When ASCD and OverDrive surveyed K-12 administrators from across the country in fall 2015, we found that most districts and schools have a device strategy in place, and most of these have a corresponding digital content plan. Sixty-five percent of these digital content plans call for an increase in usage in the coming year.

As you chart your own digital content path, let’s take a look at some survey data to help answer a few important questions:

**Why are districts & schools committing to digital?**

The top reasons cited were the ability to deliver individualized instruction (76 percent); allowing students to practice independently (68 percent); and capturing greater student engagement (65 percent).

**Where’s the funding coming from?**

The district (66 percent) was the most frequently mentioned funding source for digital content, followed by grants (37 percent) and local funds (29 percent).

**How much are they budgeting?**

The participating administrators reported allocating an average of 34 percent of their instructional budget toward digital content. This number is expected to rise alongside the planned increase in usage.

**How to Effectively Budget for Digital Content**

We recognize the future is technology, and we want our students to be on the cutting edge of all the 21st century advancements that are available to them.”

As a 100% digital company serving 12,000+ schools, OverDrive focuses on combining the technology you need with the content you want to support learning and reading in the classroom, library and home.

Our 2 million+ titles from 5,000+ publishers span all subjects and genres and can be accessed with all major devices (including iPad®, Chromebook™ and smartphones) from an easy-to-use central platform tailored to your school’s needs. We focus on affordability, with no hosting fees and flexible access models (including class sets for ELA) to maximize budget and use, and deliver expert assistance for successful implementation and platform customization.

**SOURCE**

• Digital Content Goes to School: Trends in K-12 Classroom E-Learning, ASCD and OverDrive