EDITORIAL HIGHLIGHTS: SCHOOL ADMINISTRATOR
MAY 2020: UNIVERSAL REACH ISSUE
Theme: Technology Leadership

May: *Universal Reach mails to ALL superintendents! School Administrator is the professional association publication for superintendents and they need your help!

Don’t miss your chance to brand to our superintendents and cabinet-level leaders!
* 20,000 – the face-time you gain with superintendents and district-level leaders when advertise monthly
* 89% of School Administrator readers are involved in district purchases
* 92% of school district decisions/purchased take place in district offices, led by superintendents

Contact Kathy Sveen TODAY at ksveen@smithbucklin.com. She can create a program to stretch your budget and meet your specific needs. Don’t forget to ask her about new offers, advertorial, digital and E-Marketing opportunities!

Our MAY Editorial Highlights include these feature articles:

*Technology Turnaround in Rural Community*/The superintendent in Talladega County, Ala., Schools faced significant challenges in improving technology access in her impoverished rural district.

Sidebar: Using Google to spark a turnaround

*Using Video for Coaching and Professional Development*/Newport News, Va., Public Schools uses video of instruction so teachers have an accurate perception of how many students are engaged and what they might improve.

*When Tech and Instruction Collaborate*/A Maryland district builds a cohesive relationship, sharing decision making and accountability behind a major initiative

*Addressing Digital Inequity*/Bringing high-speed internet services to remote areas is not a simple task. Districts pursue multiple approaches to reach students who are poor.

*Cyberbullying*/The articles shares research findings that reveal common misconceptions about bullying and ways districts can address the problem.

Space Deadline: March 6
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Look ahead to June: Student Voice and Student Motivation