

THE STATE OF OUR SCHOOLS: AMERICA'S PK-12 FACILITIES

Sponsorship Prospectus

2024 REPORT



ABOUT THE STATE OF OUR SCHOOLS

First launched in 2013, the State of our Schools Report has been the nation's premier resource on the state of PK-12 school facilities and their impact on student learning, student and staff health, and school finances.

The State of our Schools Report, published in 2013, 2016 and 2021, compiles and analyzes the best available school district data on public school facilities expenditures and debt from across the U.S. The past three reports have consistently found that the PK-12 public facilities sector, which is second only to highways in infrastructure spending, faces an alarming investment gap, which increased from \$46 billion in 2016 to \$85 billion in 2021. Each report provides critical information and analysis into the nation's PK-12 school facility infrastructure, including the devastating impacts of this chronic underinvestment.

Further, as the only analysis of its kind, the report's findings have been at the very center of the national school infrastructure conversation. It has shaped government policy and investment decisions at all levels of government, from the halls of the Capitol to states and school districts around the country. But the state of PK-12 school facilities continues to shift. Over the last two years, since the 2021 report, there is a deepening awareness of the structural inequities in our nation's public school facilities, by income and race. There is a better understanding of climate related vulnerabilities of our communities and schools. Finally, the shared trauma of a global pandemic has highlighted an array of health threats and hazards associated with the longstanding neglect of our public school facilities. Given this changing landscape, the need has never been more urgent to update and add to our understanding of the state of our schools and their impact on health and equity.

THE 2024 REPORT: DRIVING HEALTH & EDUCATION EQUITY

The 2024 State of our Schools Report represents a signature opportunity to provide decision makers with better data and new analyses that prioritize health, education equity and resilience in public educational facilities planning, policy and budget.

The 2024 report, similar to its 2016 and 2021 predecessors, will provide a comprehensive description of the U.S. inventory of elementary and secondary public school facilities. It will feature an in-depth, state-by-state analysis of annual operating expenditures for operations and maintenance of facilities, as well as for capital investments in school infrastructure. Using education industry standards and 2024 current replacement values for public school facilities, it will also provide a critical update on the annual investment gap at the country, state and district levels, based on required state capital and operating funding needed each year.

In a new dimension, the report will include analysis of utilities expenditures and estimates for energy use. District level expenditures and investments that illuminate the structural challenges to delivering adequate and equitable public school facilities in all communities will be analyzed with a new feature: online district level profiles for all regular public school districts.

Based on the data and findings, the report will conclude with a series of recommendations for driving more equitable investment decisions and other reforms to improve the nation's learning environments. Policymakers will be able to use the 2024 report to plan for appropriate levels of federal, state and local effort to address funding gaps and mitigate against deep-seated inequities and ultimately improve health and learning.

INVENTORY OF PK-12 FACILITIES: BETTER DATA, BETTER DECISIONS

Another new feature of this report involves a national longitudinal facilities dataset of schools connected to Common Core Data from the National Center for Education Statistics.

Developed from years of facilities data collection and analysis, the 2024 research team will provide public access to a web-based inventory of school facilities in the U.S. The facilities data will use standard data definitions, metrics, and identification codes, enabling industry, decision makers and the public to inform community and site-specific facilities concerns, and to link their local data into the inventory or to download the inventory data to integrate with their proprietary data.



SPONSORSHIP LEVELS

PLATINUM

\$100,000

- Category exclusive per industry
- Bespoke, 1-year access and license to the district-wide PK-12 school facilities database through 21st Century School Fund
- Deliver keynote remarks at State of our Schools launch webcast
- Customized PDF of the report with cover letter authored by your company's leadership
- Mentioned in multi-market media campaign
- Mentioned in letter accompanying report sent to every school district in the country
- A description of your company's work in the education sector in the report and on the website (accompanying your logo)
- Recognized verbally at State of our Schools webcast
- Engagement in facilities database development
- Pull quote featured in report
- Quote featured in press release
- Logo featured on official infographic
- Logo featured on State of our Schools webcast
- Logo featured in report and on website landing page
- 4x 1-year access passes to the IWBI Learning Community

GOLD

\$50,000

- A description of your company's work in the education sector in the report and on the website (accompanying logo)
- Recognized verbally at State of our Schools webcast
- Pull quote featured in report
- Quote featured in press release
- Logo featured on official infographic
- Logo featured on State of our Schools webcast
- Logo featured in report and on website landing page
- 3x 1-year access passes to the IWBI Learning Community

SILVER

\$35,000

- Quote featured in press release
- Logo featured on official infographic
- Logo featured on State of our Schools webcast
- Logo featured in report and on website landing page
- 2x 1-year access passes to the IWBI Learning Community

BRONZE

\$15,000

- Logo featured on State of our Schools webcast
- Logo featured in report and on website landing page
- 1x 1-year access pass to the IWBI Learning Community

ADD-ONS

For sponsors committed at the Bronze or higher levels, the following specific sponsor selections are also available:

Sponsor a post-launch webinar series - \$15,000

- Collaborate with 21st Century School Fund on 3x education-focused webcasts, featuring opening remarks, logo inclusion and direct content contributions.

Sponsor a post-launch article series - \$7,500

- Collaborate with 21st Century School Fund and IWBI on 3x sponsored articles, relating to your work in the education sector and healthy buildings more broadly.

Sponsor a post-launch client-sponsored education webinar for your network - \$5,000

- Collaborate with 21st Century School Fund and IWBI on 1x sponsored education webinar, featuring logistical support from our team and remarks or contributions from a report author.

Sponsor a report author to attend and present the findings at your event or conference - \$5,000 + travel costs



21st Century School Fund is a not-for-profit organization founded in 1994 to build the public will and the public capacity for modernized public school facilities. 21CSF is a well-respected and relied-upon source of research, policy analysis and technical assistance for communities, school districts and states on the public engagement, policies and practices that support the delivery of healthy, safe and educationally appropriate K–12 public school facilities.



The International WELL Building Institute (IWBI) is a public benefit corporation and the world’s leading organization focused on deploying people-first places to advance a global culture of health. IWBI mobilizes its community through the administration of the WELL Building Standard (WELL) and WELL ratings and certifications, management of the WELL AP credential, the pursuit of applicable research, the development of educational resources and advocacy for policies that promote health and well-being everywhere. More information on WELL can be found [here](#).



The National Council on School Facilities is the nonprofit association of state K–12 public school facilities leaders. Its mission is to support states in their varied roles and responsibilities for the delivery of safe, healthy, and educationally appropriate school facilities that are sustainable and fiscally sound. NCSF engages in research and development and works to represent the states’ perspectives and experience regarding effective policy, planning, practice, regulation, finance, and management of school facilities. By leveraging state knowledge through collaboration and the elimination of duplicate efforts, the Council saves time and public resources.

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