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ESSENTIALS WEEKLY

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News and Trends that Impact the Educational Products Marketplace

January 14, 2020

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TOP STORY

5 K-12 Trends to Watch in 2020

The past year saw continued investment by states and districts in the additional decision-making freedom allowed under the Every Student Succeeds Act, particularly when it comes to requirements on providing a "well-rounded" education, as well as ongoing concern over efforts to harden school security. From new approaches to assessment to rethinking what defines classrooms, instruction and professional learning, here are five trends to watch in 2020. (source: Education Dive)

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TEACHING TOOLS

Desperate Things Teachers Do for Classroom Supplies

Like nearly all teachers in America, Becky Cranson spends her own money to buy supplies for her students. Working in a rural school district in Michigan, where 70 percent of her middle-school students come from low-income families, she shells out at least \$1,000 a year for pencils, books, journals, glue sticks, tissues and much more. But opening her wallet without reimbursement is only a small part of what she — and many others in America's corps of 3.2 million teachers — do to secure classroom supplies they can't get from their schools or from students' families. (source: Washington Post)

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EDUCATION SPENDING

What Democratic Candidates Want vs. Reality

Democratic candidates for president in 2020 are making big promises about what they'll spend on K-12 education. In fact, four candidates have made the same pledge to triple Title I, the single-largest program for public schools at the U.S. Department of Education, which has a \$72.8 billion budget. Another candidate has pledged to quadruple Title I. But what's less prominent is how much those areas already get in federal funding; quadrupling Title I would bring spending on that program alone to \$65.2 billion. So what are those gaps between grand plans and reality? (source: Education Week)

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EDUCATION TRENDS

Lessons Learned at Khan Academy in Last Decade

A lot has changed over the last decade, but it's interesting to look at things that haven't changed too. Sal Khan, founder of the Khan Academy, made three assumptions back in 2010 that still hold sway today. In this commentary Khan details those assumptions, including that students need to "work at their learning edge." Although he didn't know it a decade ago, he now understands these assumptions are enduring. They inform his day-to-day work as well as the important lessons he'll take forward for years to come. (source: EdSurge)

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SALES & MARKETING

5 Awesome Tips to Level Up Your Social Media Strategy

Social media is governing our lives. Of the 7.7 billion people in the world, nearly 3.5 billion use social media. In other words, roughly one in two people across the globe access popular social media platforms like Facebook, Instagram, Twitter, and YouTube. Further, the world's population spends an average of 2 hours and 23 minutes per day on social media platforms. A majority of people use social media to stay up-to-date with the current events, connect with people, access engaging content, and (most importantly!) research or find products. (source: Business2Community.com)

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Association News

Webinar: Planning Capital Projects From the IT Perspective

Presenters: Jeff Dayton, The Madeira School; Jeff Moczniarz, Oakland Schools; and Christina Lewellen, ATLIS

Long before the first shovel hits the dirt of any school construction or reconstruction project, the technology leadership team must be brought to the table. Tech leaders see capital projects through a different lens, and this webinar will explore in detail the benefits of incorporating their guidance early and often. This presentation is in cooperation with the Association of Technology Leaders in Independent Schools (ATLIS), an EDspaces Knowledge Partner. Jan. 29 at 2 pm (EST).

REGISTER NOW! ▶

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Important Dates

1.21-22.20 | EDspaces Planning Committee Meeting

1.29.20 | Webinar: Planning Capital Projects from the IT Perspective

7.6-10.20 | SDE National Conference

11.11-13.20 | EDspaces

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