

# EARLY CHILDHOOD & K-12

MAILING LISTS ▪ DATABASES ▪ MARKETING SOLUTIONS

Direct Mail

Email

Social Media



MCH has the  
**ONLY**  
complete  
Early Childhood  
database!

Geospatial

Telemarketing

Over 530,000  
early childhood professionals  
at 345,000 locations!

**MCH**   
Strategic Data  
**1.800.776.6373**  
[www.mchdata.com](http://www.mchdata.com)

2012



# MCH Strategic Data

Dear Colleague:

MCH provides the only complete Early Childhood database, encompassing over 345,000 institutions. By combining the superior Wilson Marketing Group (WGM) data with MCH's extensive array of databases and capabilities, MCH is able to provide our clients a unique and comprehensive solution for early childhood marketing. Plus our clients now have access to emails, home addresses, customer profiles, and social media.



**Wilson Marketing Group**

MCH products and services are unequalled:

<b>Early Childhood Solutions</b>	<b>MCH Strategic Data</b>	<b>Nearest Competitor</b>
Child Care Locations	345,000+	179,000
Early Childhood Personnel	530,000+	434,000
Early Childhood attributes available on Schools with Pre-K	Yes	No
Home Day Care Services	Yes	No
Full-time, year-round, U.S. based telephone compiling staff	Yes	No
FREE Customer Profile including unique Wilson child care attributes (A \$2000 value!)	Yes	No
Child Care Centers with actual enrollment, not licensed capacity	Yes	No
Mike Wilson, foremost authority on early childhood marketing and data	Yes	No

Sincerely,

Peter E. Long  
CEO  
MCH Strategic Data

Mike Wilson  
Early Childhood Market Specialist  
MCH Strategic Data

**America's Leading Compiler of Institutional Data**

601 E. Marshall St. ▪ PO Box 295 ▪ Sweet Springs, MO 65351  
Toll Free 800-776-6373 ▪ Phone 660-335-6373 ▪ Fax 660-335-4157  
www.mchdata.com ▪ sales@mchdata.com

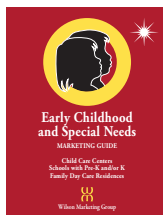


## Catalog Guide

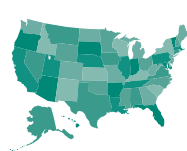
The Early Childhood Universe..... 2  
 Professionals Caring for Children ... 6  
 Customer Profile ..... 10  
 Social Networking ..... 11

### Child Care Centers

For those familiar with the Wilson Marketing Group catalog, please see pages 12-13 for familiar data attributes.



Head Start Programs ..... 14  
 School-Based Programs ..... 15  
 Home Day Cares..... 16

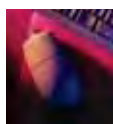


### States

Discover opportunities and the size of the market by state. See page 18.

### Email Marketing

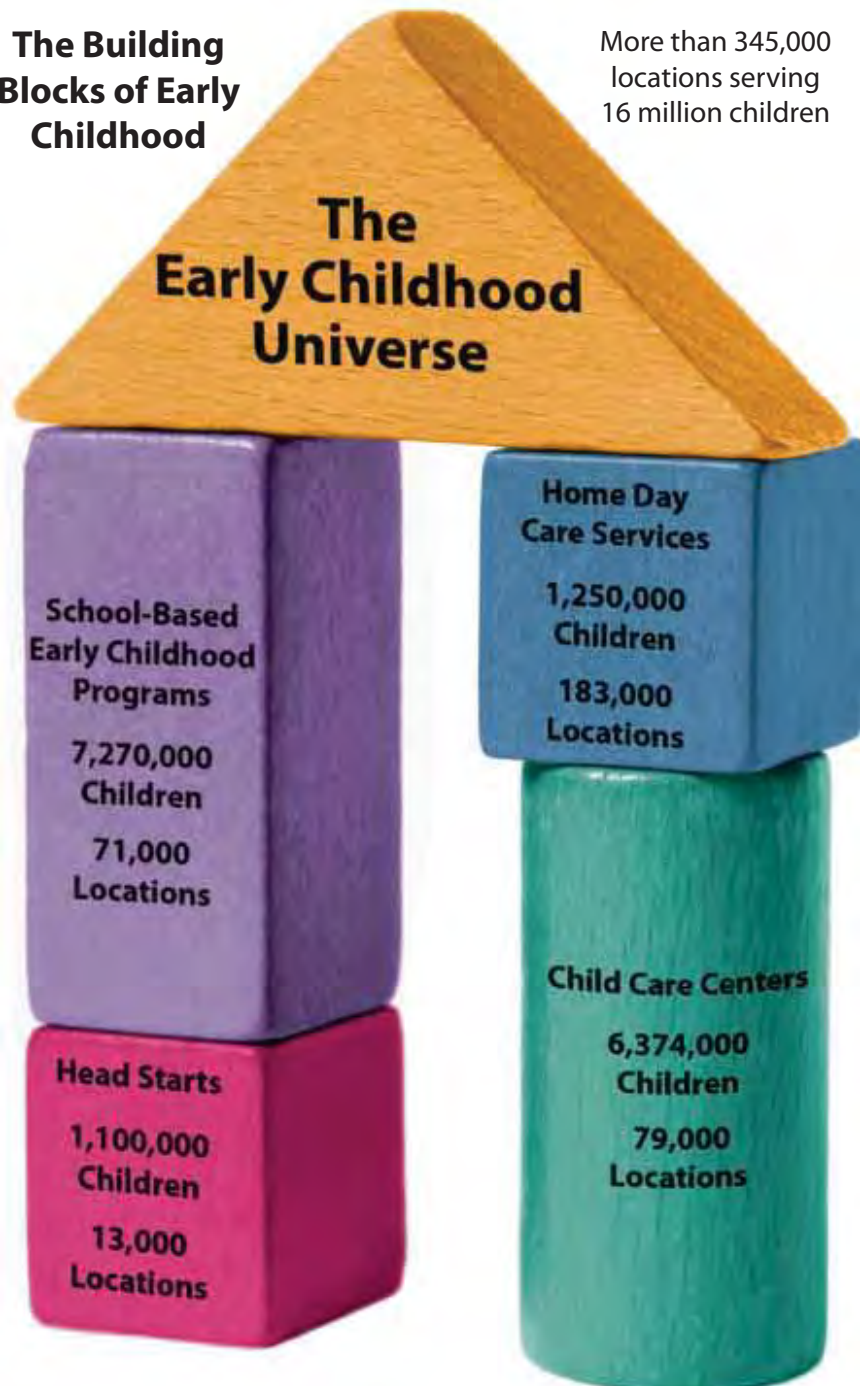
New! You can now reach early childhood contacts with email. See page 20.



The K-12 Market..... 22  
 Extend Your Reach ..... 32  
 FAQs & Case Studies ..... 34  
 Ordering Information..... 36  
 Database Leasing ..... 38  
 Glossary..... 39  
 Index ..... 40

## The Building Blocks of Early Childhood

More than 345,000 locations serving 16 million children



# early childhood

## The Early Childhood Universe

Early Childhood Institutions by Ages Served								
Institution	Birth	1 Year	2 Years	3 Years	4 Years	5 Years	6-18 Years	Total
Child Care Centers	Day Care Centers							11,567
	Preschools (School Readiness)							78,930
						Before/After School		5,968
Head Starts	Early Head Starts							2,441
					Head Starts			10,777
School-Based Early Childhood Programs	Child Care Services							3,183
					Pre-K/Kindergarten			70,708
						Before/After School		27,673
Home Day Care Services	Home Day Care Services							182,798

### Child Care Centers

#### Day Care Centers

Provide mainly custodial and after-school care primarily serving infants to age 5.

#### Preschools

Provide a school readiness program.

#### Before/After School Programs

Programs at child care centers that only provide supervision for children outside of normal school hours.

#### Head Starts

Provide federally funded preschool programs targeted to 4- and 5-year-old children from low-income families. Early Head Start programs serve children 3 years of age and younger.

### School-Based Early Childhood Programs

#### Child Care Services

Provide infant care and school readiness programs for children up to age 3. Operated by a school or school district.

#### Pre-K/Kindergarten

Provide school readiness programs for children 4 and 5 years old.

#### Before/After School Programs

Programs at schools that only provide supervision for children outside of normal school hours.

#### Home Day Care Services

Provide custodial, school readiness, and before/after school services in private residences.

## Key Decision Makers

Child Care Centers	Head Starts	School-Based Early Childhood Programs	Home Day Care Services
82,138 Owners & Directors	10,357 Head Start Directors	65,167 Early Childhood Educators	172,231 Day Care Providers

# The Early Childhood Universe

## Early Childhood Universe

**\$45/M**

	Child Care Centers	Head Starts	School-Based Programs	Home Day Care Services	Total Universe
<b>Total Institutions</b>	<b>79,977</b>	<b>10,826</b>	<b>71,463</b>	<b>183,097</b>	<b>345,363</b>

### Early Childhood Enrollment Range add \$10/M

Very Large (150 or more)	8,366	2,020	2,182	NA	12,568
Large (90-149)	15,157	1,352	7,283	NA	23,792
Medium (50-89)	23,562	2,315	13,975	NA	39,852
Small (30-49)	17,805	2,487	13,205	NA	33,497
Very Small (1-29)	14,311	2,612	17,936	183,060	217,919
Unknown	955	134	16,861	NA	17,950

**Only  
at MCH!**



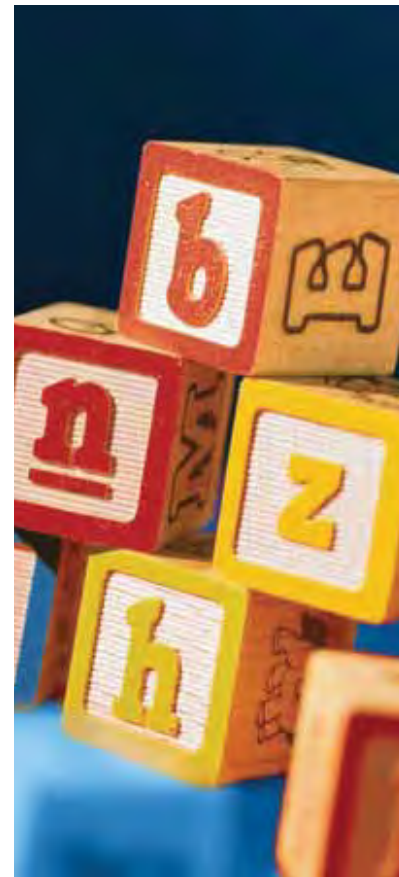
## Early Childhood Universe

**\$45/M**

	Child Care Centers	Head Starts	School-Based Programs	Total Universe
<b>Child Care Center Age Range</b>				<b>add \$10/M</b>
0 - 1 Year	48,060	2,459	329	50,848
2 - 4 Years	75,279	10,813	28,508	114,600
5+ Years	75,250	9,815	52,356	137,421

### Child Care Center Specialty add \$10/M

Before/After School HQ Office	48	NA	NA	48
Before/After School Program	5,441	NA	28,034	33,475
Child Care Chain Center	6,243	NA	NA	6,243
Child Care Chain HQ Office	407	NA	NA	407
Child Care for Deaf Children	24	NA	45	69
Early Head Start Center	NA	2,441	NA	2,411
Head Start Center	NA	10,184	NA	10,184
Head Start HQ Office	NA	1,667	NA	1,667
Migrant Program	320	NA	NA	320
Montessori Center	3,252	NA	427	3,679
Native American Center	377	NA	66	443
Special Needs Center	477	NA	818	1,295
Waldorf Center	25	NA	58	83
YMCA/YWCA HQ Office	1,469	NA	NA	1,469



# The Early Childhood Universe



## Early Childhood Universe

**\$45/M**

	Child Care Centers	Head Starts	School-Based Programs	Total Universe
<b>Child Care Center Features</b>	<b>add \$10/M</b>			
<b>Only at MCH!</b> Computer Use	47,940	9,231	43,220	100,391
<b>Only at MCH!</b> Large Playground	53,604	5,597	28,644	87,845
<b>Only at MCH!</b> Video Use	46,771	7,053	33,490	87,314
<b>Child Care Center Funding</b>	<b>add \$10/M</b>			
<b>Only at MCH!</b> Head Start Funding	954	NA	2,888	3,842
<b>Only at MCH!</b> State Public Funding	9,010	1,121	1,141	11,272
<b>Organizational Affiliation</b>	<b>add \$10/M</b>			
Boys and Girls Club	314	15	NA	329
Salvation Army	178	15	NA	193
YMCA/YWCA	2,663	67	10	2,740
<b>Religious Affiliation</b>	<b>add \$10/M</b>			
Catholic	1,138	171	5,555	6,864
Islamic	NA	NA	101	101
Jewish	901	41	450	1,392
Lutheran	NA	NA	1,289	1,289
Other Christian	NA	NA	6,198	6,198
Other Religious Affiliations	NA	NA	6	6
Protestant	20,590	809	NA	21,399
Seventh-Day Adventist	NA	NA	2	2

**Only at MCH!**

Only MCH provides marketers with the Child Care Center Features and Child Care Center Funding selections. These criteria are very useful to marketers to assist them in promoting their relevant products to a highly responsive target audience.

**Highest Counts!**

*"MCH's early childhood database is now the most complete, most selective, and most deliverable in the industry."*

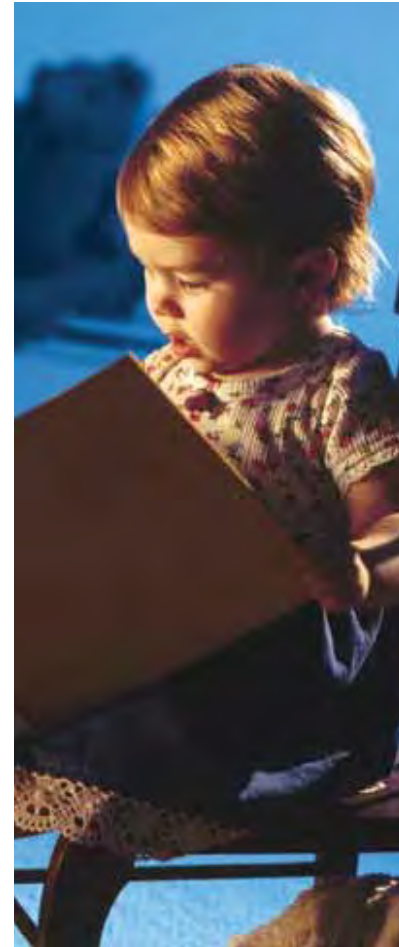
**Mike Wilson, CEO and Founder**  
Wilson Marketing Group

# The Early Childhood Universe

## Early Childhood Universe \$45/M

	Child Care Centers	Head Starts	School- Based Programs	Total Universe
<b>Child Care Center Existence of Ages Served</b>				<b>add \$10/M</b>
Infants	42,615	2,382	267	45,264
1-Year-Olds	48,052	2,459	322	50,833
2-Year-Olds	62,369	2,696	544	65,609
3-Year-Olds	74,231	10,649	1,365	86,245
4-Year-Olds	74,074	10,165	28,453	112,692
5-Year-Olds	74,268	9,811	52,054	136,133
6-Year-Olds	51,453	NA	51,503	103,230
7-Year-Olds	43,085	NA	50,919	94,156
8-Year-Olds	41,722	NA	49,725	91,589
9-Year-Olds	40,507	NA	48,551	89,194
10-Year-Olds	39,609	NA	45,788	85,527
11-Year-Olds	36,743	NA	25,243	62,103
12-Year-Olds	34,999	NA	15,724	50,834
13-Year-Olds	4,406	NA	15,254	19,685

It's important to understand the correlation between the age of children served, the services provided, and the entity providing the service. In the chart above, you see that infants to age three primarily receive care in child care centers and Early Head Start programs. Head Start programs and most child care centers provide school readiness programs for children beginning at age three and continuing through age five. At age six and older, schools and child care centers listed above are providing before and after school programs.



*"We are thrilled to utilize MCH's top-quality data and marketing expertise in the K-12 and early childhood education markets."*

**Jim Burgraff,**  
**Vice President of Corporate Marketing & Communications**  
*School Specialty*

# professionals



Every day there are more than half a million professionals caring for children in a variety of child care settings. These administrators, care-givers, and teachers are very influential and should be considered by marketers when defining their ideal target audience. These individuals play an integral part in making purchase decisions or in collaboration with their colleagues, principal, or other key staff members before a final decision is made.

## **Home Connect**

Home Connect is a new comprehensive solution for marketers to reach **over 200,000** early childhood decision makers at their **personal home address** via direct mail. The Home Connect educators-at-home database allows you to continue the momentum in your marketing efforts by reaching these decision makers in the comfort and privacy of their own home, without the distractions of the work place.

The Home Connect educators-at-home selection is \$65/M. The \$10/M selections available to customize your target audience include Age Range, Household Income, Household Types, Marital Status, Length of Residence, and Home Ownership.

## **Email Address Availability**

New service for WMG clients! MCH offers email marketing services to allow you to reach your customers rapidly, frequently, and affordably. Whether an experienced email marketer or a newcomer, you can rest assured since email marketing delivers the highest return of all direct marketing channels. To learn more about Channel\_e™ email services, see pages 20-21.

## ***Did you know?***

*The national movement to advance high-quality pre-k for all three and four year olds has yielded tremendous improvements in both access to and quality of state-funded early learning programs. In the past decade:*

- *State funding for pre-k has more than doubled to \$5.1 billion in FY2012.*
- *Pre-K access increased from just 700,000 children in 2001 to 1+ million today.*

**Source: PEW Center on the States**

September 2011

# Professionals Caring for Children

## A Guide to Personnel Listings in the MCH Early Childhood & K-12 Catalog

The institution address of the professional. The MCH GetThere™ Guarantee applies.

The home address of the professional. Deliverability is not guaranteed. For more information, see page 6.

The base price for the institutional address. Selections are an additional \$10/M, unless otherwise noted.

### Fine Arts Teachers \$65/M

	Total	Home Connect	Channel_e™ Email
<b>Fine Arts Educator</b>	<b>244,237</b>	<b>140,132</b>	<b>160,051</b>
Fine Arts Dept Chair	751	485	450
Exploratory Arts	287	171	207
Performing Arts Educator	145,185	83,518	96,223
Performing Arts Dept Chair	106	71	76
Dance Dept Chair	38	15	29
Dance	3,634	2,107	2,398
Drama/Theatre Department Chair	39	18	24
Drama	10,717	6,361	6,892
Music Educator	131,471	75,449	87,341
Visual Arts Educator	81,054	45,642	51,356
Art Department Chair	2,049	1,381	1,358
AP Art	280	202	210
Art	77,151	43,173	48,676
Art History	392	255	232
Commercial Art	277	193	205
Crafts	774	551	528
Photography	1,789	1,143	1,229

The email address of the professional. For more information on our Channel\_e™ Email Services, see pages 20-21.

Counts for job functions include all personnel in the job functions indented below them. Additional job functions are available; please inquire.



Every MCH-compiled mailing address is guaranteed deliverable. We will reimburse 50¢ for each undeliverable mail piece with an MCH institutional address when returned to us within 90 days of the MCH invoice date. We update our database daily based upon returned mail. See [www.mchdata.com/getthere](http://www.mchdata.com/getthere) for complete guarantee terms.

# Professionals Caring for Children

## Early Childhood Teachers

\$65/M

Personnel/Position	Total	Home Connect	Channel_email	Child Care Services at Schools	Pre-K Market	Kindergarten Market
Early Childhood Educator	66,405	37,054	34,752	3,725	54,888	60,315
Child Care Director	1,362	835	484	1,114	NA	NA
Child Care Teacher	150	57	52	41	NA	NA
Early Childhood Provider	298	132	116	80	NA	NA
Early Childhood Special Education	7,648	5,087	4,882	164	5,135	NA
Head Start Teacher	2,401	1,122	1,298	53	1,751	2,217
Head Start Coordinator	475	252	307	8	346	448
Pre-Kindergarten Director	3,457	1,614	1,285	NA	3,096	NA
Pre-K/Preschool Teacher	50,936	28,382	26,578	NA	43,887	NA
Lead Pre-K Teacher	3,826	1,340	1,701	NA	3,279	NA
Kindergarten Teacher	184,190	117,723	121,160	NA	NA	182,005
Lead Kindergarten Teacher	6,190	2,442	3,228	NA	NA	6,122
Before/After School Program Director	11,358	6,581	3,602	NA	7,065	10,252
Special Education Department Chair	5,228	3,391	3,538	135	801	1,527

The counts above represent school personnel in schools with early childhood programs only. For a complete view of the K-12 market, see pages 22-31.

## Child Care Center Personnel \$65/M

	Total	Channel_email
<b>Program Directors</b>		
Early Childhood Director	44,611	3,637
Before/After School Director	3,490	301
Child Care Director	4,262	354
Youth Director	106	24
<b>Executive &amp; Regional Directors</b>		
Owner*	32,343	1,583
Executive Director	1,372	180
Head of School	127	16
Regional Director	260	34
<b>Program Staff</b>		
Early Childhood Educator	572	41
Education Coordinator	274	52
Family Services Professional	191	26
Lead Teacher	1,569	70
Preschool Teacher	142	6

\*Early Childhood Directors tend to have a high burn-out rate while Owners are more stable.

## Head Start Personnel \$65/M

	Total	Channel_email
<b>Program Directors</b>		
Early Head Start Director	1,686	291
Head Start Director	7,811	1,003
<b>Executive &amp; Regional Directors</b>		
Executive Director	301	58
<b>Program Staff</b>		
Education Coordinator	1,436	414
Head Start Teacher	256	10

## Home Day Care Services Personnel \$65/M

Personnel/Position	Total
Day Care Provider	172,231

# Professionals Caring for Children

## School Personnel in Schools with Early Childhood Programs

### School Administrators \$65/M

Personnel/Position	Total	Home Connect	Channel_e™ Email
School Administrator (Principal level)	73,405	47,267	28,714
Assistant Principal	21,944	14,600	11,951
Before/After School Program Supervisor	11,178	6,806	2,870
Head Teacher	3,667	2,383	1,837
School Counselor	35,570	21,913	19,492
School Psychologist	16,240	9,291	8,912

### School District Administrators \$65/M

Personnel/Position	Total	Home Connect	Channel_e™ Email
Superintendent	13,471	9,675	4,554
Before/After School Program Director	2,384	1,743	882
Counselor—Guidance	10,501	7,668	2,132
Curriculum Director	14,157	10,497	4,341
Early Childhood Education Director	5,165	3,788	1,816
Migrant Education Director	819	584	388
Special Education Director	11,572	8,463	3,205
Summer School Director	3,115	2,315	1,173

### Elementary School Teachers \$65/M

Personnel/Position	Total	Home Connect	Channel_e™ Email
Pre-K/Preschool Teacher	48,950	24,682	20,531
Kindergarten Teacher	181,076	110,078	104,379
Pre-First Grade Teacher	284	192	170
First Grade Teacher	187,881	115,117	110,149
Second Grade Teacher	178,916	110,372	104,704
Third Grade Teacher	167,867	102,632	97,789
Fourth Grade Teacher	149,449	90,941	86,367
Fifth Grade Teacher	131,720	80,111	75,502
Sixth Grade Teacher	44,074	26,102	22,311
Primary (Grades 1-3)	2,072	1,189	1,138
Cafeteria Personnel	26,041	15,750	13,362
Early Childhood Special Ed	7,351	4,720	4,367
Gifted Educator	13,970	8,841	8,911
Health Teacher	12,860	8,208	7,836
Librarian/Media Specialist	47,945	29,161	24,367
Media Specialist	11,012	7,161	6,659
Parental Involvement Coord	2,845	1,683	1,799
Physical Therapist	4,730	2,348	2,520
PTA/PTO President	10,544	6,668	6,533
Reading Teacher	48,086	30,471	28,720
Reading Recovery	3,801	2,392	2,245
Resource Teacher	31,319	18,665	18,428
School Counseling Dept Chair	318	209	194
School Counselor	35,709	20,547	19,781
School Nurse	28,616	15,698	15,446
Social Worker	9,857	5,218	5,115
Special Education Dept Chair	1,657	930	875
Special Education Teacher	120,045	71,067	70,658
Speech/Language Therapist	40,148	21,870	21,152
Spelling Teacher	835	616	372
Teacher Mentor	668	438	442
Teacher of Emotionally Challenged	2,925	2,063	1,938
Teacher of Hearing Impaired	2,835	1,676	1,381
Teacher of Mentally Challenged	14,296	9,575	9,036
Teacher of Physically Challenged	51,141	28,009	27,062



The counts above represent school personnel in schools with early childhood programs only. For a complete view of the K-12 market, see pages 22-31.

# customer profile

## FREE Customer Profile—Now Available to WMG Clients!

Now available to Wilson Marketing Group clients, a **FREE** profile of your customer database! At MCH, we consider a profile so essential to our needs analysis and recommendation process that we provide it for you at **no charge**.

The Enhanced Sales Potential™ customer profile reveals the early childhood market segments that respond best to your offers. This proprietary analytical tool compares your customer transactions to the entire QED Education and Wilson Marketing Group Early Childhood Databases. Then, MCH generates an extensive report for you to review and implement for an effective—and responsive—marketing strategy. Here are just a few of the things you may learn:

- Do publicly funded preschools have more buying power than private religious preschools? You may be able to increase profit by dropping the lowest performing segments and redirecting your effort to better potential prospects.
- Should you test the results of MCH's exclusive Response Potential Model (RPM™) super selection? A customer profile will reveal its power potential for your business.
- Are you getting orders from unexpected places? Perhaps your early childhood materials are in demand in high school FACS classes? Or are Nursing Homes ordering your crafting supplies?

MCH will gladly prepare an ESP™ customer profile especially for you, based on your database of 5,000 or more customer transactions. This is available for you at no charge and no obligation. The results are strictly confidential, and will be used exclusively to provide you with detailed recommendations for your future marketing campaigns.



*“Working with MCH is always a great and totally worry-free experience. Whenever I need counts or a quote, MCH sends it over promptly and it’s always correct. I appreciate that my sales representative really listens to what I want for my campaign, and delivers it accurately and professionally. Plus, their suggestions have helped to increase my response rates.”*

**Chris Keck**

*MediBadge—“We make office visits fun for kids™”*

# social media

## Reach more educators with online communities

Online communities are the new virtual conferences, drawing educators in ever increasing numbers. edWeb.net makes it easy for organizations to create or sponsor online communities to reach educators.



edWeb.net provides a highly-acclaimed professional social network, plus expertise with community building and webinars, to help you create an online community to support your customers and/or prospects in your target market.

- Provide information to help educators improve teaching and learning.
- Increase awareness of your organization and generate valuable leads.
- Nurture relationships with key decision-makers.
- Gain valuable market insight.
- Create online forums and user groups.

Your community will be a 24/7 virtual conference and research panel. We integrate webinars with online community for a higher level of engagement and collaboration. You'll get continuous insights and feedback for your product and marketing teams.



Create a public community for maximum exposure and lead generation, or a private community just for customers. You can also sponsor one of our highly acclaimed professional learning programs. We help you develop an easy, turnkey program that meets your needs. Each edWeb community includes discussion forums, live chat, resource sharing, wikis, polling, and more. We can help you add webinars to your program—and take care of all of the hosting and logistics.

edWeb.net is a professional social and learning network with 35,000 members who are exceptional educators, decision-makers and influencers, committed to professional development, and interested in technology.

As an edWeb sponsor, you'll receive featured promotion in edWeb's monthly e-newsletters that reach 500,000 K-12 educators each month. You'll receive a preferred discount to build your community membership with MCH's Channel\_email services.

You'll also receive a monthly Activity Report with an export file of community members with contact information, activity data, and demographic info—and invaluable resource for leads and relationship building.

Learn more at [www.edweb.net](http://www.edweb.net).

## edWeb Supports Your Outreach Goals

### Lead Generation

Tap into edWeb's 35,000+ membership base, plus monthly promotions to 500,000 K-12 educators through MCH Strategic Data.

### Market Insight

Create communities on key topics for your business, then tune in as members discuss their needs and challenges.

### Market Research

Set up a community to conduct online research, or talk with us about deploying a poll to our community.

### Thought Leadership

Participating on edWeb enhances your knowledge and thought leadership in the industry. Let us help you host webinars to share your expertise with educators.

### Relationship Building

Relationships are key to success. edWeb opens the door to expanding your network and connecting with the educators who can open the doors for you.

### Webinar Programs

If you're presenting webinars to educators, we can help you integrate your webinars with online community, creating an ongoing learning community that grows over time.

## edWeb.net and MCH Strategic Data—Partners Helping You Build Community

# child care centers

## Child Care Centers: Institution Setting vs Size

Enrollment	Head Start Area Offices	Early Head Starts	Head Starts	Chain HQ & Regional Offices	Chain Centers	Independent Centers	Hospital Based	College/Vo-Tech Based	Military Based	Employer Sponsored (On-Site)
Under 10	0	60	80	0	13	402	8	11	0	27
10-19	2	149	1,122	0	405	2,844	15	74	2	136
20-29	5	158	1,381	0	175	4,816	41	153	3	234
30-39	14	179	1,386	3	85	5,327	36	204	8	265
40-49	16	171	1,059	5	122	4,803	55	207	16	318
50-59	17	159	636	5	217	3,906	60	199	10	345
60-69	27	158	738	2	249	3,394	75	174	11	311
70-79	21	136	460	6	300	2,628	44	127	14	241
80-89	18	85	405	3	324	2,186	41	96	8	199
90-99	16	57	211	3	350	1,576	34	63	5	132
100-149	131	293	998	24	2,280	4,959	152	240	60	640
150-199	121	112	358	27	1,033	1,670	61	77	44	243
200+	1,153	695	404	290	459	1,085	63	59	85	290
Unknown	14	26	115	6	97	302	7	24	4	31
<b>Total</b>	<b>1,557</b>	<b>2,441</b>	<b>9,386</b>	<b>375</b>	<b>6,150</b>	<b>39,898</b>	<b>692</b>	<b>1,709</b>	<b>270</b>	<b>3,413</b>

## Child Care Centers

**\$45/M**

**Total Count.....91,446**

Phone Numbers... add \$25/M.....90,686

**Chains..... add \$10/M**

Bright Horizons Child Care.....373

Child Care Network.....147

Child Time Learning.....241

Gingerbread House.....527

Goddard.....340

Kids R Kids.....163

Kindercare.....1,578

La Petite Academy.....489

Primrose Schools.....232

Tutor Time Learning.....223

*Other chains available, please inquire.*

**Enrollment Size..... add \$10/M**

Very Large (150 or more).....10,386

Large (90 - 149).....16,509

Medium (50 - 89).....25,877

Small (30 - 49).....20,292

Very Small (0 - 29).....16,923

**Location..... add \$10/M**

College Based.....1,709

Employer Sponsored.....3,413

Health Club Based.....119

Hospital Based.....692

Housing Project/  
Homeless Program.....491

Independent Center.....39,898

Military Based.....270

Nursing Home Based.....165

Park/Recreation Center Based.....1,192

Vocational School Based.....94

YMCA/YWCA Based.....2,738

**Religious Affiliation..... add \$10/M**

Catholic.....1,312

Jewish.....942

Protestant.....21,444

**Services Offered..... add \$10/M**

After School Care.....43,574

Bilingual Program.....8,333

Infant/Toddler Care.....50,452

Special Needs Care.....44,331

Year Round/Summer Program.....63,287

**Specialties..... add \$10/M**

Before/After School Programs.....5,612

Early Head Start Center.....2,441

Head Start Center.....10,943

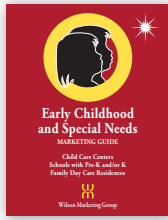
Migrant Program.....296

Montessori Center.....2,923

Native American Center.....345

Special Needs Center.....452

# Child Care Centers



At MCH Strategic Data, we develop compilation techniques that are specifically designed for each type of institution. For the WMG early childhood file, we start with the best processes available—the successful techniques developed and refined by Mike Wilson.

The precision of the file is built on telephone surveys conducted with the director of each early childhood program. No new institution is added to the database without telephone contact. In addition to the phone verification, we use a wide variety of data sources to identify new potential institutions, add demographic data, and maintain our address quality.

## Child Care Centers: Institution Setting vs Size

Enrollment	YMCA/ YWCA Preschools	YMCA/ YWCA After School	Montessori Centers	Protestant Centers	Catholic Centers	Jewish Centers	Publicly Funded Preschools	Special Needs Centers	Before/ After School Centers	Deduped Total
Under 10	3	2	30	261	9	2	29	17	44	914
10-19	40	28	192	1,432	68	41	333	44	230	6,369
20-29	86	93	330	2,307	130	61	568	53	458	9,745
30-39	134	180	385	2,640	133	83	798	55	606	10,684
40-49	93	166	331	2,451	141	85	905	30	586	9,701
50-59	113	143	292	2,104	122	80	848	33	525	8,075
60-69	139	93	249	1,891	112	74	859	25	368	7,310
70-79	98	78	181	1,539	90	53	730	22	270	5,728
80-89	95	37	172	1,216	78	56	667	16	208	4,826
90-99	64	38	115	872	47	51	544	11	154	3,474
100-149	224	146	351	2,809	223	162	1,949	54	769	13,058
150-199	92	72	120	1,076	84	98	844	21	434	5,107
200+	205	240	123	683	67	93	1,042	49	693	5,293
Unknown	14	21	49	162	8	3	35	22	214	1,085
<b>Total</b>	<b>1,400</b>	<b>1,338</b>	<b>2,923</b>	<b>21,444</b>	<b>1,312</b>	<b>942</b>	<b>10,151</b>	<b>452</b>	<b>5,612</b>	<b>91,446</b>

### Churches with Child Care Centers\* \$45/M



**Total** .....14,951  
 Pastors .....\$65/M ..... 20,699  
 \*Churches co-located with Child Care Centers. There may be some name duplication between church and child care center personnel (see page 8).

### Did you know?

Churches with Child Care Centers are a valuable segment to include in your marketing efforts because of their growing popularity and high potential to purchase your offers due to their young audience's needs. Plus, they are significant in size, yet often forgotten by marketers.

The purpose of these centers is to provide an early childhood program in a hands on learning environment that promotes socialization, communication, and a curriculum to expand the child's learning of the fundamentals needed prior to starting school. The primary goal of Churches with Child Care Centers is to serve their congregations' needs, as well as develop relationships with other parents and children in their community. Depending on the size of the congregation, the key decision makers to target are the Pastor, Child Care Center Director, or Youth Minister.

### Neighborhood Ethnicity add \$10/M

	African-American	Asian	Caucasian	Hispanic	Native American
1-3%	25,539	43,169	976	37,068	26,156
4-10%	18,430	13,706	1,447	21,227	1,759
11-25%	12,263	4,204	3,670	11,718	686
26-50%	8,490	935	8,314	6,332	141
51-75%	4,675	263	18,036	2,544	68
76-100%	3,433	1	53,154	1,615	145



# head starts

## Head Starts

**Head Start** is a federally funded program targeting children **ages 3-5** that provides a variety of services, including education in the form of preschool, as well as nutrition and medical services. It was introduced in 1964 and adopted into law as part of the Economic Opportunity Act. It is overseen by the U.S. Department of Health and Human Services. In 1995, a program called **Early Head Start**, was established to assist children from **birth to age three**.

Head Start grantees can be public or private, non-profit or for-profit agencies, or public school systems. The program goal is to promote school readiness and increase parent involvement.

Children from birth to age five from families with incomes below the poverty line are eligible for Head Start and Early Head Start services. Children from families receiving public assistance (TANF or SSI) and Foster children are also eligible to receive services regardless of family income. Programs may enroll up to 10% of their children from families that do not meet these requirements.

### Funding & Enrollment Facts

- President Obama signed the Consolidated Appropriations Act of 2012 on December 23, 2011. The FY 2012 appropriation for all Head Start programs was \$7,968,543,933—a \$409 million increase over FY 2011.
- Enrollment in Head Start programs was 561,000 in 1965 and 904,153 in 2009. Since its inception, the program has served over 27 million children.
- In December 2011, a complex regulation became effective that requires Head Start and Early Head Start grantees to compete for on-going funding if they fail to meet the standards for delivering “high-quality” programs.
- A \$424 million increase for Head Start maintains services for the 65,000 children originally enrolled as infants in Early Head Start under ARRA funding.

### State Allocations

- The most recent state allocation data published indicates that California, Texas, New York, Illinois, and Florida are the states receiving the most Head Start funds. Per Pupil spending ranges from \$5,084 in Oregon to \$9,328 in New York.

## Head Starts **\$45/M**

	Total
Early Head Start Center	2,614
Head Start Center	10,184
Head Start HQ Office	1,667

### Child Care Center Age Range **add \$10/M**

0 - 1 Year	2,459
2 - 4 Years	10,813
5+ Years	9,815

### Early Childhood Enrollment Range **add \$10/M**

Very Large (150 or more)	2,020
Large (90-149)	1,352
Medium (50-89)	2,315
Small (30-49)	2,487
Very Small (1-29)	2,612
Unknown	134

### Child Care Center Features **add \$10/M**

Computer Use	9,231
Large Playground	5,597
Video Use	7,053

### Housed at Religious Organizations **add \$10/M**

Catholic	171
Protestant	809

## Head Start Personnel **\$65/M**

	Total	Channel_e™ Email
<b>Program Directors</b>		
Early Head Start Director	1,686	291
Head Start Director	7,811	1,003
<b>Executive &amp; Regional Directors</b>		
Executive Director	301	58
<b>Program Staff</b>		
Education Coordinator	1,436	414
Head Start Teacher	256	10

# school-based

## School-Based Early Childhood

**Only at MCH!**

Over the last ten years, there has been significant growth in school-based early childhood programs and the professionals that care for these children. That growth is demonstrated with a 24% increase in Schools with Pre-K's and a 31% increase in Pre-K teachers. Early childhood funding is an important focus of the Obama administration. Marketers should take advantage of these budget increases to improve their sales volume and market share.

With MCH's acquisition of the comprehensive WMG database, our child care file is the only complete—and responsive—early childhood database available. It provides you with key education decision makers in K-12 schools, school districts, and child care centers.

### School-Based Early Childhood **\$45/M**

Institution Type	Public Schools	Private Schools	Catholic Schools	Total
Child Care Services	1,262	1,627	292	3,181
Pre-K	23,351	9,345	4,255	36,951
Kindergartens	50,842	12,797	5,416	69,055
<b>Total</b>	<b>52,921</b>	<b>12,966</b>	<b>5,555</b>	<b>71,442</b>

### Early Childhood Enrollment Range **Only at MCH!** add \$10/M

Enrollment Range	Public Schools	Private Schools	Catholic Schools	Total
Very Large (150 or more)	1,966	191	25	2,182
Large (90-149)	6,717	427	139	7,283
Medium (50-89)	11,932	1,073	970	13,975
Small (30-49)	10,236	1,405	1,564	13,205
Very Small (1-29)	11,590	4,288	2,058	17,936
Unknown	10,480	5,582	799	16,861

### Child Care Center Age Range add \$10/M

Age Range	Public Schools	Private Schools	Catholic Schools	Total
0 - 1 Year	192	131	6	329
2 - 4 Years	19,883	5,313	3,312	28,508
5+ Years	40,098	7,508	4,750	52,356

### Districts with School-Based Programs **\$45/M**

Institution Type	Unified & K-12	Elementary Only	Secondary Only	Total
Child Care Services	1,361	295	36	1,706
Pre-K	23,098	2,036	24	25,218
Kindergartens	46,673	4,958	45	51,776
<b>Total</b>	<b>71,132</b>	<b>7,289</b>	<b>105</b>	<b>78,700</b>



# home day cares

**Only  
at MCH!**

Half of the 340,000 early childhood programs are made up by licensed home care providers. These providers care for over 1.25 million children, with an increased proportion of care for infants. While smaller in size on average, they still need to meet state licensing criteria and have to provide clean environments, adequate care and nourishment, and safety and security.

In all of forms of home-based care, it is estimated that about half of all child care is provided in home-based settings. Based on data from the National Center for Education Statistics, the majority (60%) of children in the United States that are less than 6 years of age are supervised in non-parental care. Approximately 35% percent of these children are being cared for in the homes of relatives and 22% are cared for in the homes of non-related providers.

The fact that home-based care represents such a large part of the universe of early childhood education makes it imperative that you include them in your target audience.

*Note: The Home Day Care Services database is developed in coordination with leading databases. Due to the volatility of consumer data, the MCH GetThere™ Guarantee does not apply to the Home Day Care Services database.*



## Home Day Care Services **\$65/M**

	Total
Home Day Care Services	183,097

## Personnel

Day Care Provider	172,496
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## Size **add \$10/M**

Very Large (13 or more)	10,903
Large (10-12)	53,438
Medium (6-9)	93,983
Small (4-5)	16,089
Very Small (1-3)	8,684

## Wealth **add \$10/M**

1 - Highest Average Income	9,265
2	14,621
3	16,645
4	16,255
5	16,829
6	18,306
7	19,580
8	20,789
9	19,244
10 - Lowest Average Income	19,546

The wealthier the area translates into higher expectations from parents. These expectations are in terms of a clean and attractive physical environment, a safe and secure setting, and educational activities and resources to keep the child engaged, entertained, and content.

# Home Day Care Services

## Increase in Larger Buying Units

Home day care services care for about 1.25 million children. Most of these home day cares serve 4 to 6 children, while others serve 10 or more children. The trend—and necessity—for these businesses is towards larger buying units; since 1995, the number of residences serving 10 or more children has more than doubled.

The home day care market has become increasingly professional and stable due to governmental regulation. Most states now require provider training, registration fees, and fire code compliance.

## Different Purchasing Opportunities

Home day cares provide different purchasing opportunities than institutions such as child care centers. The two markets tend to purchase different products at different prices, quality, and volume levels.

Licensed home day cares spend approximately \$300 million annually on products, such as baby food, infant care disposables, furniture, play equipment, books, videos, and arts and crafts supplies. Home day cares are not generally able to amortize larger purchases that child care centers make, nor are they usually able to pay premium prices for product durability and quality.

About 80% of home day cares serve children under age 2, whereas only half of child care centers serve children this young. For this reason, home day cares, on an average-per-child basis, spend about twice as much as centers on consumable products, such as diapers and formula.



## Did you know?

*In 2010, 48 percent of children ages 0–4 with employed mothers were primarily cared for by a relative while she worked. This is not statistically different from the percentages in 2005 and 2002. Twenty-four percent spent the most amount of time in a center-based arrangement (day care, nursery school, preschool, or Head Start). Fourteen percent were primarily cared for by a nonrelative in a home-based environment, such as a family day care provider, nanny, babysitter, or au pair.*

**Source: [www.childstats.org](http://www.childstats.org)**

# state counts

State	EARLY CHILDHOOD					K-12				
	Head Starts	Child Care Centers	School-Based Programs	Home Day Care Services	Total	Elementary Schools	Middle/Jr High Schools	High Schools	K-12 Schools	Total
Alabama	266	1,279	1,043	1,066	3,653	885	261	401	271	1,834
Alaska	66	212	400	306	984	202	35	87	212	538
Arizona	210	1,038	1,484	2,759	5,476	1,412	234	493	118	2,276
Arkansas	247	1,209	673	599	2,728	666	226	326	82	1,313
California	1,121	5,804	8,242	8,710	23,875	7,755	1,459	2,514	699	12,724
Colorado	108	1,011	1,361	3,048	5,527	1,283	291	454	116	2,160
Connecticut	75	1,207	853	2,648	4,782	867	202	303	61	1,462
Delaware	34	345	191	1,011	1,580	184	38	54	36	322
Dist of Columbia	20	212	192	146	569	179	30	57	15	296
Florida	417	5,861	3,353	5,010	14,602	2,864	605	887	595	5,110
Georgia	231	2,469	1,816	3,430	7,945	1,661	477	590	285	3,043
Hawaii	45	316	306	463	1,130	255	42	66	51	426
Idaho	48	236	450	718	1,450	417	111	187	64	784
Illinois	317	2,656	3,479	10,191	16,637	3,611	709	1,016	220	5,618
Indiana	189	1,351	1,496	2,709	5,713	1,574	338	481	142	2,548
Iowa	175	979	884	7,980	10,010	894	232	390	73	1,591
Kansas	131	827	916	6,553	8,420	898	237	390	75	1,616
Kentucky	218	1,471	985	593	3,267	934	232	414	109	1,785
Louisiana	194	1,641	1,055	7,851	10,723	981	234	346	201	1,816
Maine	85	580	427	1,371	2,463	416	92	169	63	755
Maryland	164	1,734	1,357	7,813	11,064	1,253	249	359	171	2,057
Massachusetts	187	2,176	1,344	6,923	10,627	1,427	345	513	86	2,430
Michigan	510	1,925	2,400	7,090	11,924	2,372	578	924	232	4,178
Minnesota	196	1,264	1,294	11,013	13,765	1,251	230	581	121	2,222
Mississippi	221	1,309	610	518	2,658	545	175	338	179	1,248
Missouri	283	1,835	1,617	1,540	5,275	1,601	372	649	162	2,831
Montana	28	295	435	856	1,614	463	208	188	20	885
Nebraska	98	735	733	2,853	4,416	717	109	291	45	1,165
Nevada	46	344	469	389	1,247	447	101	137	34	727
New Hampshire	43	592	347	274	1,256	363	75	129	36	611
New Jersey	207	2,942	1,977	1,810	6,935	2,106	421	595	121	3,337
New Mexico	153	491	578	5,049	6,197	566	157	202	55	983
New York	606	3,479	3,551	13,879	21,470	3,469	862	1,451	397	6,292
North Carolina	309	3,254	1,855	3,128	8,546	1,641	482	615	281	3,035
North Dakota	43	346	299	1,745	2,431	248	37	124	69	481
Ohio	423	3,515	2,504	6,099	12,532	2,574	686	1,013	228	4,563
Oklahoma	376	1,257	1,026	2,468	5,125	1,067	313	590	68	2,050
Oregon	126	761	981	3,550	5,417	891	202	348	119	1,569
Pennsylvania	427	3,172	2,704	3,807	10,108	3,058	517	919	319	4,876
Rhode Island	31	344	244	693	1,312	250	55	84	22	418
South Carolina	163	1,401	957	1,733	4,254	890	260	307	161	1,674
South Dakota	45	255	374	946	1,619	324	85	139	69	620
Tennessee	278	1,975	1,367	1,068	4,687	1,210	330	438	230	2,257
Texas	850	7,238	5,262	14,908	28,249	5,046	1,634	1,779	621	9,121
Utah	50	410	644	1,018	2,122	596	144	189	32	986
Vermont	45	314	276	956	1,591	265	23	94	31	416
Virginia	264	1,719	1,659	2,711	6,353	1,526	359	490	201	2,604
Washington	189	1,574	1,575	4,706	8,044	1,466	371	541	179	2,567
West Virginia	101	347	531	1,841	2,818	485	121	157	79	856
Wisconsin	159	1,916	1,723	4,033	7,830	1,737	348	581	139	2,819
Wyoming	41	289	219	511	1,060	206	52	81	24	366
<b>TOTAL</b>	<b>10,859</b>	<b>79,912</b>	<b>70,518</b>	<b>183,097</b>	<b>344,080</b>	<b>68,866</b>	<b>16,166</b>	<b>24,650</b>	<b>8,029</b>	<b>119,511</b>

# State Counts

## Mike Wilson, Early Childhood Specialist

Mike has extensive knowledge of the early childhood market, with more than forty years' experience in educational products and data sales. Prior to joining MCH Strategic Data, Mike was President of Wilson Marketing Group (WMG) for 32 years. During this period, he oversaw a team that collected, analyzed, and computerized data on early childhood institutions. He also created the "Mike Wilson brand" and led WMG to control approximately 70% of the market for mailing lists in the child care market for nearly three decades. Prior to founding WMG, Mike served as a key executive at Market Data Retrieval.

Mike brings his comprehensive knowledge of the early childhood market to MCH, where he provides client consultations, early childhood education, and serves as a speaker for education-related conferences and events. Overall, Mike is an excellent resource of early childhood and educational marketing to marketers looking to break in or expand their market share in that industry.



## State Facts

Race to the Top-Early Learning Challenge Grants have been awarded to California, Delaware, Maryland, Massachusetts, Minnesota, North Carolina, Ohio, Rhode Island, and Washington. Grant awards will range from \$50 million to \$100 million. The Early Learning Challenge stresses pre-k standards and tests, program rating systems, and teacher expectations. The grant program is jointly administered by the U.S. Departments of Education and Health and Human Services.

## The 2012 Pre-K Market Forecast

Mike Wilson's Pre-K Market Forecast is a great resource for marketers who are navigating the early childhood market. The report:

- Provides an in-depth analysis of actual 2012 state and federal spending for child care and early education, including the consequences to state budgets from the wind-down of Recovery Act funding.
- Includes state and federal funding projections for 2013.
- Profiles the top ten spending states.
- Examines market fundamentals, both positive and negative.
- Includes market size estimates in terms of enrollments, total expenditures, and expenditures per child.



Please contact your MCH sales representative to reserve your copy of this valuable resource.

# email marketing

## Channel e™ Email Services

Email marketing—a **new solution** for WMG clients! Email marketing is a popular marketing strategy that allows you to reach valuable customers rapidly, frequently, and economically. According to the Direct Marketing Association, it delivers the highest return of all direct marketing channels.

Email is perfect for time-sensitive offers because your contacts are reached instantly. Many marketers like to plan multiple deploys to reinforce their messages via a trickle campaign. Email is also a terrific medium for nearly instant market surveys. Using available inexpensive web-based survey tools, you can decide, implement, and summarize the results within a week.

By utilizing MCH's top-quality Early Childhood Database, you are able to take advantage of the biggest counts and deepest coverage available in the industry. Plus, your email message may be used to promote special offers, generate leads, and build your overall brand awareness.

Discover **Channel\_e Leads!** Are you in need of lead generation? With MCH's Channel\_e Leads, you are able to determine prospects or clients who have opened or clicked-thru your email message and are interested in your featured product or service. These leads are "warmer" than other leads and have a higher rate of purchasing. For more information about Channel\_e Leads, contact your MCH representative today.

### Pricing

**Channel\_e Prospect (1<sup>st</sup> Deploy) ..... \$225/M**  
*Channel\_e Prospect targets your message to the professionals who are poised to respond to your offers. Use any selection attributes from MCH's premium databases to craft the right list for you.*

**Channel\_e Companion (1<sup>st</sup> Deploy)..... \$190/M**  
*Channel\_e Companion supports your direct mail campaigns with email messaging. Must be combined with a postal mailing list; billed separately.*

**Channel\_e Append ..... \$625/M**  
*Channel\_e Append enhances your customer records with MCH-certified email addresses. Add new points of contact with your best buyers to drive retention and increase the profitability of your marketing. Additional MCH data elements can also be appended; please inquire. Set-up charge is \$100.*

Minimum Order .....\$500

Message set-up .....\$100

*Includes basic service and single file or message set-up. Complex configurations and additional input or output files incur additional charges.*

Rush service.....\$100

*Rush service is limited to available capacity.*



# Channel\_e™ Email Marketing

## Email Addresses

### Child Care Center Personnel

#### Program Directors

Early Childhood Director .....	3,637
Before/After School Director.....	301
Child Care Director.....	354

#### Executive & Regional Directors

Owner.....	1,583
Executive Director.....	180

#### Program Staff

Early Childhood Educator.....	41
Education Coordinator.....	52
Lead Teacher .....	70

### Head Start Personnel

#### Program Directors

Early Childhood Director .....	291
Head Start Director.....	1,003

#### Executive & Regional Directors

Executive Director.....	58
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#### Program Staff

Education Coordinator.....	414
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### Early Childhood Personnel in Schools

#### Early Childhood Educator .. 27,929

Child Care Director.....	370
Child Care Teacher.....	46
Early Childhood Provider .....	87
Early Childhood Special Ed ..	4,605
Head Start Teacher .....	1,000
Head Start Coordinator .....	268
Pre-Kindergarten Director.....	952
Pre-K/Preschool Teacher ....	21,048
Lead Pre-K Teacher.....	1,304
Kindergarten Teacher.....	105,507
Lead Kindergarten Teacher.....	2,641
Special Education Dept Chair....	3,109

## Channel\_e™ Enhanced Email Reporting



MCH has revolutionized email marketing with Channel\_e Enhanced Email Reporting! The new Channel\_e Enhanced Email Reports provide marketers with detailed statistics to help them understand what offers their customers responded to and which target market was the most responsive. Plus, it is **FREE** to MCH clients!

With this state-of-the-art reporting, you'll discover the many benefits of MCH's Channel\_e Enhanced Email Reporting including:

- View current trends through interactive tables and charts
- Discover the best audience for your message
- Observe important statistics, including opens and clicks
- Sort results based on **any** metric
- Obtain reporting that refreshes every day for 30 days
- Monitor list of "opt-out" for prompt removal
- Plus, understand the effectiveness of your email marketing & how to apply the findings to future marketing strategies!

*"MCH's new email reporting tool provides a wealth of data at your fingertips. I was instantly able to drill down into so many attributes and sort them by click %. It gave me new insight, instantly, about the market segments where our campaigns are doing best. This tool is really a game changer."*

**Lisa Schmucki**  
edWeb.net

# the k-12 market

## The K-12 Market

MCH Strategic Data has spent 80+ years helping marketers reach education decision makers because America's schools are such vibrant, active buyers of products and services. Schools represent the most diverse of institutions in offering the widest variety of services to a large group of patrons in more forms and with more purchasing influencers.

The school market is comprised of about 120,000 public and private schools, with more than 5 million educators. These

educational institutions vary tremendously in size and budget, and the influencers for a single purchase can include district administrators, principals, teachers, and non-certified staff members.

With MCH as your school marketing resource, you can count on us to assist you in refining your school marketing strategies to increase your brand awareness, response rates, and, of course, your return on investment in your marketing spend.

### Types of School Districts

\$45/M

	Unified & K-12	Elementary Only	Secondary Only	Total Count
<b>Public School Districts</b>	<b>11,099</b>	<b>2,447</b>	<b>400</b>	<b>13,947</b>
Charter Districts	121	28	48	197
County Districts	1,082	67	14	1,163
Department of Defense Districts	7	7	NA	14
Native American Districts	13	3	1	17
Special Education Districts	12	1	2	15
Sub Districts	412	11	16	439
Supervisory Unions	145	32	2	179
Supervisory Union Members	121	391	51	563
Year-Round Districts	45	26	4	75
<b>District Services</b>				
Area Education Service Districts			1,148	1,199
Vocational Technical Districts			159	161
<b>State Departments of Education</b>				
			<b>51</b>	<b>51</b>
<b>Private School Districts</b>				
Catholic Archdioceses & Dioceses			198	198
Catholic Superintendent Offices			169	170
Superintendents			172	161
Church Superintendent Offices			134	134
Superintendents			128	118

### District Selections

21 <sup>st</sup> Century Schools.....	add \$10/M
Advanced Placement Classes .....	add \$10/M
Annual Budget .....	add \$10/M
Before/After School Progs.....	add \$10/M
Enrollment .....	add \$10/M
Ethnic Enrollment.....	add \$10/M
Expenditure per Student .....	add \$10/M
Instructional Expenditure per Student .....	add \$10/M
Metro Status.....	add \$10/M
NCLB Intensity .....	add \$10/M
Number of Computers .....	add \$10/M
Number of Schools .....	add \$10/M
Number of Teachers .....	add \$10/M
Open/Close Date .....	add \$10/M
RPM—Response Potential Model™ .....	add \$25/M
School-Wide Title I Funding .....	add \$10/M
Student-to-Computer Ratio.....	add \$10/M
Student-to-Teacher Ratio .....	add \$10/M
Tech Savvy .....	add \$10/M
Technology Budget .....	add \$10/M
Technology Budget per Student.....	add \$10/M
Wealth .....	add \$10/M

# Districts

## District Personnel \$65/M

	Total	Home Connect	Channel_email
<b>Administrative Personnel</b>			
Superintendent	15,165	10,865	5,084
Area Superintendent	444	296	319
Assistant Superintendent	7,368	5,450	3,902
District Secretary	13,024	9,789	3,443
School Board President	13,360	9,340	2,046
Superintendent, Church-Related Schools	128	N/A	55
Catholic Superintendent of Schools	172	N/A	77
<b>Business Personnel</b>			
Affirmative Action Dir	1,486	1,122	738
Building & Grounds Dir	10,874	7,777	3,015
Business Manager	11,984	8,914	3,821
Food Services Director	10,546	7,565	2,723
Grant Coordinator	3,360	2,444	1,203
Human Resources Dir	7,119	4,664	2,675
Network Administrator	8,282	5,960	2,891
Public Relations Director	2,283	1,668	1,300
Purchasing Director	3,709	2,728	1,617
Safety/Security Director	4,853	3,482	1,985
Teacher Personnel Dir	2,597	1,901	1,222
Transportation Director	9,999	7,139	2,839
<b>Support Services Personnel</b>			
Academic Testing Director	6,392	4,736	2,022
AIDS Education Director	4,660	3,458	1,210
At-Risk Director	6,253	4,634	1,798
College Counseling Dir	879	626	245
Counselor—Guidance	10,918	7,968	2,239
Dropout Prevention Dir	1,370	1,007	575
Health/Nurse Services Dir	7,589	5,547	2,115
In-Service Ed/ Staff Development Dir	6,910	5,137	2,437
Instructional Media Dir	7,388	5,364	1,991
Library Services Director	7,496	5,371	1,683
Parent Involvement Dir	1,281	940	583
Psychological Testing Dir	2,006	1,471	874
Pupil Personnel Director	2,352	1,782	1,180
Social Work Director	2,721	2,028	1,141
Substance Abuse Director	6,114	4,528	1,637

## District Personnel \$65/M

	Total	Home Connect	Channel_email
<b>Curriculum Personnel</b>			
Adult Education Director	2,647	1,907	1,158
Alternative Education Dir	3,693	2,747	1,339
Art Director	1,086	783	574
Athletic Director	10,191	7,505	2,380
Before/After School Program Director	2,417	1,765	898
Bilingual Education Dir	4,738	3,379	1,702
Business Education Dir	746	563	352
Character Education Dir	554	400	204
Computer/Technology Dir	12,007	8,665	3,818
Curriculum Director	15,028	11,109	4,587
Driver's Education Dir	1,276	894	373
Early Childhood Ed Dir	5,399	3,956	1,889
English Director	861	644	475
ELL Program Director	3,290	2,343	1,327
ESL Program Director	4,201	2,993	1,628
Family & Consumer Sci Dir	1,572	1,161	419
Federal Program Director	14,044	10,444	3,940
Foreign Language Dir	6,166	576	395
Gifted Program Director	760	4,531	1,891
Health/Sex Ed/Phys Ed Dir	3,250	2,454	1,066
Industrial Arts Director	908	663	429
Literacy Coach	1,037	752	350
Magnet School Director	195	135	142
Mathematics Director	851	636	520
Migrant Education Dir	847	600	399
Multi-Cultural Curr Dir	513	345	295
Music Director	1,206	865	622
Reading Director	2,166	1,614	682
Reading First Director	1,621	1,196	521
Remedial Math Director	771	564	235
Remedial Reading Dir	2,277	1,702	656
Science Director	762	574	490
Social Studies Director	619	462	401
Special Education Dir	12,631	9,200	3,482
Summer School Director	3,223	2,388	1,211
Supplemental Services Dir	245	179	136
Teacher Mentor Director	2,037	1,480	834
Technology Prep Director	1,264	903	698
Title I Director	11,694	8,710	3,259
Vocational Ed Dir	4,656	3,424	1,545

# Schools

Schools by Grade															
	PK	K	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Elementary Schools	PRE-K/K														3,721
	K-4														8,348
	K-6														37,506
	K-8														14,811
	1-6														978
	1-8														1,312
	3-5														1,378
Middle and Jr High Schools						4-6									902
							5-8								12,779
								7-9							3,380
High Schools									7-12						5,377
										9-12					17,537
											10-12				1,735
K-12		K-12												8,034	
Ungraded															1,776

## Schools

\$45/M

	Elementary Schools	Middle/Jr High Schools	High Schools	K-12 Schools	Total
<b>Control</b>					
Public	54,001	15,832	21,815	2,673	95,694
Private	9,435	173	1,715	5,229	16,944
Catholic	5,520	154	1,119	132	6,957
<b>Total</b>	<b>68,956</b>	<b>16,159</b>	<b>24,649</b>	<b>8,034</b>	<b>119,595</b>
<b>Enrollment</b> <span style="float:right">add \$10/M</span>					
Very Large (750+)	6,023	5,246	7,982	523	20,035
Large (500-749)	17,208	4,298	3,191	625	25,422
Medium (250-499)	24,782	3,922	5,234	1,517	35,640
Small (100-249)	12,876	1,774	4,444	2,204	21,724
Very Small (1-99)	7,555	813	3,439	3,027	15,424
<b>Religious Affiliation</b>					
Catholic	5,520	154	1,119	132	6,957
Islamic	59	2	3	46	111
Jewish	379	11	168	94	657
Lutheran	1,291	4	105	20	1,422
Seventh Day Adventist	523	NA	52	147	722
Other Christian	3,668	76	594	3,634	8,008
<b>Total</b>	<b>11,440</b>	<b>247</b>	<b>2,041</b>	<b>4,073</b>	<b>17,877</b>

## Schools Selections

City Population.....	add \$10/M
Computer Type.....	add \$10/M
Ethnic Enrollment.....	add \$10/M
Expenditure per Student .....	add \$10/M
Highest Degree Earned .....	add \$10/M
Instructional Expenditure per Student .....	add \$10/M
Metro Status.....	add \$10/M
New-to-File Date (People) .....	add \$25/M
New-to-Profession Date (People) .....	add \$25/M
NCLB Intensity .....	add \$10/M
Number of Classrooms.....	add \$10/M
Number of Computers .....	add \$10/M
Number of Employees.....	add \$10/M
Number of Teachers .....	add \$10/M
Open/Close Date .....	add \$10/M
Population Density .....	add \$10/M
RPM—Response Potential Model™ .....	add \$25/M
Student-to-Computer Ratio.....	add \$10/M
Student-to-Teacher Ratio .....	add \$10/M
Wealth .....	add \$10/M

# Schools

## Types of Schools

add \$10/M

	Elementary Schools	Middle/Jr High Schools	High Schools	K-12 Schools	Total
Adult Education Schools					929
Alternative Schools	210	156	3,188	542	4,238
Boarding Schools	47	14	341	119	542
Charter Schools	2,434	563	1,532	509	5,069
County Operated Schools	30	4	95	19	168
Dept of Defense Schools	51	14	26	4	95
Home School Office	39	NA	14	96	151
Magnet Schools	1,232	430	548	25	2,235
Military Schools	2	NA	27	4	35
Montessori Schools	1,372	13	8	26	1,421
NAIS	604	65	442	428	1,546
Native American Schools	120	16	39	47	224
Special Education	516	29	351	742	2,362
State Operated Schools	266	39	266	143	833
Territorial Schools	866	179	179	9	1,246
Vocational Tech Schools	NA	NA	1,242	NA	1,363

## Schools at Correctional Institutions \$75/M\*

Total Count ..... 3,160

Phone.....add \$25/M ..... 3,160

Personnel .....\$100/M\*

Education Supervisor..... 1,873

New-to-File Personnel .....add \$25/M

\*Pricing reflects base price plus \$10/M selection charge.

## School Programs & Features

add \$10/M

	Elementary Schools	Middle/Jr High Schools	High Schools	K-12 Schools	Total
21 <sup>st</sup> Century Schools	2,216	775	399	80	3,472
Adult Ed Programs	874	473	4,196	164	5,707
Alternative Programs	3,890	2,297	6,282	201	12,670
AP Classes	390	744	11,300	515	12,958
Before/After School Prgms	36,572	1,442	284	2,763	41,061
Bilingual Programs	38,492	11,513	13,375	1,151	65,020
Blue Ribbon Schools	3,030	942	1,374	121	5,467
Independent Study Prgms	6	NA	18	8	33
Libraries	60,893	15,052	20,167	5,991	102,103
Magnet School Programs	5	4	9	NA	18
Multi-Age Classrooms	2,826	108	78	140	3,160
Music Programs					53,077
Concert Band	3,967	8,437	12,232	754	25,392
Marching Band	809	3,236	11,373	321	15,742
Other Band Programs	21,647	6,543	1,358	1,065	30,624
PTA/PTO	51,843	10,961	9,239	3,395	75,663
School Technologies					103,731
Computer Labs	46,590	12,830	18,488	4,088	82,486
Internet Access	57,442	14,884	21,107	5,323	99,720
Tech Savvy Schools	23,621	7,006	8,747	690	40,361
Sports Programs	12,713	9,056	8,706	1,763	32,304
Vocational Ed Classes	118	3,636	9,081	204	13,113



# Schools

## School Administrators \$65/M

	Total	Home Connect	Channel_e™ Email
<b>PRINCIPAL LEVEL ADMINISTRATORS (\$45/M)</b>			
<b>School Administrator</b>	122,308	77,703	51,041
Principal	108,652	69,529	46,485
Elem School Principal	1,384	954	634
Middle School Principal	1,163	761	560
High School Principal	1,403	907	662
Director	3,728	2,181	891
Head of School	5,151	3,040	1,240
Building Administrator	969	520	536
<b>OTHER SCHOOL ADMINISTRATOR POSITIONS (\$65/M)</b>			
Admissions Director	2,145	1,326	967
Alumni Director	420	236	215
Assistant Principal	66,879	41,449	39,187
Before/After School Program Supervisor	11,473	6,629	3,263
Business Manager	2,402	1,077	1,051
Computer Technology Coordinator	34,083	21,038	15,522
Curriculum Dev Spec	5,437	3,423	3,289
Dean	7,108	4,201	4,333
Director of Religious Ed	3,048	1,618	169
Director of Residential Life	110	50	40
Fundraising Director	888	615	679
Head Teacher	7,689	4,905	4,499
Human Resource Director	123	34	42
In-School Suspension Dir	3,004	1,700	1,992
Office Manager	2,565	1,312	1,488
Pre-Kindergarten Director	3,477	1,413	952
Public Relations Director	101	32	37
School Secretary	129,927	75,104	74,392
Staff Development Spec	1,118	721	745
Title I Coordinator	7,332	4,907	3,640
<b>KEY DECISION MAKERS (\$90/M)</b>			
Professional Development	12,692	7,100	5,859
Special Education	22,137	12,510	9,621

## Teachers by Grade \$65/M

	Total	Home Connect	Channel_e™ Email
Head Start	2,417	1,029	1,305
Pre-K/Preschool	50,620	24,907	26,520
Pre-Kindergarten Lead	3,868	1,264	1,718
Kindergarten	183,656	110,474	121,316
Kindergarten Lead	6,317	2,485	3,272
Pre-First Grade	286	194	177
First Grade	194,774	118,254	130,234
First Grade Lead	534	346	382
Second Grade	188,739	115,547	125,657
Second Grade Lead	553	372	385
Third Grade	185,483	112,394	123,525
Third Grade Lead	508	325	353
Fourth Grade	170,206	102,566	112,601
Fourth Grade Lead	499	347	340
Fifth Grade	159,751	96,280	105,486
Fifth Grade Lead	468	303	341
Sixth Grade	94,463	57,515	61,389
Sixth Grade Lead	162	99	122
Seventh Grade	60,361	37,671	38,906
Eighth Grade	57,184	35,848	36,249
Ninth Grade	6,292	4,324	4,127
Tenth Grade	3,941	2,753	2,532
Eleventh Grade	3,666	2,616	2,333
Twelfth Grade	3,451	2,404	2,180
Primary (Grades 1-3)	2,201	1,240	1,342
Elementary	118,345	77,587	79,918
Intermediate (Grades 4-6)	1,027	559	650
Middle School	26,279	15,763	17,533
Junior High	1,709	904	977
Secondary	51,218	30,040	33,413
K-12	2,399	1,470	2,017
Multi-Grade	863	388	566
GED Teacher	1,007	637	655
Adult Education Teacher	741	403	438

# Schools

## Advanced Placement Teachers

\$65/M

	Total	Home Connect	Channel_email
<b>AP Educator</b>	<b>10,277</b>	<b>7,114</b>	<b>7,043</b>
AP Art	280	202	210
AP Computer Science	147	112	105
AP Coordinator	34	15	27
AP English	2,127	1,498	1,416
AP Foreign Language	150	81	109
AP Math	2,423	1,707	1,641
AP Music	110	82	83
AP Psychology	305	223	222
AP Science	2,339	1,605	1,651
AP Social Studies	2,535	1,761	1,787
AVID	1,214	702	896
International Baccalaureate	134	90	96

## Bilingual Education

\$65/M

	Total	Home Connect	Channel_email
Bilingual Education	16,302	9,555	10,585
ELL	14,658	7,454	10,310
ESL	36,155	20,789	25,261
Migrant Education	259	117	161

## Business Education Teachers

\$65/M

	Total	Home Connect	Channel_email
<b>Business Educator</b>	<b>40,223</b>	<b>25,612</b>	<b>27,972</b>
Business/Office Ed Department Chair	1,153	822	831
Accounting	2,870	2,008	1,969
Business English	144	99	104
Business Law	618	436	441
Business/Consumer Math	869	596	560
Business/Office Ed	24,576	15,315	17,349
Economics	5,905	3,830	3,983
Keyboarding/Typing	5,604	3,851	3,847
Marketing/Distributive Education	3,283	2,285	2,435
Word Processing	713	505	414

## Computer/Technology Teachers

\$65/M

	Total	Home Connect	Channel_email
<b>Computer/Tech Educator</b>	<b>109,911</b>	<b>66,196</b>	<b>65,065</b>
Comp Sci Dept Chair	588	398	347
Computer Applications	6,420	4,272	4,337
Computer Ed Coord	3,116	1,906	1,117
Computer Lab Supv	12,868	7,628	5,998
Computer Literacy	3,934	2,548	1,715
Computer Math	115	78	79
Computer Networking	309	213	234
Computer Programming	1,506	982	1,015
Computer Science	12,454	8,508	8,292
Computer Technology	33,140	18,257	22,572
Computer Tech Coord	34,075	21,033	17,156
Desktop Publishing	725	551	492
Instructional Tech Coord	13,379	8,529	9,189
Internet/Website	875	646	640
Multimedia	903	593	668
Technology Champion	3,963	2,883	2,708
Technology Prep Coord	1,014	755	759
Webmaster	2,494	1,613	1,701
Word Processing	713	505	414

## Early Childhood Teachers

\$65/M

	Total	Home Connect	Channel_email
<b>Early Childhood Educator</b>	<b>66,091</b>	<b>32,827</b>	<b>34,719</b>
Child Care Director	1,378	692	484
Child Care Teacher	140	47	52
Early Childhood Provider	274	120	109
Early Childhood Spec Ed	7,728	4,948	4,921
Head Start Teacher	2,415	1,028	1,305
Head Start Coordinator	481	248	307
Pre-Kindergarten Dir	3,475	1,412	1,286
Pre-K/Preschool Teacher	50,611	24,900	26,520

# Schools

## Family and Consumer Science Teachers

\$65/M

	Total	Home Connect	Channel_e™ Email
<b>FACS Educator</b>	<b>22,919</b>	<b>13,958</b>	<b>16,017</b>
FACS Department Chair	640	484	492
Child Development	2,586	1,793	1,789
Clothing/Textiles	662	473	409
Consumer Economics	129	90	76
FACS	18,731	11,223	13,200
Foods/Nutrition	2,887	1,961	1,843
Personal Finance	729	475	552

## Fine Arts Teachers

\$65/M

	Total	Home Connect	Channel_e™ Email
<b>Fine Arts Educator</b>	<b>244,237</b>	<b>140,132</b>	<b>160,051</b>
Fine Arts Dept Chair	751	485	450
Exploratory Arts	287	171	207
Performing Arts Educator	145,185	83,518	96,223
Performing Arts Dept Chair	106	71	76
Dance Dept Chair	38	15	29
Dance	3,634	2,107	2,398
Drama/Theatre Department Chair	39	18	24
Drama	10,717	6,361	6,892
Music Educator	131,471	75,449	87,341
Visual Arts Educator	81,054	45,642	51,356
Art Department Chair	2,049	1,381	1,358
AP Art	280	202	210
Art	77,151	43,173	48,676
Art History	392	255	232
Commercial Art	277	193	205
Crafts	774	551	528
Photography	1,789	1,143	1,229

## Foreign Language Teachers

\$65/M

	Total	Home Connect	Channel_e™ Email
<b>Foreign Lang Educator</b>	<b>99,261</b>	<b>55,880</b>	<b>67,770</b>
Foreign Lang Dept Chair	2,878	1,980	2,015
AP Foreign Language	150	81	109
Chinese Language	1,078	406	767
French Language	11,396	6,725	7,741
German Language	3,016	1,874	2,140
Hebrew Language	240	129	49
Italian Language	588	342	412
Japanese Language	642	361	437
Latin Language	2,948	1,745	1,771
Middle Eastern/ Arabic Language	33	20	23
Russian Language	148	81	102
Spanish Language	45,012	25,289	30,149

## Gifted Teachers

\$65/M

	Total	Home Connect	Channel_e™ Email
<b>Gifted Educator</b>	<b>22,576</b>	<b>14,111</b>	<b>15,993</b>
Gifted/Talented, English/Lang Arts	234	146	178
Gifted Math	152	96	96

## Health Education Teachers

\$65/M

	Total	Home Connect	Channel_e™ Email
<b>Health Educator</b>	<b>61,309</b>	<b>39,099</b>	<b>44,025</b>
AIDS Awareness	207	142	159
Health	59,912	38,306	42,979
Pregnancy Prevention	3	2	1
Substance Abuse Prevention	501	329	362
Wellness	3,585	2,076	2,755

## Humanities Teachers

\$65/M

	Total	Home Connect	Channel_e™ Email
<b>Humanities Educator</b>	<b>13,389</b>	<b>7,409</b>	<b>5,470</b>
Humanities Dept Chair	57	30	32
Humanities	4,111	2,363	2,696
Philosophy	216	132	131
Religion	9,052	4,906	2,629

# Schools

## Language Arts Teachers \$65/M

	Total	Home Connect	Channel_email
<b>Language Arts Educator</b>	352,430	212,455	239,436
English/Lang Arts Dept Chair	4,919	3,323	3,311
Business English	144	99	104
Communications	270	167	180
English/Language Arts	253,082	150,992	171,682
Journalism	4,674	3,096	3,216
Literacy Coach	9,197	5,754	6,344
Literacy Coordinator	725	474	518
Literature	12,065	8,010	7,955
Mass Media	1,684	1,079	1,145
Reading	91,020	57,015	62,371
RIF Coordinator	7	4	2
Speech/Debate	5,222	3,245	3,570
Spelling	1,212	847	574
Writing	7,961	5,152	5,290

## Librarians/Media Specialists \$65/M

	Total	Home Connect	Channel_email
Librarian/Media Specialist	81,653	49,048	49,109
Library Aide	10,641	7,452	7,467

## Mathematics Teachers \$65/M

	Total	Home Connect	Channel_email
<b>Mathematics Educator</b>	258,706	157,049	176,927
Math Department Chair	5,089	3,523	3,317
AP Math	2,423	1,707	1,635
Algebra	32,756	21,322	22,169
Applied Math	318	228	223
Business/Cons Math	869	596	560
Calculus	6,023	4,113	4,102
Computer Math	115	78	79
General Math	1,970	1,430	1,403
Geometry	13,661	8,945	9,494
Gifted Math	152	96	95
Math Analysis	14	12	7
Math Coach	2,804	1,710	1,781
Mathematics	224,753	135,345	154,339
Remedial Math	4,108	2,853	2,831
Statistics	1,248	907	859
Trigonometry	2,676	1,945	1,788

## Physical Education Teachers \$65/M

	Total	Home Connect	Channel_email
<b>PE Educator</b>	161,504	98,602	112,359
Physical Ed Dept Chair	3,159	2,266	2,170
Physical Education	160,420	97,861	111,740

## Remedial Teachers \$65/M

	Total	Home Connect	Channel_email
<b>Remedial Studies Educator</b>	42,465	26,457	28,416
Basic Skills	2,321	1,434	1,561
Reading First Coord	587	385	338
Reading Recovery	4,135	2,571	2,687
Remedial Math	4,108	2,853	2,831
Remedial Reading	8,492	5,882	5,823
Remedial Studies	680	410	358
Title I	24,414	14,546	16,418

## Science Teachers \$65/M

	Total	Home Connect	Channel_email
<b>Science Educator</b>	221,133	133,977	149,218
Science Dept Chair	4,790	3,278	3,136
AP Science	2,339	1,605	1,649
Chemistry	13,198	8,567	8,742
Earth Science	5,904	3,978	4,035
Engineering	1,643	1,031	1,239
Environmental Science	3,703	2,466	2,550
General Science	3,466	2,544	2,375
Life Science	22,330	14,602	15,071
Physical Science	8,356	5,498	5,544
Physics	8,345	5,372	5,509
Science	180,121	107,525	121,792
Science Coach	459	300	325

# Schools

## Social Studies Teachers \$65/M

	Total	Home Connect	Channel_e™ Email
<b>Social Studies Educator</b>	<b>220,042</b>	<b>135,746</b>	<b>145,377</b>
Social Studies Dept Chair	4,442	3,039	2,884
Criminal Justice	381	225	276
Current Events	411	300	301
Economics	5,907	3,830	3,982
Ethnic Studies	134	95	102
Geography	9,961	6,356	6,910
Government	10,434	6,985	6,791
History	47,639	29,965	32,136
Law	1,129	764	748
Minorities Studies	75	46	28
Philosophy	216	132	131
Psychology	4,036	2,716	2,714
Religion	9,052	4,906	2,626
Social Studies	162,827	101,185	110,374
Sociology	1,941	1,310	1,334

## Special Needs Teachers \$65/M

	Total	Home Connect	Channel_e™ Email
<b>Special Needs Educator</b>	<b>474,807</b>	<b>282,053</b>	<b>328,346</b>
Special Ed Dept Chair	5,232	3,168	3,554
Dyslexia	453	281	341
Emotionally Challenged	6,640	4,646	4,615
Mentally Challenged	26,761	18,179	18,239
Multi-Challenged	1,867	1,292	1,031
Occupational Therapist	11,052	5,488	7,470
Physically Challenged	71,868	38,661	46,721
Resource Teacher	52,647	31,341	36,403
RTI Coordinator	88	6	56
Severely Challenged	383	269	275
Special Education	261,722	152,993	183,964
Special Ed Facilitator	747	451	389
Special Needs Aide	44,527	30,952	30,653
Special Needs Program Specialist	290	170	107
<b>KEY DECISION MAKERS (\$90/M)</b>			
Special Education Key Decision Maker	22,145	12,510	11,238

## Student Services Professionals \$65/M

	Total	Home Connect	Channel_e™ Email
<b>Student Services Professional</b>	<b>188,374</b>	<b>106,460</b>	<b>126,911</b>
School Counseling Department Chair	2,911	1,905	1,990
Academics Coach	2,097	1,402	1,414
At-Risk Counselor	1,014	618	610
Career Center Coord	2,454	1,668	1,452
College Advisor	647	369	446
College Placement Counselor	923	574	523
Conflict Management Coordinator	178	132	136
Dropout Prevention Coordinator	359	230	207
Intervention Specialist	6,460	3,251	4,756
Parent Involvement Coordinator	4,085	2,416	2,800
Portfolio Advisor	1,224	727	921
School Counselor	103,168	59,502	69,272
School Psychologist	27,425	13,654	18,447
Social Worker	17,680	9,275	11,369
Student Activity Coord	1,481	822	1,014
Teen Parent Counselor	120	70	68
Test Preparation Teacher	937	563	619
Testing Counselor	1,156	695	820
Vocational Ed Counselor	485	322	314



# Schools

## Vocational Education Teachers

\$65/M

	Total	Home Connect	Channel_e™ Email
<b>Vocational Educator</b>	<b>76,370</b>	<b>48,551</b>	<b>52,740</b>
Technology Prep Coord	1,014	755	759
Trade/Industrial Arts Department Chair	682	493	495
Trade/Industrial Arts	33,572	21,792	23,072
Auto Mechanics/Repair	3,328	2,122	2,300
Construction Trades	2,889	1,890	1,968
Drafting	2,203	1,474	1,616
Electronics	896	576	607
Manufacture/Processing	402	279	328
Metalworking	687	482	496
Technical Education	12,860	8,170	8,228
Welding	1,112	678	756
Woodworking	1,835	1,202	1,278
Vocational Education Department Chair	968	671	702
Vocational Education	46,847	29,415	32,575
Agriculture	9,112	5,532	6,718
Applied Arts			
Career Center Tech	479	326	370
Career Education	15,936	10,262	11,307
Child Care Occupations	720	372	416
Commercial Art	277	193	205
Cosmetology	1,223	727	821
Food Services	2,344	1,492	1,587
Graphic Arts	1,703	1,047	1,035
Health Occupations	4,046	2,529	2,777
Marketing/Distributive Education	3,283	2,285	2,433
Media/Comm Occupations	1,082	659	780
Practical Arts	278	145	201
Work Experience	712	453	486
Vocational Ed Counselor	485	322	314

## Other Teaching Staff

\$65/M

	Total	Home Connect	Channel_e™ Email
Alternative Education	6,065	3,801	4,025
Driver's Education	3,789	2,454	2,803
Hospital/Homebound	360	233	224
Itinerant	352	213	218
Life/Personal Skills	6,475	3,900	4,324
Magnet School Teacher	609	351	320
Montessori Teacher	426	233	273
Pre-Teacher	2,384	1,403	2,001
ROTC Instructor	5,447	3,167	3,940
Teacher Consultant	675	338	419
Teacher Mentor	1,158	751	807
Visiting Teacher	329	149	135

## Other School Staff

\$65/M

	Total	Home Connect	Channel_e™ Email
Bookstore Manager	962	638	685
Cafeteria Personnel	44,257	27,477	23,246
Club Sponsor	398	211	289
Computer Technician	3,223	1,820	2,342
Custodial Personnel	59,162	37,309	34,887
Food Services Director	21,009	11,926	13,435
Head Custodian	23,391	13,202	14,435
Maintenance Director	2,421	1,402	1,345
Paraprofessional/Instructional Aide	104,820	71,252	72,744
PTA/PTO President	13,483	8,384	8,881
School Aide	53,594	35,260	35,137
School Improvement Committee	46	31	29
School Nurse	48,371	25,865	32,501
School Resource Officer	8,924	4,391	6,086
School Staff	34,473	21,350	26,563
Study Skills	2,956	1,901	2,032
Team Leader	778	544	590
Transportation Director	999	346	641
Transportation Personnel	4,165	2,611	1,804
Yearbook Advisor	4,686	3,116	3,163

# extend your reach

For early childhood marketers, there are additional niche markets to be considered in your target audience due to them having similar buying needs as educational institutions. To extend your reach, consider these valuable segments:

Institution Type	Arts & Craft Supplies	Educational Materials	Playground Equipment	Safety Products	Sporting Goods	Youth Furniture
Adult Day Cares	✓			✓		
Assisted Living Facilities	✓			✓		
Churches	✓	✓	✓	✓	✓	✓
Community Centers	✓	✓	✓	✓	✓	✓
Dentists		✓				✓
Doctors		✓				✓
Domestic Violence Programs & Shelters	✓			✓		✓
Even Start Programs		✓				✓
Hospitals	✓	✓	✓	✓		✓
Museums & Zoos		✓	✓			✓
Nursing Homes	✓			✓		
Parents as Teachers Programs		✓				
Parks & Rec Departments	✓		✓	✓	✓	
Public Libraries	✓	✓	✓			✓
Red Cross Chapters				✓		
Retirement Communities	✓			✓	✓	
Runaway & Homeless Youth Centers		✓		✓		
Summer Camps	✓		✓	✓	✓	✓

# Extend Your Reach

<b>Adult Day Cares</b>	<b>\$65/M</b>
<b>Total Count</b> .....	<b>2,920</b>
<b>Personnel</b> .....	<b>\$90/M</b>
Director .....	2,790

<b>Assisted Living Facilities</b>	<b>\$65/M</b>
<b>Total Count</b> .....	<b>14,650</b>
<b>Personnel</b> .....	<b>\$90/M</b>
Director .....	8,130

<b>Churches</b>	<b>\$65/M</b>
<b>Total Count</b> .....	<b>304,411</b>
<b>Personnel</b> .....	<b>\$90/M</b>
Director .....	354,364

<b>Community Centers</b>	<b>\$45/M</b>
<b>Total Count</b> .....	<b>2,519</b>
Jewish Community Center.....	197
YMCA .....	2,071
YWCA .....	242
<b>Personnel</b> .....	<b>\$65/M</b>
Director .....	2,486

<b>Dentists</b>	<b>\$90/M</b>
General Dentistry .....	148,970
Pedodontist .....	6,262

<b>Doctors</b>	<b>\$90/M</b>
Family Practice.....	89,480
Pediatrics .....	44,602

<b>Domestic Violence Programs &amp; Shelters</b>	<b>\$65/M</b>
<b>Total Count</b> .....	<b>1,752</b>
<b>Personnel</b> .....	<b>\$90/M</b>
Director .....	1,722
<b>Features</b> .....	<b>add \$10/M</b>
Children's Counseling Programs..	1,239
Counseling/Advocacy.....	1,709
Shelters .....	1,421

<b>Even Start Programs</b>	<b>\$45/M</b>
<b>Total Count</b> .....	<b>379</b>
<b>Personnel</b> .....	<b>\$65/M</b>
Director .....	356

<b>Hospitals</b>	<b>\$65/M</b>
Children's Hospitals .....	206
<b>Hospital Departments</b> .....	<b>add \$10/M</b>
Pediatric Ward.....	2,060
<b>Hospital Personnel</b> .....	<b>\$90/M</b>
Pediatrics Chief.....	2,528



<b>Museums &amp; Zoos</b>	<b>\$45/M</b>
<b>Total Count</b> .....	<b>12,162</b>
Children's Museums.....	275
Museums .....	11,813
Museums with Children's Dept .....	116
Zoos/Aquariums/Wildlife Habitat....	395
<b>Personnel</b> .....	<b>\$65/M</b>
Director .....	9,983
Store Manager .....	2,219

<b>Features of Museums</b> .....	<b>add \$10/M</b>
Programs for Children.....	1,308

<b>Nursing Homes</b>	<b>\$65/M</b>
<b>Total Count</b> .....	<b>15,345</b>
<b>Personnel</b> .....	<b>\$65/M</b>
Activities Director.....	14,670
Chief Administrator .....	15,319
Chief Purchasing Officer .....	7,066

<b>Parents as Teachers Programs</b>	<b>\$45/M</b>
<b>Total Count</b> .....	<b>2,687</b>
<b>Personnel</b> .....	<b>\$65/M</b>
Director .....	2,685

<b>Parks &amp; Rec Depts</b>	<b>\$65/M</b>
<b>Total Count</b> .....	<b>12,707</b>
<b>Personnel</b> .....	<b>\$90/M</b>
Director .....	6,191

<b>Public Libraries</b>	<b>\$45/M</b>
<b>Total Count</b> .....	<b>16,373</b>
Main Library .....	9,200
Branch Library .....	7,190
<b>Personnel</b> .....	<b>\$65/M</b>
Library Director .....	8,881
<b>Library Features</b> .....	<b>add \$10/M</b>
Bookmobile .....	691
Literacy Programs.....	2,274

<b>Retirement Communities</b>	<b>\$65/M</b>
<b>Total Count</b> .....	<b>13,064</b>
<b>Personnel</b> .....	<b>\$65/M</b>
Chief Administrator .....	12,486

<b>Red Cross Chapters</b>	<b>\$65/M</b>
<b>Total Count</b> .....	<b>1,186</b>
<b>Personnel</b> .....	<b>\$90/M</b>
Director .....	933

<b>Runaway &amp; Homeless Youth Centers</b>	<b>\$65/M</b>
<b>Total Count</b> .....	<b>446</b>
<b>Personnel</b> .....	<b>\$90/M</b>
Director .....	445

<b>Summer Camps</b>	<b>\$45/M</b>
<b>Total Count</b> .....	<b>2,366</b>
<b>Personnel</b> .....	<b>\$65/M</b>
Director .....	2,190

# FAQs

## **I'm trying to understand the differences between Child Care Centers, Day Cares, and Preschools. Can you please define these segments?**

MCH has followed the time-tested process created by Mike Wilson of Wilson Marketing Group in defining the early childhood universe. The MCH Child Care Center file includes all early childhood and day care programs, except those operated by schools or located at family homes. The term Day Care Centers refers to organizations that are primarily custodial in nature, including infant care and after-school programs. The term Preschools refers to any Child Care Center that provides school readiness programs for its preschool age children. Preschools may provide other services in addition, including infant care and after school programs. Head Start and Montessori programs are school readiness programs; therefore, they are classified as Preschools in the MCH database.

## **How can preschool marketers prosper even when times are tough?**

I know it sounds simplistic, but using better data is always the easiest and cheapest way to boost your response rates. A marketer's ability to reach high potential prospects is only as good as the database they are using.

## **Marketers talk about their one, two, or three percent response rates, and then they sometimes hit a ceiling. How does a better database improve response rates?**

They almost never talk about the flip side of those seemingly minuscule response rates—their 99, 98, or 97 percent failure rates! A better database always lowers the failure rate—the non-responders—by providing more completeness where it counts, better demographic data for targeting, better qualified names, and fewer undeliverables. MCH and WMG could not have compiled a superior database simply by recompiling from state licensing records every year. That would be the cheap and easy way, but then we'd only be recompiling the same imperfect government data we'd started with the previous year. At MCH, we have developed complex methodologies to compile, update, and enhance our superior early childhood database, and only use government records for newly licensed child care centers.

## **Case Study:**

### **"I've saturated the market!"**

**The Problem:** "I feel like I've saturated the early childhood market. I need sales growth, but I've already mailed multiple pieces to this segment. How do I continue to grow my marketing efforts?"

**MCH Solution:** In order to increase sales without reinventing your product line or creative marketing materials, try utilizing MCH's broad business-to-institution (B2i) database that offers a list of crossover institutions that have similar buying needs as your early childhood market.

In the area of early childhood, try extending your reach to these niche markets: K-12 schools, churches, community centers, hospitals, libraries, summer camps, YMCA/YWCA programs, correctional institutions with schools, and many more. See pages 30-31 to find additional segments to target and increase your reach to a new—and relevant—buying audience.

**The Result:** The client has achieved increased sales with a new buying audience. By expanding their target audience to the institutional market that has similar needs to the early childhood segment, the client received a significant lift in response rates and sales volume. The client has expressed their appreciation for MCH's helpful data consultation and made plans to continue to include this target audience in their future marketing strategies.

**Do the math!** The following seems like child's math but it's fundamental to direct marketing: If the response rate is 2%, the failure rate is 98%. Lower the failure rate by just .5% (one half of one percentage point), and the response rate improves from 2% to 2.5%. Instead of 20 orders per thousand pieces mailed, you now get 25. That's a 25% increase in sales!

## FAQs

**Wilson Marketing Group's database was the preferred source for early childhood marketers for nearly three decades. We've replaced MCH's child care center file and are following WMG's methodology for ongoing maintenance. WMG was not well known as a school compiler, but we found a lot of good pre-k data in the file. Do you want to comment on this?**

According to Mike Wilson, "There's no way we could compile a complete K-12 database like MCH's, but we collected data on the pre-k programs when schools started offering them in the mid-1980's. Some schools used Head Start money to fund pre-k and we wanted to track that. We also tracked state pre-k money and used it to set compiling priorities; of course, this state money goes to schools, but in 31 states schools are allowed to outsource their pre-k services to private centers. The line between child care centers and schools got blurry, so WMG changed our compiling process to integrate the two types of institutions in a sensible way."

**I use specific selections that were unique to WMG. Can I order these through MCH?**

Yes. MCH has worked closely with Mike Wilson to preserve the segmentation that makes the Child Care Center file so powerful. In fact, MCH's order fulfillment system actually extends your options available with new Child Care Center selections and a comprehensive set of K-12 and District criteria for school-based early childhood programs.

**As a previous WMG client, I received labels with my data order in the past. Can I expect to receive mailing labels with my order from MCH?**

Due to the decline in postal mailings, MCH discontinued creating mailing labels with list orders a few years ago due to the low demand.

### Case Study:

## "My response rate falls during the summer time!"

**The Problem:** "My prospecting efforts diminish during the summer time because educators are on summer break. I don't know how to keep them engaged during this period."

**MCH Solution:** To improve your response, utilize Home Connect—a comprehensive solution for marketers to reach educators at their **personal home address** via direct mail. The Home Connect educators-at-home database is 100% linked to the MCH at-school database and features key consumer selection criteria, including age, household income, and marital status. The educators-at-home database includes school teachers, district administrators, and early childhood professionals.

Although these educators are out of school for the summer, it doesn't mean they are out of touch with their classroom needs. By applying the Home Connect educators-at-home solution, you land right in the comfort of an educator's home via their mailbox!

**The Result:** The client is thrilled with the improved response! The Home Connect direct mail campaign resulted in an increase in sales inquiries and sales volume. The client now has added the Home Connect educators-at-home marketing campaign to their annual marketing plan to execute annually during the summer months.

*"MCH had already identified almost as many school-based pre-k's, but when the two databases were consolidated we found that many programs were unique to one database or the other. The resulting combined file offers marketers **more completeness and selectivity than ever before**, and now we have a stronger floor to our school file."*

**Mike Wilson, CEO and Founder**  
Wilson Marketing Group

# ordering info

## Licensing Options

Configure MCH data to meet your needs with enhanced custom formats and special licensing terms. Whether you need multiple-use, special formatting, customized prospecting databases, or geographic mapping capabilities, MCH is ready to help.

MCH offers standard licensing options for second use and one-year unlimited use for direct mail or telemarketing. We will happily quote on data leasing, data purchase, or multi-user licensing.

The MCH Response Lab™ can configure custom databases. Your in-house files can be combined or augmented with MCH-provided data, per your specifications. All it takes is a conversation to get the process started. Contact your MCH representative for more information.

## List Price

The listed catalog prices (U.S.\$/M, per thousand) are base prices for the complete list with no selections. Selection of part of a list or a service adds to the base price. Prices are subject to change without notice.

## Broker Discounts

Please inquire. Not all lists are discountable.

## Mailing Addresses

All addresses are USPS mailing addresses. Some addresses have post office boxes and are not suitable for UPS delivery or visits.

## Minimum Order

MCH has minimum order requirements for its data. The minimum shipping and handling fee is \$10.00. Lists not compiled by MCH have their own terms and minimums. Contact your MCH representative for details.

## Making Your Selections

Special categorical selections may be available for individual lists, and are noted on the pages where the lists are advertised. The selections listed below are general in nature and apply to all the lists in this catalog. Selection options are added to the base price of each list to establish the total cost per thousand.

### SELECTIONS

Geography	
State selection .....	add \$10/M
SCF 3 digit .....	add \$10/M
ZIP Code 5 digit .....	add \$10/M
County .....	add \$10/M
Radius Select .....	add \$10/M
Key codes .....	add \$2/M
Alpha sequencing .....	add \$3/M
Seed names .....	\$5/Seed

### Cancellation

Mailing list orders cancelled after processing are subject to an \$8/M run charge with a \$100 minimum charge.

Channel\_e™ email orders cancelled after acceptance of the order are subject to a \$250 cancellation fee.

MCH Response Lab™ services cancelled after processing are subject to a cancellation fee of 20% of the quoted charges.

### Confirmation

We recommend confirming every order to ensure the agreement itself and that order details are complete and accurate. We can fax or e-mail confirmation and accept recorded telephone or written acknowledgment.

**Please know that all MCH phone orders are recorded for quality control and ordering accuracy.**

## Payment

We reserve the right to request prepayment.

**Approved Credit:** If you would like an MCH credit account, please contact your MCH representative. All payments are due net 30 days.

**Advance Payment:** MCH accepts Visa, MasterCard, and American Express.

## Delivery

Regular shipping is usually within 2-3 working days of receiving your order. We can ship by appointment, if needed. Shipping charges are additional. Please specify your shipping preference from the options below (UPS Ground—allow 2 weeks). Orders requiring special services will incur additional processing time.

**UPS:** Regular, Overnight, 2nd Day, 3rd Day

**FED EX:** Next AM, Next PM, 2nd Day, Saver

**USPS:** Regular, Priority, Parcel Post

### Formats & Digital Delivery

MCH ListExpress™ .....	\$25/file
Email.....	\$50/file
CD-ROM .....	\$50/disk*

We can convert MCH lists into other formats. Additional charges may apply. Ask your MCH representative for more information.

\*Shipping and handling charges apply.

# Ordering Information

## Legal Considerations

**Limits of Liability:** MCH is not liable for any losses or damages claimed through the use of our lists or services, or lists that were compiled by other companies and rented out by us, nor for any consequential or special damages, or intangibles. Under no circumstances shall our liability exceed the invoice cost of the lists or the invoice cost of our services.

**Limits on Uses of Lists:** Lists are rented for one-time mailing use. Lists are seeded and use is tracked. Reuse of lists will be invoiced. Multiple mailing use and other uses may be negotiated and covered by a signed contract. Mail purpose, mail date, and sample mail piece may be required. Lists remain the property of MCH.

**Phone and Fax Usage:** MCH has not processed any lists against state or federal "Do Not Call Lists." This processing is the responsibility of the Licensee. MCH is not liable for any fines, penalties, or legal judgments levied against Licensee for improper or illegal use of phone, fax, or email data. It is a violation of both federal and/or many state laws to transmit an unsolicited advertisement to a facsimile machine or email address. Any person violating such laws may be subject to civil and criminal penalties. We provide our business information for lawful purposes only and expressly forbid the use of our business information in any unlawful manner. As MCH is simply a provider of data, the responsibility rests with our customers to ensure that their actions are in compliance with applicable federal and state laws.

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## MCH Price List

Prices shown are for one-time use as a mailing list. Additional licensing options are available. Selection charges are an additional \$10/M, unless otherwise noted. Selections for type of institution, school grade range, church denomination, religious affiliation, and medical or dental specialty have no additional charge, unless noted. Phone numbers can be appended to records where available for \$25/M. Fax numbers are also available for inclusion in database orders; please inquire for terms and pricing.



Volume discounts are available for clients whose annual order quantities exceed 100,000 records; please inquire. Prices and terms are subject to change without notice. Broker discounts are available.

The prices below are for MCH-compiled data. Data compiled by third parties carries separate pricing terms. Pricing effective February 1, 2010.

### Education

	Institutions	People
Child Care Centers.....	\$45/M	.....\$65/M
Colleges & Universities ...	\$45/M	.....\$65/M
Community Centers .....	\$45/M	.....\$65/M
County Extension		
Offices & Youth Groups ....	\$45/M	.....\$65/M
Districts .....	\$45/M	.....\$65/M

#### District Selections

Districts with Failing Schools..	\$125/M	
Districts w/ Failing Schools (by qty. of Failing Schools).....	\$150/M	
Failing Districts.....	\$125/M	
NCLB Intensity.....	add \$15/M	
RPM for Districts .....	add \$25/M	
Title I—		
Special Increase Districts.....	\$125/M	
District-Related Offices..	\$45/M	.....\$65/M
Even Start Programs.....	\$45/M	.....\$65/M
Home Day Care Services..	\$65/M	.....\$65/M
Libraries—		
Public & Special .....	\$45/M	.....\$65/M
Museums & Zoos .....	\$45/M	.....\$65/M
Nursing Schools .....	\$45/M	.....\$65/M
Parents as Teachers .....	\$45/M	.....\$65/M
Schools.....	\$45/M	.....\$65/M

#### Specially Priced Job Functions

Principal.....	\$45/M	
Key Decision Maker.....	\$90/M	
<b>School Selections</b>		
Failing Schools .....	\$75/M	
New-to-File Personnel.....	add \$25/M	
RPM™ for Schools .....	add \$25/M	
School-wide Programs.....	add \$30/M	
School-wide Programs (New by Date).....	add \$65/M	
Title I—		
Special Increase Schools .....	\$125/M	
Summer Camps.....	\$45/M	.....\$65/M

### Religion

	Institutions	People
Churches.....	\$45/M	.....\$65/M
Dioceses/Archdioceses ..	\$45/M	..... NA

### Government

	Institutions	People
Correctional Institutions....	\$65/M	.....\$90/M
Fire Departments.....	\$65/M	.....\$90/M
Government Offices .....	\$65/M	.....\$90/M
Police Departments .....	\$65/M	.....\$90/M
Sheriffs' Departments .....	\$65/M	.....\$90/M

### Healthcare

	Institutions	People
Adult Day Care.....	\$65/M	.....\$90/M
Alcohol & Drug		
Abuse Facilities.....	\$65/M	.....\$90/M
Ambulance Services.....	\$65/M	.....\$90/M
Ambulatory Surgery		
Centers .....	\$65/M	.....\$90/M
Cancer Centers .....	\$65/M	.....\$90/M
Community Health Ctrs ...	\$65/M	.....\$90/M
Dental Offices .....	\$90/M	.....\$90/M
Office Manager .....	\$100/M	
Diagnostic Imaging		
Centers .....	\$65/M	.....\$90/M
Domestic Violence		
Shelters .....	\$65/M	.....\$90/M
Home Health/Hospice ...	\$65/M	.....\$90/M
Hospitals .....	\$65/M	.....\$90/M
Medical Practices.....	\$90/M	.....\$90/M
Office Manager .....	\$100/M	
Nursing Homes.....	\$65/M	.....\$90/M
Pain Care Facilities.....	\$65/M	.....\$90/M
Public Health Depts .....	\$65/M	.....\$90/M
Red Cross Chapters .....	\$65/M	.....\$90/M
Renal Dialysis Services....	\$65/M	.....\$90/M
Residential Treatment.....	\$65/M	.....\$90/M
Runaway &		
Homeless Shelters.....	\$65/M	.....\$90/M
Urgent Care Centers.....	\$65/M	.....\$90/M

### Channel\_e™ Email Services

#### Channel\_e™ Prospect

Education/Religion .....	\$225/M
Healthcare/Government.....	\$350/M

#### Channel\_e™ Companion (1st Deploy)

Education/Religion .....	\$190/M
Healthcare/Government.....	\$300/M

#### Channel\_e™ Append

Education/Religion .....	\$625/M
Healthcare/Government.....	\$1,075/M
Set-up charge .....	\$100

#### Minimum Orders

Education/Religion .....	\$500
Healthcare/Government.....	\$1,000

# database leasing

## Bring the power of the MCH Early Childhood database in-house!

Build a prospecting database. Power your CRM system. Analyze your markets. Empower your sales force. This is all possible by installing the only comprehensive early childhood database available right into your computer systems, and licensing it for unlimited marketing use.

Only MCH's early childhood solution provides you with:

- The **most comprehensive Child Care Center database** that allows you to segment the universe by specialty, ages served, enrollment, funding, religious affiliation, and many other key attributes.
- **Telephone-verified** early childhood data compiled by MCH's full-time, year-round staff of compilers, based right here in the U.S.

- An **in-depth and consistent view** of early childhood institutions. Only MCH provides a K-12 database that is fully integrated with early childhood segmentation, including early childhood enrollment, ages served, program specialty, and other criteria designed to exactly match Child Care Center data.

MCH will configure licensing options to suit **your needs**, from analytics to geospatial, starting with one-year unlimited use or beyond. Contact your MCH representative to learn about how our Response Lab configures your database to fit your technical needs, with standard options for relational databases, two-table flat files, or a single spreadsheet-style view.

It all starts with a simple conversation about your needs to give you the power in early childhood marketing. Contact MCH today to learn more about database licensing options.

**Child Care Centers VerticalView 1-Table File Layout**

Field Nbr	Description	Field Name	Field Type	Start	End	Length
1	Record Number	REC_NO	Text	1	10	10
2	Keycode	KEYCODE	Text	11	110	100
3	Contact's Full Name	PERS_NAME	Text	111	170	60
4	Contact's Job Function	TITLE1	Text	171	210	40
5	Title Slug	TITLE2	Text	211	250	40
6	Institution Name	I_SHORT_NM	Text	251	290	40
7	Secondary Mailing Address	ADDRESS1	Text	291	345	55
8	Mailing Address	ADDRESS2	Text	346	400	55
9	Mailing City	CITY	Text	401	450	50
10	Mailing State	STATE	Text	451	452	2
11	Mailing ZIP Code	ZIP	Text	453	457	5
12	Mailing ZIP + 4 Code	ZIP4	Text	458	461	4
13	Point	POINT	Text	462	464	3
14	Population Served	POP_SCH	Text	465	466	2
74	Wealth Score	WEALTH_SCR	Text	2177	2178	2
75	Type of Institution	CHLDCARE_TYPE	Text	2179	2258	80
76	Before/After School Program	BASP	Text	2259	2259	1
77	Before/After School HQ Office	BASP_HQ	Text	2260	2260	1
78	Child Care Chain Center	CHAIN_CTR	Text	2261	2261	1
79	Child Care Chain HQ Office	CHAIN_HQ	Text	2262	2262	1
80	Child Care for Deaf Children	DEAF_CHILD	Text	2263	2263	1
81	Early Head Start Center	EARLY_HS	Text	2264	2264	1
82	Head Start Center	HEADST_CTR	Text	2265	2265	1
83	Head Start HQ Office	HEADST_HQ	Text	2266	2266	1
84	Migrant Program	MIGRANT	Text	2267	2267	1
85	Native American Center	NATIVE_AMER	Text	2268	2268	1
86	Special Needs Center	SPEC_NEEDS	Text	2269	2269	1
87	YMCA/YWCA HQ Office	YMCA_HQ	Text	2270	2270	1
88	Montessori Center	MONTESSORI	Text	2271	2271	1
89	Waldorf Center	WALDORF_CTR	Text	2272	2272	1
90	Child Care Chains Code	CHAIN	Long Int	2273	2278	6
91	Child Care Chains Description	CHAIN_DESC	Text	2279	2358	80
92	Number of Centers	NUM_CENTERS	Numeric	2359	2373	15
93	Early Childhood Enrollment	EC_ENROLLMENT	Numeric	2374	2388	15
94	Early Childhood Enrollment Range Code Description	EC_ENR_RANGE	Text	2389	2468	80
95	Child Care Center Ages Served Low Value	LO_AGE_SERVED	Numeric	2469	2470	2
96	Child Care Center Ages Served High Value	HIGH_AGE_SERVED	Numeric	2471	2472	2
	Religious Affiliation	RELIGION	Text	2473	2473	1

**The complete database record layout includes over 150 fields!**

# glossary

## Early Childhood Institutions and Personnel

### Before/After School Centers

A child care center that specializes in before- and after-school care.

### Before/After School Director

Coordinates and oversees programs for school-age children before or after school hours.

### Before/After School Programs

Provide supervision for children outside of normal school hours.

### Catholic Centers

A child care center affiliated with a Catholic church.

### Chain Centers

A child care center affiliated with a child care chain.

### Chain Headquarter & Regional Offices

A central or regional office of an organization that operates or franchises a chain of child care centers.

### Child Care Director

Coordinates and oversees a center or program that is primarily focused on custodial care of children.

### Child Care Services

Provide infant care and school readiness programs for children up to age three. Operated by a school or school district.

### College/Vo-Tech Based Centers

A child care center located at a college or vo-tech.

### Day Care Centers

Provide mainly custodial and after-school care primarily serving infants to age five.

### Early Childhood Director

Coordinates and oversees a center or program that provides pre-kindergarten curriculum for young children.

### Early Childhood Educator

Provides care and instruction for pre-kindergarten age children.

### Early Head Start Director

Coordinates and oversees an infant and toddler program funded at least in part by federal Early Head Start grants.

### Early Head Starts

A federally-funded center that provides early childhood programs for infants and toddlers three years of age or younger from low-income families.

### Education Coordinator

Coordinates educational programs for an early childhood or special needs center.

### Employer Sponsored (On-Site) Centers

A child care center located at an employer sponsored center.

### Executive Director

Manages one or more early childhood programs.

### Family Services Professional

Provides family-oriented services, including social services, related to an early childhood program.

### Head Start Area Offices

A central or regional office that oversees the operation of Head Start centers.

### Head Start Director

Coordinates and oversees a preschool program funded at least in part by federal Head Start grants.

### Head Start Teacher

Provides instruction to children in a Head Start program.

### Head Starts

A federally-funded center that provides preschool programs targeted to four-year-old and five-year-old children from low-income families.

### Head of School

The senior administrator and educator of a private school or preschool.

### Home Day Care Services

Provide custodial school readiness and before/after school services in private residences.

### Hospital Based Centers

A child care center located at a hospital.

### Independent Centers

A child care center that is independent and not associated with other institutions.

### Jewish Centers

A child care center affiliated with a Jewish community center.

### Lead Teacher

The senior educator in a pre-kindergarten program.

### Military Based Centers

A child care center located at a military base.

### Montessori Centers

A center that operates using the principles of Montessori educational programs.

### Owner

The owner or co-owner of a privately-owned early childhood center.

### Pre-K/Kindergarten

Provide school readiness programs for children ages four to five years old.

### Preschool Teacher

Provides pre-kindergarten instruction to children.

### Preschools

Provide a school-readiness program.

### Protestant Centers

A child care center affiliated with a Protestant church.

### Publicly Funded Preschools

A preschool that receives public funding for a pre-K program.

### Regional Director

Coordinates the operation of multiple Child Care Centers or early childhood programs.

### Special Needs Centers

A center that specializes in providing child care or preschool curriculum for children with special needs, typically those with severe disabilities. For complete coverage, also include schools for students with special needs.

### YMCA/YWCA After School Centers

A child care center operated by a YMCA or YWCA that has an after-school program. Programs may be located at a YMCA or YWCA, or off-site at a school, church, or community center. YMCA/YWCA headquarters and main offices are also available.

### YMCA/YWCA Preschools

A preschool located at a YMCA or YWCA.

### Youth Director

Coordinates early childhood or after-school programs, often in a religious setting.

# index

## 0-9

21<sup>st</sup> Century Schools..... 22, 25

## A

Adult Day Cares..... 32, 33  
 Adult Education ..... 25  
 Advanced Placement..... 22, 25, 27  
 After School Care..... 12  
 Age Range.....3, 14, 15  
 Ages Served..... 2, 5  
 Alternative Programs & Schools..... 25  
 Annual Budget ..... 22  
 Area Education Service Districts ..... 22  
 Arts & Crafts Supplies..... 32  
 Assisted Living Facilities..... 32, 33

## B

Band Programs ..... 25  
 Before/After  
 School.....2, 3, 7, 8, 12, 13, 21, 22, 25, 26  
 Bilingual Education &  
 Programs ..... 12, 25, 27  
 Blue Ribbon Schools ..... 25  
 Boarding Schools..... 25  
 Boys and Girls Club ..... 4  
 Bright Horizons Child Care..... 12  
 Broker Discounts..... 36  
 Building Blocks of Early Childhood..... 1  
 Business Education Teachers..... 27  
 Business Personnel ..... 23

## C

Case Studies ..... 34-35  
 Catalog Guide ..... 1  
 Catholic Centers &  
 Schools..... 4, 12, 13, 14, 15, 22, 24  
 Chains..... 3, 12  
 Channel\_e Email  
 Services..... 6-9, 14, 20-21, 23, 26-31  
 Charter Districts..... 22  
 Charter Schools..... 25  
 Child Care Center Personnel..... 8, 21  
 Child Care Centers..... 2-5, 12-13, 18  
 Child Care Director..... 8, 21, 27  
 Child Care for Deaf Children..... 3  
 Child Care Network..... 12  
 Child Care Services..... 2, 15  
 Child Care Teacher..... 8, 21, 27  
 Child Time Learning..... 12  
 Christian Centers & Schools..... 4, 24  
 Church Superintendent Offices ..... 22  
 Churches..... 13, 32, 33

City Population..... 24  
 College-Based Child Care Centers..... 12  
 Community Centers ..... 32, 33  
 Computer Labs..... 25  
 Computer Type..... 24  
 Computer Use..... 4, 14  
 Computer/Technology Teachers..... 27  
 Concert Band ..... 25  
 Control, Schools ..... 24  
 Correctional Institutions ..... 25  
 County Districts..... 22  
 County Operated Schools ..... 25  
 Curriculum Personnel ..... 23  
 Customer Profile ..... 10

## D

Database Leasing ..... 38  
 Day Care Centers ..... 2  
 Day Care Provider ..... 2, 8, 16  
 Dentists ..... 32, 33  
 Department of Defense Districts..... 22  
 Department of Defense Schools..... 25  
 Director, Child Care Center ..... 2  
 Director, Head Start ..... 2  
 District Administrators ..... 9, 23  
 Districts ..... 15, 22-23  
 Doctors..... 32, 33  
 Domestic Violence  
 Programs & Shelters ..... 32, 33

## E

Early Childhood Director ..... 8, 21  
 Early Childhood Educator..... 2, 8, 21, 27  
 Early Childhood Provider..... 8, 21, 27  
 Early Childhood  
 Special Education ..... 8, 21, 27  
 Early Childhood Teachers ..... 8, 27  
 Early Childhood Universe..... 2-5, 18  
 Early Head Start Center ..... 3, 12, 14  
 Early Head Start Director ..... 8, 14  
 Early Head Starts..... 2, 12  
 Education Coordinator ..... 8, 14, 21  
 Educational Materials ..... 32  
 edWeb.net..... 11  
 Elementary Schools ..... 9, 18, 24  
 Email Address ..... 6  
 Email Marketing ..... 20-21  
 Employer Sponsored Center ..... 12  
 English Teachers..... 29  
 Enhanced Email Reporting ..... 21  
 Enhanced Sales Potential ..... 10  
 Enrollment ..... 3, 12, 14, 15, 22, 24

ESP™ Profile..... 10  
 Ethnicity..... 12, 22, 24  
 Even Start Programs ..... 32, 33  
 Executive & Regional Dir..... 8, 14, 21  
 Executive Director ..... 8, 14, 21  
 Expenditure per Student ..... 22, 24  
 Extend Your Reach ..... 32-33

## F

FACS Teachers ..... 28  
 Family Services Professional..... 8  
 FAQs ..... 34-35  
 Fax Numbers ..... 37  
 Features, Child Care Centers..... 4, 14  
 Fine Arts Teachers..... 28  
 Foreign Language Teachers..... 28  
 Formats ..... 36  
 Funding, Child Care Centers..... 4

## G

GetThere™ Guarantee ..... 7  
 Gifted Teachers..... 28  
 Gingerbread House ..... 12  
 Glossary..... 39  
 Goddard..... 12  
 Grade ..... 24, 26

## H

Head of School ..... 8  
 Head Start Area Offices ..... 12  
 Head Start Center..... 3, 12, 14  
 Head Start Coordinator ..... 8, 21, 27  
 Head Start Director ..... 2, 8, 14, 21  
 Head Start Funding..... 4  
 Head Start HQ Office..... 3, 14  
 Head Start Personnel ..... 8, 14, 21  
 Head Start Teacher..... 8, 14, 21, 27  
 Head Starts ..... 2-5, 12, 14, 18  
 Health Club Based Centers ..... 12  
 Health Education Teachers..... 28  
 High Schools ..... 18, 24  
 Highest Degree Earned ..... 24  
 Home Connect ..... 6-9, 23, 26-31  
 Home Day Care  
 Services ..... 2-3, 8, 16-17, 18  
 Home School Office..... 25  
 Homeless Program..... 12  
 Hospital Based Centers..... 12  
 Hospitals..... 32, 33  
 Housed at Religious Organizations... 14  
 Humanities Teachers ..... 28

# Index

## I

Independent Centers..... 12  
 Independent Study Prgms..... 25  
 Infant/Toddler Care..... 12  
 Institution Size..... 12-13  
 Instructional Expenditure  
 per Student..... 22, 24  
 Internet Access..... 25  
 Islamic Centers & Schools..... 4, 24

## J

Jewish Centers & Schools ...4, 12, 13, 24  
 Jewish Community Center..... 33  
 Junior High Schools..... 18, 24

## K

K-12 Market ..... 18, 22-31  
 K-12 Schools..... 18, 24  
 Kids R Kids ..... 12  
 Kindercare ..... 12  
 Kindergarten..... 2, 15  
 Kindergarten Teacher..... 8, 21, 26

## L

La Petite Academy..... 12  
 Language Arts Teachers..... 29  
 Large Playground ..... 4, 14  
 Lead Kindergarten Teacher ..... 8, 21, 26  
 Lead Pre-K Teacher ..... 8, 21, 26  
 Lead Teacher ..... 8, 21  
 Legal Considerations..... 37  
 Librarians..... 29  
 Libraries ..... 25  
 Licensing Options ..... 36  
 Limits of Liability..... 37  
 Location, Child Care Center ..... 12  
 Lutheran Centers & Schools ..... 4, 24

## M

Magnet Schools ..... 25  
 Marching Band ..... 25  
 Mathematics Teachers ..... 29  
 Media Specialists ..... 29  
 Metro Status ..... 22, 24  
 Middle Schools..... 18, 24  
 Migrant Program ..... 3, 12  
 Mike Wilson ..... 19  
 Military Based Centers ..... 12  
 Military Schools..... 25  
 Minimum Order ..... 36  
 Montessori Centers &  
 Schools ..... 3, 12, 13, 25  
 Multi-Age Classrooms..... 25  
 Museums & Zoos ..... 32, 33  
 Music Programs..... 25

## N

NAIS..... 25  
 Native American Centers &  
 Schools ..... 3, 12, 22, 25  
 NCLB Intensity..... 22, 24  
 Neighborhood Ethnicity..... 12  
 New-to-File Date..... 24

New-to-Profession Date..... 24  
 Number of Classrooms ..... 24  
 Number of Computers ..... 22, 24  
 Number of Employees..... 24  
 Number of Schools ..... 22  
 Number of Teachers ..... 22, 24  
 Nursing Home Based ..... 12  
 Nursing Homes..... 32, 33

## O

Open/Close Date ..... 22, 24  
 Ordering Information..... 36-37  
 Organizational Affiliation ..... 4  
 Owner ..... 2, 8, 21

## P

Parents as Teachers Programs..... 32, 33  
 Park/Recreation Center Based ..... 12  
 Parks & Rec Departments ..... 32, 33  
 Pastors ..... 13  
 Payment ..... 36  
 Personnel Guide..... 7  
 Personnel, Districts ..... 23  
 Personnel, Schools..... 8, 21, 26-31  
 Phone Numbers ..... 37  
 Physical Education Teachers..... 29  
 Playground ..... 4  
 Playground Equipment ..... 32  
 Population Density ..... 24  
 Pre-K Market Forecast..... 19  
 Pre-Kindergarten..... 2, 15  
 Pre-Kindergarten Director..... 8, 21, 27  
 Pre-Kindergarten/  
 Preschool Teacher ..... 8, 21, 27  
 Preschool Teacher ..... 8  
 Preschools ..... 2  
 Price List..... 37  
 Primrose Schools ..... 12  
 Principal ..... 9, 26  
 Private School Districts..... 22  
 Private Schools ..... 15, 24  
 Professionals Caring for Children ..... 6-9  
 Program Directors ..... 8, 14, 21  
 Program Staff ..... 8, 14, 21  
 Protestant Centers ..... 4, 12, 13, 14  
 PTA/PTO ..... 25  
 Public Libraries ..... 32, 33  
 Public School Districts ..... 22  
 Public Schools..... 15, 24  
 Publicly Funded Preschools..... 13  
 Red Cross Chapters ..... 32, 33

## R

Regional Director..... 8  
 Religious Affiliation,  
 Centers & Schools..... 4, 12, 24  
 Remedial Teachers ..... 29  
 Retirement Communities ..... 32, 33  
 RPM—  
 Response Potential Model™ ..... 22, 24  
 Runaway & Homeless  
 Youth Centers ..... 32, 33

## S

Safety Products ..... 32  
 Salvation Army ..... 4  
 School Administrators ..... 9, 26  
 School District Administrators..... 9  
 School Districts ..... 22-23  
 School Technologies ..... 25  
 School-Based  
 Early Childhood Programs .... 2-5, 15, 18  
 Schools..... 24-31  
 School-Wide Title I Funding..... 22  
 Science Teachers..... 29  
 Selections..... 36  
 Seventh Day Adventist Centers &  
 Schools..... 4, 24  
 Size, Home Day Cares..... 16  
 Social Media ..... 11  
 Social Studies Teachers ..... 30  
 Special Education ..... 8, 21, 22, 25, 27  
 Special Needs..... 3, 12, 13, 30  
 Specialty, Child Care Center..... 3, 12  
 Sporting Goods..... 32  
 Sports Programs ..... 25  
 State Counts ..... 18-19  
 State Departments of Education ..... 22  
 State Operated Schools..... 25  
 State Public Funding ..... 4  
 Student Services Professionals ..... 30  
 Student-to-Computer Ratio ..... 22, 24  
 Student-to-Teacher Ratio ..... 22, 24  
 Sub Districts ..... 22  
 Summer Camps..... 32, 33  
 Superintendent..... 9, 22, 23  
 Supervisory Unions ..... 22  
 Support Services Personnel..... 23

## T

Teachers..... 9, 26-31  
 Tech Savvy ..... 22, 25  
 Technology Budget ..... 22  
 Territorial Schools..... 25  
 Tutor Time Learning ..... 12  
 Types of Schools ..... 25

## V

Video Use..... 4, 14  
 Vocational Education ..... 22, 25, 31  
 Vocational School Based..... 12  
 Vo-Tech Centers ..... 12

## W

Waldorf Center ..... 3  
 Wealth ..... 16, 22, 24

## Y

Year Round/Summer Program..... 12  
 Year-Round Districts..... 22  
 YMCA ..... 3, 4, 12, 13, 33  
 Youth Director ..... 8  
 Youth Furniture ..... 32  
 YWCA..... 3, 4, 12, 13, 33



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