



From MCH—America’s Leading Compiler of Institutional Data

The MCH B2i Advantage

American Recovery & Reinvestment Act—ARRA

- Districts are eligible for billions of dollars of new funding as part of the ARRA economic stimulus package passed in February 2009. This includes a large portion of \$54 billion for state fiscal stabilization, \$12 billion for special education (IDEA), and \$13 billion for Title I.
- Districts may also qualify to receive funding under the massive school modernization segment of ARRA.
- MCH is tracking where the money is going and providing recommendations on how to target this funding at www.stimulusmarketing.com.

Tips & Traps

- The District universe is small in relation to the school universe, and is highly stratified. You only have to mail to the top 1,000 districts to reach 50% of the market as measured by student population. The top 5,000 districts will reach more than 80% of the market.
- Because Districts exert so much influence over school purchases, MCH recommends including districts in virtually all public school mailings.
- District administrators coordinate activities, facilitate purchases, and communicate with potential users across the school system. Keep in mind that districts may put through district-wide purchase orders. This can make response rates appear low, but because of the higher average orders, it's often worthwhile to mail to them.
- Curriculum Directors at the district are a good addition to a campaign, especially for curriculum-oriented offers.

Extend Your Reach

Contact your MCH representative for more information on these additional institutions that may be receptive to your offers:

- **Schools** are obviously tightly connected to district purchasing. Many school systems give schools discretion to directly issue purchase orders for a wide variety of products and services.
- School Districts are closely tied to many **Local Government** services. District finance administrators work with the taxation services of local governments. **Police Departments** provide resource officers for school security. **Public Health Departments** conduct health screenings and immunizations.
- **Public Libraries** provide coordinated services with school districts such as summer reading programs, after-school programs, and homework help services.

At a Glance: Districts

Public School Districts.....	\$40/M	15,439
Regular Districts.....		15,129
Area Educational Service Districts.....		1,146
Vocational Districts		165
District Administrators.....	\$60/M	343,451



Every MCH-compiled mailing address is guaranteed deliverable. We will reimburse 50¢ for each undeliverable mail piece with an MCH institutional address when returned to us within 90 days of the MCH invoice date. We update our database based upon returned mail on a daily basis. For complete guarantee terms see www.mailings.com/orderinginfo/getthere.html



The MCH research team calls schools, hospitals, and nursing homes, plus thousands of other institutions to confirm their key attributes and stay on top of the latest staff changes. We make hundreds of thousands of phone calls a year!

Districts

Types of School Districts

\$40/M

Regular Districts

Regular Districts are normal local public school districts; they may be unified, elementary or secondary. Unified districts operate schools covering kindergarten or 1st grade through 12th grade. These are the most common forms of school districts. Elementary districts operate elementary schools only. Secondary districts operate secondary schools only.

Charter Districts

Districts that operate charter schools. May or may not report to a regular district.

County Districts

Operate county schools.

Department of Defense Districts

Districts that serve the schools located on military bases in the United States.

Native American Districts

Districts that serve schools that are located on Indian Reservations.

Sub Districts

A district that is part of a larger district that operates a local subset of the schools.

Supervisory Unions

Provides district-level functions for a group of smaller districts that have combined their resources to form one school system. Supervisory Unions and Served By Supervisory Unions are different than a typical School District because of their parent-child relationship. Supervisory Unions (parent) can be compared to a regular district since most of the purchasing power and staff are located at the Supervisory Union. The Served by Supervisory Unions (child) can be multiple districts that are pooled together and are governed by the Supervisory Union.

Year-Round Districts

Operates year-round schools only.

Area Educational Service Districts

Regional agencies that administer and coordinate services for a group of regular school districts. These institutions often provide support for specialized educational services including special education and vocational-technical training.

	Unified & K-12	Elem Only	Sec Only	Total
Public School Districts	11,123	2,542	398	15,439
Regular Districts	11,123	2,542	392	14,129
Charter Districts	87	38	34	159
County Districts.....	1,094	68	18	1,180
Department of Defense Districts.....	7	7	0	14
Native American Districts.....	9	3	1	13
Sub Districts	350	21	8	379
Supervisory Unions	144	37	1	182
Served by Supervisory Unions.....	113	381	47	541
Year-Round Districts.....	101	40	4	145
District Services				
Area Education Service Districts				1,146
Vocational Technical Districts				165
State Departments of Education				
51				
Private School Districts				
Catholic Archdioceses & Dioceses.....				197
Catholic Superintendent Offices.....				170
Superintendents.....				161
Church Superintendent Offices				135
Superintendents.....				120

Vocational Technical Districts

Operates vocational schools only.

State Departments of Education

The state agency responsible for setting education standards for public schools.

Catholic Archdioceses & Dioceses

The archbishop or bishop jurisdiction that governs Catholic schools.

Catholic Superintendent Offices

Education offices that govern Catholic schools in a particular archdiocese/diocese. Duplication exists between Catholic and Church Superintendent offices.

Church Superintendent Offices

Education offices based on a specific religious denomination that govern schools in a particular geographic area. Duplication exists between Church and Catholic Superintendent offices.

What Our Customers Say

“My MCH rep has been helpful, responsive, and extremely personable. I represent a small company, new in the market, but was provided with ‘big company’ service.”

Districts

In Depth: Districts

One of the most important things to appreciate about districts is just how different they can be from one another. The New York City School District has more than 1 million students, but thousands of districts have fewer than 500 students. Clearly these districts have different needs and different buying processes.

There is no classification for “School Districts” in traditional business databases. In this age of No Child Left Behind requirements and tight state budgets, MCH research indicates that districts are exercising more control over school purchases. You need to be able to reach the person responsible for centralized purchasing.

MCH phone verifies every district in our School District database.

RPM—Response Potential Model™ add \$25/M

Get on the fast track to the school market

Target big responding schools quickly with MCH’s exclusive Response Potential Model™. RPM ranks the school market with a proprietary algorithm that identifies the schools most likely to respond to offers for supplemental educational products.

With RPM, the school market is divided into even deciles at the elementary, middle, and high school levels. You can target the top ranked schools that meet your specific market needs.

Join the other MCH clients that have used RPM to significantly boost response rates of their school mailings! You can test the effectiveness of the RPM super selection for your offerings in advance—just ask for a *free ESP™* customer database profile to see your penetration in each RPM segment.



District Selections

Demographics

Metropolitan Population	add \$10/M
Population Score	add \$10/M
Wealth Score	add \$10/M

District Features add \$10/M

Before/After School Programs	7,061
School-Wide Title I Funding	5,280
Tech Savvy	8,150

Enrollment add \$10/M

Very Small (1-249)	2,214
Small (250-999)	4,252
Medium (1,000-2,499)	3,463
Large (2,500-4,999)	2,107
Very Large (5,000+)	2,367

Number of Schools add \$10/M

Very Small (1)	4,392
Small (2)	2,235
Medium (3-4)	3,444
Large (5-9)	3,132
Very Large (10+ schools)	2,235

Open/Close Dates add \$10/M

Open before August 16th	2,305
Open August 16th - 31st	7,955
Open after August 31st	3,914
Close before June 1st	6,648
Close June 1st - 15th	5,344
Close after June 15th	2,182

Title I Funding

NCLB INTENSITY	ADD \$15/M
Low NCLB Intensity	9,494
Medium NCLB Intensity	5,328
High NCLB Intensity	717
FEDERAL FUNDING	
Districts with Failing Schools	add \$35/M
Failing Districts	add \$35/M
Title I Increase	add \$85/M
Title I Increase	add \$85/M

Districts



What Our Customers Say

“With the company I used before MCH, I had to deal with piles of re- turns. I even asked that company if they would like me to send them my returns so they could correct their database using the cor- rected addresses. They said, ‘No, don’t bother.’ With MCH, there are hardly any returns!”

District Personnel

\$60/M

Administrative

NOTE: To reach all districts with elementary grades, select Elementary and Unified. To reach all districts with secondary grades, se- lect Secondary and Unified.

Superintendent

Responsible for operation of all schools within a district.

Area Superintendent

Responsible for the operation of schools in a subdistrict.

Assistant Superintendent

Responsible for a specific district-level activ- ity, such as finance and business activities for the district operations of purchasing and inventory control.

District Secretary

Responsible for supporting administrators and maintaining rapport with students, employees, and community. Manages office operations, maintains budgets/accounts, and controls information flow. Primarily the superintendent’s secretary.

	Unified & K-12	Elem Only	Sec Only	Total
Superintendent.....	11,068	2,547	390	14,005
Area Superintendent.....	373	19	9	401
Assistant Superintendent.....	5,896	564	217	6,677
District Secretary.....	9,563	1,733	304	11,600
School Board President.....	10,419	2,371	350	13,140
Superintendent, Church-Related Schools.....				120
Catholic Superintendent of Schools.....				161

School Board President

Chairperson of the school board or school committee representing community in- terests.

Superintendent, Church-Related Schools

Responsible for the overall operation of a church-related school or schools in the parish.

Catholic Superintendent of Schools

Oversees the operation of all schools in an archdiocese or diocese (included in Super- intendent, Church-Related Schools).

Districts

District Personnel

\$60/M

Business

NOTE: To reach all districts with elementary grades, select Elementary and Unified. To reach all districts with secondary grades, select Secondary and Unified.

Affirmative Action Director

Coordinates equal opportunity education/employment practices.

Building & Grounds Director

Responsible for the maintenance of school district buildings/grounds.

Business Manager

The school district's chief manager in charge of fiscal services.

Food Services Director

Responsible for the food services program in district schools.

Grant Coordinator

Seeks and obtains new funding sources for educational programs. Manages grant writing, submission, and administration functions.

Human Resources Director

Responsible for hiring teaching staff and personnel matters.

Network Administrator

Manages the information technology infrastructure, including systems maintenance, systems upgrades, and troubleshooting.

Public Relations Director

Builds and manages relationships with businesses, media channels, and community members in support of school district policies and goals.

	Unified & K-12	Elem Only	Sec Only	Total
Affirmative Action Director.....	1,157	120	41	1,318
Building & Grounds Director.....	8,913	1,299	267	10,479
Business Manager.....	9,386	1,634	290	11,310
Food Services Director.....	9,016	1,144	205	10,365
Grant Coordinator.....	2,351	308	74	2,733
Human Resources Director.....	5,626	708	191	6,525
Network Administrator.....	5,315	825	191	6,331
Public Relations Director.....	1,780	102	48	1,930
Purchasing Director.....	2,783	316	72	3,171
Safety/Security Director.....	4,121	386	97	4,604
Teacher Personnel Director.....	2,053	178	55	2,286
Transportation Director.....	8,535	1,010	209	9,754

Purchasing Director

Responsible for requisition and distribution of supplies in accordance with the district budget. Directs Requests for Proposal/Coop Programs and manages vendor relations.

Safety/Security Director

Responsible for the safety and security of school district facilities/grounds; educates students and faculty on crime, violence, and drug abuse.

Teacher Personnel Director

Directs human resources and staff development for certified district employees.

Transportation Director

Responsible for bus scheduling, maintenance of school district vehicles, etc.

What Our Customers Say

"We had a lot of questions because this is a new business area. MCH exhibited patience in providing us with time to develop a successful marketing campaign."

Districts

District Personnel

\$60/M

Support Services

NOTE: To reach all districts with elementary grades, select Elementary and Unified. To reach all districts with secondary grades, select Secondary and Unified.

Academic Testing Director

Coordinates testing for academic assessment and evaluation at schools throughout the district.

AIDS Education Director

Coordinates AIDS education programs.

At-Risk Director

Administers district-wide programs aimed at students who are at-risk of dropping out of school.

College Counseling Director

Coordinates activities for college-bound students and their parents, including testing and financial aid.

Counselor—Guidance

Coordinates counseling activities with students/parents, such as testing, college placement, and referrals.

Dropout Prevention Director

Designs programs to help students stay in school and complete their education.

Health/Nurse Services Director

Director of physical and mental health services in the district.

In-Service Education/ Staff Development Director

Coordinates professional development programs for administrators, teachers and other employees of a school district.

	Unified & K-12	Elem Only	Sec Only	Total
Academic Testing Director	4,978	563	129	5,670
AIDS Education Director	4,412	593	105	5,110
At-Risk Director	5,890	595	161	6,646
College Counseling Director	505	1	20	526
Counselor—Guidance	10,245	779	238	11,262
Dropout Prevention Director	989	46	19	1,054
Health/Nurse Services Director	6,131	847	156	7,134
In-Service Ed/Staff Development Director.....	5,090	678	154	5,922
Instructional Media Director	6,668	778	183	7,629
Library Services Director.....	6,315	1,066	198	7,579
Parent Involvement Director.....	1,118	78	10	1,206
Psychological Testing Director.....	1,221	138	25	1,384
Pupil Personnel Director	1,895	177	75	2,147
Social Work Director	2,295	340	83	2,718
Substance Abuse Director.....	5,722	928	157	6,807

Instructional Media Director

Responsible for media programs, including audiovisual and library services.

Library Services Director

Responsible for library services, acquisitions, and organization in the district.

Parent Involvement Director

Supervises programs that actively involve parents in the education of their children.

Psychological Testing Director

Administers psychological tests to assist in designing education plans for individual students. Ensures compliance with the Standards for Educational and Psychological Testing.

Pupil Personnel Director

Responsible for services provided for overall student welfare.

Social Work Director

Coordinates programs for identifying and resolving behavioral, emotional, and social problems that inhibit academic performance.

Substance Abuse Director

Coordinates district-wide drug/alcohol abuse education programs.

Districts

District Personnel

\$60/M

Curriculum

NOTE: To reach all districts with elementary grades, select Elementary and Unified. To reach all districts with secondary grades, select Secondary and Unified.

Adult Education Director

Director of community education programs and GED. Usually the head of vocational education.

Alternative Education Director

Oversees the district's alternative education program.

Art Director

Responsible for art courses and programs in the district.

Athletic Director

Oversees athletic programs for all sports.

Before/After School Program Director

Coordinates programs designed for care of children before and after scheduled class times.

Bilingual Education Director

Coordinates programs funded by ESEA Title VII and programs teaching English as a second language.

Business Education Director

Supervisor of the vocational/business education programs, including industrial arts, consumer education, etc.

Character Education Director

Coordinates programs to develop character traits such as respect, honesty, and citizenship.

Computer/Technology Director

Responsible for computer-related products for instruction.

Curriculum Director

Supervises curriculum/instruction in the district.

	Unified & K-12	Elem Only	Sec Only	Total
Adult Education Director.....	2,477	30	101	2,608
Alternative Education Director.....	3,376	110	116	3,602
Art Director.....	953	49	31	1,033
Athletic Director.....	9,177	714	249	10,140
Before/After School Program Director.....	1,851	329	5	2,185
Bilingual Education Director.....	3,949	630	127	4,706
Business Education Director.....	669	3	31	703
Character Education Director.....	435	67	3	505
Computer/Technology Director.....	9,622	1,627	292	11,541
Curriculum Director.....	12,117	2,212	386	14,715
Driver's Education Director.....	1,203	2	55	1,260
Early Childhood Education Director.....	4,729	535	15	5,279
English Director.....	1,053	71	62	1,186
ELL Program Director.....	1,706	284	57	2,047
ESL Program Director.....	2,688	389	80	3,157
Family & Consumer Science Director.....	1,687	37	64	1,788
Federal Program Director.....	11,581	2,043	311	13,935
Foreign Language Director.....	640	19	43	702
Gifted Program Director.....	5,238	760	87	6,085
Health/Sex Ed/Physical Ed Director.....	2,971	302	107	3,380

Driver's Education Director

Director of the drivers education programs within the school district.

Early Childhood Education Director

Responsible for the curriculum of Pre-K through grade 3.

English Director

Supervises the curriculum and instruction programs for English/language arts.

ELL Program Director

Manages educational guidance, support, and staff leadership for the English Language Learner program, ensuring compliance with federal, state, and district requirements.

ESL Program Director

Manages the English as a Second Language programs for the district. Develops programs to assist students in practicing listening, speaking, and writing skills.

Family & Consumer Science Director

Supervises programs including family living/consumer science, home economics, and clothing and textiles.

Federal Program Director

Administers federal funding programs, including Title I and Title V.

Foreign Language Director

Responsible for foreign language curriculum/instruction.

Gifted Program Director

Director of curriculum/instruction programs for academically gifted/talented students.

Health/Sex Ed/Physical Ed Director

Supervises programs for health, sex education, and physical education.

Districts

District Personnel

\$60/M

Curriculum continued

NOTE: To reach all districts with elementary grades, select Elementary and Unified. To reach all districts with secondary grades, select Secondary and Unified.

Industrial Arts Director

Supervises vocational programs in trade and industry skills.

Literacy Coach

Master teacher who creates and supervises long-term staff development programs related to literacy. Reviews assessment data, develops curriculum, and analyzes outcomes. See also Remedial Reading.

Magnet School Director

Responsible for the curriculum development of magnet schools.

Mathematics Director

Oversees math curriculum/instruction.

Migrant Education Director

Coordinates programs for at-risk migrant populations.

Multi-Cultural Curriculum Director

Responsible for culturally diverse curricula/programs.

Music Director

Supervises vocal/instrumental music programs at the district level.

Reading Director

Responsible for reading curriculum/instruction programs.

Reading First Director

Manages programs and administers funds associated with the federal No Child Left Behind Reading First initiative.

Remedial Math Director

Manages programs to educate students requiring additional help in basic mathematical knowledge.

	Unified & K-12	Elem Only	Sec Only	Total
Industrial Arts Director	664	8	29	701
Literacy Coach	569	71	9	649
Magnet School Director	181	4	4	189
Mathematics Director	839	27	43	909
Migrant Education Director	644	50	9	703
Multi-Cultural Curriculum Director	460	31	10	501
Music Director	967	74	38	1,079
Reading Director	2,126	356	52	2,534
Reading First Director	1,192	176	10	1,378
Remedial Math Director	506	78	14	598
Remedial Reading Director	2,074	347	46	2,467
Science Director	776	28	42	846
Social Studies Director	671	18	39	728
Special Education Director	9,879	2,112	403	12,394
Summer School Director	2,841	278	79	3,198
Supplemental Services Director	144	6	4	154
Teacher Mentor Director	1,311	121	39	1,471
Technology Prep Director	951	50	28	1,029
Title I Director	9,482	1,676	254	11,412
Vocational Education Director	4,715	74	146	4,935

Remedial Reading Director

Manages programs to educate students requiring additional help in basic reading knowledge.

Science Director

Supervises science curriculum/instruction.

Social Studies Director

Supervises social studies curriculum/instruction for the district.

Special Education Director

Supervises programs for mentally/physically challenged students or children with learning disabilities.

Summer School Director

Coordinates summer school programs throughout the district.

Supplemental Services Director

Administers programs for students who require additional instruction to reach required proficiency levels.

Teacher Mentor Director

Coordinates programs designed to guide inexperienced teachers.

Technology Prep Director

Coordinates programs that combine technical education with academic studies in preparation for college or vocational education.

Title I Director

Administers federal assistance programs for compensatory education for disadvantaged children.

Vocational Education Director

Responsible for vocational education programs, planning, and administration.