



Data & Donuts

Surprising Insights from EAB's Voice of the Superintendent Survey

Today's Discussion



- 1 – Four Findings from EAB's Voice of the Superintendent Survey
- 2 – Two Essential Discussions for District Leadership Teams
- 3 – Upcoming Roundtable Discussions

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Documenting District Leaders' Reality

Understanding How the Pandemic Has Changed the Superintendent's World



Delivered nationwide *Voice of the Superintendent Survey*
November 2021



Conducted follow-up Listening Tour
with participating superintendents
Spring 2022

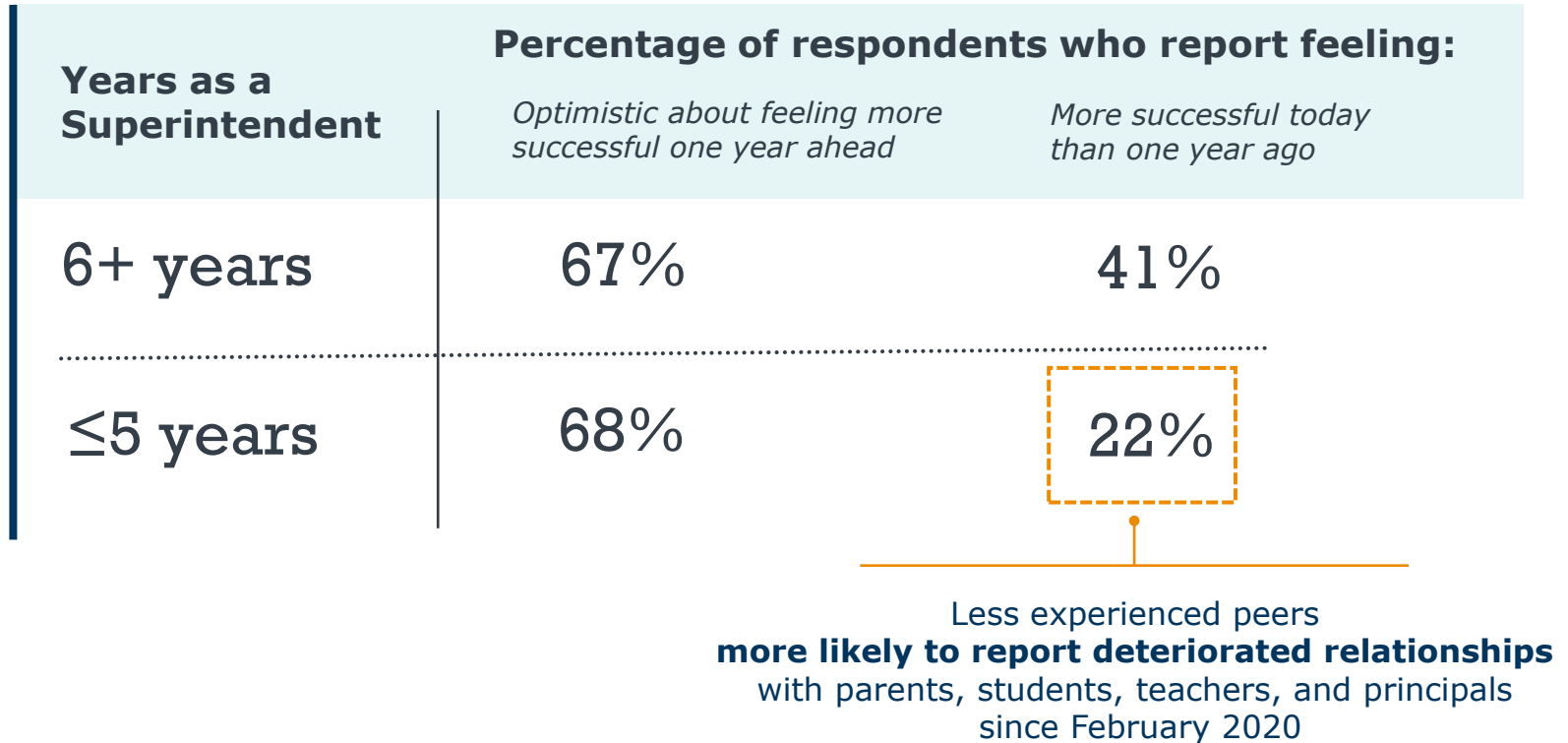


Analyzed quantitative data and
qualitative feedback to assess trends



Feeling Optimistic About the Future

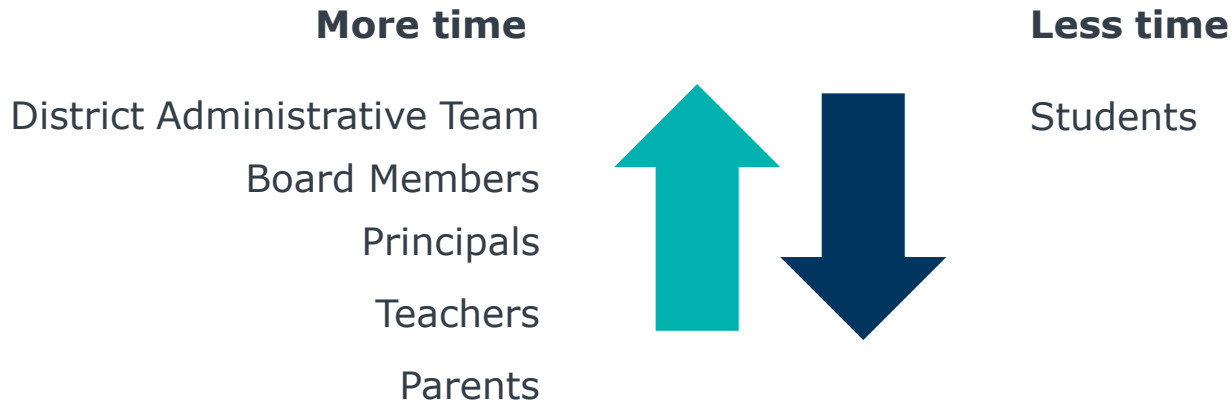
Experience Level Influences Sentiments Today, But Shared Optimism for Future





Feeling the Strain of Fewer Hours with Students

Superintendents Report Spending More Time With Every Stakeholder Group. Except The One That Matters Most.



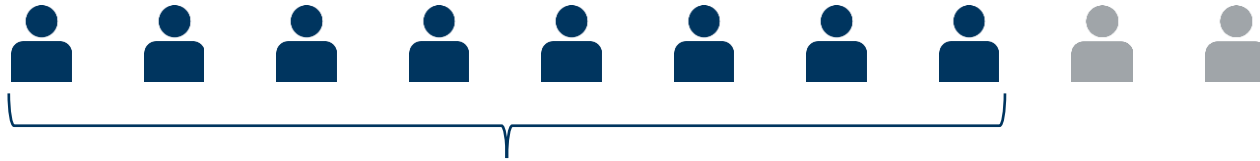
80% want to increase time with students

~80% also believe increasing time with students would make them more successful in their role



Struggle to Manage Polarized Communities

8 out of 10 agreed that managing divisive conversations is now the most challenging aspect of their job



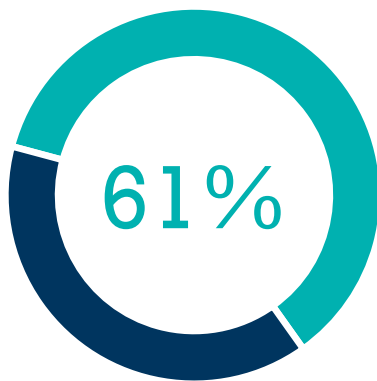
83% also agree that "equity" has become a divisive word in their communities.

7 out of 10 say that they would benefit from additional training in this area

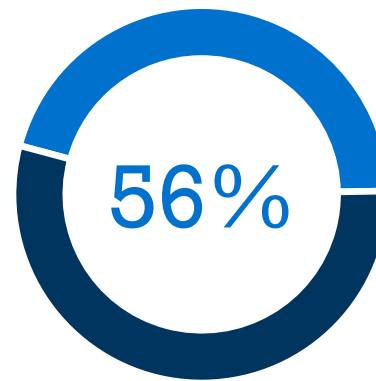


A Growing Desire for Collaboration and Connection

Peer Relationships Strengthening and Most Superintendents Want More



Agreed that their **relationships with peers had grown stronger** through the pandemic



Agreed that **more time with peers would make them more effective** in their jobs

Consistent Advice to New Superintendents from 100+ Peers

"If you don't already have a "critical friends" network or a consortium of peers you can talk to and meet with often, find one immediately!"



Sample Question Topics:

- ✓ Creating A Strategic Agenda
- ✓ Anticipating Parent Concerns
- ✓ Allocating Relief Funds
- ✓ Creating Equitable Policies
- ✓ PR/Media Relations
- ✓ Resource Allocation
- ✓ Labor Negotiations
- ✓ College Preparedness
- ✓ Access to Mental Health Care
- ✓ Teacher Morale
- ✓ **District Marketing**
- ✓ **Automation**

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Two Conversations Every District Needs to Have



92% agree
districts need to **better market** their schools to
the community



56% agree
districts should explore
automation as a
solution to staff
shortages



Foundational
Data



Key
Considerations



Essential
Questions

Understanding the Why



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Enrollment Declines



Community Perception

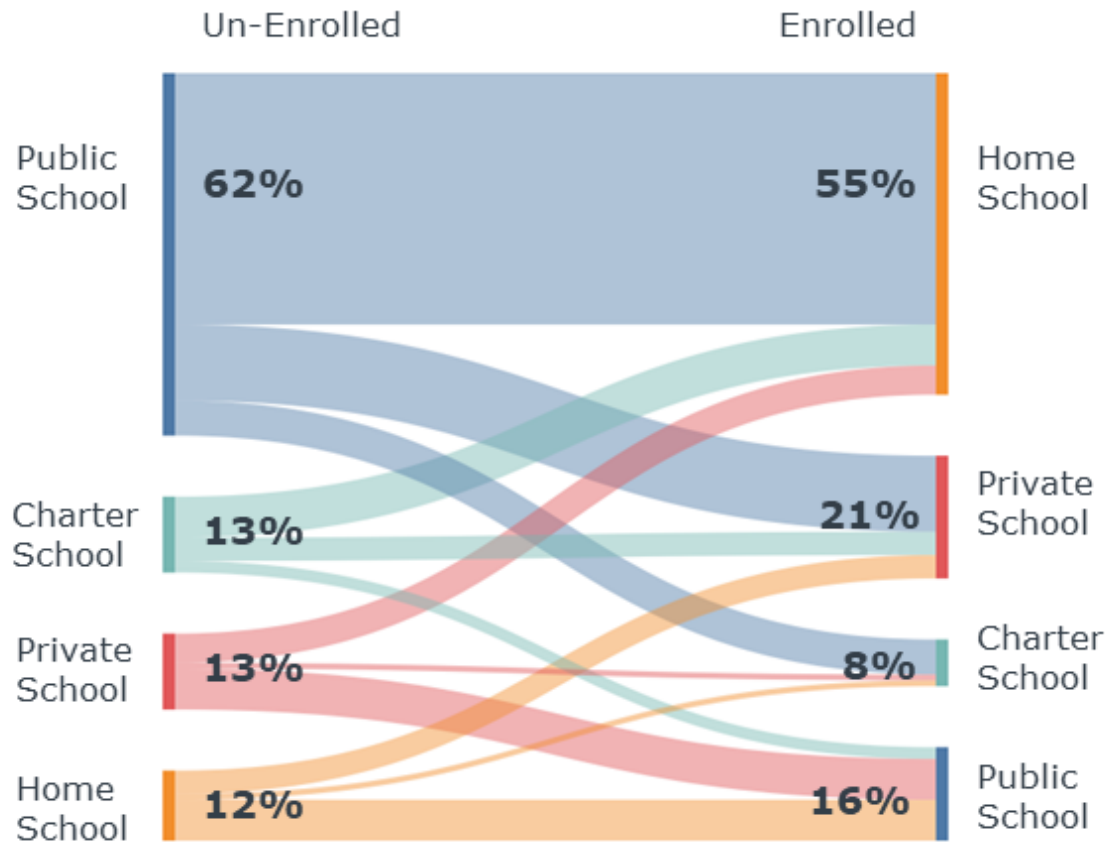




Pandemic Causes Shock to School Enrollment

Families Explore New Options Amid COVID Crisis

Migration Patterns Among Those Who Changed School Type
Fall 2020



Parents Prioritized Stability

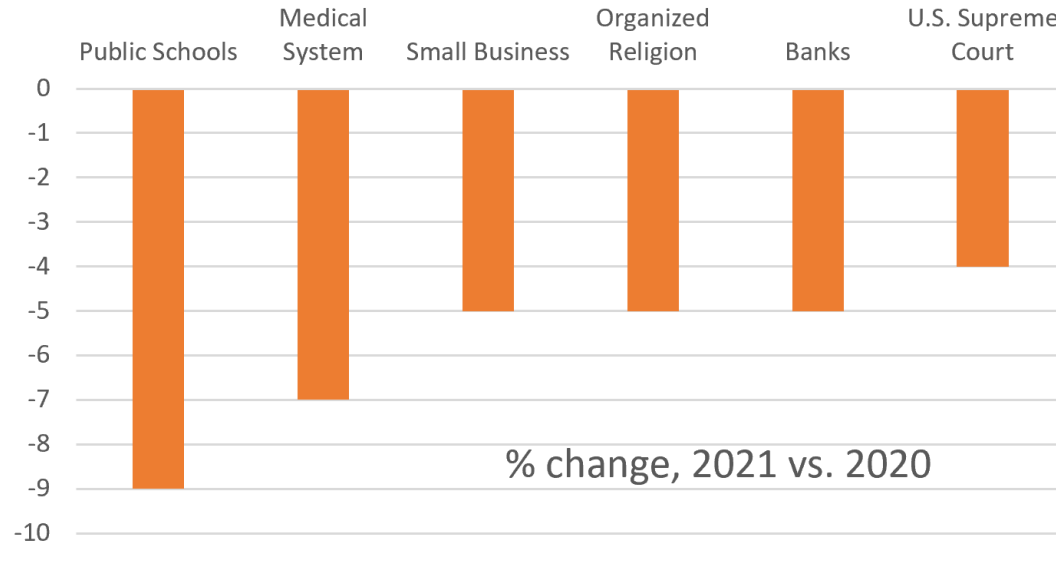
“In the end, we just have to make sure we have our priorities straight, and for us right now, it’s **stability** and the **least amount of disruption** for our kids.”
-Time

“What these parents have in common is a desire to **take control of their children’s education** at a time when control feels elusive for so many people.”
-EdWeek

Source: EdChoice (Oct 2020), *General Population Polling Presentation*; Reilly, Katie, “Public Schools Will Struggle Even More as Parents Move Kids to Private Ones During the Pandemic,” *TIME*, August 2020; Newberry, Laura, “The Pandemic Pushed More Families to Home School. Many Are Sticking With It,” *EducationWeek*, January 2022; EAB Interviews and Analysis

Schools Become Outlet for Frustrations

U.S. Public Schools See Largest Drop in Public Confidence



Schools Served as Focal Point During Time Dominated By Uncertainty



Concerns Around Health and Safety



Increased Transparency



Schools Trapped By Culture Wars

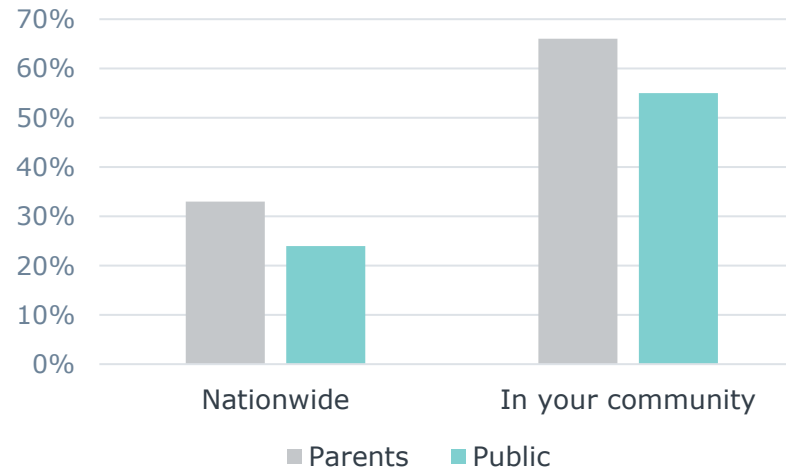


National Narratives Suppress Local Satisfaction

Polls Show Families Still Favorable Towards Local Schools

“What grade would you give public schools?”

Percentage who awarded an “A” or “B” grade



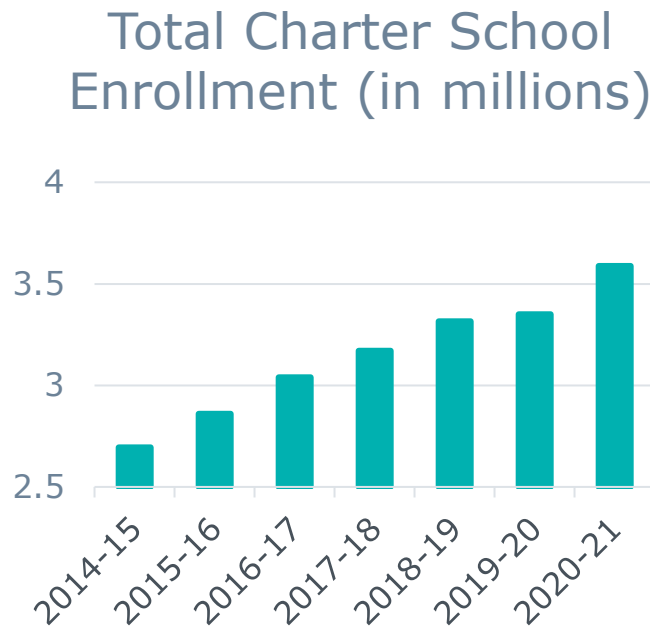
“...Most Americans – especially parents with children in the public schools – **remain confident in their local schools**’ ability to provide effective instruction and leadership. Educators ought to keep in mind just how well-regarded they are in their community.”

-Dr. Joshua P. Starr
CEO, PDK International



Competition Heading For Challenges

Charter Schools Experienced Peaks in Enrollment During Pandemic Years...



...But Continued Growth is Not Necessarily Inevitable



Teacher and Staff Retention



Chronic Student Absenteeism



Access to State and Local Funding

Essential Questions:

Marketing Your District to the Community



- ▶ What successes do you need to share with your community?
- ▶ How are you challenging misconceptions about your schools?
- ▶ Who is the audience of your marketing efforts currently, and who should it be?

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**Staffing
Concerns**



**Rise in
Automated
Solutions**





Multiple Factors Driving Constant Staffing Shortages

Baby Boomer Retirements



66% of bus drivers

55% of custodians

50% of cafeteria workers

in K-12 are over the age of 50

Challenging Working Conditions



40%

of K-12 workers have considered changing jobs due to low morale and working condition concerns

Competition From Corporations



Amazon raised its average hourly US wage for warehouse workers to \$18 an hour, with robust benefits



<30%

Shortage of custodial and cafeteria staff on average, per day



Food Industry Looks to Non-Human Solutions

Food Industry Responds to Staff Shortages With Sustainable Solution

7 in 10

Restaurants report labor shortages, Fall 2021

Workers searching for:

- Better working conditions
- Better Pay

Food Service Industry Forced to Find Non-Human Efficiencies

Roles with documented examples of non-human adoption in mainstream restaurants

- ✓ Welcome and seating
- ✓ Ordering
- ✓ Food preparation
- ✓ Food delivery
- ✓ Payment
- ✓ Table cleaning

\$1000
per month

50%

Plan to deploy automation tech within 2 to 3 years



Olympic Village Designs for "No Contact" Dining

From Preparation to Delivery, Pink Robots Play Every Role



Chef



Barista



Bartender



Waiter



3000 athletes served for 17 days

Coming Soon to a College Near You

Higher Ed Looks to Automation to Solve Persistent Problems

TECHNOLOGY & EQUIPMENT

Texas A&M debuts automated pizza assembly station

The Picnic Pizza Station can make up to 100 customized pizzas in one hour.

By [Benita Gingerella](#) on Feb. 08, 2022

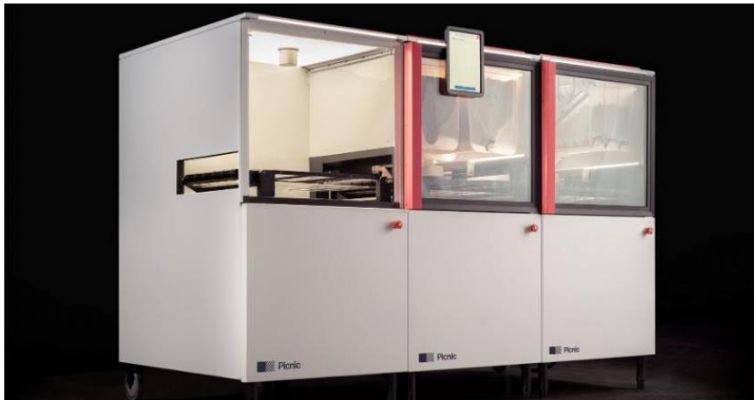


Photo: Picnic

Problems Solved by Dining Hall Innovations

- ✓ Faster preparation and delivery
- ✓ Safer work environment
- ✓ Minimize monotonous work
- ✓ Diner customization
- ✓ Reduced food waste

"We've seen a significant increase in efficiency with the Picnic Pizza Station. What used to take three people now only requires one, which **allows us to free people up to do other critical duties** in the kitchen."

-Marc Cruz, Chartwells Higher Education's District Executive Chef



Unsatisfying Job Responsibilities Increase Burnout

Human-Centered Job Crafting Critical in Battle for Talent After COVID

**Healthcare Worker Shortage
Projected to Persist**

2.5 million

Unfilled healthcare positions
anticipated globally by 2030

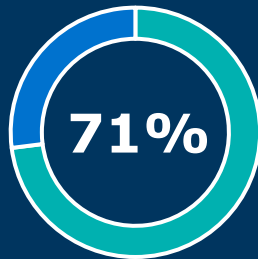


**Menial Tasks Are a Barrier to
Purpose and Recovery**

59%

Of physicians cite administrative tasks
as greatest contributors to burnout

Can Automation Help Employees Attract and Retain Top Talent?



Of US office workers **agree that they could focus on more creative – and less mundane – work** with the help of automation

Right for Patients, Right for Physicians

Northwell Finds Win/Win Opportunities for Automation in Healthcare



Administrative Innovation:

An automated chat function to check in on patients after they are discharged from the hospital

Appreciated by Patients

94%

engagement rate among oncology patients

Appreciated by Physicians

83%

of clinicians say the health chats extend the care they can deliver

Essential Questions

Exploring automation as a solution to district challenges



- ▶ Where do you see the first opportunities within your districts to offset the impact of staff shortages by leveraging automation?
- ▶ What concerns would you anticipate hearing from students, parents, and staff about the use of automation in your schools?

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Creating Space for Crucial Conversations



**State of the
Superintendency**



**Trending
Topics**



**Up At Night
Issues**