

K-12 Data Compilation Process

Updated 2024

Agile's K-12 database includes approximately 5.6 million educators and administrators at more than 130,000 schools and 20,000 districts. This quantity remains consistent with the overall numbers expected in this market and are in line with numbers reported by the Bureau of Labor Statistics. We collect over 800 data variables and over 550 job titles for our K-12 universe.

Our compilation team collects, verifies, normalizes, builds and maintains our K-12 database throughout the entire year. They make over 500,000 phone calls into districts and schools and visit a multitude of websites to confirm data. Our compilation team works with upwards of 500 files to update our data (NCES, Federal, State, District) which ensures our clients have the most up to date information on schools and districts, but also personnel. With this extensive amount of information, our clients can segment and reach very specific audiences as well as customize their sales and marketing strategies.

Our database is updated weekly based on information we get from our clients as well as updates our team is made aware of. This can happen through the hard bounces received from emails we deploy on our clients' behalf, notifications of updated domains, news releases of schools opening or closing, shifts in personnel or new data available that is relevant to our clients.

1. Agile gathers school and teacher name data in a series of major annual updates.

- **District Core Update - Summer:** Telephone surveys are conducted to update district records and basic district level data. Through this update, we learn about new and closed schools, redistricting, school and district address and phone changes, district personnel changes, expected enrollments and staffing numbers, etc. The District Core Update occurs over the summer months.
- **School Core Update:** Agile uses a variety of survey methods at the school level to gather key personnel such as principals, school administrators, and literacy coordinators. We also gather information on special programs offered at the school and verify data obtained from the District

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Core Update. The School Core Update begins in late summer as schools re-open for the new school year and is complete by the end of December.

- **School Personnel Rostering:** Again, Agile uses a variety of survey methods to identify teachers, other school personnel and their job assignments; update email addresses; and remove teachers no longer at the building. Teacher Rostering begins each year as school opens and is completed by the late winter.
- **District Update - Mid-Year:** Because district administrator turnover occurs year-round, we conduct a second district-level update beginning in January. This update is focused on collecting new personnel and removing names of administrators retiring or leaving the district mid-year. During this mid-year update we also start collecting the start and end dates for the upcoming school year.
- **Year Round Updating:** To ensure our customers are always using the most up to date information, in the education space, we update personnel, institutions, data fields, email domains, and numerous other data points on a real time basis. These updates are applied throughout the year, which ensures constant updates to key date elements outside of our focused compilation process.

2. Agile gathers and updates additional data on an ongoing basis.

- **Specialized Building Information:** Agile reviews and confirms information published by states to gather data such as school and overall student performance, private schools, charter schools, early childhood centers, etc. All data is verified as being current and accurate with the individual institution before being added to the Agile file.
- **Additional Educator Information:** Agile works with each state to gather information on educators, such as highest degree earned, salary and years to profession.
- **NCES Private and Public-School Survey Results:** NCES data is incorporated from the surveys as released as well as fiscal information.

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NCES information is typically a year or two behind, making Agile's data more accurate as we gather new schools year round.

3. Quality checks determine whether data is added to the production database.

Several quality checks take place before any data is loaded to the file from which we create our customers' data sets. These thorough checks, along with the freshness of our data set (less than two years old at any given time), mean that Agile's data is very accurate. Some examples:

- **Random sampling and verification:** Samples of varying sizes of data sets are pulled and manually verified for accuracy.
- **School profiles:** Agile uses its in-depth knowledge of the school market to develop school profiles. Data sets are checked against the profiles, and excessive variances are investigated before the data may be added to production files. For example, according to its profile, a suburban senior high school of 1,400 students should have a certain number of art teachers, a certain number of English teachers, etc. If the actual data collected from the school varies from the expectations set by the profile, the records are verified and edited as necessary before being added to the database.
- **Email updates:** Agile deploys millions of emails each year for our customers. Our deployment partner shares bounce information with us. Hard bounces are immediately removed from the database and those educators are moved into a research queue to determine whether the email address was invalid, or the individual is no longer with the building. Soft bounces returned to us by customers are researched and changes are applied to the database as appropriate.
- **General ongoing data quality measures:** Standard data hygiene techniques are applied on an ongoing basis to determine if duplication could exist, update area and zip codes, standardize naming conventions, modify addresses resulting from USPS validation, etc.
- **We aggressively cleanse our file, removing unverified data sooner than any other data provider in the market.** Personnel data that has not been verified in 24 months is removed from our file, far sooner than others in the market. With 20-25% attrition annually, this process ensures Agile

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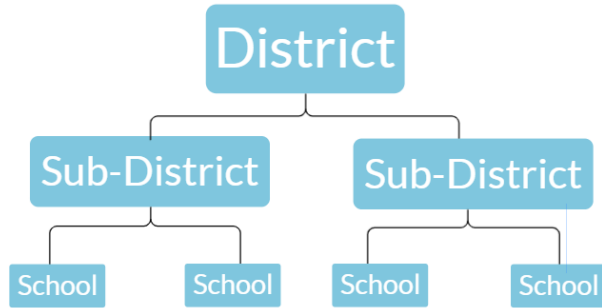
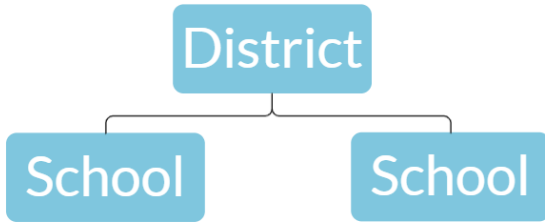
maintains data that is of consistently high quality and has a superb deliverability rate.

4. **Data is loaded to the production file weekly.** This ensures that all the changes and new data that Agile obtains are available to our customers *quickly*, giving you timely access to accurate data.

Standard K-12 Hierarchies

Federal and State and District

(Public,Private,Catholic, SDA)



Field Identifiers

District: Parent_UID

School: Inst_UID

Charter schools are dependent on state specific "rules" for hierarchy. for example, Florida charters go to "normal" districts, other states have a 1 to 1 (charter district to a charter school), other have 1 to many charters such as Texas. Charters fall under the Public file type.

Field Identifiers

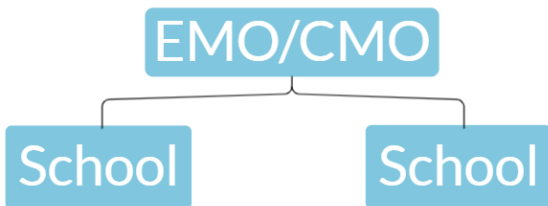
District: Parent Main_UID and Parent_UID

Sub District: Parent_UID

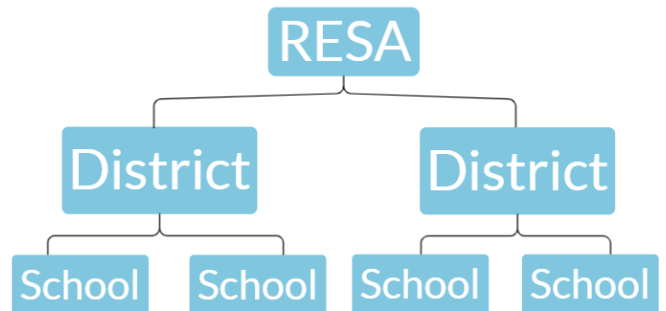
School: Inst_UID

Independent K-12 Hierarchies

EMO/CMO (Academica Schools)



EMO/CMO can span multiple states. Agile groups all of these schools together, under their respective EMO/CMO



RESA Includes: (ROE, BOCES, ESC) – Texas ESC, New York BOCES, IL RoEs

Field Identifiers

EMO/CMO: EMO_CMO_UID

RESA: RESA_UID

Agile is constantly working to bring new data to our customers.

Recent enhancements to our K-12 database include the addition of district teaching initiatives and product adoptions (EdIntel), school and student performance data, e-rate information, Virtual Readiness, Civil Rights Data, and state and local funds by category. Agile also makes sure to collect and update our database to include timely information that is impactful to our clients, such as our Covid restart status and Covid relief funding (3 rounds). We adjust our efforts based on what is highest priority for our clients in the ever-changing education space.

Agile Data Collection Activity	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
District Core (Calling)												
District Rostering - Mid-Year Update												
District Key Personnel												
School Core (Calling)												
School Rostering												
School/District (State) Directory Updates												
School/District (Federal) Directory Updates												
School Performance/ESSA Update												
Higher Ed (Federal) Directory Update												
Higher Ed Rostering												
Higher Ed Course												
Early Childhood Update												
Public Library Update												
At Home Updates												
EdIntel Updates												
CASS/NCOA Updates												
Email-Domain Updates												
E-Rate Update												