

Survey of Curriculum Directors for  
The Scholastic Administr@tor  
January 8, 2007

*Data Compiled by Tony Calega*

1. What information sources **most** influence your decisions when considering a purchase? (check all that apply)

		Response Percent
Word of mouth		72.2%
Vendor sales rep		32.9%
Approved distributor/dealer		32.9%
Magazines/trade journals		39.2%
E-mail		6.3%
Direct mail		8.9%
Trade shows		26.6%
Webinars		3.8%
Internet search		19%
Other (please specify)		19%

Open-ended answers: research and demonstration, exposure to the product, ex. going to intervention convention, readabout in NY., Samples to use and review, Success of the program as attested by other schools, Reputation of company & product, Research Base, Federal and State Research, identified student need, teacher input ,research data, Data on outcomes after product use Advice of trusted staff, Proof of research base, Peer Reviewed Research, off site presentation, Peer reviewed research journals, attending staff development that "sells" a specific program -- considering whether or not it's "scientifically based" or not.

## 2. Which publications do you receive? (check all that apply)

		Response Percent
Scholastic Administr@tor		73.1%
District Administration		52.2%
T.H.E. Journal		9%
Technology and Learning		23.9%
Eschool News		20.9%

### 3. Which publications do you read? (check all that apply)

		Response Percent
Scholastic Administr@tor		74.2%
District Administration		50%
T.H.E. Journal		9.1%
Technology and Learning		18.2%
Eschool News		19.7%

4. If you could only read **one** publication, which would it be?

		Response Percent
Scholastic Administr@tor		49.3%
District Administration		35.6%
T.H.E. Journal		2.7%
Technology and Learning		8.2%
Eschool News		4.1%