



State of the K-12 Market 2011

Educational Services

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Part IV: Educational Services

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Part IV: Educational Services

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Foreword

This is Part IV of the *State of the K-12 Market 2011* report, a comprehensive overview of K-12 education and the education industry. The report has four parts:

Part I: K-12 Education and the Education Industry

Part II: Educational Materials

Basal, Supplemental, and Reference Content; Assessment; Response to Intervention

Part III: Educational Technologies

Hardware (personal and classroom technologies, including mobile computing), Enterprise Management Systems (SIS, LMS, etc.), Digital Learning Environments (including use of Web 2.0 technologies), Online Learning Programs

Part IV: Educational Services

Professional Development, Supplemental Educational Services, Test Preparation, School Management Services

Each part is released separately with its own table of contents and an appendix containing tables relevant to that part of the report. A fifth document will contain a unified table of contents and listing of all tables and figures appearing in the entire report.

The *State of the K-12 Market 2011* report is available only by subscription to EdNET Insight, a decision support service from MDR that provides research, consulting, and information services and a member community to companies in the K-12 education industry. By means of reports, custom research, and other services, EdNET Insight supports tactical and strategic decision making in core corporate functions—strategic planning, sales and marketing, business and product development.

At EdNET Insight, we are committed to providing our members with actionable information and insightful analysis. Based in part upon two large-scale surveys of curriculum and technology directors in school districts and other primary research and written by highly regarded industry analysts, the *State of the K-12 Market 2011* report exemplifies EdNET Insight's commitment to being the K-12 education industry's trusted source of market intelligence.

In today's highly competitive environment, it is more important than ever to have information that is trustworthy, timely, and actionable, along with insightful analysis to help you understand the ramifications for your business of developments in education, technology, and the education industry. The *State of the K-12 Market 2011* report is one of the many ways in which the EdNET Insight team serves the K-12 education industry by meeting those compelling needs.

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Introduction

This section of MDR's four-part *State of the K-12 Market 2011* report covers educational services: professional development, supplemental educational services, test preparation, and school management services.

Professional development is central to an educator's ability to perform effectively. It allows teachers to enhance their content knowledge, improve their teaching and classroom management skills, and work cooperatively with peers on important issues faced by their school and district. Through professional development, administrators sharpen their leadership skills and learn new instructional and management practices.

Supplemental educational services—free tutoring and other educational interventions that target students from low-income families—are provided outside school hours and are meant to offer extra support for students who attend Title I schools that have persistently failed to make adequate yearly progress (AYP). The intent is to level the playing field by providing students with educational services missing in their schools' instructional programs.

The unrelenting national focus on student achievement, currently measured by standardized tests, means that many schools use test preparation products as part of the toolkits they employ to prepare students for the high-stakes tests they must take. High schools also focus some effort on helping to prepare students for college entrance exams.

The final area covered in this part of the report deals with the market for outsourced school management services. Charter schools and privately managed public schools are important alternatives to conventional public schools, offering more choice to parents and their children. The competition they offer also can serve as a spur to districts to improve their own academic programs.

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EdNET Insight is the K-12 education industry's premier information and consulting service, combining the proven power of research and analysis with recognized industry experts to deliver an insightful, comprehensive view of the trends and influences that are shaping the education market today—and tomorrow.

State of the K-12 Market 2011 provides an insightful overview of the K-12 education market based on large-scale surveys of instructional and technology decision makers at the district and state levels and authored by highly regarded industry analysts. This report is essential reading for a thorough and up-to-date understanding of the K-12 education market.