

K-12 Dive is a news publication designed specifically for principals, superintendents, and other K-12 leadership overseeing the operation of primary and secondary education. Across policy, school systems, classroom technology, and personalized learning, our journalists cover the issues that impact K-12 education.

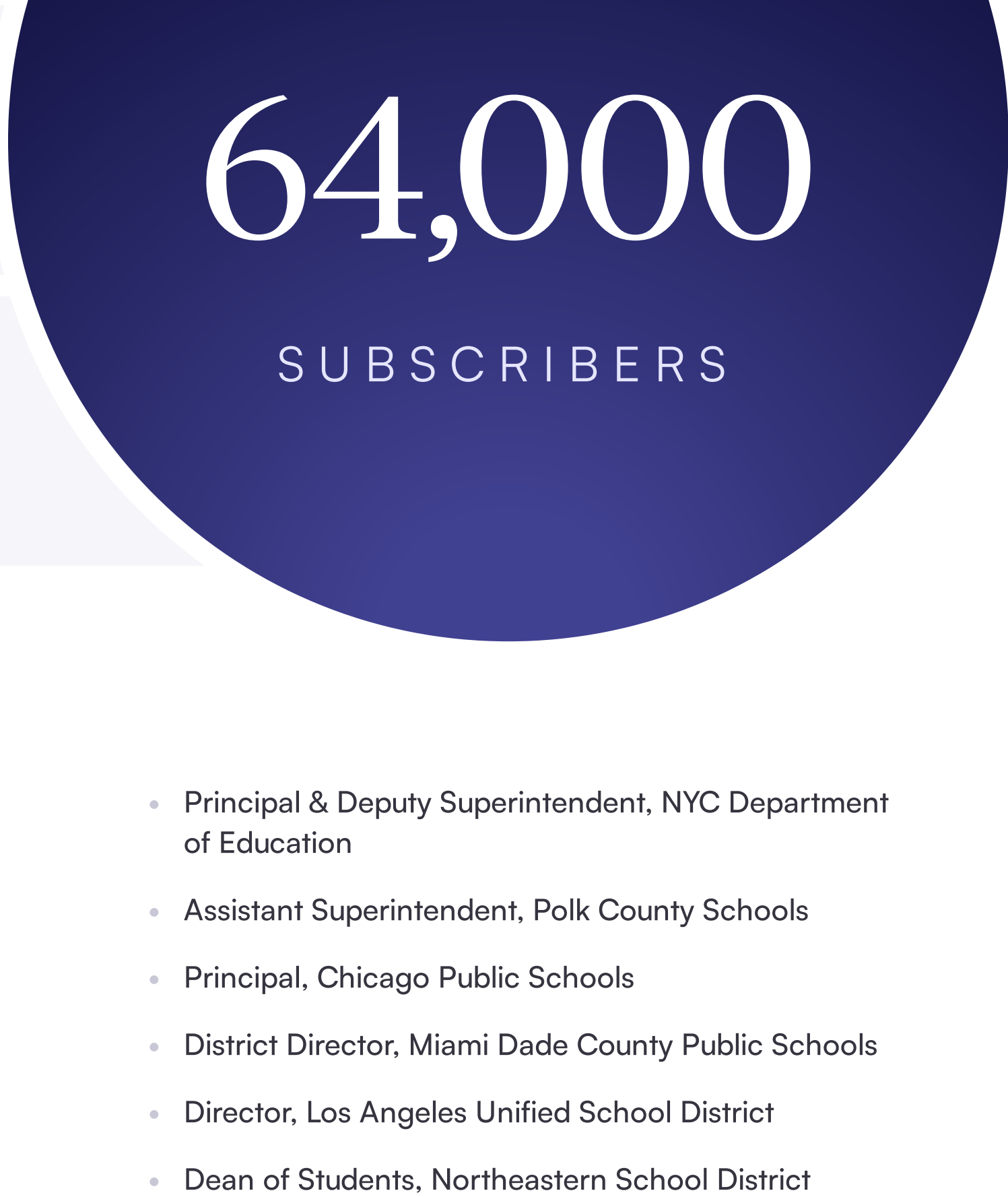


01 Audience

123K
unique monthly visitors

53%
of subscribers are in an executive leadership position

98%
of the 100 largest school districts in the US read K-12 Dive



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

- Principal & Deputy Superintendent, NYC Department of Education
- Assistant Superintendent, Polk County Schools
- Principal, Chicago Public Schools
- District Director, Miami Dade County Public Schools
- Director, Los Angeles Unified School District
- Dean of Students, Northeastern School District
- Superintendent of Catholic Schools, Archdiocese of Indianapolis
- Assistant Superintendent, Chelsea Public Schools
- Director of Technology, Katonah Lewisboro Schools
- Director of Curriculum Development, Region 8 ESC

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02 Top-performing content

Amid emergent technology integration, heated discussions on policy and legal concerns, and the urgent need for safer learning environments, the K-12 landscape is defined by a mix triumphs and challenges this year. Let's take a look at what K-12 leaders have been focused on most.

Top 5 topics

- Policy & legal
- School models
- Curriculum
- Technology
- Leadership

Top 10 K-12 Dive stories

Current child tax credit leaves out historically marginalized children	8 K-12 trends to watch in 2024
FCC's Affordable Connectivity Program wind-down could widen homework gap	5 superintendents to watch in 2024
What do schools need to know about USDA's Summer EBT program?	Schools on guard against respiratory illnesses
Sensitive school safety details among 4M records exposed in Raptor Technologies data leak	Bullying is linked to school shootings. What do schools need to know?
States, districts clarify special education rules for informal removals	Ed Dept: Common medical conditions have disability protections

Keywords resonating right now

- school shootings
- math and reading scores
- AI detection in schools
- classroom technology
- ESSER
- high levels of absenteeism
- student mental health
- DEI programs

03 Trend analysis

Tackling performance-facing goals

- Optimism surrounding academic recovery (high hopes to improve math + reading scores, generate more positive learning outcomes, etc.)
- Addressing falling student enrollment/chronic absenteeism
- Bringing clarity to disjointed and unenforced generative AI recommendations

Mitigating threats to student safety

- Increased investments in security (weapons detection tech, secure windows and doors, visitor vestibules, etc.) due to record-high school shootings
- Assessing AI's role in contributing to data privacy concerns and cyberattacks on school systems
- Development of resources to foster safer school environments and meet students' mental health needs

Impacts of federal and state investment

- Looming expiration deadlines of pandemic-era policies
- Culture wars surrounding curriculum censorship efforts (LGBTQ+ and race-related restrictions)
- Some considering layoffs despite staffing shortages as ESSR federal relief funds run out; others with leftover funds plan for spending spree

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

- Hate crimes more than double at schools, FBI reports
- Use sight words within science of reading approaches, researcher advises

Pinning down policies

The landscape of federal and state regulations in K-12 education is intricate and ever-evolving.

studioID tip

Keep K-12 leaders informed and actively engaged with policymakers to understand the evolving regulatory landscape and remain in compliance. Align your marketing strategies with new policies to guide leaders through how changes will impact them directly and position your offerings within the bigger picture. Pay special attention to current culture wars to help leaders navigate disconnects between state laws and Constitutional protections.

Tech & AI

New technology is positively transforming the education space, but opens up critical concerns around data privacy, cybersecurity, and plagiarism.

studioID tip

Help K-12 leaders track the impact of emergent AI technology in everyday settings by providing balanced pros and cons. Show success stories as well as cautionary tales to help leaders in the education space enhance learning with AI while limiting plagiarism, ensuring students still learn critical skills, and prioritizing data privacy and cybersecurity across their schools.

Healthy minds, secure schools

Finding a holistic approach to support students' mental health while maintaining a safe learning environment is top of mind for K-12 leaders.

studioID tip

Cultivating a healthy learning environment is not a want, but a dire need. Help execs create and improve counseling programs, mental health support tools, and security systems to address the issue on all sides. This group responds well to do data, so always back your recommendations with highly credible statistics.

04 Marketing insights

Earn an A+ with this audience by reflecting the content preferences of over 64,000 K-12 Dive subscribers in your strategy:

Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

Lead with inspiration

Leaders in K-12 are not just educators — they're lifetime learners.

studioID tip

Discover new ways to engage with educators through sharing experiences of what led to other leaders' successes, as well as times they had to go back to the drawing board. K-12 leaders are a highly aspirational group and benefit from both success stories and stories of failure.

Keep it hypercurrent

It's no secret that the education system is in a constant state of flux.

studioID tip

Between steady release of fresh policies and programs, education technology, and school-wide illness outbreaks, it's difficult for K-12 leaders to keep up and tackle every new issue that lands on their desk. Help them stay up-to-date and focus on the most pressing issues that warrant their attention. Go a step further and provide actionable tips for leaders to grapple with these changes.

Get creative

K-12 educators are constantly penning new materials, grading, or reading an endless amount of papers.

studioID tip

Give educators a break from their daily grind. Don't be afraid to experiment with more engaging, visually appealing content. Formats like short-form videos or infographics can appeal to this audience while also addressing the topics they care about most.

studio / ID

How are you resonating with this audience?

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

