

EDUCATION

MCH Strategic Data: The Best Education Data Available



Get the freshest, most accurate, and highest quality data available!

Only from MCH

- ✓ **Monitor Service**, a new real-time compiling method.
- ✓ The preeminent **Early Childhood** database.
- ✓ **Infinite Access**, 5 million educators online, on demand.

Millions of names verified each month!

MCH 
Strategic Data

1.800.776.6373

www.mchdata.com

2014-2015

MCH Strategic Data has the **most a**

You get the best results when you use the best **the most comprehensive resources**, and **the fo**

- Get to those new teachers faster than ever before! MCH's unique **Monitor Service** gives you the most accurate, freshest, and up-to-date contact names in the industry. No one else verifies and updates millions of names, email addresses, and job functions every single month (pages 18-19).
- Power your school sales and marketing with unmatched online, on-demand business intelligence. Only **Infinite Access** provides a comprehensive interactive database of schools, districts, and 5 million educators with Quick-ClickSM email tools (pages 22-23).

MCH Strategic Data—where strate

In an ever-changing market, shouldn't your data partner be the one that is on the forefront of innovation?

MCH Timeline: Investments in Innovation

	The Next Big Thing	Fall 2014
✓	Monitor Service	September 2013
✓	365-Day School Calendar	September 2012
✓	Infinite Access	August 2012
✓	Teachers at Home Addresses	March 2012
✓	Channel_e [™] Enhanced Reports	January 2012
✓	Wilson Marketing Group	July 2011
✓	QED	September 2010
✓	edWeb.net	January 2009

ccurate education data available!

sources. MCH has **the best school market data, remost services** available.

- Tap into the fast growing early childhood market, about the only area where federal funding is increasing with bipartisan support. MCH has the **Definitive Early Childhood Database** with emails, and the only family daycare provider database available (pages 26-29)!
- **3.5 million educator email addresses** with associated analytical services that show you in detail the distribution of your own email addresses to help you choose. Plus, the most comprehensive post-deployment reports available (pages 24-25)!

gy, expertise, and innovation meet.

MCH Monitor Service

A solution never before available to education marketers.

- **Only MCH** has new names your current data provider can't provide.
- **Only MCH** verifies millions of names, job functions, and email addresses every month.
- **Only MCH** can provide new names within 30 days of their appearance on a school website.
- **Only MCH** can suppress the names no longer at the institution within 30 days of their absence from a school's website.

Increase response rates, build better lead generation programs, create more targeted communications, and reach contacts your current data provider doesn't have.

See pages 18-19 for Monitor Marketing Tips.



Teachers

Institution



4,817,671
Personnel at School Address

Email



3,344,501
Personnel with Email

Home



2,738,402
Personnel at Home Address

MCH's investment in technology and innovation has produced a K-12 education database that is unparalleled in the industry. With the introduction of Monitor Service, we have the freshest and most accurate names available and teacher names no other compiler can provide. **Every month** millions of names, job functions, and email addresses are researched, verified, updated, or deleted. The result of this game-changing compilation method is that our database is updated 12 times a year—near real time.

"MCH has been one of my go-to list resources for years due to their high level of customer service and quality of data. My MCH representative, Amanda, feels more like a colleague than an external resource."

Susan Waters
Marketing Services Coordinator
HCP, Inc.



School Administrators

	School Address	Email Address	Home Address
School Administrator	132,213	81,603	80,515
Principal	113,262	68,505	70,580
Elem School Principal	2,582	1,758	1,472
Middle School Principal	1,671	1,220	929
High School Principal	1,892	1,410	1,034
Head of School	6,582	4,141	3,061
Building Administrator	841	516	489
OTHER SCHOOL ADMINISTRATOR POSITIONS			
Admissions Director	3,567	2,912	2,044
Alumni Director	892	718	510
Assistant Principal	62,061	40,213	39,241
Before & After School Program Supervisor	5,572	3,469	2,894
Business Manager	4,836	3,852	2,627
Computer Tech Coord	17,210	10,513	9,930
Curriculum Devel Specialist	5,072	3,432	2,972
Dean	8,861	6,432	5,356
Dean of Faculty	153	121	93
Dean of Students	5,766	4,279	3,509
Director of Religious Ed	1,046	692	494
Director of Residential Life	171	143	89
Federal Grant Coordinator	433	329	234
Fundraising Director	838	660	500
Head Teacher	3,009	1,997	1,781
Human Resources Director	904	762	511
In-School Suspension Dir	4,220	3,211	2,342
Office Manager	5,792	4,136	3,269
Pre-Kindergarten Director	4,806	2,727	2,353
Public Relations Director	1,341	1,144	743
School Improvement Committee	289	191	166
Secretary	166,018	127,130	98,689
School Secretary	131,113	101,384	77,836
Athletic Secretary	1,262	996	757
Attendance Secretary	11,761	8,781	6,852
Bookkeeper/Financial Secretary	13,430	9,936	8,016
Guidance Secretary	5,547	4,210	3,465
Principals Admin Assistant	7,572	5,482	4,633
Special Needs Secretary	1,238	817	741
Staff Devel Specialist	1,545	1,051	887
Summer School Coordinator	174	145	105
Title I Coordinator	4,024	1,890	2,280
Professional Development Decision Maker	24,341	13,727	14,550
Special Ed Decision Maker	24,960	14,742	14,354

Infinite Access: Unmatched On-Demand Data



Discover 5 million educators online, available 24/7. Comprehensive K-12 school and district data with QuickClickSM email, interactive maps, exports tools, and school funding data.

See pages 22-23 for details.



Teachers by Grade

	School Address	Email Address	Home Address
Head Start	2,339	1,398	1,205
Pre-Kindergarten	54,082	36,672	29,813
Kindergarten	174,179	119,600	101,907
Pre-1st Grade	180	129	114
1st Grade	175,883	119,334	102,768
2nd Grade	169,995	113,990	99,688
3rd Grade	165,940	111,711	96,750
4th Grade	154,879	104,369	90,176
5th Grade	145,467	98,156	84,419
6th Grade	87,656	58,665	50,573

LEAD TEACHERS

Lead Pre-Kindergarten	1,186	668	618
Lead Kindergarten	1,552	896	841
1st Grade Lead	325	197	197
2nd Grade Lead	282	153	168
3rd Grade Lead	296	180	160
4th Grade Lead	282	177	163
5th Grade Lead	238	139	128
6th Grade Lead	155	100	91
7th Grade	43,962	28,058	24,128
8th Grade	40,695	25,910	22,473
9th Grade	3,144	1,914	1,840
10th Grade	1,718	1,012	1,041
11th Grade	1,557	907	958
12th Grade	1,529	869	917
Primary	5,138	3,620	3,070
Elementary	92,996	62,466	57,816
Intermediate	1,820	1,237	1,147
Middle School	23,250	15,429	13,364
Jr High School	2,477	1,685	1,340
Secondary	38,681	25,175	22,926
K-12 Teacher	883	551	457
Multi Grade	6,378	4,606	3,681
GED	1,292	844	741
Adult Education	1,739	1,115	883
Montessori	983	703	583

Advanced Placement Teachers

	School Address	Email Address	Home Address
Advanced Placement Educator	9,996	6,578	6,158
AP Art	249	151	169
AP History of Art	50	31	34
AP Computer Science	149	104	96
AP Coordinator	172	135	95
AP English	1,936	1,184	1,192
AP English Literature	302	186	190
AP World Literature	316	193	208
AP Foreign Language	267	175	144
AP Math	1,831	1,252	1,159
AP Algebra	37	28	22
AP Calculus	962	672	617
AP Statistics	346	240	235
AP Music	92	53	56
AP Music Theory	80	48	47
AP Psychology	337	216	223
AP Science	2,238	1,546	1,371
AP Biology	823	570	485
AP Chemistry	617	436	383
AP Environmental Sci	273	175	150
AP Physics	461	320	287
AP Social Studies	2,352	1,479	1,425
AP European History	140	86	80
AP Government/Poli Sci	566	363	346
AP Human Geography	187	111	102
AP Macroeconomics	178	105	111
AP Microeconomics	31	18	20
AP U.S. History	863	551	535
AP World History	545	347	313
AVID	2,746	2,042	1,619
International Baccalaureate	1,202	873	739

Bilingual Education Teachers

	School Address	Email Address	Home Address
Bilingual Education	12,337	8,315	6,564
ELL/ESL Department Chair	459	347	272
ELL	20,754	14,952	11,489
ESL	36,717	24,939	20,561
Migrant Education	378	279	190

Business Education Teachers

	School Address	Email Address	Home Address
Business Educator	34,367	22,602	21,432
Business/Office Ed Chair	595	358	383
Accounting	1,859	1,185	1,218
Business English	102	58	58
Business Law	395	242	241
Business/Consumer Math	674	397	412
Business/Office Education	22,297	14,882	14,046
Economics Teacher	4,270	2,645	2,615
AP Macroeconomics	178	105	111
AP Microeconomics	31	18	20
Keyboarding/Typing	3,267	2,065	1,983
Marketing/Distributive Ed	2,761	1,837	1,782
Word Processing	320	171	202

Computer Technology Teachers

	School Address	Email Address	Home Address
Computer Technology Educator	86,493	48,820	51,622
Computer Sci Dept Chair	509	287	302
Computer Applications	4,000	2,210	2,598
Computer Ed Coordinator	1,174	551	680
Computer Lab Supervisor	7,312	3,842	4,198
Computer Literacy	1,887	856	1,142
Computer Math	79	44	47
Computer Networking	402	218	223
Computer Program	816	475	541
Computer Science	6,936	3,824	4,284
AP Computer Science	152	95	101
Computer Technician	7,774	5,291	4,391
Computer Technology	40,839	25,474	24,071
Computer Tech Coord	19,516	9,524	11,903
Desktop Publishing	428	197	307
Instructional Tech Coord	8,322	4,067	4,958
Internet/Website	515	276	345
Multimedia	910	544	591
STEM Coordinator	65	43	30
STEM Teacher	881	600	504
Technology Administrator	613	402	358
Technology Champion	2,087	927	1,403
Technology Prep Coord	512	250	357
Word Processing	327	135	215

Early Childhood Teachers

	School Address	Email Address	Home Address
Early Childhood Educator	75,238	50,064	41,318
Child Care Director	2,330	1,324	1,165
Child Care	1,503	919	821
Early Childhood Provider	1,670	1,093	886
Early Child Special Ed	5,930	3,848	3,558
Head Start	2,339	1,398	1,205
Head Start Coordinator	241	135	143
Pre-Kindergarten Director	4,806	2,727	2,353
Pre-Kindergarten	54,082	36,672	29,813
Lead Pre-Kindergarten	1,186	668	618
Kindergarten	174,179	119,600	101,907
Lead Kindergarten	1,552	896	841
Before & After School Program Supervisor	5,572	3,469	2,894

Monitor Service: Every Name Verified, Every Month

This new compiling method from MCH is a game-changer. Millions of names, job functions, and email addresses are verified every month. Increase your response rates with the fresh, robust, and dynamic data.



Counts are updated weekly
on our website so check in frequently.
www.mchdata.com/monitored-schools

See pages 18-19 for details.

Family & Consumer Science Teachers

	School Address	Email Address	Home Address
FACS Educator	20,718	12,946	12,760
FACS Dept Chair	313	178	208
Child Development	1,604	952	1,015
Clothing/Textiles	449	262	248
Consumer Economics	97	65	65
FACS	17,239	10,776	10,663
Foods/Nutrition	2,003	1,189	1,227
Personal Finance	726	450	445

Fine Arts Teachers

	School Address	Email Address	Home Address
Fine Arts Educator	227,418	147,243	131,418
Fine Arts Dept Chair	870	593	531
Performing Arts Educator	137,064	88,472	79,114
Performing Arts Chair	311	227	189
Dance Department Chair	50	29	26
Dance	3,585	2,296	2,019
Drama/Theatre Dept Chair	133	95	81
Drama	9,878	6,394	5,740
Music Educator	121,262	78,177	69,988
Music Department Chair	1,108	657	698
AP Music	92	53	56
AP Music Theory	80	48	47
Choral/Vocal Director	18,308	11,420	10,828
Instrumental Music	41,929	26,733	24,160
Band Director	25,308	16,169	14,605
Orchestra Director	6,642	4,280	3,953
Music	71,267	46,358	41,104
General Music	4,018	2,311	2,431
Music Theory	589	344	354
AP Music Theory	80	48	47
Visual Arts Educator	77,382	50,117	44,886
Art Dept Chair	1,326	795	820
AP Art	249	151	169
AP History of Art	50	31	34
Art	73,200	47,464	42,411
Art History	230	142	132
AP History of Art	50	31	34
Commercial Art	200	118	131
Craft	389	219	229
Photography	1,514	942	927

Foreign Language Teachers

	School Address	Email Address	Home Address
Foreign Language Educator	95,382	67,742	53,696
Foreign Lang Dept Chair	2,126	1,453	1,286
AP Foreign Language	267	175	144
Chinese Language	1,525	1,067	625
French Language	9,719	6,825	5,573
German Language	2,418	1,706	1,465
Hebrew Language	213	163	120
Italian Language	554	385	315
Japanese Language	556	392	330
Latin Language	2,720	1,933	1,475
Middle Eastern/Arabic	48	27	18
Russian Language	149	106	76
Spanish Language	42,585	29,708	23,700

Gifted Teachers

	School Address	Email Address	Home Address
Gifted Educator	21,452	14,030	12,744
Gifted/Talented English	254	147	146
Gifted Math	251	160	135

Health Education Teachers

	School Address	Email Address	Home Address
Health Educator	51,765	36,799	31,905
AIDS Awareness	133	96	80
Health	49,325	34,957	30,439
Pregnancy Prevention	2	1	
Substance Abuse	417	290	239
Wellness	3,167	2,407	1,994

Education Table Talk

Join Michael Jay
and his guests
each month for
Hot Topics Dished
Up Fresh!

**Ed Table
Talk**

See the schedule of upcoming shows at
edtabletalk.org

Reach Teachers All Year



Market to teachers year-round. With MCH as your data partner, you can **extend your reach to teachers at their home address** as well as by mail and email at their school. Respondents to an educator survey MCH conducted about summer purchasing and email habits indicated that teachers' out-of-pocket spending is on the rise and occurs primarily during the summer months. **77% of the teachers surveyed have access to their school email inbox during the summer months.**

Select teachers by:

- Gender
- Grade Level
- Highest Degree Earned
- Home Ownership
- Household Income
- Household Type
- Length of Residence
- Marital Status
- New-to-File Date
- Wealth Score

Humanities Teachers

	School Address	Email Address	Home Address
Humanities Educator	15,672	11,331	8,604
Humanities Chair	90	66	49
Humanities	4,555	3,155	2,602
Philosophy	178	111	89
Religion	10,900	8,034	5,886

Language Arts Teachers

	School Address	Email Address	Home Address
Language Arts Educator	311,408	202,950	184,364
English Lang Dept Chair	3,890	2,528	2,440
Business English	102	58	58
Communications	2,655	1,883	1,764
English/Language Arts	227,995	148,201	134,453
AP English	1,936	1,184	1,192
AP English Literature	302	186	190
AP World Literature	316	193	208
Gifted/Talented English	254	147	146
Journalism	3,699	2,402	2,321
School Newspaper Advisor	448	305	285
Literacy Coach	8,148	5,236	4,962
Literacy Coordinator	726	491	477
Literature	7,458	4,686	4,512
American Literature	878	523	536
AP English Literature	302	186	190
AP World Literature	316	193	208
British Literature	156	102	95
Mass Media	1,741	1,172	1,072
Reading	74,575	48,870	44,884
Reading First Coordinator	215	118	117
Reading Recovery	3,595	2,396	2,241
Remedial Reading	6,266	4,072	4,017
Title I Reading	3,815	2,565	2,363
RIF Coordinator	80	61	55
Speech/Debate	4,406	2,878	2,683
Spelling	490	288	299
Writing	5,955	3,768	3,481
Creative Writing/Adv Comp	2,002	1,283	1,195

"District Administration has been working with MCH for the past two years to update and build our list of school district administrators. MCH has been a pleasure to work with, providing great customer service and very quick turnarounds on our requests. MCH has the key education executives we're looking for and more valid emails for these individuals than we've ever had access to before. We're very happy we chose MCH."

Librarians

	School Address	Email Address	Home Address
Librarian/Media Specialist	76,455	49,969	44,911
Library Aide	13,965	9,903	8,211

Math Teachers

	School Address	Email Address	Home Address
Math Educator	241,090	168,027	143,108
Math Department Chair	4,123	2,859	2,609
AP Math	1,831	1,252	1,159
AP Algebra	37	28	22
AP Calculus	962	672	617
AP Statistics	346	240	235
Algebra	23,509	15,823	14,238
Advanced Algebra	2,521	1,790	1,481
AP Algebra	37	28	22
Pre-Algebra	4,042	2,710	2,450
Applied Math	224	154	149
Business/Consumer Math	674	397	412
Calculus	4,373	3,044	2,749
AP Calculus	962	672	617
Math Analysis	44	30	24
Pre-Calculus	2,733	1,902	1,692
Computer Math	73	46	40
General Math	818	480	503
Geometry	9,863	6,698	6,071
Gifted Math	251	160	135
Math Coach	3,676	2,416	2,170
Mathematics	216,056	151,437	128,358
Title I Math	1,225	806	742
Remedial Math	2,521	1,669	1,532
Statistics	1,019	696	646
AP Statistics	346	240	235
STEM Coordinator	75	45	39
STEM	947	667	543
Trigonometry	1,684	1,126	1,119

Physical Education Teachers

	School Address	Email Address	Home Address
PE Educator	144,228	103,536	87,262
PE Department Chair	2,149	1,588	1,395
Physical Education	143,266	102,814	86,657
Adaptive PE	2,569	1,738	1,571

Remedial Teachers

	School Address	Email Address	Home Address
Remedial Educator	35,250	23,343	21,402
Basic Skills	2,073	1,354	1,215
Reading First Coordinator	215	118	117
Reading Recovery	3,595	2,396	2,241
Remedial Math	2,521	1,669	1,532
Remedial Reading	6,266	4,072	4,017
Remedial Studies	610	389	354
Title I	21,558	14,441	12,893
Title I Math	1,225	806	742
Title I Reading	3,815	2,565	2,363

Science Teachers

	School Address	Email Address	Home Address
Science Educator	204,170	140,279	121,659
Science Department Chair	3,861	2,625	2,453
AP Science	2,238	1,546	1,371
AP Biology	823	570	485
AP Chemistry	617	436	383
AP Environmental Sci	273	175	150
AP Physics	461	320	287
Chemistry	10,486	7,226	6,480
Advanced Chemistry	445	291	262
AP Chemistry	617	436	383
Earth Science	4,094	2,755	2,532
Engineering	2,255	1,567	1,384
Environmental Science	2,555	1,706	1,502
AP Environmental Sci	273	175	150
General Science	2,073	1,250	1,371
Life Science	17,457	11,855	10,727
Biology	15,724	10,780	9,679
Advanced Biology	548	368	340
AP Biology	823	570	485
Human Anatomy	2,001	1,395	1,246
Physical Science	5,664	3,672	3,447
Astronomy	677	462	408
Physics	6,772	4,681	4,114
Advanced Physics	175	128	114
AP Physics	461	320	287
Science	173,303	119,598	103,067
Science Coach	403	251	257
STEM Coordinator	75	45	39
STEM Teacher	947	667	543

Social Studies Teachers

	School Address	Email Address	Home Address
Social Studies Educator	201,565	133,695	120,108
Social Studies Dept Chair	3,649	2,320	2,253
Criminal Justice	565	381	338
Current Events	365	220	231
Economics	4,270	2,645	2,615
AP Macroeconomics	178	105	111
AP Microeconomics	31	18	20
Ethnic Studies	379	250	219
Geography	6,978	4,510	4,212
AP Human Geography	187	111	102
Government	7,790	4,929	4,762
AP Government/Poli Sci	566	363	346
Civics	1,969	1,194	1,172
History	43,421	28,241	25,541
State History	2,405	1,511	1,435
U.S. History	13,763	8,748	8,407
AP U.S. History	863	551	535
World History	9,957	6,179	5,879
AP World History	545	347	313
Law	829	521	515
Business Law	395	242	241
Minority Studies	24	9	14
Philosophy	178	111	89
Psychology	3,071	2,001	1,974
AP Psychology	337	216	223
Religion	10,900	8,034	5,886
Social Studies	148,589	98,491	89,671
AP Social Studies	2,352	1,479	1,425
AP European History	140	86	80
AP Government/Poli Sci	566	363	346
AP Human Geography	187	111	102
AP U.S. History	863	551	535
AP World History	545	347	313
Sociology	1,351	873	882



"I've had the privilege of working with Sarah for a little over two years in email and direct marketing efforts. She is an invaluable partner—highly committed, consistently organized, efficient, and always tuned into business goals and strategies. She welcomes challenges and works diligently to help find solutions for successful outcomes. Highly flexible, professional, and a joy to work with, Sarah is a standout with an abundance of positive qualities that anyone or any organization would be fortunate to know and work with her."

Carson-Dellosa

Special Needs Teachers

	School Address	Email Address	Home Address
Special Needs Educator	470,784	325,974	276,155
Special Ed Dept Chair	5,817	4,060	3,434
Teacher of Dyslexic Children	920	658	538
Teacher of Emotionally Challenged	4,952	3,274	3,230
Teacher of Mentally Challenged	17,655	11,714	10,960
Teacher of Autistic Children	4,741	3,155	2,769
Teacher of Learning Disabilities	9,909	6,701	6,289
Teacher of Multi-Challenged	1,060	635	653
Occupational Therapist	11,460	7,724	6,791
Teacher of Physically Challenged	68,713	46,217	40,409
Adaptive PE	2,569	1,738	1,571
Physical Therapist	5,738	3,698	3,376
Sign Language	1,020	706	602
Speech/Lang Therapist	52,572	35,704	30,865
Teacher of Hearing Impaired	4,380	2,852	2,599
Teacher of Visually Challenged	2,205	1,471	1,251
RIF Coordinator	80	61	55
Resource Teacher	53,260	36,644	31,142
RTI Coordinator	839	627	478
Teacher of Severely Challenged	389	286	247
Special Education	272,237	190,357	160,481
Early Child Special Ed	5,930	3,848	3,558
Instructional Support	5,490	3,863	3,181
Special Ed Facilitator	1,176	781	652
Special Needs Aide	58,807	41,612	33,761
Special Needs Program Specialist	302	208	187

"Tom's integrity and professionalism set him apart. He takes the time to truly understand the clients' requirements and goals, and works with his team to make recommendations for creative solutions within the stated budget. The level of trust I have in Tom means I don't have to spend any time second-guessing value."

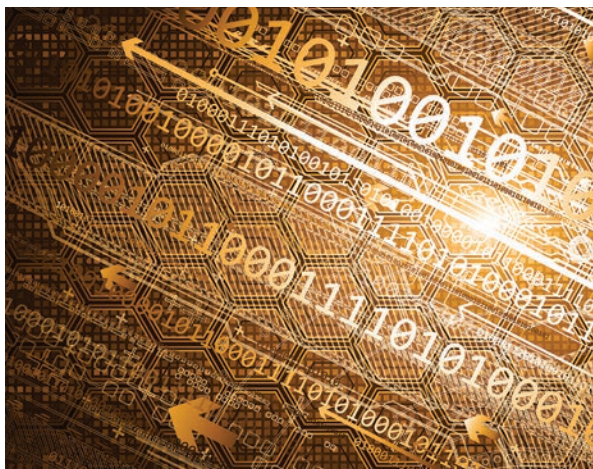
Cynthia Mahlstedt
Gerber Technology



Student Services Professionals

	School Address	Email Address	Home Address
Student Services Professional	196,561	146,005	116,428
School Counseling Department Chair	2,773	2,089	1,678
Academics Coach	7,554	5,610	4,548
At-Risk Counselor	1,001	722	586
Career Center Coordinator	1,539	981	939
College Advisor	2,068	1,632	1,133
College Placement Counselor	914	720	545
Conflict Management Coordinator	77	43	48
Drop-Out Prevention Coordinator	309	216	181
Intervention Specialist	17,879	13,686	10,955
Parent/Community Coord	2,358	1,770	1,186
Parent Involvement Coord	5,344	3,914	2,818
Portfolio Advisor	482	297	257
School Counselor	98,828	73,377	59,335
School Psychologist	27,227	19,894	15,715
Social Worker	17,637	13,066	10,270
Student Services Professional	2,788	2,002	1,713
Teen-Parent Counselor	126	80	70
Test Preparation Teacher	1,332	949	746
Testing Counselor	1,582	1,084	895
Vocational Ed Counselor	469	306	264

Increase Your Response Rate



Let the MCH Response Lab clean your house file so it's ready for your next campaign!

See page 33 for details.



Vocational Education Teachers

	School Address	Email Address	Home Address
Vocational Educator	76,011	52,240	46,043
Tech Prep Coordinator	455	276	298
Trade/Industrial Arts Chair	361	220	212
Trade/Industrial Arts	34,276	24,029	21,020
Auto Mechanic	3,201	2,252	1,973
Construction Trades	2,801	1,996	1,707
Heating/AC	284	217	172
Plumbing	159	112	98
Drafting	1,595	1,106	975
Electronics	1,125	783	667
Manufacture/Processing	444	313	290
Metalworking	514	360	329
Technical Education	18,989	13,552	11,656
Welding	1,101	789	650
Woodworking	1,372	955	842
Vocational Ed Dept Chair	749	468	481
Vocational Education	52,222	35,869	31,510
Agriculture	9,113	6,027	5,403
Animal Science	473	288	294
Horticulture	976	602	602
Applied Arts	451	333	269
Career Education	21,145	14,850	12,770
Child Care Occupations	734	425	384
Commercial Art	200	118	131
Cosmetology	1,323	941	807
Food Services	2,187	1,480	1,341
Graphic Arts	1,998	1,313	1,239
Health Occupations	5,422	3,940	3,350
Marketing/Distributive Ed	2,761	1,837	1,782
Media/Communications	1,338	986	834
Practical Arts	465	309	272
Work Experience	1,127	788	686
Vocational Ed Counselor	469	306	264

"Nicole contacted me about my data marketing needs. She answered my questions about a particular market and also suggested an additional market that I hadn't even considered. I've been especially pleased with the quality data from MCH, as well as the professionalism and helpfulness from Nicole."

Shelly Spatenka
Learning ZoneXpress

The \$2 Billion Pot of Gold

June 30th, the fiscal year end for most schools, represents a golden K-12 marketing opportunity. Research indicates 76% of decision makers have **\$2 billion** remaining in their budgets and those remaining funds must be spent before the fiscal year end. Your keys to success during this window are: understand funding and what it can be used to purchase, create special offers or trials, and contact decision makers by email in March, April, and May. See page 16 for more information.



Noncertified School Staff

	School Address	Email Address	Home Address
Bookstore Manager	886	658	513
Cafeteria Personnel	77,957	41,884	40,501
Club Sponsor	2,665	1,833	1,633
Computer Technician	8,279	6,280	4,712
Custodial Personnel	87,655	49,466	44,009
Food Services Director	20,602	14,802	11,573
Head Custodian	15,503	11,039	8,310
Maintenance Director	4,300	2,761	2,369
Paraprofessional/ Instructional Aide	211,632	144,034	114,593
PTA/PTO President	4,728	2,559	2,698
School Nurse	46,504	35,071	27,558
School Resource Officer	12,622	9,173	6,600
School Staff	252,006	171,096	118,269
Team Leader	1,853	1,367	1,114
Transportation Director	1,298	933	687
Transportation Personnel	8,625	3,924	3,867
Yearbook Advisor	3,936	2,579	2,444

Other Teaching Staff

	School Address	Email Address	Home Address
Alternative Education	5,971	4,004	3,520
Character Education	191	147	98
Drivers Education	3,400	2,415	2,095
Exploratory Arts	8,820	6,293	5,084
Home School Teacher	382	300	195
Teacher of Homebound	532	346	317
Itinerant Teacher	733	447	379
Life/Personal Skills	6,036	4,235	3,614
Magnet School Teacher	759	407	417
Pre-Teacher	785	563	387
ROTC Instructor	5,718	4,063	3,165
Study Skills	2,499	1,766	1,487
Teacher Consultant	920	590	565
Teacher Mentor	1,116	726	673
Visiting Teacher	103	51	61

Coaches

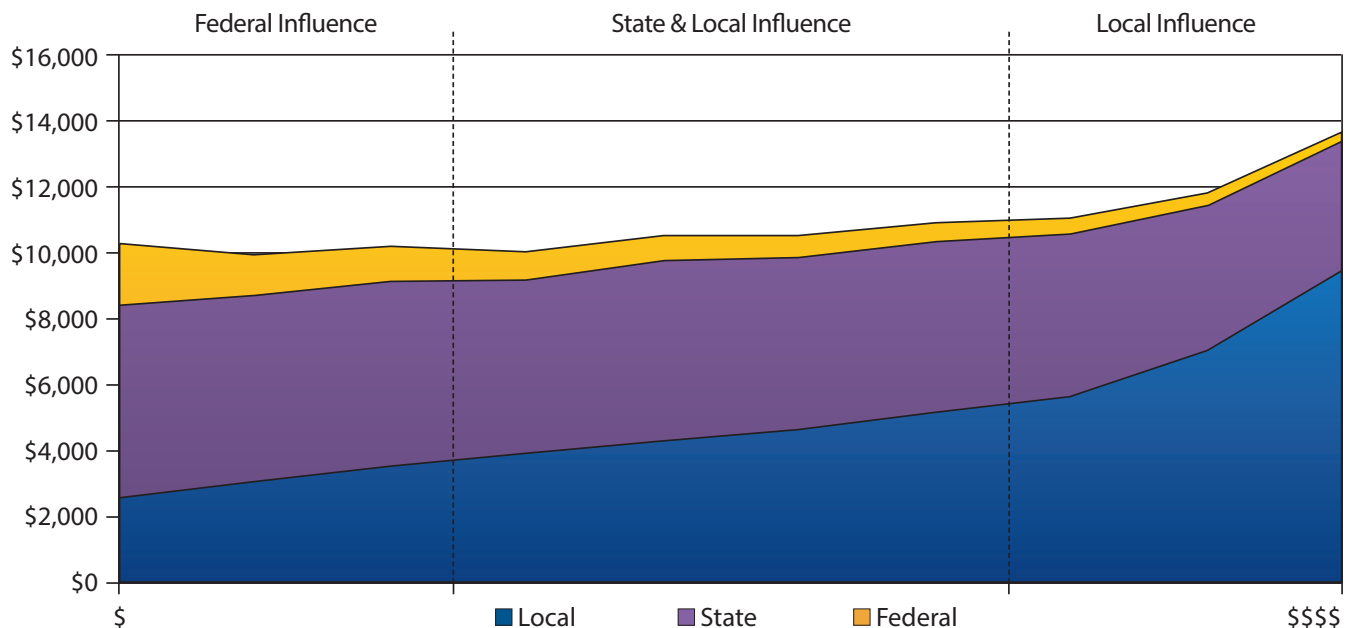
	School Address	Email Address	Home Address
Coach	270,735	209,579	164,450
Athletic Director	18,636	16,183	11,940
Boys Athletic Director	17,666	15,349	11,339
Girls Athletic Director	17,623	15,282	11,314
Badminton	463	359	257
Boys Badminton	177	131	86
Girls Badminton	430	337	239
Baseball	17,545	13,847	10,918
Basketball	49,843	38,495	30,032
Boys Basketball	25,840	19,863	15,678
Girls Basketball	25,380	19,645	15,124
Bowling	2,976	2,326	1,897
Boys Bowling	2,240	1,744	1,403
Girls Bowling	2,172	1,715	1,394
Cheerleader	19,101	14,350	11,027
Crew	268	207	132
Cross Country	20,184	15,883	12,539
Boys Cross Country	16,256	12,769	10,121
Girls Cross Country	16,077	12,670	9,982
Dance	3,907	3,010	2,317
Diving	347	291	214
Boys Diving	273	227	175
Girls Diving	294	247	188
Drill Team	2,755	2,033	1,666
Fencing	178	136	104
Field Hockey	2,308	1,820	1,404
Football	20,751	16,648	12,946
Golf	17,713	13,813	10,988
Boys Golf	13,796	10,732	8,562
Girls Golf	10,157	7,960	6,241
Gymnastics	1,328	1,061	839
Boys Gymnastics	136	102	87
Girls Gymnastics	1,254	1,005	796
Ice Hockey	2,017	1,570	1,227
Boys Ice Hockey	1,560	1,197	929
Girls Ice Hockey	485	392	313
Lacrosse	5,162	4,115	3,123
Boys Lacrosse	2,778	2,184	1,674
Girls Lacrosse	2,412	1,952	1,467

Coaches

	School Address	Email Address	Home Address
Physical Ed Director	16,863	13,636	10,875
Boys Physical Ed Director	12,936	10,507	8,347
Girls Physical Ed Director	12,650	10,231	8,119
Powerlifting	883	730	513
Rifle	534	401	303
Rugby	152	104	86
Boys Rugby	127	88	71
Girls Rugby	37	23	22
Skiing	767	595	493
Boys Skiing	696	535	449
Girls Skiing	369	293	254
Snowboarding	7,105	5,567	4,429
Boys Snowboarding	34	27	22
Girls Snowboarding	25	19	17
Soccer	23,507	17,615	14,192
Boys Soccer	13,243	9,936	7,993
Girls Soccer	12,402	9,250	7,492
Softball	17,409	13,722	10,582
Boys Softball	87	70	45
Girls Softball	17,359	13,684	10,559
Strength	5,832	4,695	3,581
Swimming	8,721	6,833	5,452
Boys Swimming	6,756	5,291	4,231
Girls Swimming	7,067	5,538	4,404
Tennis	15,372	11,889	9,262
Boys Tennis	10,583	8,152	6,380
Girls Tennis	10,893	8,440	6,574
Track	31,326	24,336	19,315
Boys Track	20,652	16,101	12,742
Girls Track	20,568	16,050	12,655
Trainer	8,181	5,313	4,672
Volleyball	22,677	17,748	13,365
Boys Volleyball	1,903	1,532	1,131
Girls Volleyball	21,363	16,699	12,575
Water Polo			
Boys Water Polo	831	701	509
Girls Water Polo	1,249	1,057	746
Wrestling	12,782	9,827	8,020

Follow the Money

Focus your efforts where your best opportunities are!



Should it be a surprise that wealthy communities are where the most K-12 dollars per student are? Is it a surprise that all state and federal compensatory funding aims to “level the playing field” with the rich communities? Is it really surprising that the state and federal contributions are not enough?

Please note the chart at right which shows the contribution of local, state, and federal funding to school districts when plotted against median household income. MCH has profiled hundreds of companies’ customer lists and found that when supplemental products are offered, local wealth makes the biggest positive difference in performance. To put it simply, schools in wealthy districts spend more than schools in poor districts, lots more.

Size always makes a difference too. Large wealthy schools spend much more than small wealthy schools and

much, much more than small schools in less affluent circumstances. And for supplemental products (print, video, software, manipulatives, etc.) schools in districts with big doses of Title I perform poorly.

The easiest way for supplemental product marketers to reach the schools based on their size and wealth is to use MCH’s RPM™ (Response Potential Model). Using the RPM, it is likely that the top 10% of schools will perform from between 10 to 100 times better than the bottom 10%. If you find this hard to believe, send us your customer file and we will provide you a free ESP™ profile (page 33) to show whether it works for you.

That is not to say that Title I and other federal funding like IDEA and E-Rate are not worth going after. But the first thing to keep in mind is that no matter how much federal and state

money poorer districts get, they will never have as much as districts located in wealthy places. Much of Title I funding is used for teacher salaries for example. The key to targeting the federal money is to know exactly where it is, who controls it, and for what it may be spent. Tools like MCH’s Infinite Access do most of the work, but usually it takes a sales person to identify whether a district plans to spend the funding available on the products your company sells or conversely, for a salesperson to point out to the district administrators that the funds can be used to buy their products. Yes, the federal funding rules are as confusing to school personnel as they are to many of us.

District Funding Selects

Title I

\$500,000+	3,532
\$300,000 - \$499,999	1,605
\$150,000 - \$299,999	2,412
\$50,000 - \$149,000	3,286
\$1 - \$49,999	1,913

Title II Part A

\$250,000+	511
\$125,000 - \$249,999	675
\$65,000 - \$124,999	975
\$40,000 - \$64,999	621
\$1 - \$39,999	486

E-Rate Dollars

\$175,000+	1,270
\$65,000 - \$174,999	1,809
\$25,000 - \$64,999	2,518
\$10,000 - \$24,999	1,881
\$1 - \$9,999	1,215

IDEA 611 Dollars

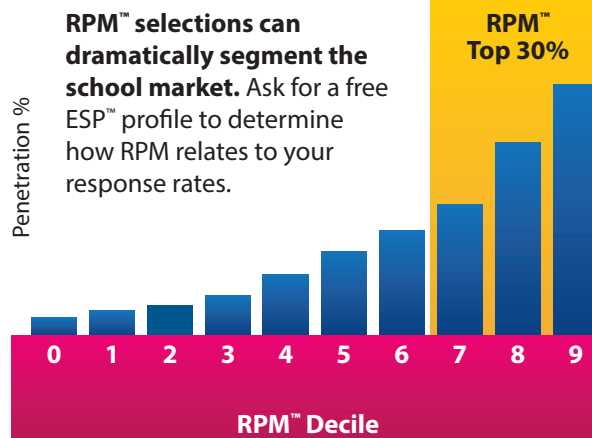
\$1,500,000+	1,094
\$750,000 - \$1,499,999	1,214
\$400,000 - \$749,999	1,573
\$250,000 - \$399,999	1,160
\$1 - \$249,999	3,580

Infinite Access: Online Funding Data



More than \$24 billion in funding allocations available online through Infinite Access. Learn more at mchinfiniteaccess.com.

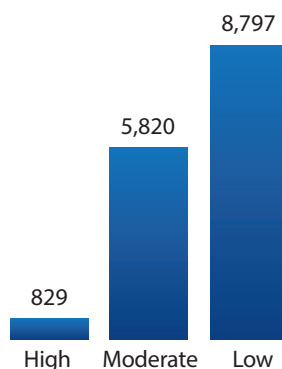
RPM™: The Powerful Super-Selection



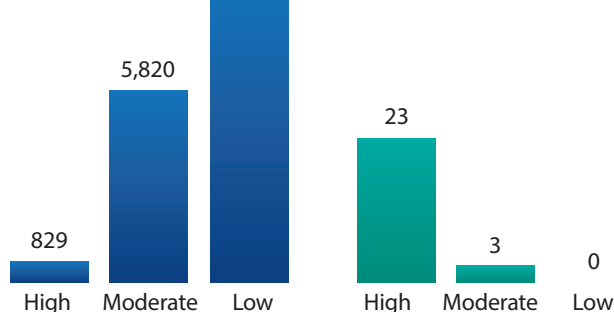
NCLB Intensity

Institution	High Intensity	Moderate Intensity	Low Intensity
Districts	829	5,820	8,797
Schools	29,781	32,306	36,034
School-Wide Title I Schools	18,867	15,970	0

Number of Districts



Average Number of School-Wide Title I Schools per District



Federal NCLB/Title I funding is concentrated in School-wide Title I Program (SWP) schools. Districts with a large number of SWP schools are highly dependent on federal funding and are most encumbered by federal No Child Left Behind rules and regulations.

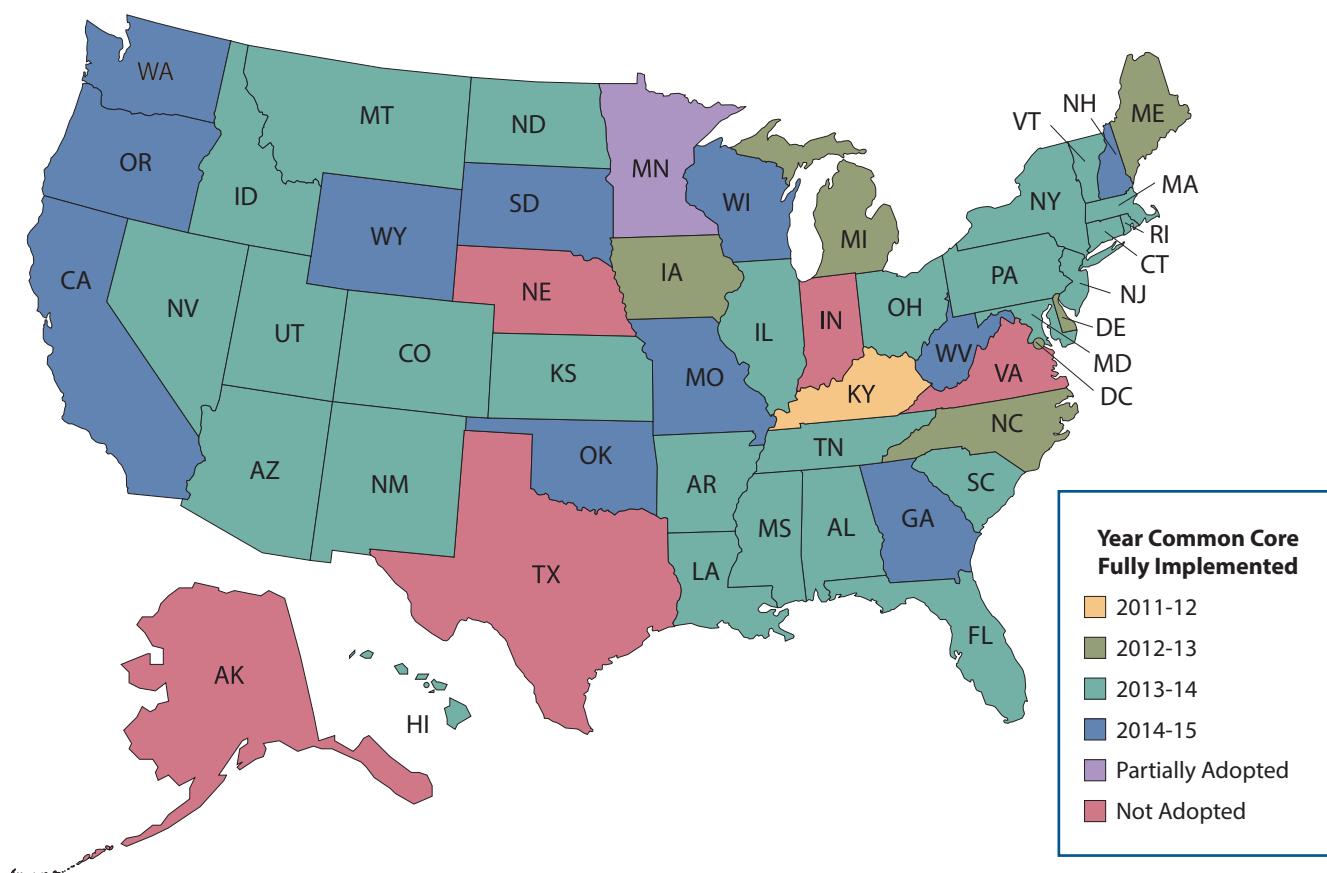
"I never have any reservations recommending MCH data to clients, the quality and turnaround time are an invaluable asset. MCH helps me provide what my clients want and need. They are an integral part of my team and I wouldn't have it any other way!"

Fiscal Year-End Spending

There is one more big pot of gold available across all public schools: the “Use it or Lose it” money left at the end of the fiscal year. It seems counterintuitive to people in the private sector that public sector employees are incentivized to spend every last dollar and that they have a deadline to do it. But it is true, and to the tune of about \$2,000,000,000 a year according to MCH research. What’s the incentive? If they don’t spend the money, it is returned to the provider. Not only do they lose the benefit, but their budget next year might be reduced because they didn’t need the money this year.

How do you get your share of it? The use it or lose it money is in each budget within the school or district. The library budget, the principal’s budget, the athletic department, the IT department, etc. Whatever departments control the money that is used to buy your products during the school year is where you should look for the leftovers. In our survey of educational administrators about this pot of money and how it is spent, 77% of district and school administrators and department heads say that they make spending decisions at the end of the school year. They also said they like special offers, they like them on or **earlier than April 1**, and they prefer email as the marketing medium.

Common Core Implementation



MCH Strategic Data conducted a survey of public school principals each fall in 2011, 2012, and 2013. The purpose of the survey is to track issues that principals confront and see how they evolve. One of the questions asked is “What is the single most important

issue you face this year?” In 2011 and 2012, dealing with funding cuts was the predominant issue. In 2013, implementation of Common Core State Standards (CCSS) rose to the top. The map above shows whether states have adopted CCSS and the school

year each state anticipates full implementation to be completed. School and district spending will correlate with Common Core implementation. Implementation will continue to be a top story and top concern for many months to come.

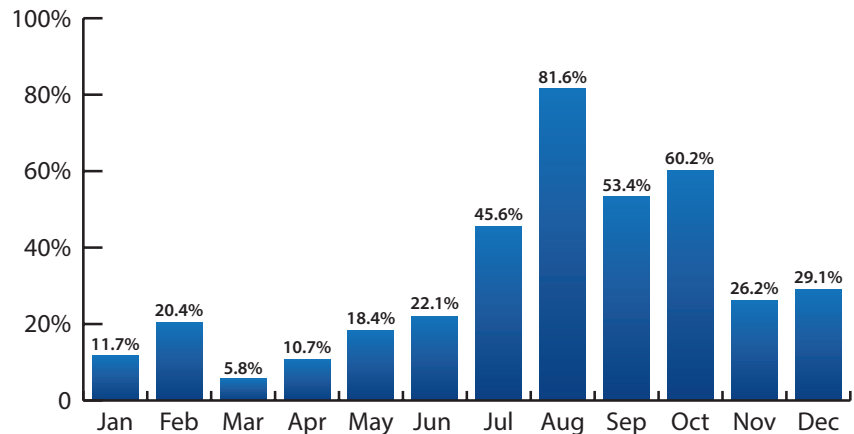
Timing Tips

When should you market to schools? Year-round!

MCH provides new tools and guidance to help time your marketing campaigns. As the chart shows, schools are updating their websites with personnel changes constantly.

- By using our Monitored names, you will always get the best, most accurate, and freshest names whenever you market. This is of great importance during August and September when some 8% of new personnel join the schools and an equivalent number leave.
- Use the same information to rethink your marketing plan. Big, multi-source mail campaigns take so much advanced planning and processing that they put you at a disadvantage. You need to supplement those campaigns with Monitored names to get the freshest data.
- Email is the best way to get to the newest names before your competitors do.
- MCH's school calendar dates can be used to time your marketing around school opening and closing dates and also around those tricky winter/spring breaks.
- Don't forget summer! Most teachers watch their school email inboxes during the summer. Many order using their own money before school starts. You can use MCH's Home Connect file for direct mail to their homes. These home addresses and personal demographics can also be used for consumer offers targeting a group of professionals with more leisure time than most.

School Website Personnel Changes by Month



Promotion Calendar

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	Monitor New-to-School Names: Mail or Email											
	Fiscal Year End Promos: Mail											
		Fiscal Year End Promos: Email										
					Summer Marketing: Teachers at Home							
								Back-to-School Promos				
	Spring Promos											
	Use MCH School Calendar Dates to time your campaigns.											
								Schools Open				
						Schools Close						
	Winter Break										Thanksgiving	Christmas
			Spring Break									

Revolutionary Real-Time

No other compiler ca

What to expect

Monitored School data consistently produces better email results by all measures: fewer bounces; higher delivery rate; about 20% higher open rate; higher click rates; and a click to open ratio almost 50% better. For marketers like you who utilize direct mail campaigns, every new name represents a name that has been deleted elsewhere so you can stop mailing to teachers who are no longer at the institution.


MCH re-verifies millions of names every month

Compiling is much more than phoning institutions and adding, deleting, or verifying names and attributes. The world of “big data” and the endless streams of information generated by the web, have also changed the nature of compiling. The pace of innovation at MCH has accelerated as we keep up with new sources of data and new demands from customers.

Monitor Service has been heralded as “the first real education marketing innovation in decades.” This ground-breaking compilation method enables us to watch school websites every month. Every month millions of names, job functions, postal addresses, and email addresses are researched, verified, updated, or deleted. The result of this game-changing compilation method is that our database is updated **12 times a year—near real time.**


Why is this important? The rate of teacher change hovers near 16%. 50% of the turnover appears on school websites from the beginning of the new budget year (July 1) through school opening dates in August and September. The other 50% takes place in the 9 months when schools are in session. **If you rely on an education database compiled annually, you're missing new names, new marketing opportunities, and wasting dollars marketing to teachers who are no longer at the institution.**

The MCH Monitor Service Update Process



JANUARY

Millions of names verified
via school websites.
Missing names dropped.
New names added.




FEBRUARY

Millions of names verified
via school websites.
Missing names dropped.
New names added.




MAY

Millions of names verified
via school websites.
Missing names dropped.
New names added.



JUNE

Millions of names verified
via school websites.
Missing names dropped.
New names added.



SEPTEMBER

Millions of names verified
via school websites.
Missing names dropped.
New names added.



OCTOBER

Millions of names verified
via school websites.
Missing names dropped.
New names added.

Get current Monitor counts at www.mchdata.com

Compiling

can provide this data!

Process: Every name verified, every month

MARCH

Millions of names verified
via school websites.
Missing names dropped.
New names added.

APRIL

Millions of names verified
via school websites.
Missing names dropped.
New names added.

JULY

Millions of names verified
via school websites.
Missing names dropped.
New names added.

AUGUST

Millions of names verified
via school websites.
Missing names dropped.
New names added.

NOVEMBER

Millions of names verified
via school websites.
Missing names dropped.
New names added.

DECEMBER

Millions of names verified
via school websites.
Missing names dropped.
New names added.

www.mchdata.com/monitored-schools

New opportunities for you!

New to School Names Are Hot Leads. Make your brand one of the first they have heard from. The quickest way to accomplish this is through email. Depending on the number of new educators in your market, you could set up a campaign to run monthly or even weekly. You can expand this to a multi-channel “welcome to the school” or “welcome to the industry” series using email, mail, and telemarketing.

Use Only Names from Monitored Schools. Select only names from Monitored schools when doing a less than an “all names available” promotion. Since there is no additional charge for these names, you are effectively getting a premium list for your campaign. Why not start with the best and most accurate names? This is also an excellent way to test the Monitor Service.

School Opening. Don’t forget the Fall school opening period. Where else can you get up-to-date names at the start of the school year? Most compilers are still selling the last school year’s names. The greatest changes in personnel happen from July to October. Compare our monthly process with the customary once a year compiling effort.

Spring. Monitor names become more valuable as the school year goes on, especially compared to teacher files that are updated once a year in the Fall. Many marketers mail or email most heavily in the Spring. This is the time of year when our monthly updating cycle will have made 7 or 8 months of cumulative changes in the current school year to become the only truly accurate education database available.

Hear from an industry expert!

mchdata.com/webinar-school-marketing-game-changer/

Monitor Service™

District Personnel

Institution



184,091

Personnel at District Address

Email



136,952

Personnel with Email

Home



121,918

Personnel at Home Address

The MCH School District Personnel database includes personal names, mailing addresses, email addresses, home addresses, and telephone numbers for staff located at public school district offices throughout the U.S. Decision makers in district offices often have the final authorization for purchases spanning curriculum, food services, technology, transportation, and building and grounds.

The district universe is stratified so you need only contact the top 15% of districts to reach 72% of the market as measured by student population (see page 23). Timing is an important component when marketing to district personnel. In an MCH survey of school administrators, 97.6% of superintendents, 92.1% of business managers, and 87.8% of other district staff indicated they make independent purchasing decisions regarding fiscal-year-end funds. They also told us they want to hear from you by email before April 1st with special offers!



Who's responding to your offers?

Use the MCH ESP™ Profile & Channel_e™ Profile to learn the answer.

See page 33 for details.



Administrative Personnel

	District Address	Email Address	Home Address
Superintendent	15,432	11,128	9,963
State Supt of Schools	51	40	31
Area Superintendent	381	265	210
Assistant Superintendent	7,530	5,382	5,038
CEO/President	109	72	49
District Secretary	13,567	10,962	9,122
School Board President	13,514	7,363	8,414

Business Personnel

	District Address	Email Address	Home Address
Buildings & Grounds Director	11,339	8,726	7,369
Business Manager	12,291	9,452	8,242
Food Services Director	10,792	8,364	7,045
Grant Coordinator	4,631	3,353	3,030
Human Resources Director	8,003	6,081	5,363
Network Administrator	10,533	7,859	6,967
Public Relations Director	3,005	2,358	1,975
Purchasing Director	5,973	4,551	3,969
Race to the Top Director	244	153	163
Safety Security Director	6,321	4,946	4,124
School Improvement Grant Coordinator	556	380	370
Teacher Personnel Director	3,773	2,732	2,548
Transportation Director	10,388	8,057	6,708

Support Services Personnel

	District Address	Email Address	Home Address
Academic Testing Director	7,616	5,522	5,148
At-Risk Director	6,080	4,564	4,059
College Counseling Director	2,317	1,739	1,465
Guidance Counselor	4,890	3,637	3,217
Health/Nurse Services Dir	8,077	6,162	5,296
Inservice Ed/Staff Devel Dir	7,613	5,486	5,115
Library Services Director	7,729	5,468	4,997
Parent Involvement Director	1,625	1,196	1,027
Psychological Testing Dir	3,027	2,328	1,967
Social Work Director	3,043	2,357	2,018

Curriculum Personnel

	District Address	Email Address	Home Address
Adult Education Director	2,610	1,920	1,700
Art Director	891	675	571
Athletic Director	10,741	8,365	7,126
Before/After School Director	2,892	2,139	1,896
Business Education Director	735	561	497
Computer Technology Dir	12,037	8,919	7,942
Curriculum Director			
K-12 Curriculum Director	9,005	6,415	5,992
Elementary Curriculum Dir	3,748	2,605	2,564
Secondary Curriculum Dir	2,508	1,729	1,714
Early Childhood Ed Dir	5,781	4,215	3,935
ELL/ESL Director	5,595	4,102	3,635
English Director	519	393	361
FACS Director	1,273	933	837
Federal Program Director	13,867	9,939	9,348
Gifted Program Director	6,423	4,720	4,287
Health/Sex/Physical Ed Dir	2,984	2,225	1,984
Literacy Coach	2,132	1,545	1,418
Magnet School Director	226	163	141
Mathematics Director	636	442	437
Migrant Education Director	943	703	582
Multi-Cultural Curric Dir	590	417	363
Music Director	966	720	620
Reading Director	2,129	1,553	1,449
Reading First Director	2,086	1,458	1,372
Remedial Math Director	1,852	1,336	1,209
Remedial Reading Director	2,252	1,636	1,503
Science Director	567	399	390
Social Studies Director	461	342	306
Special Education Director	9,961	7,455	6,595
Substance Abuse Director	5,614	4,226	3,752
Summer School Director	3,747	2,776	2,518
Teacher Mentor Director	2,991	2,119	2,035
Title I Director	12,018	8,587	8,080
Vocational Education Dir	3,894	2,895	2,596

Digital Data, Online, On

Reach 5 million educators.

Transform your business with **Infinite Access**, MCH's amazing online business intelligence tool for school marketers. Power your sales and marketing teams with unsurpassed profiles, reports, and educator contact information for the schools that purchase your products. Engage with education decision makers like never before.

Unmatched personnel coverage!

No other online education resource includes 5 million educators with rich, granular job function information. Search personnel by role, name, gender, and email available.

The freshest data!

Only MCH verifies millions of educators every month! Infinite Access is fueled by the MCH Monitor Service which means you view the freshest data available.

QuickClickSM emails!

Contact new leads immediately with simple one-click email access. Only Infinite Access* includes 3.5 million email contacts!



District Profile Print | Close Window

Fort Worth Independent School District

Street Address
100 N University Dr
Fort Worth, TX 76107-1360

Mail Address
100 N University Dr
Fort Worth, TX 76107-1360

Contact Information
Phone Number: 817-871-2000
Fax Number: 817-814-2405
<http://www.fwisd.org/pages/default.aspx>

District Description
District Type: Unified School District
District Level: Main District
County Name: Tarrant
Number of Schools: 132
Enrollment: 85,877

Personnel

Name	Function	Email
Mr Earl Stephens	Primary Function: Superintendent	estephens@fweisd.org
Mr David Ross	Primary Function: Federal Program Director --- Secondary Functions: Title I Director	dross@fweisd.org
Ms Kelly Jones	Primary Function: Federal Program Director --- Secondary Functions: School Improvement Grant Coordinator, Grant Coordinator	kjones@fweisd.org
Ms Christina Fallon	Primary Function: School Board President	cfallon@fweisd.org
Ms Tina Collins	Primary Function: Assistant Superintendent	tcollins@fweisd.org
Ms Christina Benson	Primary Function: Assistant Superintendent	cbenson@fweisd.org
Mr Alan Lester	Primary Function: Assistant Superintendent --- Secondary Functions: Building & Grounds Director	alester@fweisd.org

Millions of email contacts

Map District Print | Close Window

Vigo County School Corporation (IN)
District Code: 898304
District Type: Unified School District
Number of Schools: 29
Area-Land(sq. mi.): 403.31
Area-Water(sq. mi.): 7.14

View Options
District Schools: [Dropdown]
District Schools (29):
Blanche E Fucus Elementary School
Booker T Washington High School
Chauncey Rose Middle School
Davis Park Elementary School
Deming Elementary School
Devaney Elementary School

Center / Zoom

Woodrow Wilson Middle School
301 S 25th St
Terre Haute, IN 47803
812-462-4396
Control: Public
Enrollment: 750
Country: Vigo
School Profile...

District and school maps

Demand

Online. Now.



The most powerful online business intelligence tool for education sales and marketing.

Follow the Funding!

Infinite Access links more than \$24 billion in school funding to the educators who purchase your products. Search, map, and profile funding types to target your best leads.

Exclusive Maps and Reports!

Explore the marketplace with integrated, interactive reports and mapping—including bird's eye photos of school facilities. Quantify and visualize sales territories using tools exclusively available in Infinite Access.

Districts by Size (Number of Schools)

District Size	Districts	Schools	Enrollment
Very Large (10+)	2,415	69,755	43,315,742
Large (5-9)	3,113	19,792	9,849,565
Medium (3-4)	3,842	13,056	4,838,461
Small (2)	2,585	5,170	1,537,388
Very Small (0-1)	3,620	2,441	704,292

Infinite Access is your essential tool to get a step ahead of your competitors! Find out more, and request a free trial subscription at www.mchinfiniteaccess.com.

School Profile

Print | Close Window

Abernethy Elementary School

Street Address
2421 SE Orange Ave
Portland, OR 97214-5398

Mail Address
2421 SE Orange Ave
Portland, OR 97214-5398

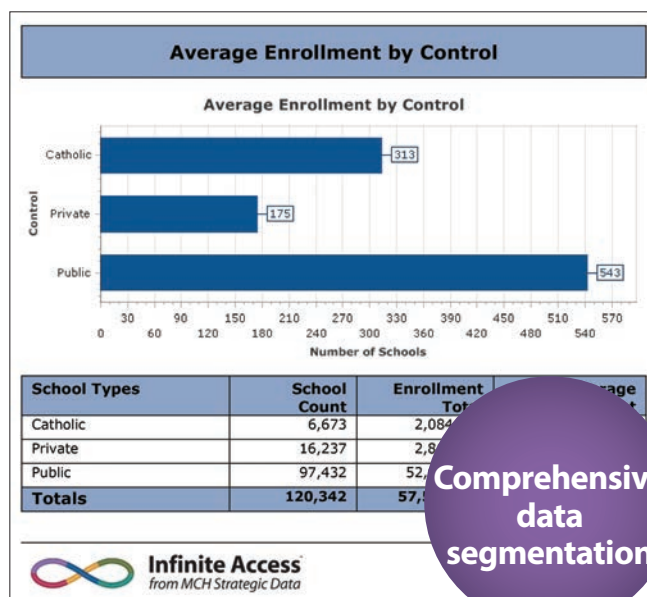
Contact Information
Phone Number: 503-916-6190
Fax Number: 503-916-2600
County Name: Multnomah
<http://www.ops.k12.or.us/schools/pages/abernethy/>

School Description
School Control: Public
Enrollment: 455
Low Grade: Kindergarten
High Grade: 5th Grade
Child Care Services: No
Pre-Kindergarten: No
Kindergarten: Yes
Adult Education: No

Features
Religious Affiliation: None
Employment Range Code: E - 50 - 99
Enrollment Range Code: C - Medium (250-499)
MCH Institution ID: 730590
School Programs: Bilingual Programs, Library, Parent Teach Association
School Technology: Computer Labs, District Network Member, Internet
School Category: N/A
School Music: N/A

RPM Buying Power - All Schools: Moderate
RPM Buying Power - Elementary Schools: Moderate
RPM Buying Power - Elementary-Middle Schools: Moderate
RPM Buying Power - Middle Schools: N/A
RPM Buying Power - High Schools: N/A

Detailed profiles



Comprehensive data segmentation

Why Email? Because Edu

Channel_e™ Email Solutions

- 70.9% of teachers prefer to receive information via email.
- 95.5% of educators have access to their school email inbox from home.
- 77.1% have access to their school email during the summer months.
- \$2 billion in fiscal-year-end spending occurs—decision makers prefer to hear from you by email.
- Use email to reach Monitor new names before your competitors.

Channel_e™ Email Solutions from MCH provide you with a comprehensive and sophisticated suite of e-marketing tools. Channel_e can help you increase response rates, build your brand, and reach your lead acquisition, customer acquisition, and customer retention goals.

Complimentary Pre- and Post-Campaign Services

Each MCH Channel_e deployment includes a complimentary **Pre-Deployment Analysis** designed to help your email messages reach the intended recipients and prevent them from being labeled as spam. The analysis consists of a preliminary spam score, preflight quality checklist, CAN-SPAM quality checklist and rendering tests.

The **Channel_e Enhanced Report** is unparalleled in the industry and provides a wealth of analytical details. The report shows the distribution of total opens, unique opens, bounces, click-thrus by job function, and institutional characteristics. The report refreshes daily for 30 days following deployment.



Find the prospects most likely to respond to your offers!

The **Channel_e Profile** is an essential tool that reveals the prospects that are most likely to respond to your email offers. This analysis benefits you by helping you learn who your target audience really is based on their past behavior. You can adjust your marketing plan, select the right target audience, deploy your email message, and work toward converting prospects into actual customers.

"MCH's new email reporting tool provides a wealth of data at your fingertips. I was instantly able to drill down into so many attributes and sort them by click %. It gave me new insight, instantly, about the market segments where our campaigns are doing best. This tool is really a game changer."

icators Prefer It!

Millions of education emails verified every month!

Channel_e encompasses all of MCH's email products and services. See www.mchdata.com/email-marketing-solutions for a comprehensive list of email services available from MCH.

Channel_e™ Solution	Lead Acquisition	Customer Acquisition	Customer Insight	Response Booster	Branding
Channel_e™ Prospect Deploy your Channel_e email campaign to targeted prospects. The process is easy—choose your target audience, send your creative and opt-out file to MCH, and we'll take care of the rest.	✓	✓			✓
Channel_e™ Leads After your Channel_e campaign has been deployed, MCH will provide you with the name, institution address, job function, and additional detailed information about the individuals that responded to your offer.	✓	✓		✓	
Channel_e™ Trigger Campaigns This robust tool enables you to create marketing strategies based on recipients' behavior and engage appropriately with your audience.	✓	✓		✓	
Channel_e™ Profiles The Channel_e Profile is an essential tool that reveals the market segments most likely to respond to your offers.			✓		
Channel_e™ Enhanced Reports The Channel_e Enhanced Report is unparalleled in the industry and provides a wealth of analytical details. The report shows the distribution of total opens, unique opens, bounces, click-thrus by job function, and institutional characteristics.	✓	✓	✓	✓	



Early Childhood

The Preeminent Early Childhood Database from MCH



345,000
Locations

serving



16 Million
Children

The only full coverage of the age 0-4 market available! The Early Childhood market is exciting and represents huge potential and a tremendous opportunity for your company.

Studies show that student success is highly dependent on early childhood education.

MCH was the first company to host industry thought leaders at a conference dedicated to discussing early childhood market potential, funding, challenges, and emerging trends.

Takeaways from the MCH Early Childhood Marketing Leadership Conference indicate we are on the brink of a market shift from the old K-12 to the new "Age 0-18" education market. Note the following:

- Bipartisan support at the federal level to increase early childhood funding.
- State initiatives to increase the number of children served in Pre-K programs for increased funding.
- Head Start focus is transitioning downward to ages 0-3.
- Emerging push for higher standards governing home day cares.
- Common Core requirements are being extended into early childhood education.
- Early childhood educators and K-12 educators agree that curriculum needs to be aligned to help students succeed.

Visit our website to learn more about the Early Childhood Marketing Leadership Council: mchdata.com/early-childhood-marketing-leadership-council/



Download the
white paper
*From the Old
K-12 to the
New "Age 0-18"
Market now!*



mchdata.com/white-papers/

Early Childhood Institutions by Ages Served

Institution	Birth	1 Year	2 Years	3 Years	4 Years	5 Years	6-18 Years	Total
Child Care Centers	Day Care Centers							12,440
	Preschools (School Readiness)							76,146
						Before/After School		9,328
Head Starts	Early Head Starts							3,654
					Head Starts			15,505
School-Based Early Childhood Programs	Child Care Services							2,863
					Pre-K/Kindergarten			69,404
						Before/After School		27,377
Home Day Care Services	Home Day Care Services							164,286

Child Care Centers

Day Care Centers

Provide mainly custodial and after-school care primarily serving infants to age 5.

Preschools

Provide a school readiness program.

Before/After School Programs

Programs at child care centers that only provide supervision for children outside of normal school hours.

Head Starts

Provide federally funded preschool programs targeted to 4- and 5-year-old children from low-income families. Early Head Start programs serve children 3 years of age and younger.

School-Based

Early Childhood Programs

Child Care Services

Provide infant care and school readiness programs for children up to age 3. Operated by a school or school district.

Pre-K/Kindergarten

Provide school readiness programs for children 4 and 5 years old.

Before/After School Programs

Programs at schools that only provide supervision for children outside of normal school hours.

Home Day Care Services

Provide custodial, school readiness, and before/after school services in private residences.

Key Decision Makers

Child Care Centers	Head Starts	School-Based Early Childhood Programs	Home Day Care Services
93,447 Owners & Directors	9,257 Head Start Directors	74,447 Early Childhood Educators	152,957 Day Care Providers

"Working with MCH, and in particular, Shawn Grose, is always a great and totally worry-free experience. Whenever I need counts or a quote, Shawn sends it over promptly and it's always correct. I appreciate that Shawn really listens to what I want for my campaign, and delivers it accurately and professionally. Plus, she is helpful with suggestions to increase my response rates, and a pleasure to do business with."

Chris Keck
Director of Marketing
MediBadge

Early Childhood Universe

	Child Care Centers	Head Starts	School- Based Programs	Home Day Care Services	Total Universe
Total Institutions	73,474	16,398	70,132	162,499	322,503

Early Childhood Enrollment Range

Very Large (150 or more)	7,295	1,825	2,117	NA	11,237
Large (90-149)	14,051	1,357	7,066	NA	22,474
Medium (50-89)	21,455	2,316	14,017	NA	37,788
Small (30-49)	14,722	2,417	13,891	NA	31,030
Very Small (1-29)	10,646	2,526	19,189	160,744	193,105
Unknown	5,229	16,398	13,852	NA	35,479

Only
at MCH!



Early Childhood Universe

	Child Care Centers	Head Starts	School- Based Programs	Total Universe
Child Care Center Age Range				
0 - 1 Year	43,386	3,867	962	48,215
2 - 4 Years	65,531	16,094	19,656	101,281
5+ Years	68,751	14,633	30,687	114,071

Child Care Center Specialty

Before/After School HQ Office	113	NA	NA	113
Before/After School Program	9,254	NA	27,790	37,044
Child Care Chain Center	8,752	NA	NA	8,752
Child Care Chain HQ Office	482	NA	NA	482
Child Care for Deaf Children	14	NA	43	57
Early Head Start Center	NA	3,654	NA	3,654
Head Start Center	NA	14,205	NA	14,205
Head Start HQ Office	NA	1,798	NA	1,798
Migrant Program	451	NA	NA	451
Montessori Center	2,471	NA	463	2,934
Native American Center	462	NA	66	528
Special Needs Center	411	NA	818	1,229
Waldorf Center	17	NA	57	74
YMCA/YWCA HQ Office	950	NA	NA	950



Early Childhood Teachers

Personnel/Position	School Address	Email Address	Home Address	Child Care Services at Schools	Pre-K Market	Kindergarten Market
Early Childhood Educator	72,378	49,511	38,909	4,132	59,885	64,891
Child Care Director	1,662	1,316	974	913	947	1,140
Child Care Teacher	1,522	914	783	315	787	1,149
Early Childhood Provider	1,604	1,087	770	340	834	1,165
Early Childhood Special Education	5,960	3,790	3,533	132	4,062	5,100
Head Start Teacher	2,280	1,387	1,138	55	1,724	1,984
Head Start Coordinator	254	132	145	5	181	221
Pre-Kindergarten Director	2,947	2,707	1,759	363	2,767	2,170
Pre-K/Preschool Teacher	53,374	36,243	28,410	1,948	47,067	49,988
Lead Pre-K Teacher	1,244	665	667	36	1,115	1,182
Kindergarten Teacher	172,764	118,507	898	28	88,103	1,612
Lead Kindergarten Teacher	1,634	892	98,877	2,216	439	170,949
Before/After School Program Director	5,661	3,446	2,917	312	3,243	4,831
Special Education Department Chair	5,740	4,018	3,404	142	1,085	1,921

The counts above represent school personnel in schools with early childhood programs only. For a complete view of the K-12 market, see pages 2-13.

Child Care Center Personnel

	Center Address	Email Address
Program Directors		
Early Childhood Director	47,356	15,888
Before/After School Director	6,575	2,102
Child Care Director	5,423	1,801
Youth Director	129	48
Executive & Regional Directors		
Owner*	30,430	7,421
Executive Director	11,545	3,895
Head of School	206	99
Regional Director	564	255
Program Staff		
Early Childhood Educator	544	145
Education Coordinator	1,377	705
Family Services Professional	130	41
Lead Teacher	970	253
Preschool Teacher	188	48

*Early Childhood Directors tend to have a high burn-out rate while Owners are more stable.

**Early childhood emails
available only from MCH!**

Head Start Personnel

	Head Start Address	Email Address
Program Directors		
Early Head Start Director	1,403	647
Head Start Director	6,969	2,476
Executive & Regional Directors		
Executive Director	3,379	1,011
Program Staff		
Education Coordinator	1,124	591
Head Start Teacher	168	40

Home Day Care Services Personnel

	Total
Day Care Provider	152,957

"MCH Strategic Data has been our trusted data provider for many years. The quality of their data seems to be better than any other we have used. Their staff is always knowledgeable and friendly."

Extend Your Reach

Churches

Directors of religious education are responsible for purchasing curriculum and educational materials that are aligned with the mission of church.

Churches..... 304, 060

Catholic	19,859
Islamic.....	1,245
Jewish	3,065
Assembly of God.....	12,622
Baptist.....	75,056
Catholic	19,859
Church of God	13,525
Churches of Christ.....	18,510
Lutheran	18,629
Methodist.....	40,939
Presbyterian	13,906

Personnel	Church	Email
Director of Religious Education	18,251	4,682
Pastor	222,268	38,165
Youth Minister	32,657	9,327

For a complete view of the MCH Church Database, visit mchdata.com/?p=5805

Colleges & Universities

Colleges and universities offer continuing education and professional development courses for educators.

Colleges & Universities..... 5.063

Associates Degree	1,813
Bachelors Degree	2,739
Freestanding Graduate Schools.....	511

Personnel	
Chancellor	230
Dean	641
Director	566
President.....	3,529

Community Centers

Community Centers serve citizens of all ages and are often the location where students and members of the community can come together to participate in multi-generational learning activities.

Community Centers..... 2,505

Jewish Community Center.....	188
YMCA	2,083
YWCA.....	241

Personnel	Institution	Email
Director	2,476	388

For a complete view of the MCH Community Center Database, visit mchdata.com/?p=5924

Dental Practices

The waiting rooms at dental practices are often filled with books, toys, games, videos, and other entertainment products designed to help children enjoy a trip to the dentist.

Dental Practices..... 132,278

General Dentistry	109,415
Orthodontics.....	10,424
Pedodontics	5,291

For a complete view of the MCH Dental Practices Database, visit mchdata.com/?p=5859

International Lists

MCH is pleased to partner with The Education Company



to provide you with contact information for educators located in the U.K., Ireland, Australia, New Zealand, South Africa, and International Schools.* The structure of these schools is dramatically different than U.S. schools, so you need an expert to help you with your data requirements.

Education Institutions	84,119
Teachers & Other Education Contacts	1,144,520
International Schools.....	6,076

*International Schools are defined as schools that teach curriculum other than that of the host nation.

Medical Practices

While pediatricians purchase toys, books, and games for the waiting room, they also provide guidance or referrals to parents regarding educational programs for children with specialized needs.

Medical Practices	413,452
Family Practice.....	55,634
General Practice.....	7,473
Pediatric Allergy.....	242
Pediatric Cardiology.....	772
Pediatric Critical Care.....	566
Pediatric Emergency Medicine.....	626
Pediatric Endocrinology.....	587
Pediatric Gastroenterology.....	539
Pediatric Hematology/Oncology.....	627
Pediatric Internal Medicine.....	175
Pediatric Neurology.....	724
Pediatric Ophthalmology.....	83
Pediatric Psychiatry.....	1,734
Pediatric Pulmonology.....	431
Pediatric Radiology.....	225
Pediatric Surgery.....	679
Pediatrics.....	22,106

For a complete view of the MCH Medical Practices Database, visit mchdata.com/?p=5880

Nursing Homes, Retirement Homes, and Assisted Living Facilities

Nursing Home Activity Directors purchase crafts, supplies, and manipulatives similar to those used by educators.

Nursing Homes, Retirement Homes, and Assisted Living Facilities.....	33,847
Assisted Living Facility.....	14,632
Corporate HQ.....	408
Nursing Home.....	15,227
Retirement Home.....	11,415

Personnel	Institution	Email
Activities Director.....	25,794	2,683
Chief Administrator.....	12,434	1,441
Chief Purchasing Officer.....	7,737	1,012

For a complete view of the MCH Nursing Home, Retirement Home, and Assisted Living Facility Database, visit mchdata.com/?p=5882

Public Health Departments

School nurses often collaborate with city and county health department personnel regarding health screenings, immunizations, and other public services.

Public Health Departments	11,262
City.....	2,190
County.....	4,544
District.....	559
Native American.....	162
Regional.....	381
State.....	3,553

Personnel	Institution	Email
Director of State Health Department.....	57	4
Health Services Director.....	6,655	1,737
Medical Director.....	2,066	321
Nursing Service Director.....	1,268	361
Nutrition Director.....	217	54

For a complete view of the MCH Public Health Department Database, visit mchdata.com/?p=5885

Schools at Correctional Institutions

Schools located at Correctional Institutions typically have large budgets for curriculum and supplemental educational materials.

Correctional Institutions.....	4,795
Schools at Correctional Institutions.....	3,188

Personnel	Institution	Email
Education Supervisor.....		1,982

For a complete view of the MCH Correctional Institution Database, visit mchdata.com/?p=5833

School Libraries

School libraries are part of the MCH school database and can be selected with any of the attributes available for schools.

School Libraries.....	103,561
-----------------------	---------

Personnel	Institution	Email	Home
Librarian/Media Specialist.....	77,595	41,371	45,414
Library Aide.....	13,588	9,391	8,076
Instructional Tech Coordinator.....	7,752	3,772	4,438
Instructional Media Director.....	7,312	3,923	4,326
Library Services Director.....	7,734	4,039	5,059

For a complete view of the MCH Library Database, visit mchdata.com/?p=5985

Digital Marketing

edWeb: The award-winning online education community

MCH has established a strategic partnership with edWeb.net, a professional social and learning network that is free for educators and educational institutions.



edWeb will help you reach a constantly growing community of educators who are seeking new ideas and resources, professional development, technology solutions, and effective ways to improve all aspects of learning.

With edWeb.net, you can connect more directly and deeply with educators. Companies that host online communities build awareness, generate leads, and gain valuable insights from educators. edWeb communities provide the value of a trade show, focus group, and marketing/lead generation program—all in one.

Extend your outreach to the K-12 education community to:

- Increase awareness of your product/service.
- Get feedback directly from educators at a much lower cost than focus groups.
- Host webinars as a live meet-up and value-added professional development service.
- Refine your messaging to speak directly to educators' needs.
- Generate high quality leads.

edWeb makes hosting a community easy! The edWeb team provides comprehensive support services including consulting, coaching, program management, marketing, and reporting. You provide program content for your community and your webinar programs and edWeb will handle the logistics for you.

Learn more at www.edweb.net.



"The main differentiator between edWeb and other social networks is that edWeb creates a real community!"

Brandi Brown
Marketing Communications & eCommerce Manager
MarketingETA hand2mind

"I've presented a lot of webinars, and my edWeb webinar was by far the most engaged audience I've ever had! It felt like a community. We were SO impressed with the chat feed. The participants were engaged in the presentation, commenting throughout, and helping one another (which was REALLY satisfying to see)."

Dr. Susan Hall
Founder and President
The 95 Percent Group

Improve Your Response

Learn what's hiding in your house file

Increasing our customers' response rate is the mission of the MCH Response Lab team. Services that can help you achieve your objectives include:

- Custom Databases
- Data Append or Reverse Append
- Merge/Purge
- Postal Processing
- Data Hygiene
- Custom Matching
- Data Consolidation/Group Posting
- Suppression Lists

MCH can help you gain valuable insight into your results with detailed analytics:

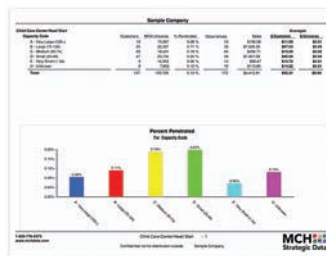


MatchBacks

Customer Name	Company	Address	Sales Dollars
ABC Company	ABC Company	123 Main St	\$100,000
DEF Company	DEF Company	456 Main St	\$200,000
GHI Company	GHI Company	789 Main St	\$300,000

Use this post-campaign process to identify who responded to your offer. Comparisons can be done by customer name, company, address, and/or more defined data. The matched data will then be rolled up and reported to reflect how your customers responded and the number of sales and sales dollars that resulted. The Response Lab will work closely with you in order to define the best analytical result that can then be used to refine future campaigns.

ESP™ Profile



From the broadest B2B marketer to the narrowest vertical-specific marketer, we can help identify the subsets of your markets that are the most valuable to you. The ESP Profile is based on your database of 5,000 or more customer transactions. The results are strictly confidential and are used exclusively to provide you with detailed recommendations for further marketing campaigns.

Channel_e™ Profile



The Channel_e Profile is an essential tool that reveals the prospects that are most likely to respond to your email offers. This analysis benefits you by helping you learn who your target audience really is based on their past behavior. You can adjust your marketing plan, select the right target audience, deploy your email message, and work toward converting prospects into actual customers.



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