

K-12 Publishers Research Survey Summary Report October 2018

presented by



Westchester K-12
Publishing Services



K-12 Publisher Research Survey Overview

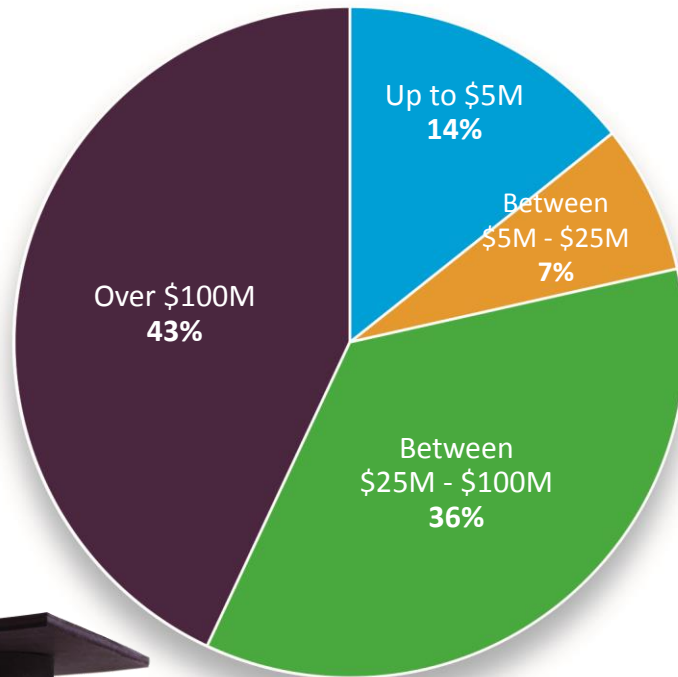
In a survey conducted
June – September 2018,
U.S.-based K-12
Publishers provided
their feedback
regarding the following:

- Their use of 3rd party vendors for their design, content development, editorial, and production needs;
- Their satisfaction level and concerns with their 3rd party vendors;
- Digital product development as it relates to the percentage of their business;
- Growth markets;
- Industry conferences attended and resources used for staying current on developments in the market.



Participating K-12 Firms

Respondents
self-identified
their annual revenues
ranging from less than \$5M
to over \$100M



About Your Vendors



94% use 3rd Party
Vendors for Content
and/or Production

31% are increasing
their budget
with their vendors;

50% are staying
the same

80%
believe 3rd party
vendor quality
is as good as
(or better than)
internal resources.





Most gave their
current vendors a **“C”**

(75% or less satisfaction rating)

You Want Vendors Who Are:

1. Following job specifications
2. Matching our voice better/quality of writing
3. Providing better communications/status updates

About Your Vendors

62.5% prefer
U.S.-based vendors

75% willing to
pay a premium
for U.S. vendors

80% are open to new
vendor relationships



Top 3 attributes when choosing a vendor:

1. Confidence in quality
2. Trustworthy
3. Industry reputation

ZERO
turn to
LinkedIn
or print ads.

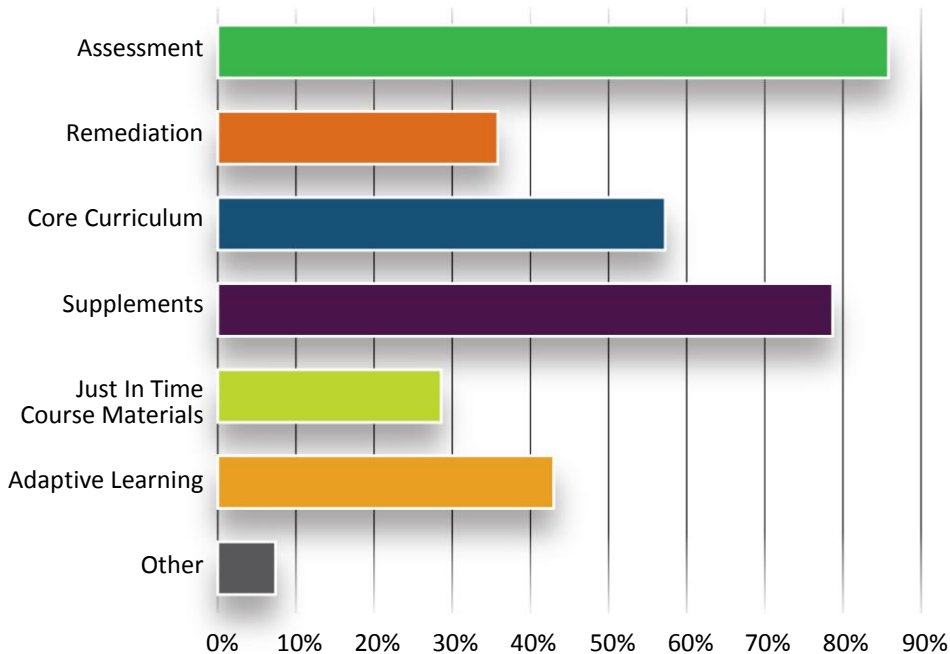
More than 85% find their
vendors through a

**personal
referral**
or experience.



About Digital Products

65% of respondents shared that up to 50% of their business includes digital products.



Top 3 Emerging
Markets
on Your Radar

- 1. Personalized Learning – U.S.**
- 2. Personalized Learning – Intl.**
- 3. Asia-Pacific**



Conferences

Your most frequently attended conferences

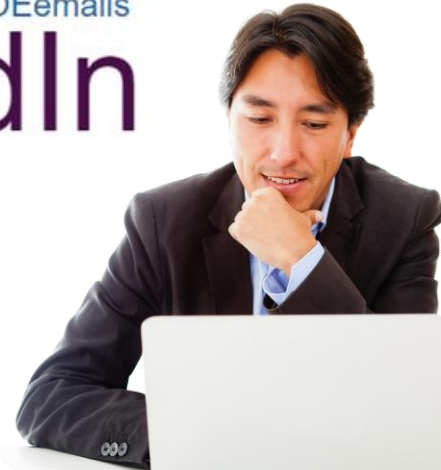
LearningForward



Resources

Your most frequently used
sources of
market information

PublishingTrends
PublishersWeekly ILA
EdSurge
EdWeek
Techcrunch
EdMarketer Mediabistro
SocialMedia
Hubspot Smartbriefs
StateDOEemails
LinkedIn



Westchester K-12 Publishing Services

**Your Trusted Partner
in Education**

Connect with us:

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About Us

Westchester K-12 Publishing Services offers publishers in the K-12 educational market a full range of services for literacy, math, science, social studies, and assessment products, ranging from content development, translation, illustration, design, and production.

Our K-12 content, design and production teams have the expertise you need to take your content from conceptualization through to post-production pre-press files.

Our Services

- Project Pre-Planning
- Content Development
- Design
- Illustrations
- Art Research & Management
- Page Production
- Project Management



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