products and services to **administrators** is through email (34%) and educator conferences (25%).

In your opinion, what is the single best way to advertise educational products and services to **teachers**?



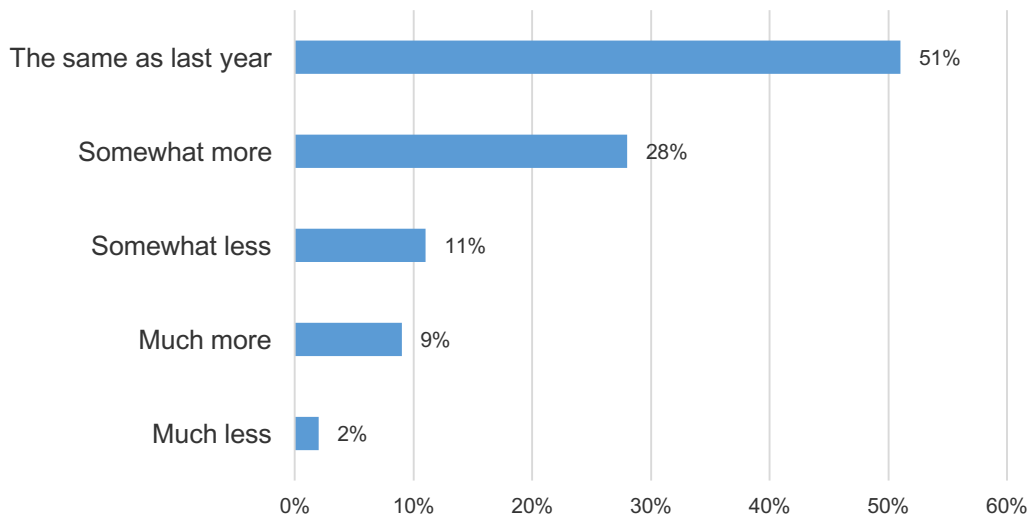
The best way to advertise educational products and services to **teachers** is through email (32%) and educator conferences (20%).

In this academic year (2017-2018) do you expect that your school will spend more or less on **printed instructional materials**?

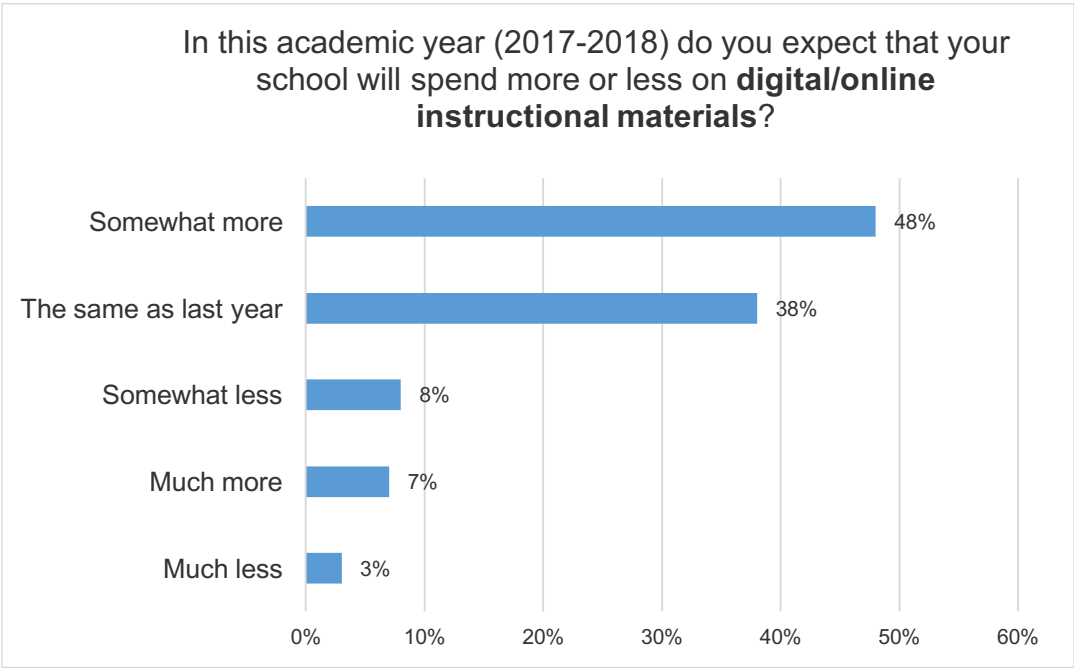


In the 2017-2018 school year the majority of school secretaries (45%) expect that their school will spend the **same amount** as last year on **printed instructional materials**.

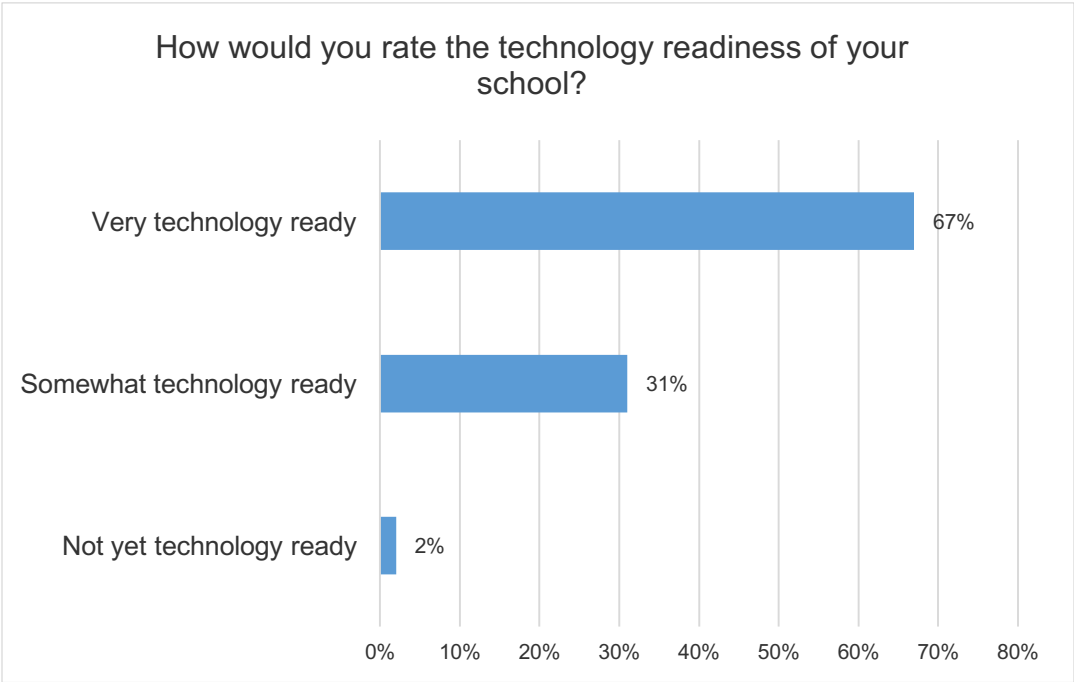
In this academic year (2017-2018) do you expect that your school will spend more or less on **school supplies**?



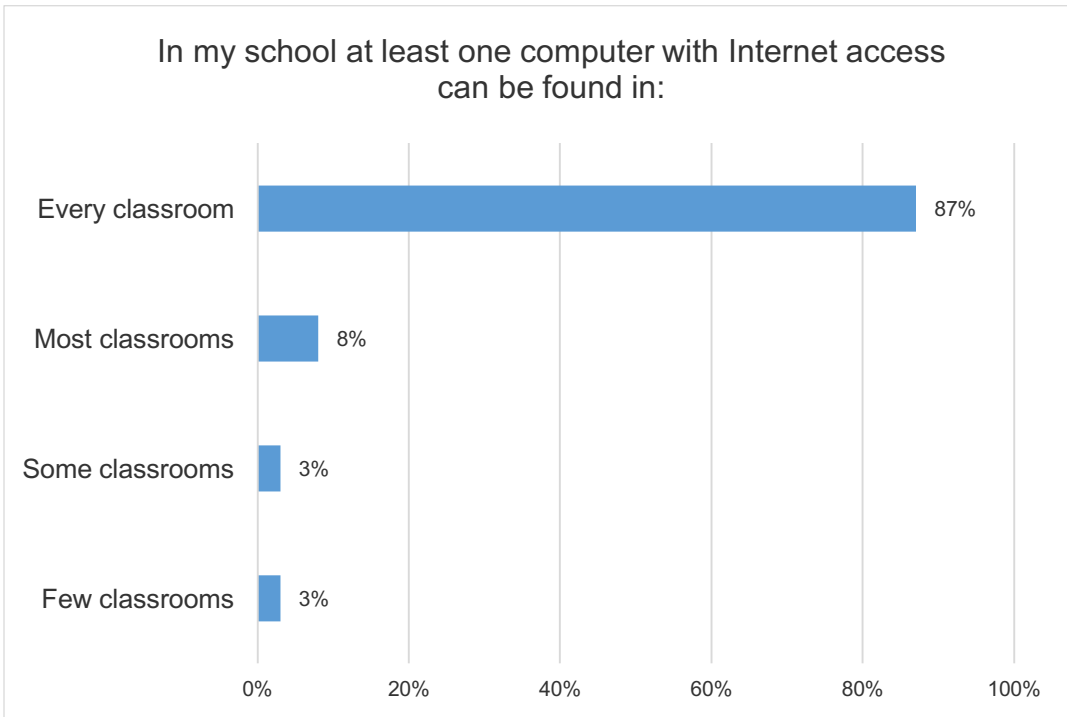
In the 2017-2018 school year the majority of school secretaries (51%) expect that their school will spend the **same amount** as last year on **school supplies**.



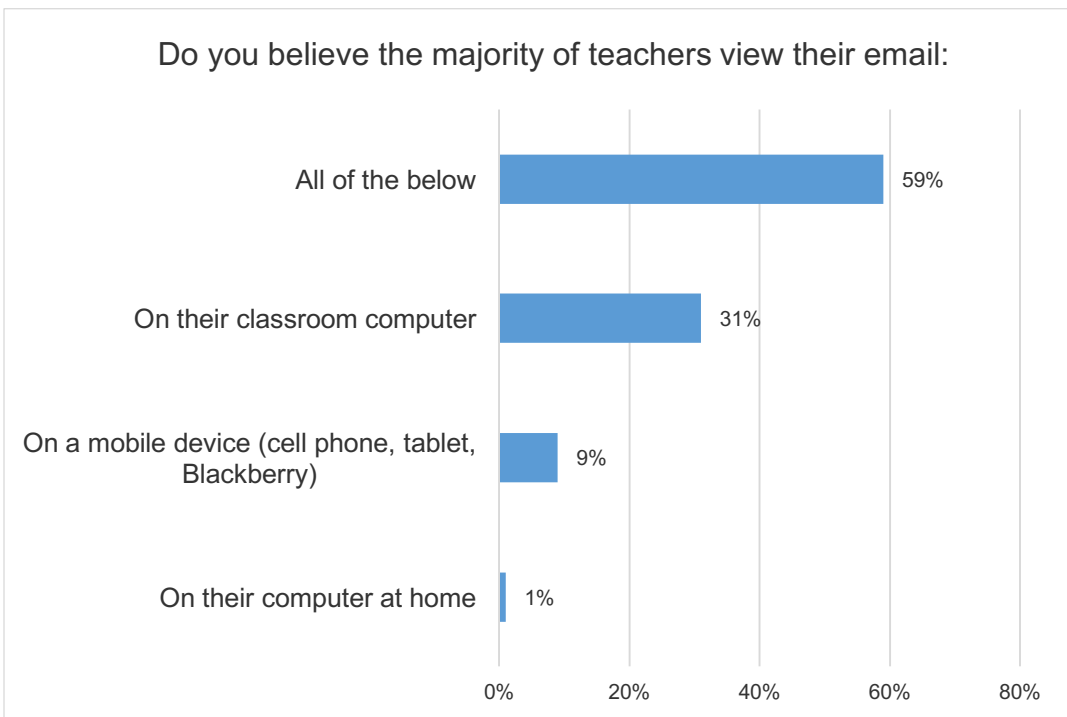
In the 2017-2018 school year the majority of school secretaries (48%) expect that their school will spend **somewhat more** than last year on **digital/online instructional materials**.



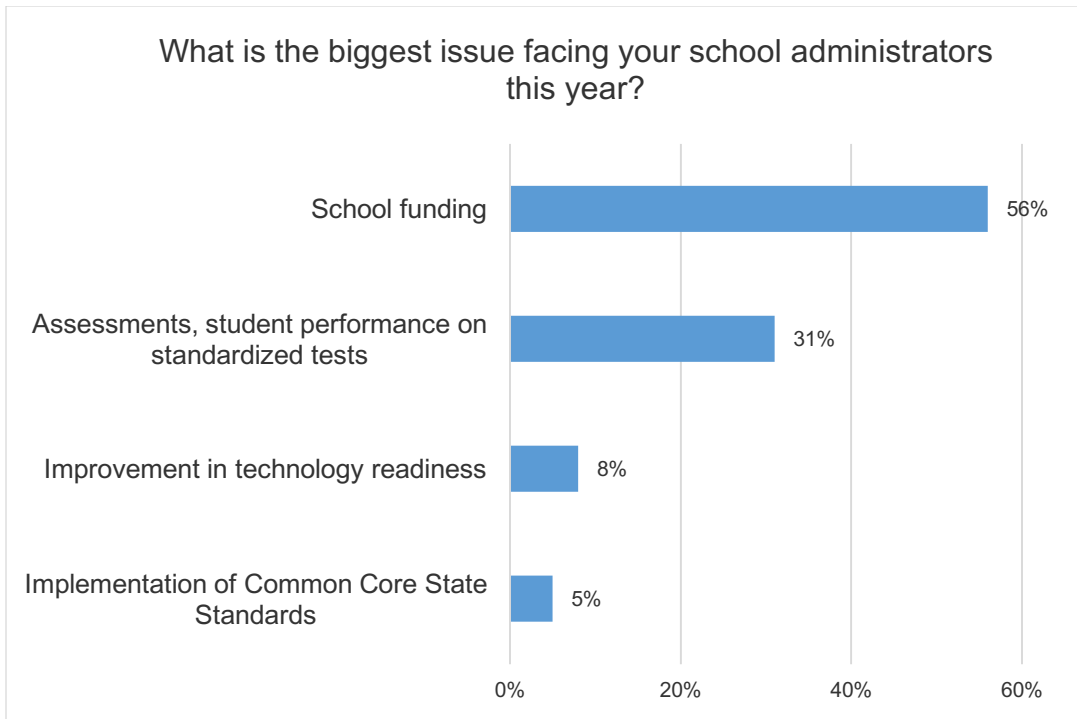
Most school secretaries (67%) rate their schools as **very technology ready**.



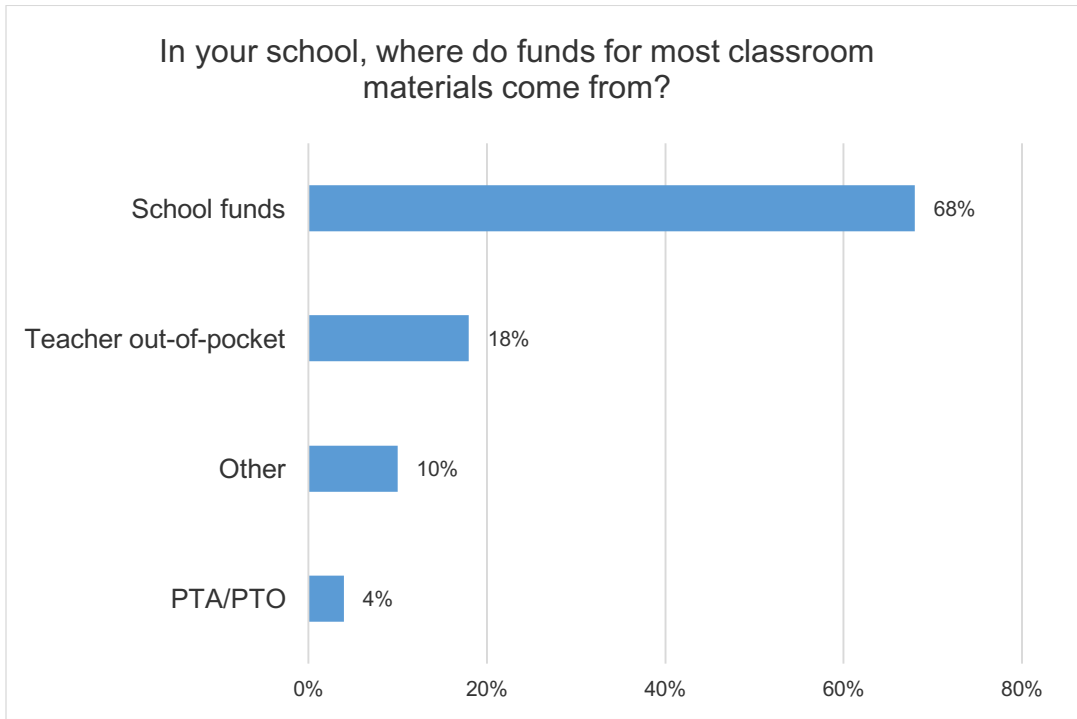
Most school secretaries (87%) say that at least one computer with **Internet access** can be found in **every classroom**.



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**.

Bob Stimolo is president of School Market Research Institute, Inc. (SMRI) and has been helping school marketers reach educators through direct mail since 1980. [www.smriinc.com](http://www.smriinc.com)

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