



K-12 Buying Momentum

A Focus on Learning and Parent Partnership



K-12 Pockets of Momentum



A Focus on Learning and Parent Partnership

To be successful in K-12 markets, companies need to speak in a personalized way about issues that superintendents and other district leaders are focused on now. Top concerns related to *learning* and *parent partnership* are:

- 1 **Teacher Shortage**
- 2 **Learning Loss & Student Achievement**
- 3 **Parent Partnership**
- 4 **Digital and Supplemental Instruction**



1 Teacher Shortage



Two years of covid has accelerated teacher burnout and teacher shortages.

- **44%** of schools are reporting vacancies
- Rate of teachers quitting is **41%** higher than a year ago
- K-12 educators are the **most burned-out** segment of the US labor force

Key Takeaway:

New investments need to be made in teacher onboarding and consistent professional development.



2 Learning Loss & Student Achievement



Remote learning and other stressors caused high absenteeism and learning loss.

- Students are on average **five months behind in mathematics** and **four months behind in reading**, according to a McKinsey analysis
- **Chronic absenteeism**, a key contributor, has doubled in some districts

Key Takeaway:

Learning loss recovery will require investments in at home, “flipped classroom” individualized learning.



3 Parent Partnership



Both teachers and parents want deeper engagement.

- Educators recognize that **outdated approaches to engagement** get in the way of connecting with hard-to-reach families
- **85% of parents** want a better understanding of their child's progress but prefer to connect via mobile apps (35%) or text messaging (30%)

Key Takeaway:

Engaged families lead to higher grades, test scores, and graduation rates, but new tools are needed.



4 Digital Learning & Supplemental Instruction



Schools and districts continue to double-down on digital learning and supplemental instruction.

- Supplemental materials will grow from 43.9% of the total K-12 instructional materials market in 2020 to **45.7% in 2024**
- The main driver of this growth is the on-going necessity for teachers and parents to support **more student learning at home**

Key Takeaway:

New digital learning and supplemental instruction investments are key to individualized learning and parent partnership.



Personalizing Value to K-12 Buyers

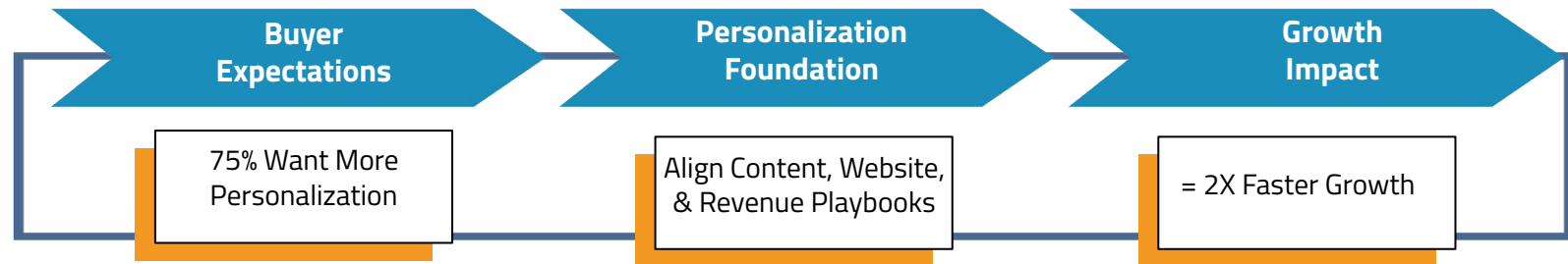


To have authentic conversations with K-12 buyers, you must recognize and speak to individual priorities within the larger context of the school or the district and develop support at multiple levels.



This means personalizing to each district and school leader and linking individual role-based value props to value for broader district and school community.

Opportunity and Challenge of Personalization at Scale



K-12 Key Personas

There are a range of district and school level buyers. **For products or services focused on learning and parent partnerships, personalize to the personas highlighted in bold below.**



- **Superintendent**
- **Chief Academic Officer, Curriculum Director**
- Director of Special Education
- Chief Equity Officer
- **Director of Communications, Public Relations**
- **Director of Professional Development**
- **Director of Student & Parent Services**
- Chief Information Officer, IT Director
- **School Principal**

Discovery Themes and Questions

When personalizing to your target K-12 buyer roles, with a focus on learning and parent partnership, these themes can get you started.



Instructional Delivery

- What investments are you making to ensure a consistent instructional experience despite elevated levels of teacher attrition?
- How are you helping teachers to manage instructional delivery and individualized learning in light of learning loss and growing variation in student needs?

Parent Engagement

- How are you making it easier for teachers, particularly less tenured teachers, to stay engaged with parents?
- How are you sharing individual student achievement to build partnerships with parents around learning loss? How are you helping parents with home-based learning?

Individualized Learning

- What investments are you making to identify and respond to individualized learning needs?
- What investments are you making in parent partnerships and supplemental materials that can be used at home?

Professional Development

- As teacher turnover increases, what new investments are you making on to onboard new teachers faster?
- What investments are you making to help your teachers instructional strategies for learning loss and the increased need for individualized instruction?

K-12 buyer personalization has helped these companies grow faster.



“

We know our district and school buyers want to hear more about ‘what problems we can solve’ than our product. Focusing on specific buyer and customer challenges has helped us align marketing, sales, and customer success as we integrate five companies with a broad array of products and services.

”

Phil Charland

Chief Revenue Officer
School Status LLC



According to Gartner Research, companies with lifecycle personalization around buyer roles and goals grow 2x faster.



Winalytics **accelerates growth** by personalizing value to K-12 buyers across your sales, marketing and customer success teams.

Contact us:

Email us at info@winalytics.com

Book a call with Brent Keltner, President of Winalytics

Find more resources at www.winalytics.com



Endnotes: Research Sources

K-12 Buying Momentum: A Focus on Learning and Parent Partnership

Gartner: [Top Trends Impacting K-12 Education in 2022](#)

McKinsey: [Covid-19 and education: Lingering effects of unfinished learning](#)

Bloomberg: [2022 Teacher Shortage Driven by low salary, Covid burnout](#)

NCES: [National Center for Education Statistics, 56th Annual Digest](#)

Annenberg Institute at Brown University: [Beyond Chronic Absenteeism](#)

Chalkbeat: [Why are students missing so much school?](#)

EdWeek Research Center: [Social-Emotional Learning: 10 Trends](#)

Southwest Educational Development Laboratory: [The Impact of School, Family and Community Connections on Student Achievement](#)

eSchool News: [65 Ways Equity, Edtech and Innovation Shone in 2022](#)

