



2024 Education Focus Report

Addressing the Urgent,
Shaping the Future of K-12

SNAPSHOT



2024 Report Focus Areas

Our research focused on the needs of **students**, **leaders**, **teachers**, and **parents**. We surveyed 1,600+ respondents and conducted 75+ interviews.

We found overlaps and intersections across **four key areas**:



Top Challenges & Priorities—Education



TOP CHALLENGES

- 1 Improving student attendance in school
- 2 Effective student behavior interventions
- 3 Keeping students academically engaged
- 4 Addressing teacher/staff vacancies



TOP PRIORITIES

- 1 Improving student attendance in school
- 2 Keeping students academically engaged
- 3 Effective student behavior interventions
- 4 Effective student academic interventions

Top Challenges & Priorities—Technology



TOP CHALLENGES

- 1 Connecting data across system (integration)
- 2 Implementing attendance tools to address student absenteeism
- 3 Integrating technology solutions to personalize learning
- 4 Addressing teacher/staff vacancies



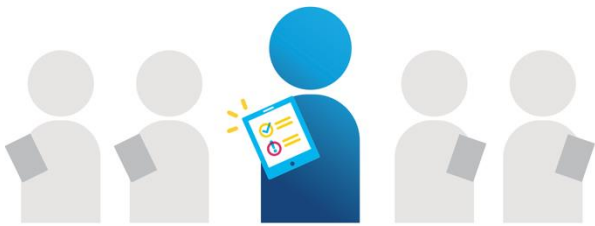
TOP PRIORITIES

- 1 Integrating technology solutions to personalize learning
- 2 Connecting data across system (integration)
- 3 Implementing attendance tools to address student absenteeism
- 4 Implementing new AI guidance

Student-Driven Personalized Learning

Tailoring instruction to individual interests and needs actively engages students in their learning journey.

We asked educators: What hurdles must be addressed to adopt competency- or mastery-based education models?



NUMBER ONE
response: **Changing traditional beliefs about what education looks like**

Only 34% of district leaders can say which student interventions are working in their school district and 16% say they have the data to back it up.



Leaders who achieve change "...don't try to tackle everything at once. Instead, they focus on a specific problem shared by educators, students, and parents. They keep this problem at the center, aiming to solve practical issues like helping kids pass math exams rather than broad goals like 'personalizing learning.' Schools that succeed tend to lead with widely agreed upon goals and offer optional programs for those interested, rather than forcing everyone to adopt new methods."

MICHAEL HORN

Education Researcher and Author



Bold Leadership and Data

Bold leaders drive change using collaborative, data-informed strategies that connect vision with actionable insights.

- **Collaboration** was identified as the most important leadership value
- **59%** say collaboration is key to driving change
- Both **data-informed (39%)** and **evidence-based (36%)** approaches are crucial for bringing stakeholders together to adopt personalized and competency-based education models

ONE INSIGHT became a leading theme in our conversations with educators: **Bold leaders don't let present challenges stifle future work**



"It goes back to this idea of leadership. We must develop strategic agility— where we see the connection between systems-level regulations or policies to what happens in the classroom and vice versa. Change cascades down and flows up."

JEAN-CLAUDE BRIZARD
President and CEO, Digital Promise

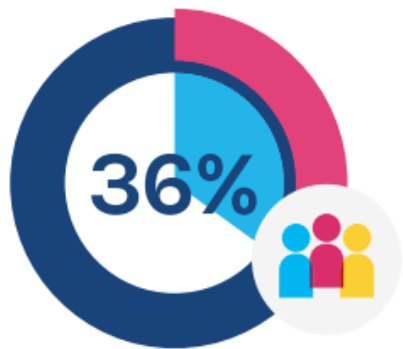


Modern Education Workforce

The modern education workforce prioritizes flexible professional development and new models like teacher teaming to support educators' evolving roles and career growth.

The top three talent priorities are:

- Recruitment strategies to address key vacancies
- Evidence-based professional development
- Flexible blended learning opportunities for ongoing educator growth



36% of educators say the “one teacher, many students” model is not working for students another 36% felt neutral. Only 29% said it was working.

“The use of AI is becoming more common in education, such as in data systems and supporting the delivery of instruction that does not replace the teacher. With so many teachers struggling to provide sufficient practice and feedback opportunities, which is essential for kids in Tier 2 and Tier 3, leveraging AI could be a feasible way to increase the intensity of student support. It could really help.”

TESSIE BAILEY, PH.D.

Principal Consultant
American Institutes of Research (AIR)

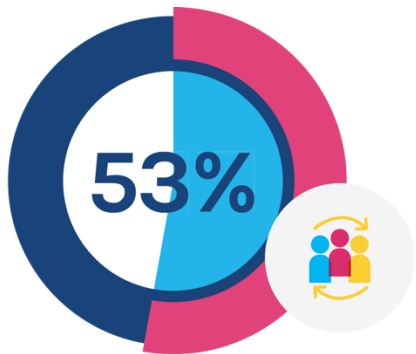


School & Home Connection

Effective, streamlined communication between school and home is key to boosting student attendance and engagement.

The top causes of absenteeism cited by educators include:

- Disengagement and lack of interest (77%)
- Lack of family support and engagement challenges (76%)
- Mental health issues (59%)



53% of educators indicated that the partnership between home and families has grown stronger since the pandemic.

"A big part of low attendance is disengagement. If kids are engaged and doing something where they find value, even if the parents are not super supportive, the kids will make a larger effort to be there, online or in person."

KIMBERLY NIDY

Director of Technology
North Canton City Schools, OH



AI in Education

Technology is pivotal in enhancing personalized learning and improving operational efficiency in schools.

AI-driven tools for adaptive learning, data analysis, and automating administrative tasks free up more time for educators to focus on student success.



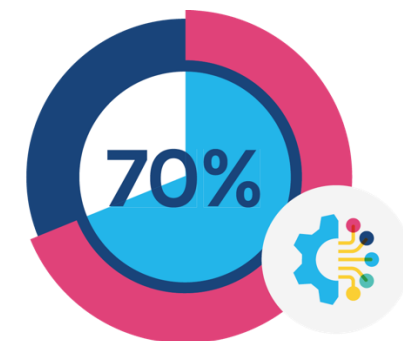
60% of school leaders and educators indicated that AI can enhance teacher practice and development.

68% report that they have not received and PD around AI.



70% of district leaders agree or strongly agree with the potential of AI to enhance teaching and learning.

This is 17 percentage points higher than the 53% agreement rate we saw in 2023.



How PowerSchool Can Help

Through our annual research for the **Education Focus Report**, we listen closely to educators' needs and continuously innovate edtech solutions that **address today's challenges** and **prepare for the future**.

PowerSchool Clouds provide all the digital tools necessary for each role in education, **supporting engagement, informed decision-making, and personalized learning**.

Scan the QR code to access the full report.

Available Now

Read more about what we've heard from educators, administrators, families, and students.



www.powerschool.com/edtech-focus-report-2024

