The Complete K-12 Report 2015

Description: COMPLETE K-12 REPORT: 2015

BROAD MARKET COVERAGE, WITH STRONG EMPHASIS ON THE SHIFT TO DIGITAL IN K-12 CLASSROOMS!


All sixteen chapters are updated, of course, with most of them 100% updated, and one of them on Tablets/Chromebooks/Mobile Devices brand new to this year’s edition.

Along with this extraordinarily broad market coverage, the new report goes into great depth in one of the most pivotal areas of the market: The Shift to Digital.

TABLETS/CHROMEBOOKS/MOBILE DEVICES:

We know schools are purchasing tablets, and other mobile devices for student use. EMR thoroughly documents which brands they are buying, in what quantities and, most importantly, what they are doing with them.

The top of the trees numbers, in terms of the installed base of computing devices in K-12, are impressive at first glance. Based on EMR’s present survey data, there appear to be approximately 13.2 million computing devices in K-12 schools, composed mainly of desktops (4.7 million), laptops (3.9 million), and tablets (2.3 million). However, when that number is spread across 48 million public school students in the U.S. we get a student to computer ratio of 3.6:1, a far cry from the ideal ratio of 1:1.

Having said that, the growth of the market, specifically in the tablet segment, is quite robust, certainly by normal K-12 standards. Looking at the average tablet spending figure of $54,857 cited by the district-level respondents, we get estimated 2013-14 spending of $925 million. Using an average tablet price of $476, that projects to around 1.9 million tablets purchased by K-12 schools and districts in 2013-14 alone.

When they were asked how much their school or district spending on tablets will increase in the 2014-15 school year, compared to 2013-14, the average response was an 8.6% increase.

The next obvious question is, “who is the beneficiary” of all this K-12 spending on tablets? The simple answer to that is Apple’s iPad. There were over twenty different tablet brands cited by the educators, but none more frequently than the iPad (79.7%). Microsoft Surface (10.2%), Samsung Galaxy Note (6.9%), and Google Nexus (6.3%) followed the iPad.

Chromebooks appear to have crossed the 1 million units mark, with approximately 1.2 million currently in place in K-12.

THE SHIFT TO DIGITAL:

EMR has been detecting a significant market shift in the direction of digital. So much so that we now believe the calendar year 2009 may go into the history books as the year the balance finally shifted from primarily print to primarily digital in the K-12 school market!

Among the 86 companies analyzed in EMR’s 2014 Supplemental Products Market survey, the most frequently cited product medium for delivering supplemental products was online/digital delivery (82.6%), followed by print (65.2%).
DOE Data On K-12 Expenditures
Simba Information On School Funding

Introduction
Funding Rises Over 10-Year Period
Average State Per-Pupil Spending on Materials Trends Down
2014 Funding Stabilized After Passage of Budget Bill
2015 Budget Proposed, Prospects Dim
Title I Helps Low-Achieving Students in High-Poverty Areas
Race to the Top Continues with Changes
Investing in Innovation Continues
School Improvement Grants Continue

Tapping Special Education Funding
E-Rate Funding Update Will Boost Connectivity
State-Level Funding Is Improving

CHAPTER SIX: K-12 ENROLLMENT BY SUBJECT & GRADE
Course Enrollment Estimates

Art
English/Language Arts
Foreign Language
Mathematics
Music
Science
Social Studies/Social Sciences
Career & Technical Education

Summary: Highest Course Enrollments

Elementary Level
Middle/Junior High Level
Senior High Level

CHAPTER SEVEN: ADOPTIONS: STATES, SCHEDULES & CONTACTS
Adoption States And Open Territories
Bureaucratic Hurdles
ECS Presents State Adoption Policies
Adoption Opportunities

CHAPTER EIGHT: ADOPTION AND OPEN TERRITORY STATES: COMPARISON
OF READING, SCIENCE, MATH, AND SOCIAL STUDIES USAGE PATTERNS
The Role of the Core Reading Program
Reading Textbooks Currently Adopted
Age Of Currently Adopted Programs
Trends In Core Reading Series Usage
Curriculum Materials Needed For The Common Core
Standardized Reading Assessments
Progress Implementing Common Core Standards And Assessments
Response To Intervention (RTI)
The Shift To Digital In Reading
The Role Of The Core Science Program
The Role Of The Core Mathematics Program
Comparison Of Trends In Adoption vs. Non-Adoption States
Math Textbooks Currently Adopted
Age Of Currently Adopted Math Programs
The Importance Of Common Core State Standards
The Switch To Digital
The Role Of The Core Social Studies Program
Adoption & OT: Comparison Of Social Studies Usage Patterns

CHAPTER NINE: SEGMENT ANALYSIS BY CURRICULUM AREAS & GRADE LEVELS
Market Analysis By Segment: Science, Grades K-12

The Current Role Of The Core Science Program
Science Programs Currently Adopted
Age Of Currently Adopted Programs
Level Of Satisfaction With Currently Adopted Science Programs
The Current Role Of Hands-On Science Programs
Ranking Of Sources For Science Supplies And Equipment
Types Of Materials Used On A Frequent Basis
The Shift To Digital Resources In The Science Market Segment
STEM Education
Expenditures For Science Instructional Materials And Market Size
Adoption vs. OT States: Comparison Of Educator Behaviors
Summary And Conclusions
STEM Has Not Gained Traction In K-12 Classrooms
Science Expenditures/Market Size In A Holding Pattern
Currently Adopted Science Programs Are Aging
Science Textbooks Still Play A Central Role
Evidence Of The Shift To Digital In Science Classrooms
Adoption vs. Open Territory States

Market Analysis By Segment: Elementary Reading

The Current Role Of The Core Reading Textbook
Age Of Currently Adoption Programs
Satisfaction With Currently Adopted Reading Programs
Trends In Core/Basal Reading Series Usage
Reading Textbooks Currently Adopted
Suggested Improvements To Currently Adopted Reading Programs
Alternatives To The Core Reading Series
Curriculum Materials Needed To Address The Common Core Objectives
Reading Assessment Practices
Progress Implementing New Common Core Standards & Assessments
Leading Common Core Providers
Leveling Systems
Response To Intervention (RTI)
The Shift To Digital In The Reading Market Segment
Expenditures For Reading Instructional Materials/Market Size
Adoption And OT States: Comparison Of Reading Program Patterns
Reading Textbooks Currently Adopted
Age Of Currently Adopted Programs
Trends In Core Reading Series Usage
Curriculum Materials Needed For Common Core
Standardized Reading Assessments
Progress Implementing Common Core Standards And Assessments
Response To Intervention (RTI)
The Shift To Digital In Reading
Summary And Conclusions
Reading Market Trends
Curriculum Materials Needed To Address The Common Core Objectives
Expenditures For Reading Instructional Materials/Market Size

Market Analysis By Segment: Mathematics, Grades K-12

The Current Role Of The Core Math Series
Math Textbooks Currently Adopted
Age Of Currently Adopted Math Programs
Satisfaction With Currently Adopted Math Programs
Sources Of Effective Supplemental Mathematics Resources
The Shift To Digital In The Mathematics Market Segment
Ranking Of Math Program Features
Expenditures For Math Instructional Materials And Market Size
Implementing The New Common Core State Standards
Implementing The New Common Core Assessments
STEM Education: Progress And Obstacles
Comparison Of Trends In Adoption vs. Non-Adoption States
Summary And Conclusions

Implementing The New Common Core Standards And Assessments
The Shift To Digital In The Mathematics Market Segment
Expenditures For Math Instructional Materials & Estimated Market Size
Comparison Of Trends In Adoption vs. Non-Adoption States

Market Analysis By Segment: Social Studies, Grades K-12

Types Of Instructional Materials Used On A Frequent Basis
Core Social Studies Textbooks Currently In Use
Age And Satisfaction With Currently Adopted Programs
Respondents’ Likes & Dislikes Regarding Currently Adopted Textbooks
Buying Or Renting Used Textbooks In The Social Studies Curriculum Area
Alternatives To The Core Social Studies Textbook
Usage Of Maps, Globes, And Atlases
Supplemental And Reference Products
Effects Of Common Core Standards On The Social Studies Curriculum Area
The Shift To Digital In The Social Studies Market Segment
Favorite Social Studies-Related Sites For Student Use & Teacher Resources
Professional Development Time And Delivery Modes
Topical Areas In Which Teachers Are Most Likely To Buy New Materials
Expenditures For Social Studies Instructional Materials/Market Size
Adoption And OT States: Comparison Of Social Studies Usage Patterns

Summary And Conclusions

Core Social Studies Textbooks Currently In Use
Progress Implementing Common Core Standards
The Shift To Digital In The Social Studies Market Segment
Expenditures For Social Studies Instructional Materials/Market Size
Topical Areas In Which Teachers Are Most Likely To Buy New Materials
Adoption And OT States: Comparison Of Social Studies Usage Patterns

CHAPTER TEN: SEGMENT ANALYSIS, SPECIAL MARKETS
USED Proposes New Priorities For Selecting Title I Grantees
Assessment Market
Pre-K-12 Testing And Assessment Market
Summary Of EMR's 2013 Assessment Market Survey Results

All Common Core All Of The Time
Learning Management Systems
Test Preparation Materials And Usage
Most Important Features Of Classroom Testing Products

Response To Intervention (RTI) Market
Early Childhood Market

Profile Of The Typical Early Childhood Classroom
Screening For Early Learning And Developmental Skills
Types Of Learning Materials Used On A Frequent Basis
Organization Of The Early Childhood Curriculum
Most Important Early Childhood Themes
Class Time Allocated To Pre-Reading Skills
Class Time Allocated To Subject Areas
Usage Of Software And Internet
Market Size For Early Childhood Materials
Professional Development Related To Early Childhood Programs, Personnel
Early Learning Furniture: Purchase Decision Making, Spending, Loyalty
Educators’ Familiarity With Early Learning Furniture Suppliers
Purchasing Decision Makers And Decision Influences
Manufacturer's Brand Of Early Learning Furniture
Expenditures For Early Learning Furniture & Market Size
Rankings, Ratings Of Top Providers Of Early Childhood Learning Materials

Summary And Conclusions

Market Size For Early Childhood Materials
Types Of Learning Materials Used On A Frequent Basis
Most Important Early Childhood Themes
Class Time Allocated To Subject Areas
Usage Of Software And Internet
PD Related To Early Childhood Programs, Personnel
Early Learning Furniture: Purchase Decision Making, Spending, Brand Loyalty
Rankings, Ratings Of Top Providers Of Early Childhood Learning Materials
Early Childhood Market Trends

Product Effectiveness Research
English Language Learner (ELL) Market

CHAPTER ELEVEN: TECHNOLOGY TRENDS IN THE K-12 SCHOOL MARKET: DOCUMENTING THE SHIFT TO DIGITAL

IESD & STEM Market Impact Examine Mobil Technology In Schools
Introduction
Summary Of Key Takeaways
The Coming Of Age Of Digital Resources

Analysis Of Supplemental Products Market: 2014 Results

Sales Forecast And Confidence Level For 2014
Product Development Plans And Sales Of Digital Products
Comparing “High Digital” And “Low Digital” Companies
Sizing The Market For Pre-K-12 Digital Educational Resources
Analysis Of Science Market Survey Results
The Shift To Digital Resources In The Science Market Segment
Analysis Of Reading Market Survey Results
The Shift To Digital Resources In The Reading Market Segment
Expenditures For Reading Instructional Materials/Market Size
Adoption & OT States: Comparison Of Reading Program Patterns
Analysis Of Mathematics Market Survey Results
The Shift To Digital Resources In The Mathematics Market Segment
Ranking Of Math Program Features
STEM Education: Progress And Obstacles
Comparison Of Trends In Adoption vs. Non-Adoption States
Analysis Of Social Studies Market Survey Results
The Shift To Digital Resources In The Mathematics Market Segment
Favorite Social Studies-Related Sites For Student Use & Teacher Resources

CHAPTER TWELVE: NATIONAL SURVEY OF TABLET/MOBILE DEVICE USAGE
Analysis Of Results
Response Rates
Current School/District Inventories Of Computing Devices
Reported Number Of Computing Devices By Type
Tablet Brands Currently In Use
Purchase Plans By Tablet Brand
Different Devices Used For Different Education-Related Purposes
Spending On Tablets/Tablet Market Size In K-12
Effective K-12 Utilization Of Tablets/Mobile Devices
Summary And Conclusions

CHAPTER THIRTEEN: NATIONAL SURVEY OF INTERACTIVE WHITEBOARD USAGE
Analysis Of Results
Response Rates
Demographics Of Respondents In The Survey Sample
Educators’ Experience With/Access To IWBs
IWB Brand Recognition/Market Shares
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>The Complete K-12 Report 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3068566/">http://www.researchandmarkets.com/reports/3068566/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCH3SFAY</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>USD 2795</td>
</tr>
<tr>
<td>Single User</td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>USD 5990</td>
</tr>
<tr>
<td>Enterprisewide</td>
<td></td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr [ ]</th>
<th>Mrs [ ]</th>
<th>Dr [ ]</th>
<th>Miss [ ]</th>
<th>Ms [ ]</th>
<th>Prof [ ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: 
You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: 
Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: 
Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB9853308313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ...........................................................

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp