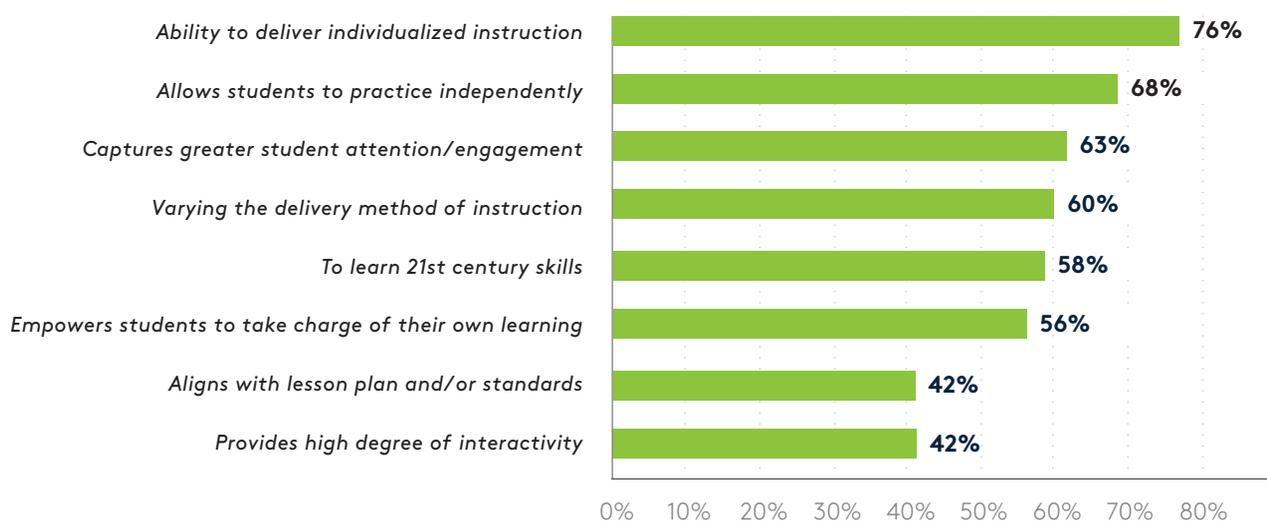# How to Effectively Budget for Digital Content

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

As you chart your own digital content path, let's take a look at some survey data to help answer a few important questions:
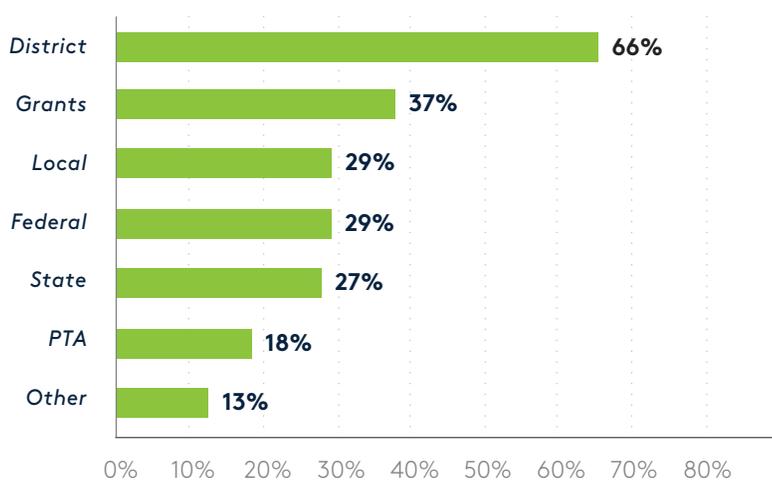
Why are districts & schools committing to digital?

The top reasons cited were the ability to deliver individualized instruction (76 percent); allowing students to practice independently (68 percent); and capturing greater student engagement (63 percent).

Reason	Percentage
Ability to deliver individualized instruction	76%
Allows students to practice independently	68%
Captures greater student attention/engagement	63%
Varying the delivery method of instruction	60%
To learn 21st century skills	58%
Empowers students to take charge of their own learning	56%
Aligns with lesson plan and/or standards	42%
Provides high degree of interactivity	42%

Where's the funding coming from?

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

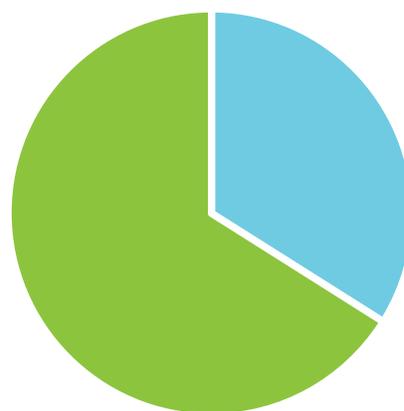| Source	Percentage
District	66%
Grants	37%
Local	29%
Federal	29%
State	27%
PTA	18%
Other	13%

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

How much are they budgeting?

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

66% - PRINTED MATERIAL
34% - DIGITAL CONTENT

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