

CONTENTS

01 AUDIENCE

See who's reading K-12 Dive

02 TOP-PERFORMING CONTENT

Uncover top stories, topics, and keywords

03 TRENDS

Explore prevailing issues and industry evolutions

04 MARKETING INSIGHTS

Lean into the approaches and formats this audience prefers

01 AUDIENCE

104K

unique monthly visitors

44%

of subscribers are in an executive leadership position

90%

of the 100 largest school districts in the U.S. read K-12 Dive

K-12 DIVE

45,500

SUBSCRIBERS

You'll find K-12 Dive's news and insights in the inbox of notable subscribers, like:

- School Director, Los Angeles Unified School District
- Principal, Chicago Public Schools
- Chief Human Capital Officer, Miami Dade County Public Schools
- School Board Director, Mesa County Valley School District 51
- Principal, Houston Independent School District
- Board Member, Wake County Public School System Board of Education
- Superintendent, Boston Public Schools
- Regional Superintendent, Denver Public Schools
- Executive Superintendent, NYC Department of Education
- CTO, Saddleback Valley Unified School District

02 TOP-PERFORMING CONTENT

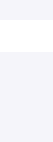
Although in-person classes are back in session, faculty, staff, and students continue to face the negative consequences in learning outcomes, mental health, and morale from the pandemic. Alongside these lingering issues, new concerns are emerging as educators and administration attempt to keep their heads above water — all while performing the balancing act between politics, parents, and student performance. Let's take a look at what our readers have been focused on.

Top 5 topics

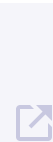
1. Policy & legal
2. Leadership and classroom management
3. School models
4. Curriculum
5. Technology

Top 10 K-12 Dive stories

School shootings reach unprecedented high in 2022



8 K-12 trends to watch in 2023



Principal, teacher turnover exceeds pre-pandemic levels



How states are trying to solve the special educator shortage crisis



States back away from school COVID vaccine requirement



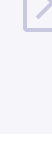
5 superintendents to watch in 2023



Should students have to change clothes for PE class?



Top House Republicans introduce 'Parents Bill of Rights Act'



K-12 federal funding sees 5.6% increase for FY 2023



5 principals to watch in 2023



Keywords resonating right now

4-day school week

Common Core

student safety

active shooter protocols and protections

grading alternatives

food waste in schools

pandemic and its impact on students with learning disabilities

universal design learning (UDL) special education

performance-assessment technology

child tax credit

03 TRENDS

Threats to safety

- School shootings
- Suicide prevention initiatives
- Ransomware attacks

Government funding and policy

- Federal, state, and district guidance
- Political climate
- Title I programs

Staffing struggles

- Tightened special education qualifications
- Administrator shortage
- Educator shortage

Student outcomes

- Free school meals
- Emphasis on mental health
- Declining test scores

Our readers spent nearly 2x as long on these stories than the average story:

- [Universal school meals improve attendance for youngest students](#)
- [FBI foils ransomware network that targeted school districts](#)

Balancing student outcomes and bottom lines

Even with an influx of government funding in the 2023 fiscal year, there never seems to be enough cash flow to tackle the issues educators face. In 2023, the largest amount of funding has been dedicated to special education with additional funds going toward Title I programs in high-poverty schools.

A recent study found a direct link between free school meals and increased attendance and academic performance. Studies like this have caused a spike in funding for student nutrition programs, as administrators attempt to resolve the declining attendance in schools since the pandemic.

Staffing shortage

Turnover in superintendent, principals, and teachers roles has spiked across the country since the pandemic, as educators feel the strains of careers in K-12 education. The shortage is especially prevalent with substitute teachers, special education teachers, and bus drivers.

Concerns over salary, safety, administrative support, and funding all contribute to a shortage of educational professionals. Efforts are being made to combat this shortage at the state level with increased job-embedded training to advance the careers of current teachers, but low morale still remains among faculty and staff.

Mounting safety concerns

What used to be seen as a safe space for students and teachers alike is becoming increasingly perilous, as school shootings reached an all-time high in 2022. Questions over current safety protocols have surfaced as the majority of school shooters are students, leaving faculty, staff, and students feeling uneasy and underprepared in the event of an emergency.

The threat to physical safety isn't the only thing plaguing school systems, as cyber threats are becoming more prevalent. With the lack of resources and funding plus the large amount of sensitive data they hold, schools are prime targets for cyber criminals.

04 MARKETING INSIGHTS

Get an A+ with this audience by reflecting the content preferences of over 45,500 K-12 Dive subscribers in your strategy:

Content Characteristics

- Empathetic
- Straightforward
- Solutions-focused
- Informative

Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

Encourage with inspiring stories

The majority of K-12 Leaders are feeling fatigued and disenfranchised by the education system. Educators want to see success stories for inspiration and to serve as a reminder for why they pursued education in the first place. Create content around the success stories of industry peers to encourage and inspire the leaders in this space.

Let them raise their hand

K-12 educators have a variety of concerns they feel daily and often feel that their issues are not taken seriously. Ensure that your content ensures the gamut on the issues that they face day-to-day. Check in with your audience to learn that you're addressing the pain points they feel and ensure your content makes them feel heard.

Listen and Learn

Many of these readers are sitting on enough paperwork as it is. Explore skimmable or listen-at-your-leisure formats. Deliver value straightaway, and whenever appropriate, counter an issue with an actionable takeaway.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us

