7 Things Colleges & Universities Should Know About Edweek.org
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EdWeek Campus-Wide: 7 Things Colleges & Universities Should Know About Edweek.org

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An on-demand archive of this webinar will be available at www.edweek.org/go/webinar in less than 24 hrs.
Education Week’s Mission:

Raise awareness and understanding of critical issues facing America’s K-12 schools
**Education Week/edweek.org:**

- Started in 1981
- Newsroom of over 40+
- 37 print issues annually
- Edweek.org - 1995
- Online, daily content
- 42 postings Monday – Friday
- Approximately 11,000 pieces/year
• Read widely in U.S. and internationally
• K-12’s most read publication
• K-12’s most cited publication
• K-12’s “Practitioner’s Journal”
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- 13,000+ teachers each weekday
- 1.6 million registered users
- 270,000+ EdWeek e-newsletter
- 1 million+ Twitter followers
Aggregators

- EBSCO, ProQuest, Lexis Nexis etc. feature *print content* only
- Archives of print articles from 1995 onward – less in many instances
- Additional content limitations (blogs, opinion pieces etc.)
Colleges/universities discovering:

- Relevant, precise content
- Used in courses/classrooms
- Research reservoir - 35 years of archives
- Spurs thought/discussion among students
Education Week is "certainly my go-to journal to capture all the news that is happening on a timely basis."

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1. Topics Page
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1. Topics Page cont.

News by State
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2. Search - Simple
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2. Search cont.
-Expanded
3. EdWeek Teacher
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4. Digital Directions
EDWEEK Market Brief
K-12 Intel for Business Leaders

marketbrief.edweek.org
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5. Annual & Special Reports
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6. Blogs
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7. Spotlights
BONUS:

8. Commentary/Opinion
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