



Educator Survey Impact Report

SPRING 2023

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Educator Survey Impact Report

Overview

Crayons to Computers (Crayons) exists to level the playing field in the classroom by ensuring that teachers can provide their students in need the tools to succeed in school. Crayons serves K-12 schools in the Greater Cincinnati MSA that have 55% or more of their student population qualifying for free or reduced lunches.¹ Additionally, Crayons serves preschools in the region that have a qualifying quality rating from their state, have at least half of the enrolled students qualified for meal reimbursement or vouchers, and have been in existence for at least one year.

Since its founding 26 years ago, Crayons has distributed more than \$192 million in education supplies and other products, and over the past five years, the Crafts with Conviction (CwC) program has distributed an average of \$826,000 of inmate-produced educational tools to teachers throughout the service area. To provide such services, Crayons carries out a range of activities including product procurement, product distribution logistics, inventory tracking, store and warehouse management, volunteer and partner coordination, stewardship, grant writing, brand building, customer service, and access fee administration.

This report is based on the results of Crayons' April 2023 survey of educators in Crayons' service area. Of the 1,276 survey respondents, there was broad representation across educator roles, school districts, and grade levels preschool to high school (Figure 1).² Prior to the survey's launch, 3,032 educators had shopped at least once and 8,879 total shops had occurred.

July 2022-June 2023



3,246

educators shopped at least once



1,293,454

products provided



\$5.2 million

equivalent dollar amount products provided



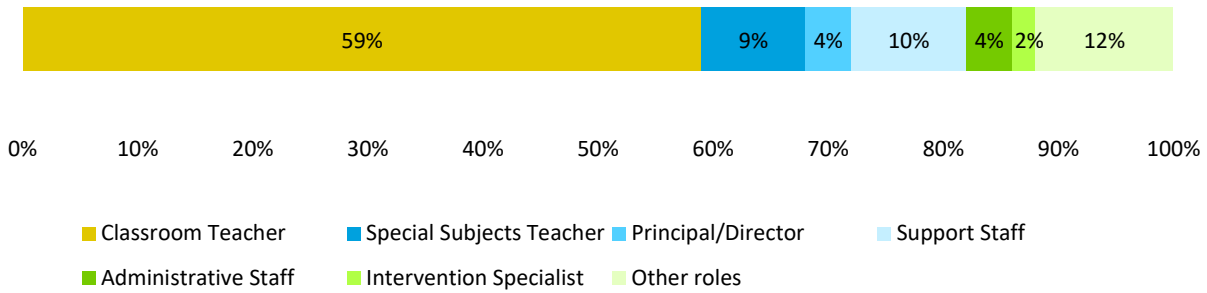
92.5%

of educators agree Crayons' products are grade-level appropriate (n = 942)

¹ **Ohio Counties:** Adams, Brown, Butler, Clermont, Hamilton, Warren; **Kentucky Counties:** Boone, Bracken, Campbell, Gallatin, Grant, Kenton, Pendleton; **Indiana Counties:** Dearborn, Franklin, Ohio

² The number of survey respondents in each grade (preschool to 12th grade) ranged from 79 to 124 respondents (6%-10% of total respondents) working with each grade, with 50% falling in grades K-6 and 45% falling in grades 7-12. (Note: respondents could select more than one grade level.) Percent of survey respondents by state are 74% Ohio school districts, 25% Kentucky school districts, 1% Indiana school districts.

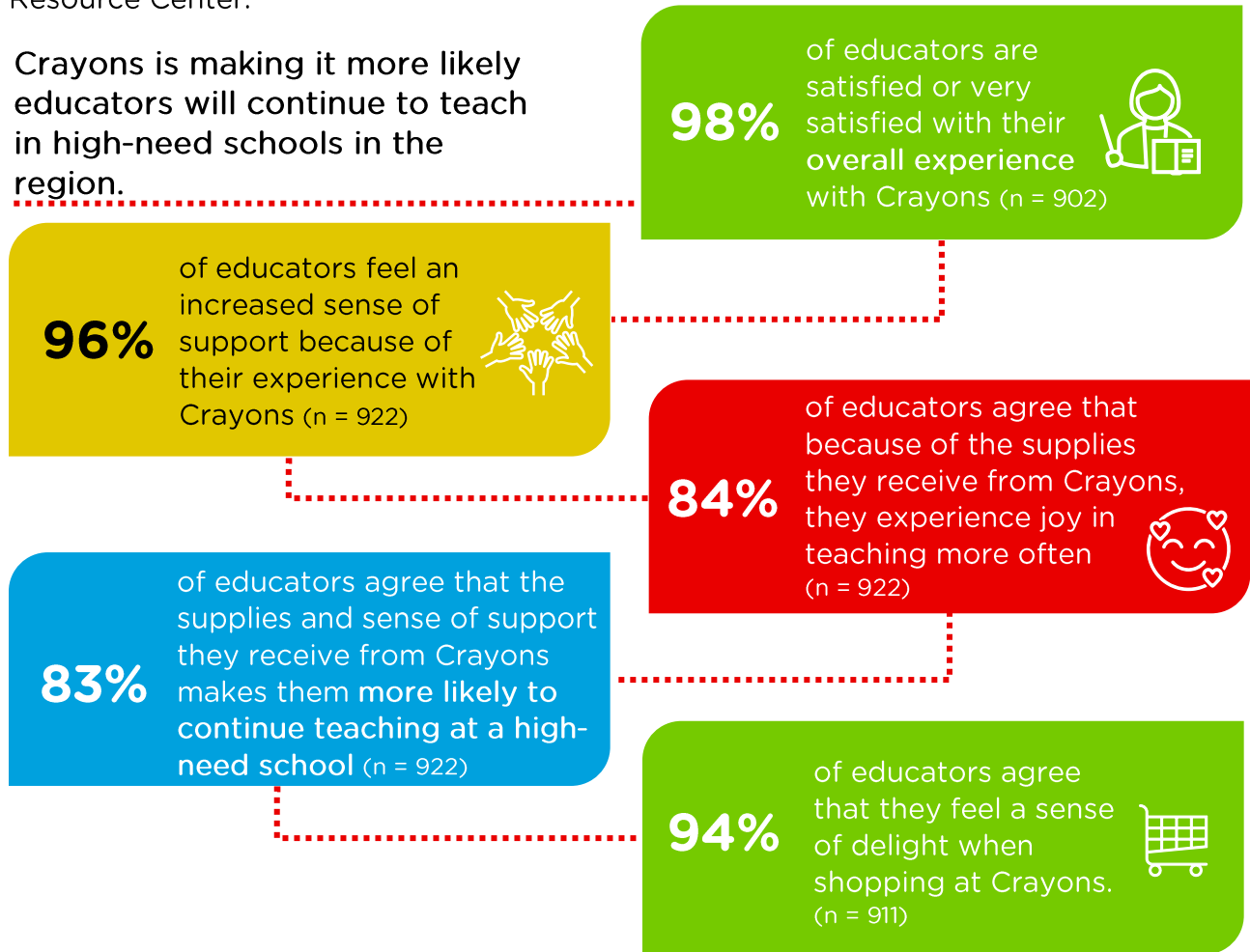
Figure 1. Percent of Survey Respondents by Educator Role
(n = 1,276)



Crayons Improves Educators' Teaching Experience

Crayons' services are of high value to educators, no matter the grade they teach or how the access fee was paid. Educators who are local or at a "medium" distance from Crayons were more satisfied than those who are farther away from the Teacher Resource Center.

Crayons is making it more likely educators will continue to teach in high-need schools in the region.



Crayons Enriches Students' Learning Experience

Most survey respondents agree that Crayons is providing students with the materials they need most to be prepared for learning (92%, n = 911) and that students' supply needs would go unmet without Crayons (Figure 2).

Figure 2a. Educator Perception of Crayons' Impact on Students

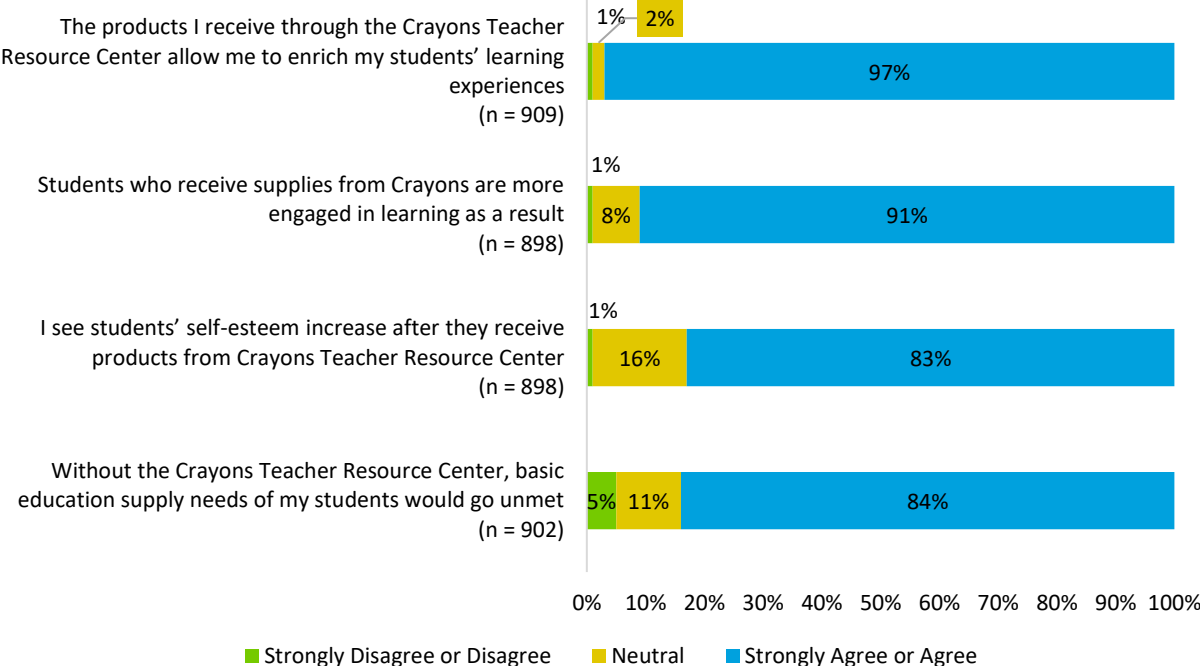
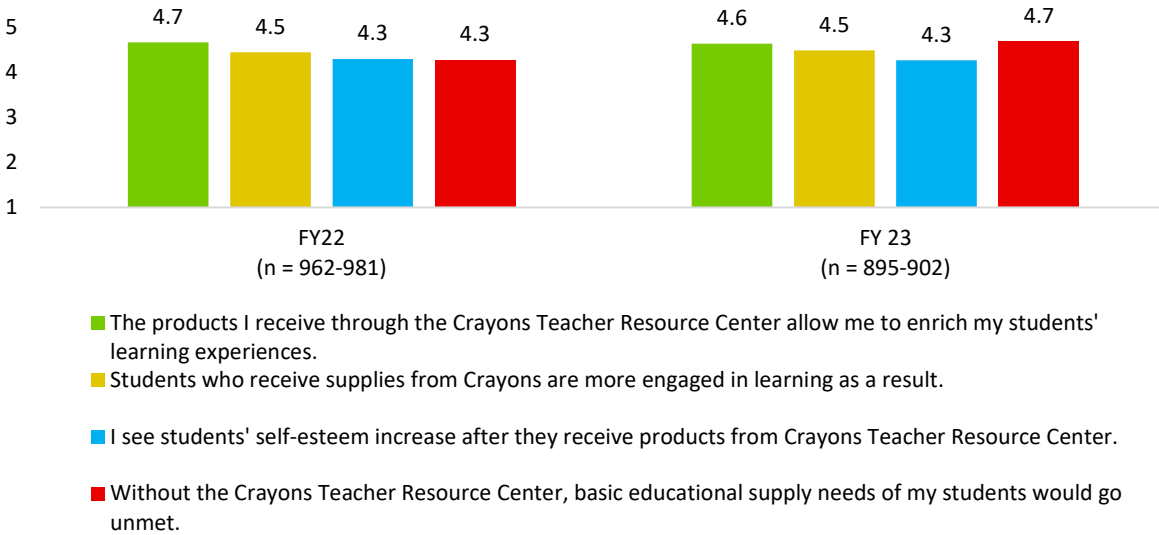


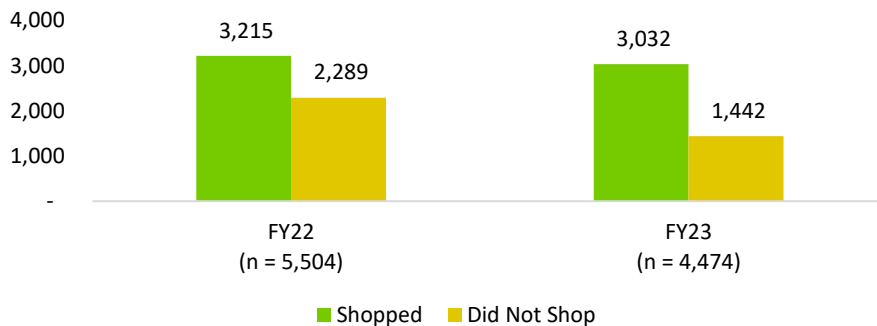
Figure 2b. Annual Trends in Educator Perceptions of Crayons' Impact on Students
(1 - Strongly Disagree to 5 - Strongly Agree)



Number of Educators and Students Served

In the 2022–2023 school year, 4,474 educators had access fees paid by their employer, a grant, or themselves; and at least 68% (3,032 unique shoppers) of these educators shopped at least once between July 2022, and April 2023 when the survey was launched).³

Figure 3. Number of Educators who Shopped at Crayons, 2021-2023



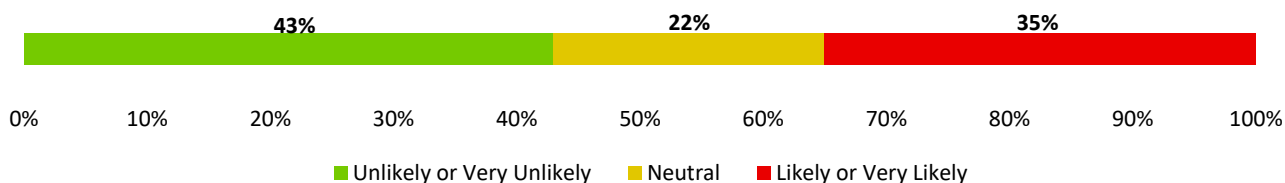
³ Actual participation is higher but is not able to be tracked due to schools' needs and practices. For example, some schools cover the access fee for all their teachers. Some of these classrooms have co-teachers, with one teacher making a single order for the classroom. Thus, Crayon's tracking reports one teacher shopper, when in practice two teachers were served.

Note that Crayons received a grant in FY22 which covered schools previously served by the Mobile Outreach Program. These schools were provided the opportunity to place online orders to be delivered to the schools. Unfortunately, this experiment was not well-utilized by the schools/teachers. Crayons was not able to apply for that grant in FY23 so the overall number of teachers covered in FY23 appears to be smaller as a result. By year-end, the percentage of covered educators utilizing Crayons in FY22 was 62.7% versus 72.5% by year-end FY23. Closing the gap of covered educators compared to unique shoppers continues to be a goal for Crayons' team.

More Educators Ready to Shop at Crayons

Of the 349 survey respondents who did not shop at Crayons within the past year, 35% (n = 278) reported that having to personally pay the access fee would likely prevent them from shopping at Crayons in the future – even when knowing the average shopping value is more than \$500. (Figure 4).

Figure 4. If your school does not cover this fee for you, how likely is the \$30 fee to prevent you from participating in the future?
(Educators who did not shop at Crayons in past year, n = 278)



80%

of survey respondents who had not shopped at Crayons in the past year reported they would like to in the next school year, and they signed up to receive more information from Crayons.

Meeting Educators' Access Needs

Educators who have shopped at Crayons in the past year were asked what could prevent them from continuing to shop at Crayons if anything. The most common responses were related to the time and cost of gas for traveling to the Teacher Resource Center, if the access fee increased or was no longer paid for by their employer, and if Crayons' hours of operation changed and conflicted with their schedules (Table 1).

Table 1. Potential Barriers to Continuing to Shop at Crayons Identified by Educators

(What could keep you from shopping at the Crayons Teacher Resource Center or online next school year, if anything?)

THEME	COUNT (n = 609)
Nothing, I will always shop at Crayons; or something out of the control of Crayons (e.g., retirement/job change, district ineligible, bad weather, injury)	290
Cost (gas) and Time to travel for pick up/ if online ordering and delivery is no longer an option/ general busy-ness of life	108
If fee becomes too high and/or if employer will not cover it	107
Changes to store hours that conflict with my schedule/ having to make appointments to shop/ If Saturday hours ended	79
Low availability of needed supplies, supplies specific to a subject, and incentive products	20
If in-person shopping was eliminated	11
COVID or New pandemic regulations that limit shopping	10
Limited ability to navigate online ordering/ Lack of IT support for accessing online account/ complicated instructions	9
Limited online product options	9
Lack of space in classroom to store supplies	3
If staff were rude	2

Among educators who had not shopped at Crayons in the past year, the most common reasons for not shopping at Crayons were not having the time to pick up orders and that the access fee was not paid for by their employers (Figure 4, Table 2).

Figure 5. Why did you not shop with Crayons to Computers this school year? (n = 406)

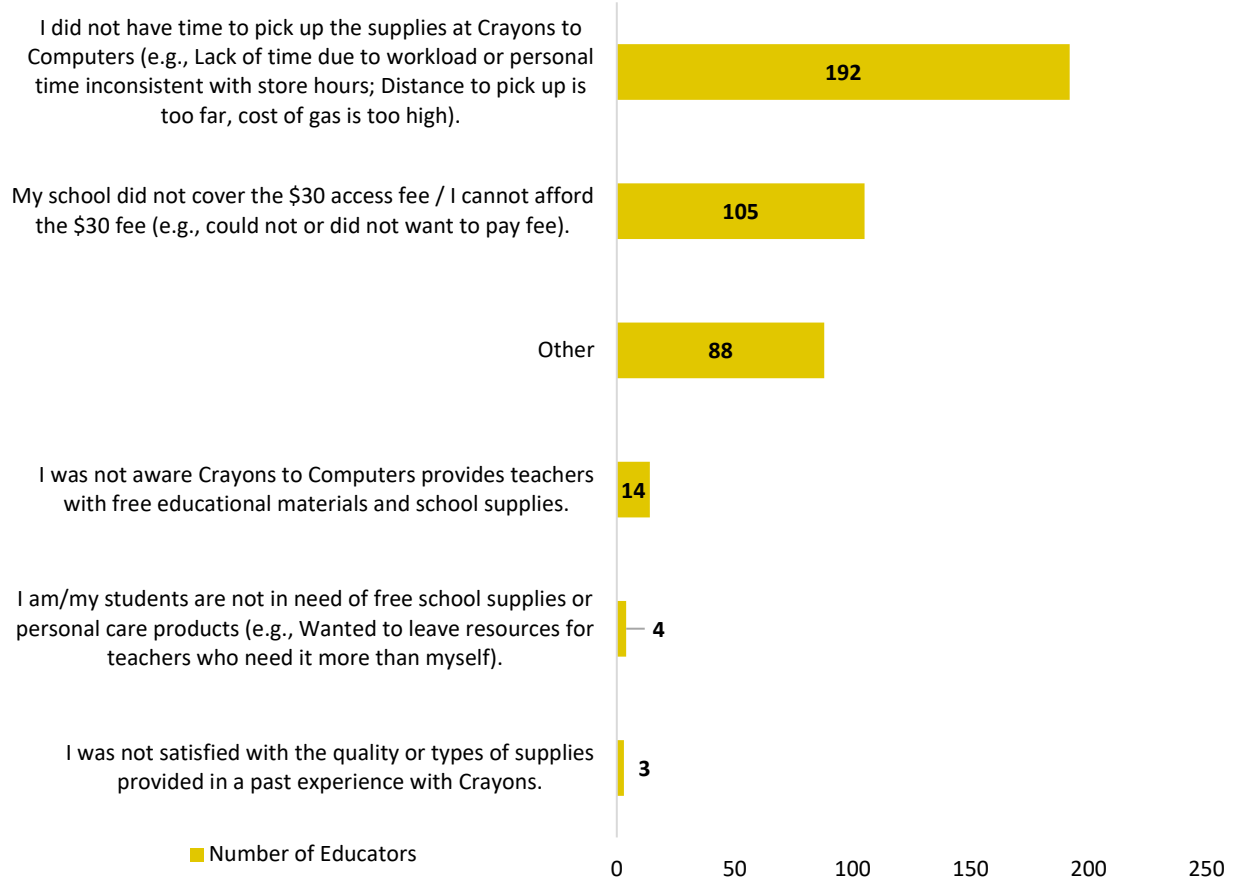


Table 2. “Other” responses to “Why did you not shop with Crayons to Computers this school year?”

THEME	COUNT (n = 32)
COVID-related concerns/ other health concerns	13
I did not want to shop online/did not want to receive a pre-packed box	7
Didn't meet deadline to pay the access fee or did not qualify	6
Lack of space to store supplies	2
Limits on amounts of needed supplies	2
Lack of knowledge as to what supplies are available before going to the store (unsure if trip will be worth it or not)	1
With COVID restrictions at the school, less need for the core supplies from Crayons	1

Conclusion

Leveraging the activities, values, and organizational culture of Crayons to Computers, Crayons maintains high satisfaction among educators and continues to provide high value education products to educators and students. This report demonstrates Crayons' capacity to serve increasingly more teachers and students with excellence throughout the region, no matter their grade level or (in most cases) distance from the Teacher Resource Center. In fact, 279 educators replied they are ready to be new shoppers due to Crayon's 2023 Educator Survey! Furthermore, due to Crayons' commitment to surveying and being responsive to educators' needs, Crayons is equipped to make data-driven investments to address barriers educators may face to being served by Crayons.



Appendix A: Summary of Impact Measures Aligned to Educator Survey

Impact Measure	July 2022 – April 2023 Data	Celebrations	Opportunities for Improvement
1.1 Number of teachers served	<ul style="list-style-type: none"> • 4,474 Access Fee Paid • 3,032 Shopped • 8,879 Total Shops 	Greater than 67% participation rate (number of fees paid versus number of individual shoppers).	Increase engagement rates by addressing time, travel, and cost barriers identified by educators.
2.2 Number of products provided to stakeholders	<ul style="list-style-type: none"> • 1,045,041 units of Product Distributed • According to survey responses, 98% receive core supplies; 89% receive incentive materials; 87% office supplies; and 86% miscellaneous. 	Diversity of products provided continue to meet diverse needs, satisfaction across grade levels and educator roles.	In open-ended responses, educators indicated that there are several categories of items they would like to receive, and/or would like to receive more of in a single trip.
4.1 Percentage of teachers satisfied with their shopping experience	<ul style="list-style-type: none"> • 98% are satisfied or very satisfied with their overall experience Crayons (n = 902) • 94% of educators agree that they feel a sense of delight when shopping at Crayons (n = 911) • 95% of educators feel a sense of excitement when back in their classroom and unpacking/unboxing the supplies received; n = 899) 	<p>Maintenance of high satisfaction.</p> <p>(Percentages dropped by 1 point on each of the first two bullets and increased by 4 points on the third.)</p>	
4.2 Percentage of teachers satisfied with the quality of products	94% (n = 899)	Educators are highly satisfied with the quality of products, regardless of grade level taught and (in most cases) distance traveled. (Percentage dropped 2 points.)	

Impact Measure	July 2022 – April 2023 Data	Celebrations	Opportunities for Improvement
5.1 Percentage of teachers who agree the products provided are the products they need most as a teacher	89% (n = 922)	Educators are highly satisfied with the products, regardless of grade level taught and/or distance traveled. (Percentage declined by 3 points.)	Open-ended responses indicate that some groups of teachers including those with older grades, multiple grades, and/or special subjects may perceive less item relevance to their work.
5.2 Percentage of teachers who agree the products provided are the products their students need most	92% (n = 911)	Educators perceive a high degree of value associated with the products they receive from Crayons. (Percentage remained constant compared to FY22.)	
5.3 Percentage of teachers who agree Crayons' service positively impacts their experience as a teacher	<ul style="list-style-type: none"> • 83% agree or strongly agree that because of Crayons' support, they are more likely to continue teaching at a high-need school (n = 922) • 84% agree or strongly agree that because of the supplies they receive from Crayons, they experience joy in teaching more often (n = 922) • 96% feel an increased sense of support as an educator because of their experience with Crayons (n = 922) 	Crayons has a significant impact on improving educators' experiences including their sense of support, their passion for education, and their willingness to work at a high-need school. (Only the first bullet changed and it went up by 2 percentage points. The others stayed the same.)	
8.2 Percentage of teachers who agree their students who receive supplies are more engaged in learning	91% (n = 898)	The presence of Crayons improves the classroom environment for students. (Two percentage point increase.)	Compare with student data when available.
8.3 Percentage of teachers who agree their students' learning experience is enriched due to Crayons	97% (n= 909)	Educators utilize products from Crayons to augment and enrich the learning experience for students. (Percentage remained steady.)	

Appendix B: Survey Respondents by School District

School District	Total Respondents (n = 962)	% that shopped in the past year (n = 658)	% that <i>had not</i> shopped in the past year (n = 304)
Cincinnati Public Schools (OH)	39.7%	43.9%	30.6%
Mt. Healthy City School District (OH)	6.2%	6.4%	5.9%
Hamilton City School District (OH)	5.2%	5.0%	5.6%
Middletown City School District (OH)	4.9%	3.6%	7.6%
Kenton County School District (KY)	3.8%	2.9%	5.9%
Grant County School District (KY)	3.4%	3.5%	3.3%
Princeton City School District (OH)	3.4%	3.6%	3.0%
Pendleton County School District (KY)	3.2%	2.7%	4.3%
Covington Independent School District (KY)	2.6%	3.0%	1.6%
Campbell County School District (KY)	2.5%	3.0%	1.3%
Northwest Local School District (OH)	2.5%	2.4%	2.6%
Manchester Local School District (OH)	2.3%	0.2%	6.9%
North College Hill City School District (OH)	2.2%	2.9%	0.7%
Newport Independent School District (KY)	2.0%	2.3%	1.3%
Boone County School District (KY)	1.7%	1.7%	1.6%
Erlanger-Elsmere Independent School District (KY)	1.7%	1.5%	2.0%
Winton Woods City School District (OH)	1.7%	1.1%	3.0%
Ripley-Union-Lewis-Huntington School District (OH)	1.2%	0.6%	2.6%
Adams County/Ohio Valley School District (OH)	1.1%	0.5%	2.6%
Franklin County Community Schools (IN)	1.0%	0.9%	1.3%
Ludlow Independent School District (KY)	1.0%	0.9%	1.3%
Dayton Independent School District (KY)	0.8%	0.9%	0.7%
Norwood City School District (OH)	0.8%	1.1%	0.3%
Bracken County School District (KY)	0.7%	0.9%	0.3%
New Miami Local School District (OH)	0.7%	0.5%	1.3%
Southgate Independent School District (KY)	0.6%	0.6%	0.7%
Lockland Local School District (OH)	0.6%	0.8%	0.3%
Bellevue Independent School District (KY)	0.4%	0.5%	0.3%
Williamstown Independent School District (KY)	0.3%	0.5%	0.0%

School District	Total Respondents (n = 962)	% that shopped in the past year (n = 658)	% that <i>had not</i> shopped in the past year (n = 304)
Gallatin County School District (KY)	0.3%	0.3%	0.3%
St. Bernard-Elmwood Place City Schools (OH)	0.3%	0.5%	0.0%
Fairfield City School District (OH)	0.3%	0.5%	0.0%
Other School Districts in OH, KY, and IN	0.5%	0.5%	0.7%
Total Ohio School Districts (n = 708)			
	73.6%	73.7%	73.4%
Total Kentucky School Districts (n = 243)			
	25.3%	25.4%	25.0%
Total Indiana School Districts (n=11)			
	1.1%	0.9%	1.6%

