DO YOU KNOW?
Ten Things Everyone Should Know about K-12 Administrators’ Views on Digital Learning

#1. WHAT’S WAKING YOU UP AT NIGHT?
55% of school principals and district administrators say it is their concern that they do not have adequate technology for students to use at school. Almost 50% believe that leveraging digital textbooks, online classes and mobile devices could improve student outcomes.

#2. ARE YOU A MOBILIST?
Why, yes, thanks for asking! Administrators are more tech-enabled than ever with laptops (96%), smartphones (87%), and digital readers, too (26%). And 44% of district administrators are now using a district provided tablet.

#3. BYOD ANYONE?
Signaling a big shift in one year, over one-third of school principals (36%) now say that it is likely they will allow students to “bring your own device” to use in class. In 2011, only 22% of the principals were endorsing this approach.

#4. MEET YOU ON SOCIAL MEDIA?
Look out students – your principal is on Skype (51%), Facebook (48%) and Twitter (22%). Don’t worry – only 2% say they are participating in MMOGs (massively multiplayer online games) though!

#5. USING TECHNOLOGY FOR PROFESSIONAL TASKS?
It is not just about creating PowerPoints anymore. Today’s administrators text colleagues (79%), watch online videos for professional growth (69%) and use tablets for classroom observations (32%).

#6. WALKING THE TALK?
Over three-quarters of school principals (74%) and district administrators (80%) think that teachers’ evaluations should include an assessment on their use of technology to enhance instruction; only 43% of teachers agree.

#7. DO YOU TAKE YOUR CLASS BLENDED OR FLIPPED?
Six of 10 principals (62%) say their school has already implemented a flavor of blended learning; 27% of principals would like their teachers to try flipped learning this year!

#8. SOUNDS GREAT, BUT WHAT’S THE CATCH?
Lots of great benefits to online assessments but the challenges seem overwhelming: not enough computers (59%), the costs to implement the tests (56%), and the need to train teachers and students (54%).

#9. WE NEED A BIGGER PIPE!
Hurrah for the 15% of school districts who say that they have enough bandwidth capacity to support their instructional needs. Reality is that 69% of districts are concerned about the impact of implementing more digital content on their current capacity. Ouch!

#10. SHOW US THE MONEY, PLEASE!
91% of district administrators would like to see a new federal funding program to support greater investments in classroom technology – no surprise, 91% also say that the effective use of technology within instruction is important to their district mission of high student achievement.

Source: Speak Up 2012 National Research Project Findings – the results of the authentic, unfiltered views of 6,011 school and district administrators nationwide. Learn more about Speak Up and other research findings from Project Tomorrow on digital learning at www.tomorrow.org.