

## **Mobile Education: Attitudes and Policy**

### ***K-12 Mobile Use, Potential and Parental Expectations***

#### ***Background & Summary***

Mobile technology has changed the ways almost all organizations work. But large scale applications of mobile technology in schools are still relatively rare. Many educators believe that wireless has enormous potential in schools, but they face restrictive district policies, technology barriers and other challenges. In order to surmount these challenges, important questions need to be addressed: How are new mobile tools changing the educational landscape? What is their potential? What do parents expect and desire from services and devices they use at school and at home? What are the technology issues raised by “bring your own” approaches allowing use of students’ own mobile devices?

Mobile education services are a subject of intense speculation. But absent from the national dialogue is a dispassionate examination of the real behaviors, attitudes and aspirations of education decision makers and parents. And there is little relevant data to guide school districts and other policy makers.

At the same time, potential funders are interested in messaging around education. But their efforts are getting get lost amidst the “noise” from multiple media and a fragmented public.

High-visibility public surveys are a very effective way of addressing these multiple challenges by cutting through the media noise while simultaneously influencing the debate over education and technology. Grunwald studies have been especially successful, as they all use sound methodology and careful analysis to produce results with extremely high public impact.

#### ***The Study***

Grunwald Associates LLC is soliciting underwriting for a study to examine wireless handheld use and policies by school districts, and parent attitudes and expectations. We intend to conduct two parallel national surveys of school district administrators and (as an option) parents of school age children. Research will be conducted in cooperation with the National School Boards Association (NSBA). The surveys will use carefully constructed, nationally representative samples, with our planned sample sizes of 300 school administrators and 1,000 parents.

Specific research topics will be chosen in consultation with underwriters. These could include:

- How are school districts using mobile devices today?
- What are district policies regarding use of student-owned mobile devices?
- What kinds of controls are schools looking for in handhelds?
- What do education leaders see as the potential for mobile devices?
- What technology challenges are presented by “bring your own device” (BYOD) programs that allow students to use their own devices?

- What equity challenges are presented by BYOD programs?
- What criteria are driving device selection by districts (and families)?
- How are families using mobile devices for learning?
- What are parental attitudes towards the use of mobile devices in education?
- What are parental expectations about school use of mobile devices?

### ***Benefits to Underwriters***

- Partnership with NSBA, historically a leader in education technology.
- Opportunity to inject objective data and analysis into the public debate.
- Positioning as an industry thought leader with national policy makers & education influencers.
- Effective public relations via broad public release of results.
- Participation in the most respected--and methodologically sound--series of industry surveys.
- Input on the direction and topics of the survey.
- Access to underlying non-public survey results.

### ***Deliverables***

- Widely distributed public PDF report from the PTAs and the NSBA developed with underwriter input and prominent underwriter acknowledgement.
- Prominent mention of underwriters in news release(s) and other public materials
- Presentation and other materials for underwriter policy statements, promotional materials and presentations.
- Electronic file with survey cross-tabs.

### ***Qualifications & Approach***

This survey will be the latest in a series of respected high impact surveys conducted since 1995 by Grunwald Associates with major national association partners. Grunwald surveys offer:

- Carefully designed methodology generating nationally-projectable data.
- Analysis of the results by “hands on” industry leaders.
- Results positioned to generate maximum trust – and impact – within several distinct audiences: educators, thought leaders, the general public, and industry strategists.

The Grunwald survey series has an unbroken track record of generating extensive media coverage and attracting serious attention from opinion leaders. Results have been featured on the front pages of the Wall Street Journal & USA Today, and in the Washington Post, CNN, Newsweek, New York Times, MSNBC, Parade Magazine, Education Week, E-School News, and many other outlets. Underwriters that have benefited from association with this survey series include Kodak, BellSouth, Verizon, AT&T, Microsoft, Educational Testing Service, The Corporation for Public Broadcasting, Sesame Workshop, and others. Previous report examples can be viewed at <http://www.grunwald.com/reports/>

### ***Underwriting Cost***

District administrators only: estimated \$45,000 for each of three underwriters. Administrators and parents: estimated \$56,000 for each of three underwriters. Other combinations are possible. (Grunwald Associates will also create and license a separate commercial package of findings on mobile education.)