



Equipping school leaders with **internet speed and pricing intelligence** to make digital learning possible in every classroom, every day.

MEDIA KIT

connectk12.org



WHAT IS CONNECT K-12 (CK12)?

Connect12.org is a free tool that provides internet speed and pricing information for America's public schools. It aggregates, analyzes, and visualizes the latest E-rate data in seconds.

WHY IS THIS DATA IMPORTANT?

This data helps YOUR local leaders negotiate better internet pricing and, ultimately, get more bandwidth for less — improving connection in the classroom.



WHAT IS E-RATE DATA?

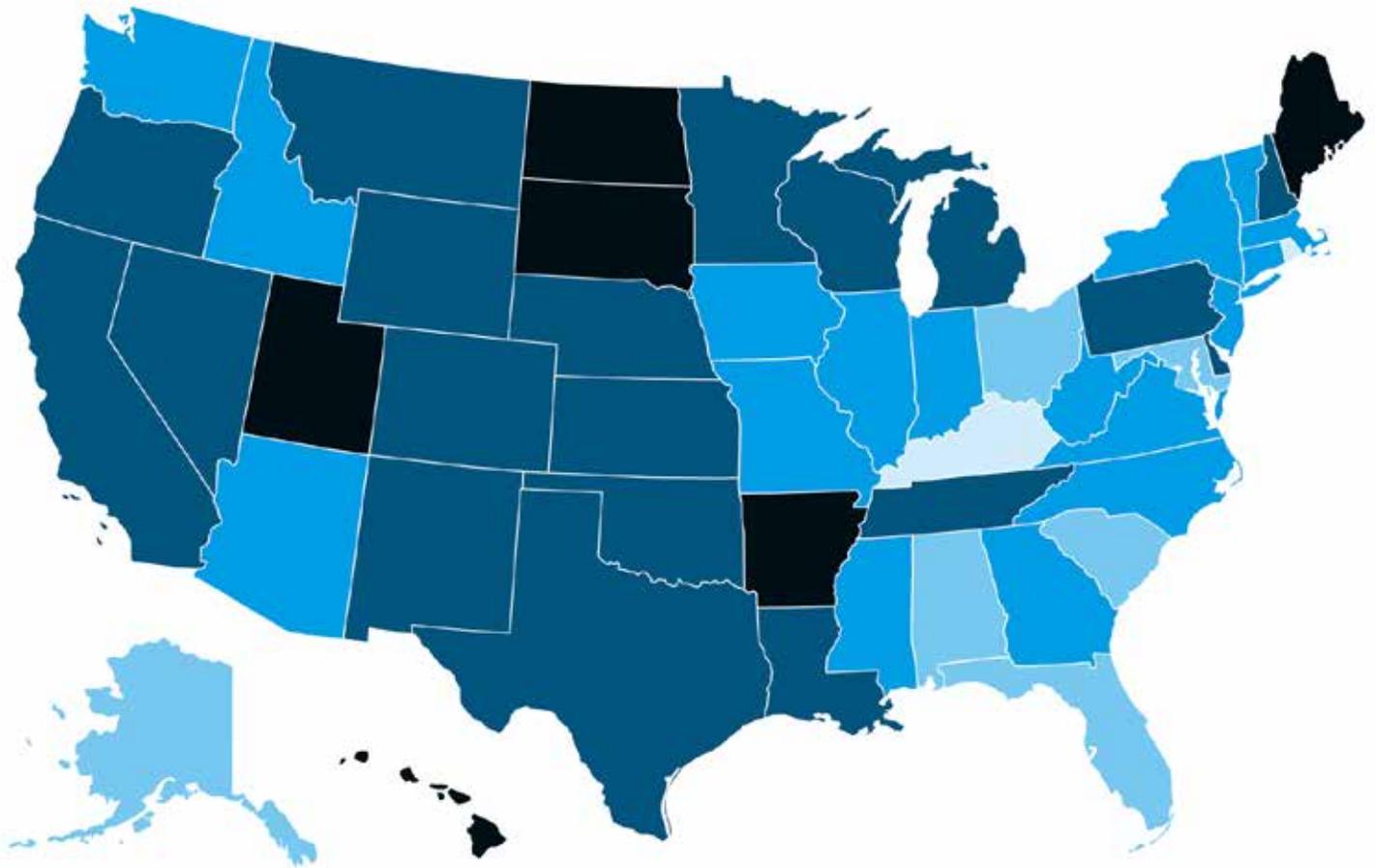
The E-rate program is overseen by the Federal Communications Commission (FCC). It provides discounts for telecommunications, internet access, and internal connections to eligible schools and libraries.

CK12 is the only reliable — and free — way to monitor the E-rate program while also comparing internet pricing and speeds among school districts. Schools negotiate their internet contracts every few years. School leaders need this data and analysis so they can better leverage their E-rate funds and get more for their money.



59% of school districts nationwide are meeting **the FCC recommended bandwidth of 1 Mbps per student.**

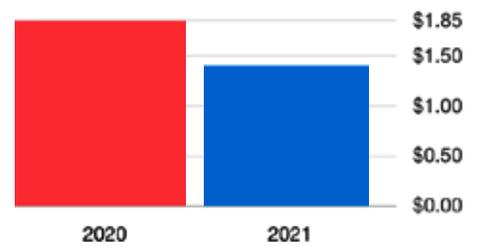
% of school districts meeting 1 Mbps/student by state



0-20% 21-40% 41-60% 61-80% 81-100% No data

Source: FCC E-rate Form 471 (FY2021)

The median cost per Mbps in schools nationwide **decreased by 24% last year.**



Source: FCC E-rate Form 471 (FY2021)



WHAT'S AT STAKE?

Even before the pandemic, 16.9 million school-aged children fell into the “homework gap” — meaning they didn’t have the technology they needed at home to complete their classroom work.

Over the past two years, we have seen how critical school broadband networks are — in both connecting classrooms and addressing remote-learning needs. We must continue to improve access in every classroom in America.

THAT'S WHY CK12 IS TRACKING SCHOOL CONNECTIVITY

CK12 evaluates data year-to-year and produces an annual connectivity report that looks at everything from median internet costs to remote-learning demands.

The program uses the FCC-recommended benchmark of 1 Mbps per student. This is what is required to have digital learning in every classroom, every day.



[Download the 2021 Report on School Connectivity](#)



To learn more about Connected K-12, visit connectk12.org or contact CK12 Vice President Emily Jordan directly at 202.257.5300 or via email at ejordan@connectednation.org.