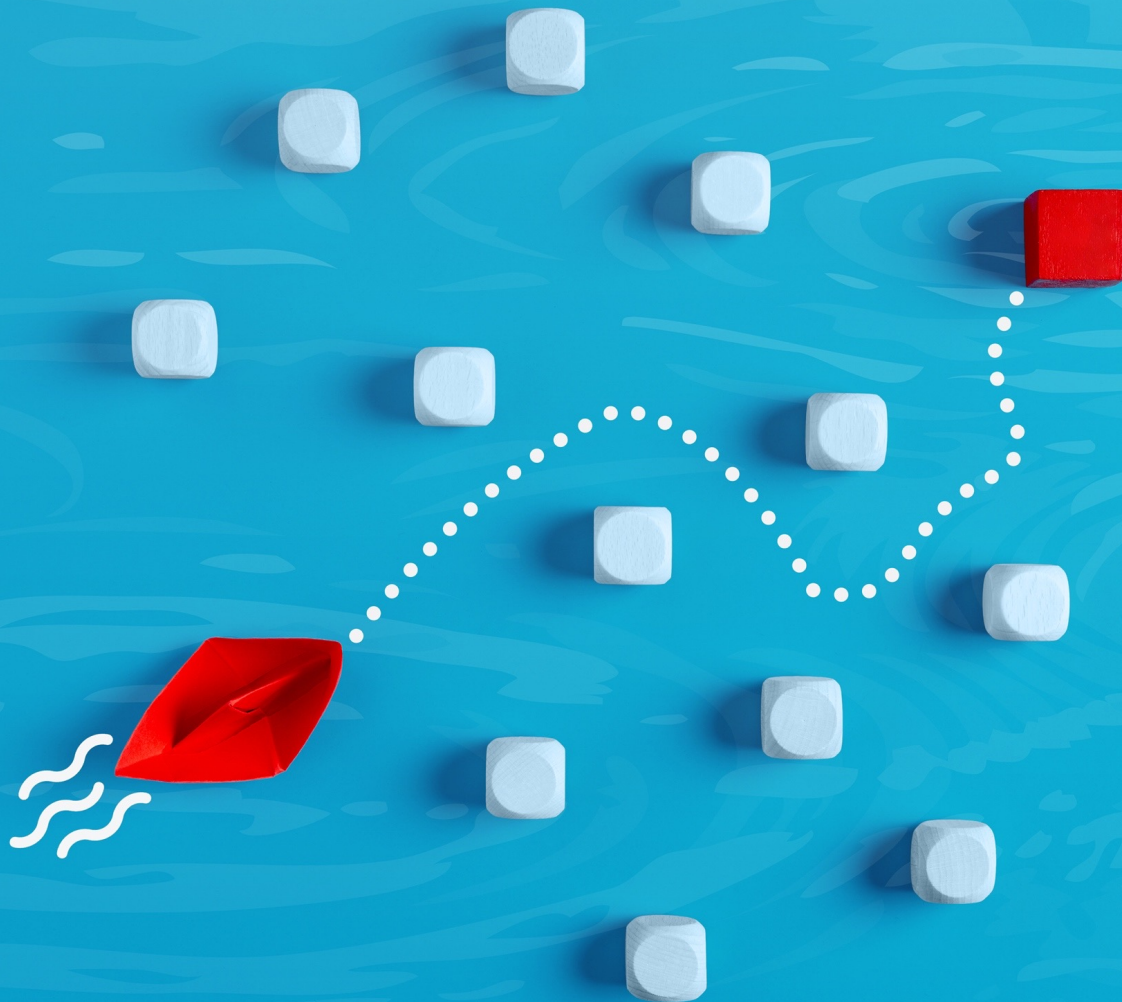


Preview:

New Directions in SEL

What's Next for the K-12 Market | 2022



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Market Brief[®]

New Directions in Social-Emotional Learning

About This Report | What's Next for the K-12 Market

During the bleakest periods of the pandemic, school districts relied on social-emotional learning strategies for stability as they endured a complex and historic crisis.

The worst of COVID-19 has now passed. But SEL is threaded into the work of many school districts to a greater extent than ever before.

In this new special report, *New Directions in Social-Emotional Learning: What's Next for the K-12 Market*, EdWeek Market Brief explores how the effort to nurture students' skills in areas like self-awareness, self-management, and responsible decision-making has evolved, and what districts hope SEL-focused product and service providers will help them accomplish in the years to come.

As district demands for SEL have grown, companies and other organizations have scrambled to keep up. The landscape of organizations with an interest in social-emotional learning today includes not only those focused on delivering SEL, exclusively. An EdWeek Market Brief survey of K-12 businesses last year found that over the course of the pandemic, 1 in 5 had added products focused on SEL, whole-child, or special-needs populations to their portfolios.

Our new report breaks down the results of a new, nationally representative survey of 278 district and school leaders, conducted for EdWeek Market Brief by the EdWeek Research Center in September and October, and compares those results against the findings of a survey we fielded two years ago. It also features reporting based on interviews with district SEL directors and researchers and experts in the field.

Among the key questions addressed in the survey, and the report:

- **What kinds of SEL products and programs are district and school officials planning to purchase** next year? The options include PD for teachers, lessons embedded in different academic subjects, stand-alone lessons, surveys of students, and data analysis.
- How does the demand for SEL programs directed at **elementary students compare with those targeting secondary students**?
- **What sources of funding – from federal, state, and local sources** – are districts tapping into to pay for SEL, and how much are they planning to spend over the coming year?
- To what extent are **parents' and elected officials' political/cultural objections to SEL** – which have recently arisen in Florida, and in some local communities—having an impact on school districts?
- How do district and school leaders believe **technology can enhance SEL resources**, and what drawbacks do they see in digital approaches?
- In which subjects throughout the school day—English/language arts, math, social studies, science, health, other—**do school officials want to see SEL lessons embedded**?

- What are the **core features that district and school leaders want to see in SEL products and programs**? Do they expect virtual resources, or are print-based materials their expectation?
- What are the key factors—from cost to evidence of improving student behavior to availability in Spanish—that **would lead a K-12 official to recommend a SEL program to a peer** in another district?

The report also includes an in-depth look at a major concern emerging in school districts: that social-emotional learning programs are being counted on to address an ever-increasing array of student well-being and mental health needs that potentially undermine the effectiveness of those resources.

EdWeek Market Brief Staff Writer Emma Kate Fittes talks to K-12 officials and researchers about the risks that come with the growing list of demands.

"There's this view that if we have SEL—it will fix everything and it's the panacea," said Trish Shaffer, the social emotional learning coordinator for Washoe County Schools in Nevada.

"It does not. If anything, [there's a] continuum that is required in a building around mental wellness supports, and SEL is part of that. But we need to build out the other supports and name them and address them in the appropriate way."

The data and insights in the report offer a critical roadmap on the biggest demands for SEL that are emerging from school districts, and what's needed from education companies.

For more information on accessing the report, or becoming an EdWeek Market Brief member, go [here](#).

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About EdWeek Market Brief

EdWeek Market Brief is a membership service that provides essential intelligence on the needs and priorities of school districts to companies and other organizations focused on the K-12 market. Its members include some of the most prominent organizations in the industry, located in the U.S. and internationally, as well as medium-sized companies and startups, nonprofit and research organizations, consulting firms, and higher education institutions.

Week after week, our service provides enterprise members with in-depth journalism, original data from surveys of district officials, interviews with K-12 decisionmakers and industry insiders, and news of lucrative bidding opportunities.

EdWeek Market Brief enterprise members also have unlimited access to an extensive library of on-demand webinars, on topics such as the

state of K-12 budgets; effective sales strategies and mistakes to avoid; keys to working successfully in foreign education markets; district demands for social-emotional learning products; and shifts in school buyers' needs during the coronavirus. In addition, enterprise members have exclusive access to in-depth research reports on the K-12 market as well as quarterly briefings on key trends in district purchasing, budgets, and challenges facing vendors.

For more information on EdWeek Market Brief content, please get in touch with Managing Editor Sean Cavanagh at scavanagh@educationweek.org.

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