

# Ed Market Pulse

Digital Well-being

October 2024

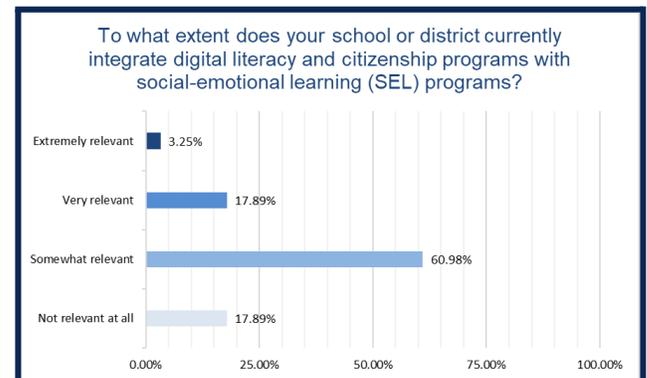
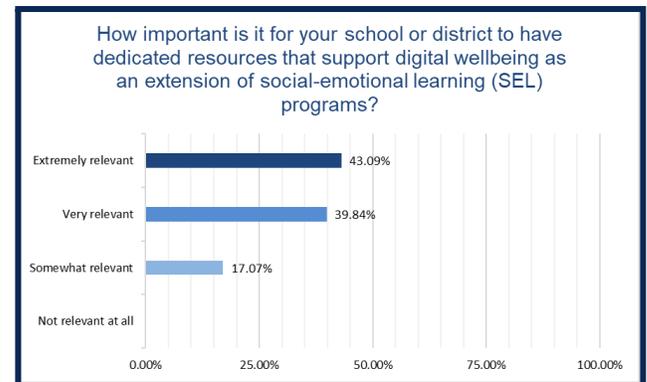
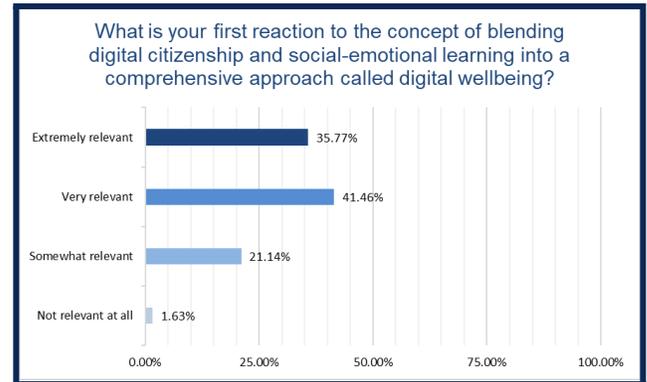
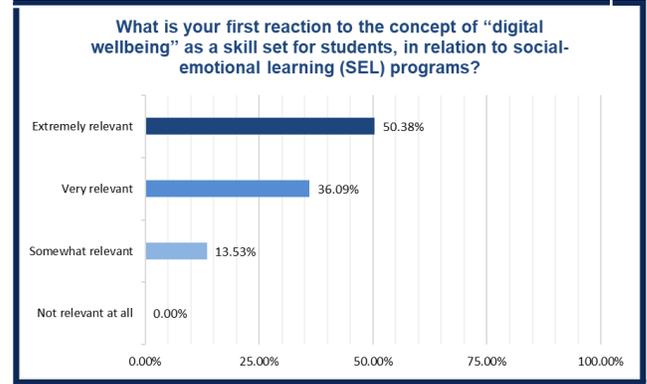
Data from the K-12 Digital Well-being Pulse highlights a significant alignment between digital well-being and social-emotional learning priorities among educators.

## Ed Market Pulse Readings

<b>1</b>	<p><b>Rising Demand for Comprehensive SEL Solutions</b></p> <p>Data show educators increasingly view digital well-being as inseparable from SEL, indicating a market shift toward integrated solutions.</p>
<b>2</b>	<p><b>Integration Gap as a Market Opportunity</b></p> <p>Data reveals that only a small percentage of schools fully integrate SEL with digital literacy, presenting an untapped opportunity for Second Step to lead the field.</p>
<b>3</b>	<p><b>Balancing Interest and Budget Constraints</b></p> <p>The cautious interest in funding suggests marketing strategies should stress ROI and align offerings with district priorities and budget cycles.</p>

## Key Findings

- **Relevance of Digital Well-being:** Over 86% of respondents rated digital well-being as “very relevant” or “extremely relevant” to SEL programs.
- **Blended Approaches:** Approximately 77% found the integration of digital citizenship and SEL into a comprehensive digital well-being approach to be “very relevant” or “extremely relevant”.
- **Need for Resources:** A substantial 79% of educators indicated the importance of dedicated resources for digital well-being as an extension of SEL, yet only 21% reported robust integration of digital literacy and SEL within their schools.
- **Funding Readiness:** While 69% of respondents expressed interest in paying for add-on content related to digital well-being, the majority 53%) showed moderate willingness, suggesting a cautious but open stance toward funding.



# Ed Market Pulse

## Digital Well-being

### Marketing Positioning

Committee for Children's Second Step Programs can capitalize on these insights by positioning digital well-being as an innovative and essential SEL extension. Messaging should emphasize the relevance of digital well-being to schools' mission of fostering holistic student development. To resonate with educators' needs, Second Step could:

### Feature Modular Integration

Highlight the ability to seamlessly integrate digital well-being into existing SEL programs to address the current gap in adoption.

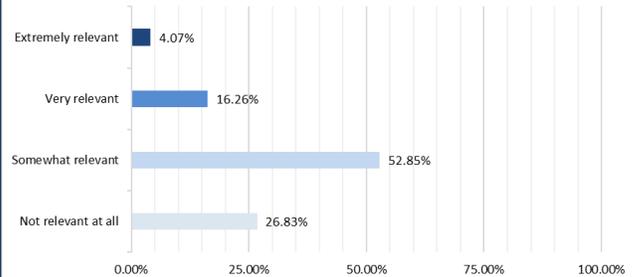
### Promote Measurable Outcomes

Use data to illustrate the benefits of combining SEL with digital citizenship, framing it as a critical skill for 21st-century learners.

### Appeal to Investment Potential

Emphasize affordability and impact in light of the expressed willingness to pay for high-quality digital well-being resources.

How likely would your school or district be to pay for additional content focused on skills for digital wellbeing as an add-on to existing programs?



### Pulse Stats

A total of 133 respondents from October 18, 2024 through November 1, 2024

What is your role in education?

