Our nation’s education leaders are caught in a tough spot these days. They want to tap into a wide range of emerging technologies such as mobile devices and digital content to empower more personalized learning environments for students, but budget cuts and other obstacles are standing in the way. Learn how school principals and district administrators feel about the potential of digital learning to create truly 21st century classrooms.

**Digital Learning in 2012: Challenges and Opportunities for School & District Administrators**

**Principals & Administrators Are Tech Users Themselves**

<table>
<thead>
<tr>
<th>Mobilists</th>
<th>Social Media Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMARTPHONE USER</td>
<td>72%</td>
</tr>
<tr>
<td>TABLET USER</td>
<td>58%</td>
</tr>
</tbody>
</table>

**District Administrators**

**Elementary Principals**

**Middle School Principals**

**High School Principals**

**All Americans**

* Pew Internet & American Life Project 2012

**Concerns of Education Leaders**

- 64%—Adequate funding
- 44%—Adequate technology
- 44%—Use of technology in teaching
- 43%—Staff morale
- 35%—21st century skills in curriculum
- 35%—Closing achievement gap
- 33%—Standardized test scores

**Technologies in Schools: Both Sides of the Coin**

According to Principals, the benefits of using digital content include:

- 69%—Increases student engagement
- 50%—Decreases dependence on textbook publishers
- 50%—Increases teacher technology skills
- 45%—Supports personalized learning
- 45%—Increases quality of instructional materials

The challenges of bringing more digital content into classrooms are:

- 54%—Need infrastructure to support it
- 48%—Balancing classroom time with other priorities
- 43%—Teachers need training
- 41%—Difficult to evaluate quality of digital content
- 32%—Concerns over student internet safety

There are many positive benefits for using student-owned mobile devices in school. Principals say:

- 80%—Increases student engagement
- 58%—Extend learning hours beyond school day
- 54%—Provide way to personalize instruction
- 45%—Improves teacher technology skills

There are negative concerns associated with using student-owned devices in school, including:

- 50%—Concerns about theft
- 45%—Concerns about network security
- 43%—Teachers are not trained
- 43%—Not every student has a device
- 40%—Devices could be a distraction

Source: Speak Up 2011 National Research Project. In Fall 2011, over 416,000 online surveys from K-12 students, parents and educators representing over 5600 schools nationwide were submitted through the Speak Up Project. Speak Up is an annual research initiative of Project Tomorrow, a national education nonprofit organization and is supported by these innovative companies: Blackboard, Inc., DreamBox Learning, Hewlett-Packard, K-12, Inc., Qualcomm Wireless Reach Initiative, Schoolwires, and SMART Technologies.

**With district budgets lessened, how are districts funding instructional technology?**

- 46%—Not—projects are cut back or on hold
- 45%—Applying for E-rate funds
- 37%—Competing for new federal grants
- 32%—Using Title 1 funds
- 28%—Tapping into new technology to decrease costs or increase revenue

**What new technology solutions are administrators using to solve the budget situation?**

- 46%—Digital Textbooks
- 42%—Tablets instead of laptops
- 39%—Online prof. dev. for teachers
- 38%—Cloud computing applications
- 33%—Open educational resources
- 31%—Online classes for students
- 30%—Students bring own technology to use at school