

Grow With Us

Accelerate Growth in Education
With MDR's **Education MarketView**
and **School Directories**



Jump-start your sales growth

Your Challenge...

- Identify decision makers
- Increase market share
- Create targeted mailings

...MDR's Solution

▶ EDUCATION MARKETVIEW

The only sales and marketing tool with real-time updates of changing opportunities in the education market

▶ SCHOOL DIRECTORIES

The industry's proven, on-the-go print sales guide for complete coverage of the education market

Why you get a competitive advantage with MDR solutions:

▶ INTEGRATED

Only MDR gives you a holistic view of the education market—from district and school data to funding, bid, and construction projects.

▶ INNOVATIVE

In a market this dynamic, you need tools that keep up. We add new features in real time, continually evolving online features and data to meet your needs and market changes.

▶ RELIABLE

MDR solutions are based on our world-class education data, so you always have the right contacts at your fingertips.

▶ RESULTS-ORIENTED

Spend your time profitably. We help you size the market and target prospects effectively, connecting you with the right opportunities for your products.

“Whether I need data for **targeting** or contact information for **prospecting**, it's always at my fingertips with **MDR**.”



Education MarketView

On-demand insight to drive growth



See the education market in real time!

MDR's Education MarketView delivers a continuously updated, online view of every U.S. school district and over 6,000 colleges and universities—whenever you need it. Advanced search capabilities let you pinpoint data, save searches for future use, and create email alerts to stay on top of changes.

Be the first to know:

- ▶ **School Purchasing Tracker** – Get in on the school buying process early with thousands of ready-to-buy Bid/RFP/RFQ projects. School Purchasing Tracker covers the entire bidding process, offering details on thousands of bids and awarded projects at the local and federal levels.
- ▶ **Education Funding Tracker** – Capitalize on specific opportunities with highly targeted sales initiatives focused on federal, state, and private funding grants.
- ▶ **School Construction** – Find the earliest opportunities with qualified leads for new and renovation work during all phases of construction projects—from planning through completion.

Be the first to act:

- ▶ **Direct Connect** – Immediately email decision makers directly from MarketView with one click!
- ▶ **Customized email alerts** – Keep on top of important changes and promising opportunities.
- ▶ **Institution contact details** – Get address, PID, phone, URL, and map links.
- ▶ **Output lists** – Instantly generate direct mail and telesales campaigns.

MarketView is a must-have tool for developing sales leads, uncovering prospecting opportunities, and driving new sales.

Shelton City School District	
PID Number:	00160454
County:	Fairfield
Mailing Address:	382 Long Hill Ave Shelton, CT 06484-5501 Map It!
Telephone:	203-924-1023
Fax:	203-924-6851
URL:	http://www.sheltonpublicschools.org
Institution Type:	District
District Type:	Regular/Main
Grades:	PK-12
Open:	August 30
Close:	June 10
District Information	
District Size:	5,459 (Medium)
Number of Schools:	9 View all
Number of Teachers:	333
Active Funding Grants:	\$317.0K View all
Federal Grants:	\$210.0K (1)
State Grants:	\$107.0K (1)
Construction Information	
Total Construction Projects:	4 View all
Addition/Renovation Projects:	
Final Construction – Recently Opened:	4
School Purchasing Tracker Information	
Total Bids/RFPs:	35 View all
Advance Notice	3
Amendment	1
Award	5
Bid	19
Cancellation	1
RFP/RFI/RFQ	2
Sole Source	3
Subcontract	1
Student Population	
All Students:	5,459
Special Education Students:	413
ELL Students:	115
Enrollment by School Level:	
Elementary:	3,131 Graph It
Middle/Junior High:	916
Senior High:	1,690
Adult/Special Ed/Voc Ed:	0
Ethnic Percentages:	
African American:	3%
Hispanic:	7%
Asian:	4%
Native American:	0%
Caucasian:	86%
Student Percentages:	
College Bound Students:	82%
Eligible for Free & Reduced Price Lunch:	10% (Very Low)
Below Poverty Line:	4% (High Income)
Expenditures	
Total Operating Budget:	\$61.8 Million
Instructional:	\$811.3K
Instructional Spending per Student:	\$142
% of State Dollars:	1%
Average \$ Received (State):	\$699.4K
Funding	
Title I Allocation:	\$270.4K
Title I Allocation Per Student:	\$50
% State Dollars:	0%
State Average:	\$1.1 Million (Below)
National Average:	\$1.7 Million (Below)
Special Education Funding:	\$3.9 Million
Bilingual Education Funding:	\$21,000
No Child Left Behind (NCLB) Data	
Failing Schools Ratio:	Low: 1-25%
Failing Schools:	1
Reading:	1
Math:	1
AYP School Improvement:	2
Supplemental Ed Services Eligible:	0
Reading First Awards:	n/a
Technologies	
All Instructional Computers:	597
PCs:	444
Macs:	153
Personnel	
New Job Function	Name
Academic Testing Director	Ms Susan Walsh ✉
Superintendent	Mr John Smith ✉
Assistant Superintendent	Ms Teresa Doe ✉
Bus/Finance/Purchasing Dir	Mr Sam Cook
School Board President	Mr Henry Allen

Get the **contact information** you need to reach key opportunities: address, phone, fax, and website.

Give salespeople on the road support with integrated **map links**.

Review active **grant funding** from federal, state, and private sources.

Access **school construction** and renovation data.

Review active **bids and RFPs**.

Direct Connect! Click to **email** key school contacts.

Export **mailing lists** to turn information into action.

Get quick and exact results with powerful **search** features. **Save your searches** for fast access to information you use on a regular basis.

“Education MarketView is really indispensable for my business. It lets me move instantly from idea to action so I never miss an opportunity.”

School Directories

Exclusive information that goes where you go



Thousands of sales opportunities in one portable resource!

School Directories feature comprehensive data and insight about K-12 districts and schools by state, with key demographics and contact information, covering 100% of public, private, and Catholic K-12 schools in the U.S.

MDR is known for setting the highest standards for data collection and validation methods. Each directory is powered by MDR's education database, which consistently performs at world-class levels for accuracy and is verified by third-party audits.

MDR School Directories help you find the answers you need quickly with helpful indexes, highlighted information, and state funding and construction profiles for an overview of opportunities.

Funding grants

awarded at the federal and state levels

Comprehensive list of educators with spending power, including administrators, media specialists, technology coordinators, and librarians

Email Indicator!

Underlined names indicate email addresses are available for the contact; use with MarketView's Direct Connect feature to send emails to these key decision makers

● **Marc Davis Reg Sch Dist** PID: 123456 860/555-7655
16 Education Rd, Sharon 06069 Fax 860/555-7656

Schools: 5 | **Teachers:** 137 | **Students:** 2,001 | **Special Ed Students:** 445 | **LEP Students:** 500 | **College-Bound:** 65% | **Ethnic:** Asian 1%, African American 8%, Hispanic 2%, Native American 6%, Caucasian 83% | **Exp:** \$148 (Low) | **Poverty:** 4% | **Title I:** \$150,000 | **Special Education:** \$21,000 | **Bilingual Education:** \$48,000 | **Open-Close:** 9/4-6/13 | **Tech:** Computers - M=183, P=88; Lap=55; Hi-Spd Connect; Dst Lrn; Dig Whiteboard | **Construction:** New Schools=1, Add/Ren=3 | **Funding Grants:** Fed=12; State=2

Dr David Baldwin1 Wanda Kenney2
Peggy Jones6 Larry Jackson16, 73, 82
Chris Evans36 Patrick Brooks58, 77, 88
Carol Rogers67 Marianne Simpson83, 85*

Public Schools...Prin/Lib/TecCoord	Grd	Prgm	Enr/#Cls	SN	Comp	CI	TSI
Marc Davis Middle Sch 225 Coe Rd, Sharon 06069 <u>Joanne Knowlton/Christine Flynn/Jason Barrett</u> <u>Sarah Porter</u>	6-8		455 16	4%	M/P (100)	3	M ✓ 860/555-9310 Fax 860/555-9309
North Star Charter Sch 260 Beaver St, Sharon 06069 <u>Elizabeth Campbell/Barbara Gallant</u>	1-6		281 10	2%	M (27)	8	L ✓ 860/555-6721
Riverbrook Sch 135 Cardinal Dr, Sharon 06069 <u>James Loughlin/Susan Smith</u>	K-6	T	665 23	10%	MP (135)	42	H ✓ 860/555-7221 Fax 860/555-7222

A wealth of demographics for every school district and school includes:

- Student statistics
- District financial overview
- Available technologies
- Special education and bilingual education funding

Laptop quantity indicator

PID number. MDR's unique number helps identify specific institutions when speaking to your sales representative or searching in MarketView

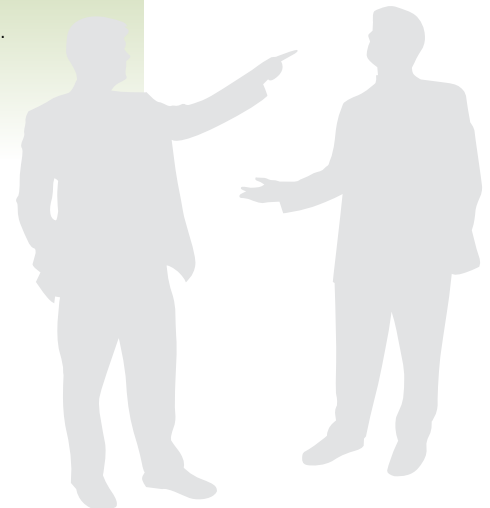
Digital Whiteboard presence indicator

Insight Only Available From MDR

State Funding Profiles – Quickly assess opportunity in a state with these unique and powerful funding snapshots.

State School Construction Profiles – See new and future opportunities based on renovation, new building, building addition, and replacement school construction projects.

PLUS...Indexes to help you find information quickly – Search by district personnel, principals, telephone numbers, and URL addresses.



“When I’m on the road, School Directories are my co-pilot! Instant answers help me get the most out of every sales call.”

MarketView and Directories

Identify, reach, and convert more leads



Trust MDR education sales solutions for the data you need with innovative features that maximize your time. Choose the right tool for your business needs:

On the web? Get the big picture. Search for opportunities based on an institution's characteristics, such as student population, expenditures, construction information, funding and grant awards, and more. Find your best prospects, plan your sales and marketing efforts, and generate mailing lists with Education MarketView.

On the road? Have every fact and contact name you need about your territory at your fingertips with School Directories.

Special Offer!

Buy **both** a
School Directory and
Education MarketView
and get a

15%
discount.

► Education MarketView

The next-generation online sales and marketing resource

Available subscriptions:

- Single-state view
- National view
- National view plus Education Funding Tracker
- Nation view plus School Purchasing Tracker



► School Directories

The comprehensive print format that goes where you go

Available editions:

- National Set
- Regional Sets
- Individual States
- Sales Manager's Guide



Experience the power of MDR Sales Solutions *before* you buy!

Visit schooldata.com to see for yourself:

Live Demos – Give us 30 minutes and we'll show you how Education MarketView can help you find new prospects and opportunities in the education market.

On-Demand Tour – These online tutorials provide step-by-step guidance on how to use MarketView to quickly find your next opportunity.

Free 15-Day Trial – This free trial gives you the highest level of access to MarketView, with complete K-12 and College institutions and key contacts with email as part of this comprehensive sales lead database.

Sample Directory Page – Download a sample directory page and see the depth of data available.

► **Ready to get started? Call 800-333-8802.**

For pricing information, go to www.schooldata.com/sspricing.





Ready to see your sales soar?



The key is MDR education sales solutions:

- ▶ **Education MarketView** – The only web-based education marketing resource with information for convenient access, powerful features, and actionable leads to drive sales
- ▶ **School Directories** – The proven, take-anywhere print directories providing key sales contacts in the school market



Test drive MDR Sales Solutions

- ▶ Visit schooldata.com to download a sample directory page or begin a **15-day FREE trial** of Education MarketView.

Get started today...call 800-333-8802.