

May 2015 Horace Mann Educator Advisory Panel Survey*

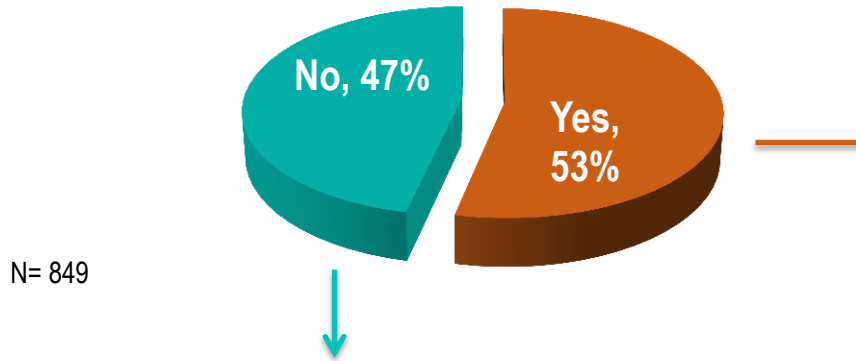
Horace Mann Market Research
May, 2015

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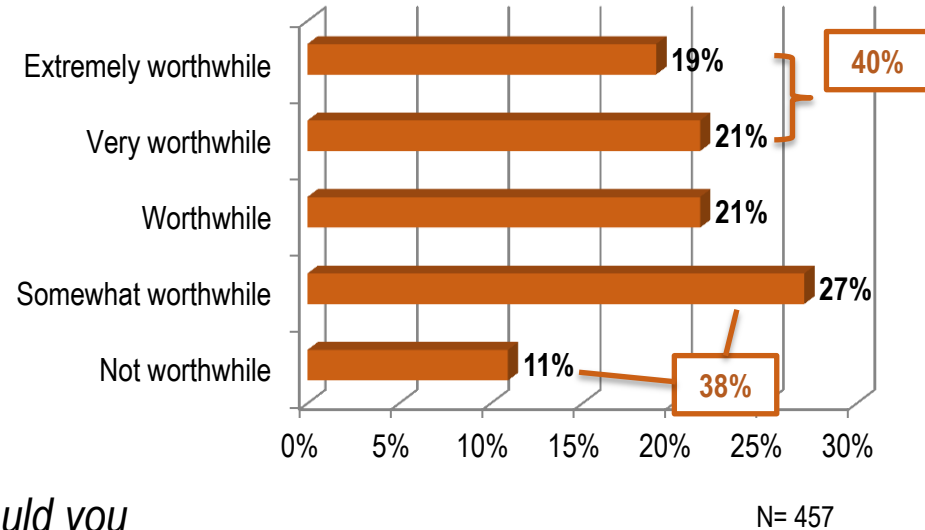
*The Horace Mann Educator Advisory Panel has been in place since 2004 and consists of educators from across the country. Educators that sign up for the advisory panel are asked to complete 4 to 5 online surveys each year. Survey topics include a mix of educational-related topics and topics related to insurance and retirement. Currently, around 1,700 educators belong to the panel and are mostly Public K-12 teachers. Less than 15% of the panel members are Horace Mann customers.

Instructional Coaching: Part of Professional Development

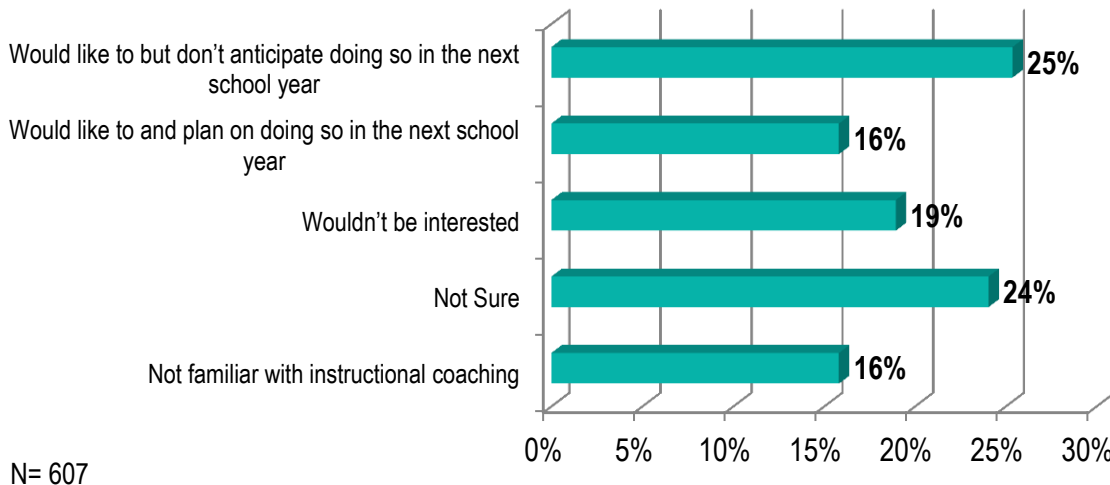
Have you ever worked with an instructional coach as part of your professional development?



If so, did you find the experience worthwhile?



If you haven't worked with an instructional coach, would you like to at some point in the future?

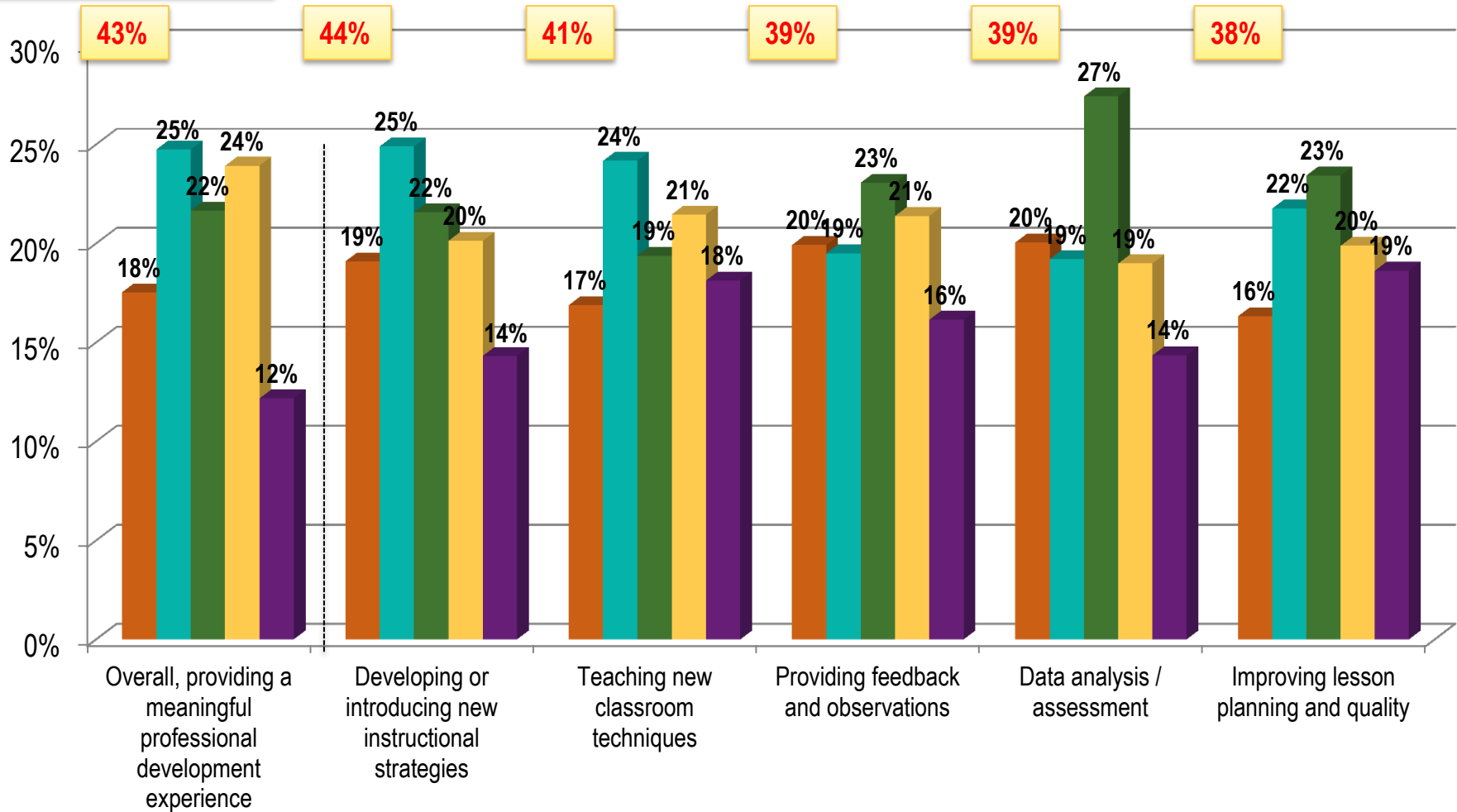


For those who've had an instructional coach, their experiences are nearly equally divided between very worthwhile 40% and less than worthwhile 38%.

Instructional Coaching: Keys Areas of Assistance

How helpful was the instructional coach in the following areas?

% Extremely / Very Helpful

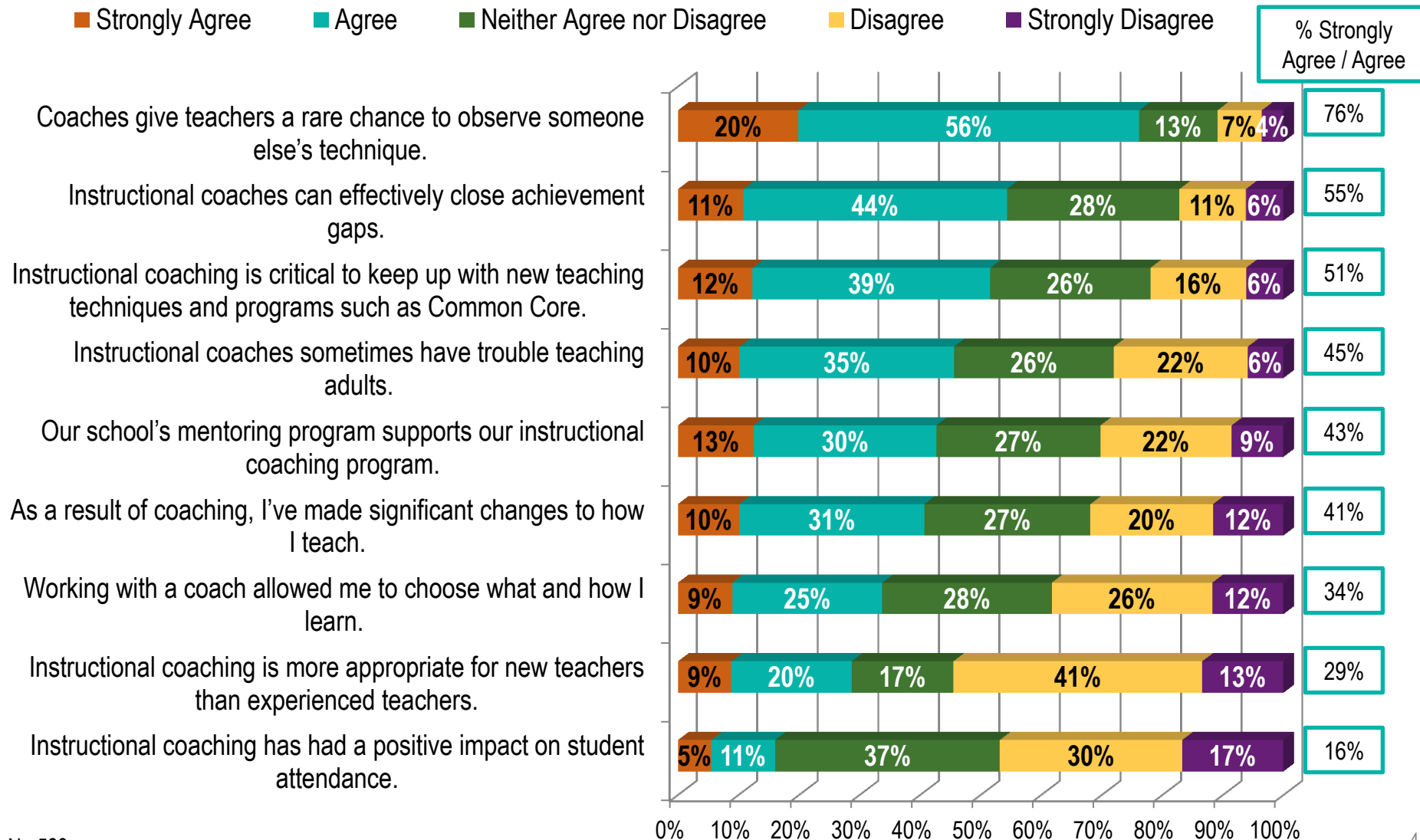


N= 485

■ Extremely helpful
 ■ Very helpful
 ■ Helpful
 ■ Somewhat helpful
 ■ Not helpful

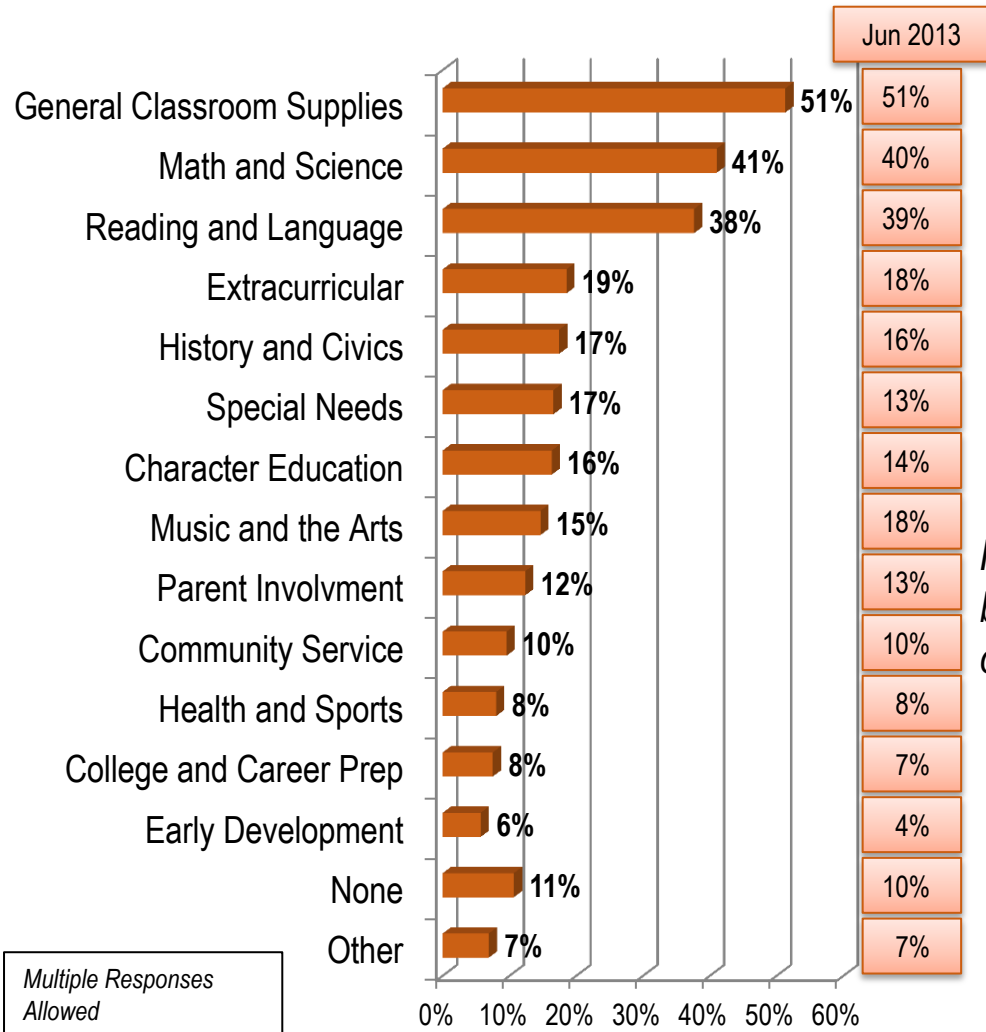
Instructional Coaching: Benefits of Coaching

How much do you agree or disagree with the following statements?



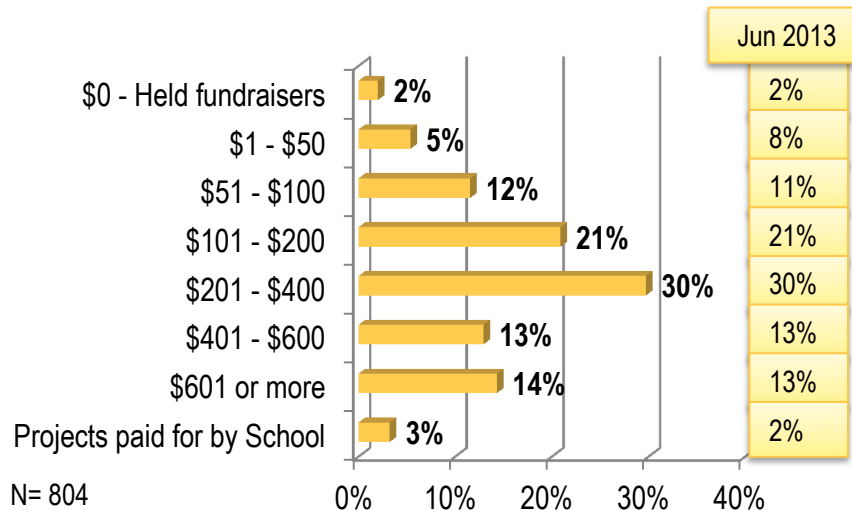
Personal Spend in the Classroom: Projects Funded by Teachers

What types of projects did you plan this school year that weren't covered by your school's budget?

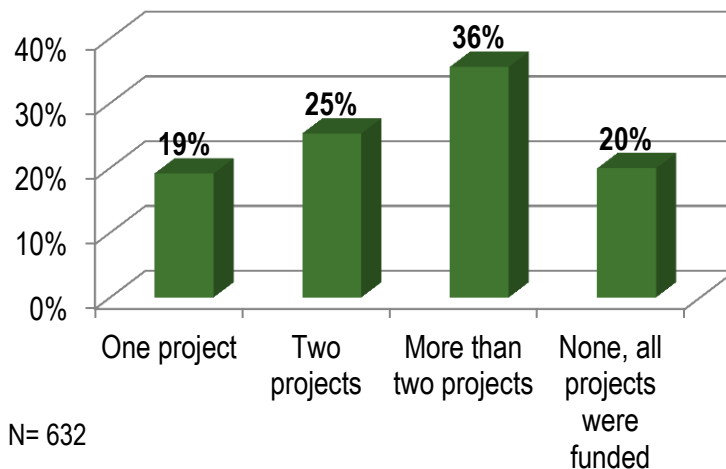


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How much of your own money have you used to fund classroom projects or to purchase supplies this school year?

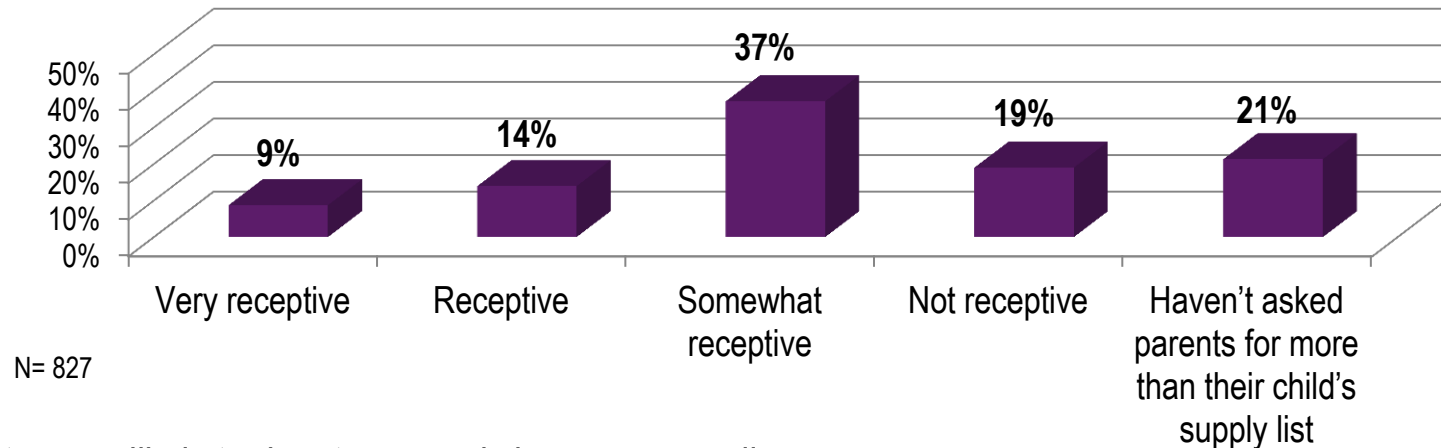


How many projects did you abandon this school year because the cost wasn't covered by your school's budget or the cost wasn't funded through other sources?

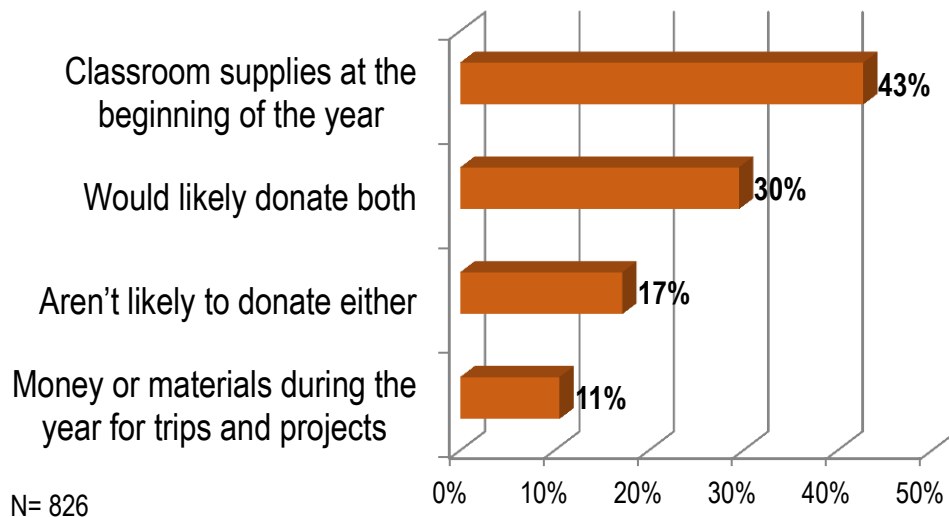


Personal Spend in the Classroom: Parent Donations

How receptive are parents to donating additional classroom supplies beyond the supplies needed for their child?



Are parents more likely to donate general classroom supplies at the start of the year or are they more likely to donate materials for special projects and field trips during the year?



Most parents aren't overly receptive to donating school supplies or money beyond what's needed for their child. For those willing to donate, however, general supplies at the start of the year are more likely to occur than donations for projects during the school year.

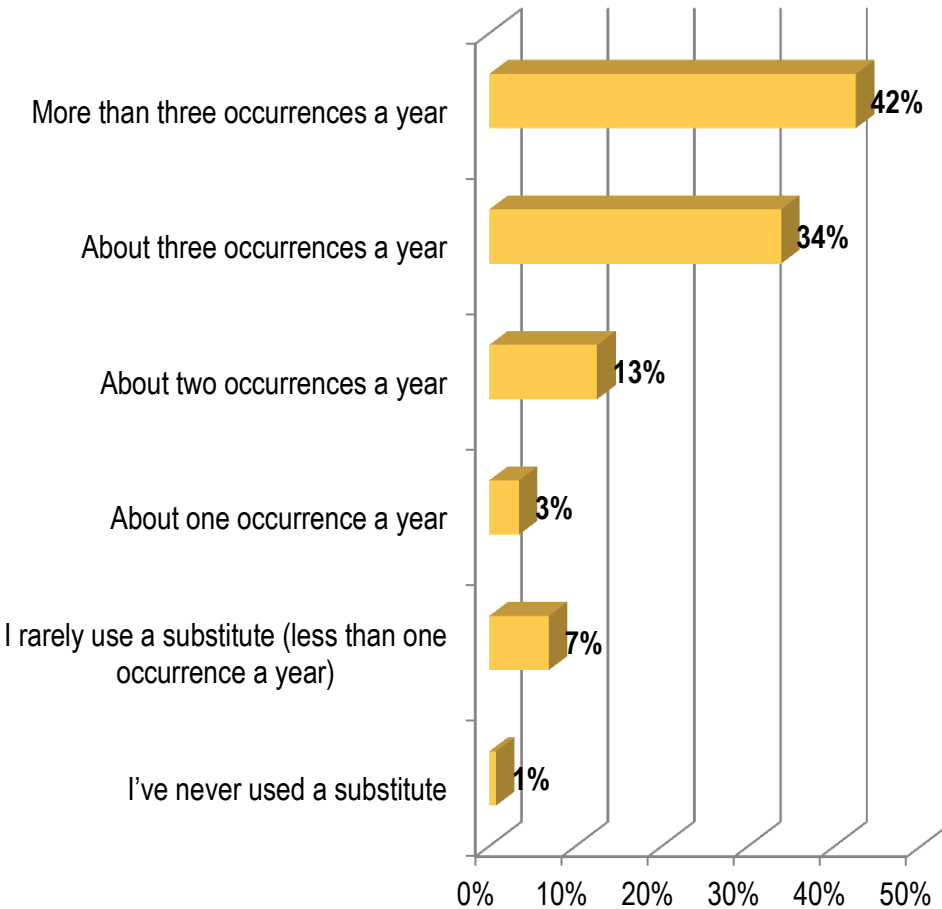
Personal Spend in the Classroom: Getting Additional Resources

What methods have you used to get parents to provide additional supplies for your classroom?

496 Educators Responded with 570 Total Comments	# of Comments	% of Comments
Just ask - Send a letter or email home to parents	285	50.0%
Request through a classroom newsletter, school's website or social media page	135	23.7%
Create wish list/giving tree at the beginning of the year	62	10.9%
Ask students to contribute or offer student incentives	28	4.9%
Raise money through fundraisers	12	2.1%
Ask for additional funds from PTO or PTA	11	1.9%
Use Grants	11	1.9%
Use Donorschoose	11	1.9%
Fully explain the project or need for additional funds	8	1.4%
Ask community businesses	6	1.1%
Parents aren't able to donate – high poverty area	18	3.2%
Teachers aren't allowed to ask for donations	10	1.8%

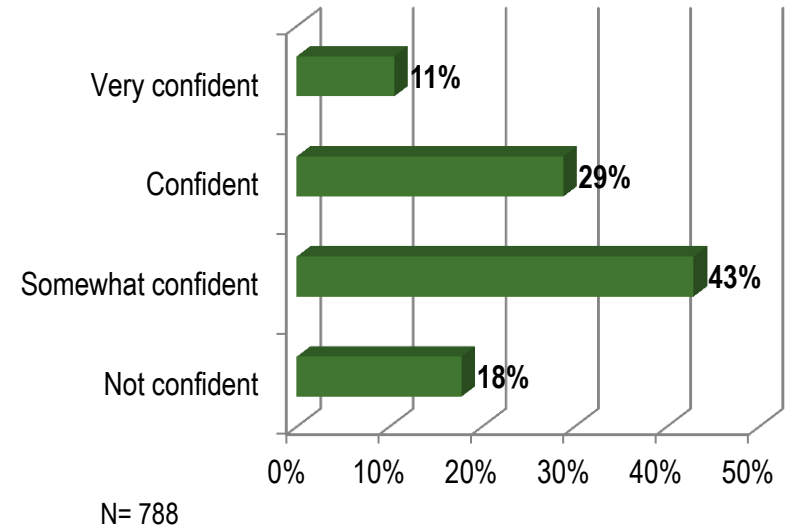
Substitute Teachers: Do Teachers have Confidence in their Substitutes?

In a typical school year, about how often do you use a substitute teacher?



N= 751

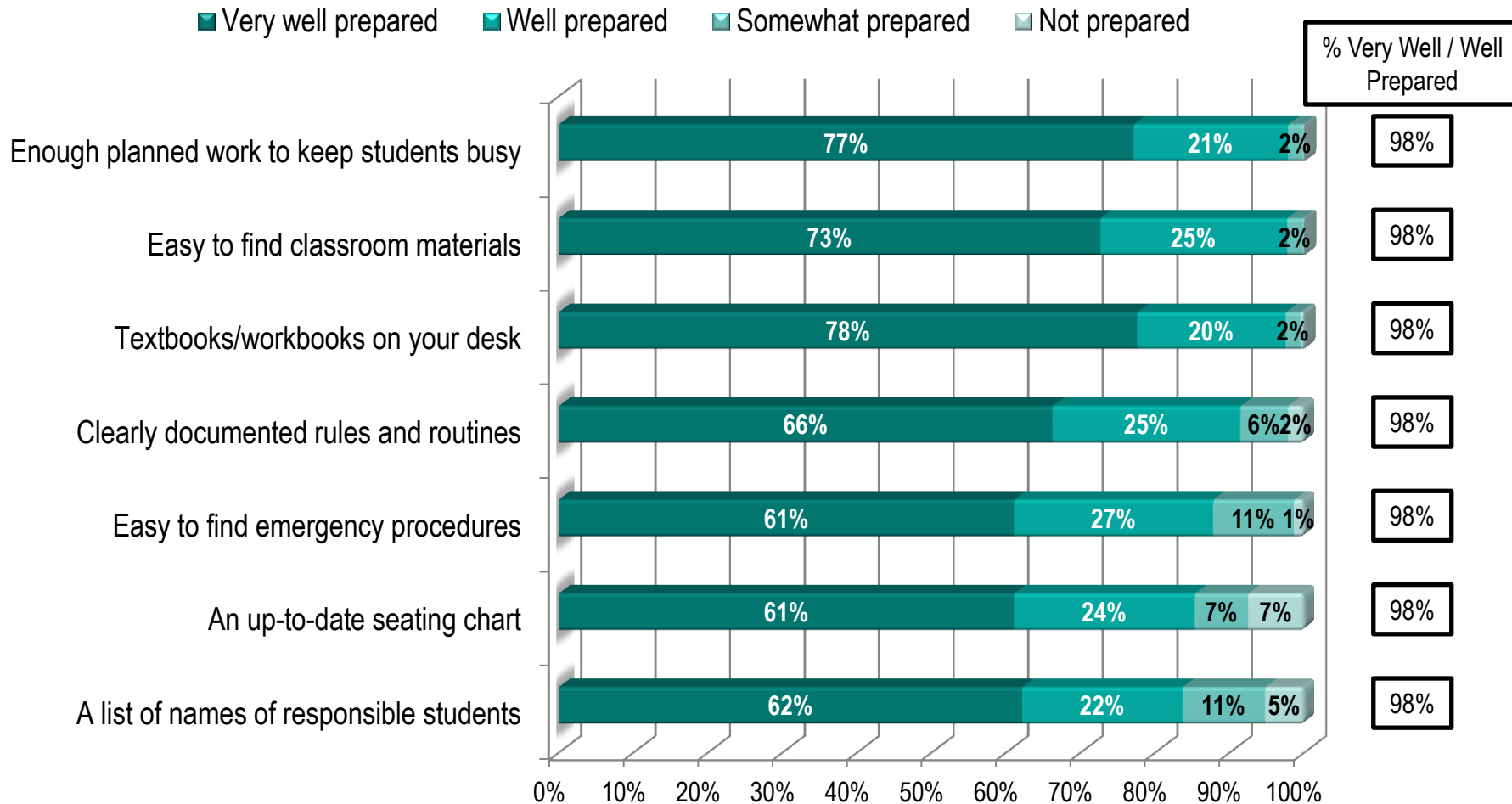
Generally, do you have confidence in the substitute teachers at your school?



61% of educators are less than confident in the substitutes used by their school.

Substitute Teachers: Preparing Students for a Substitute

Using the following as a guide, how prepared were you and how prepared was your classroom the last time you used a substitute teacher?



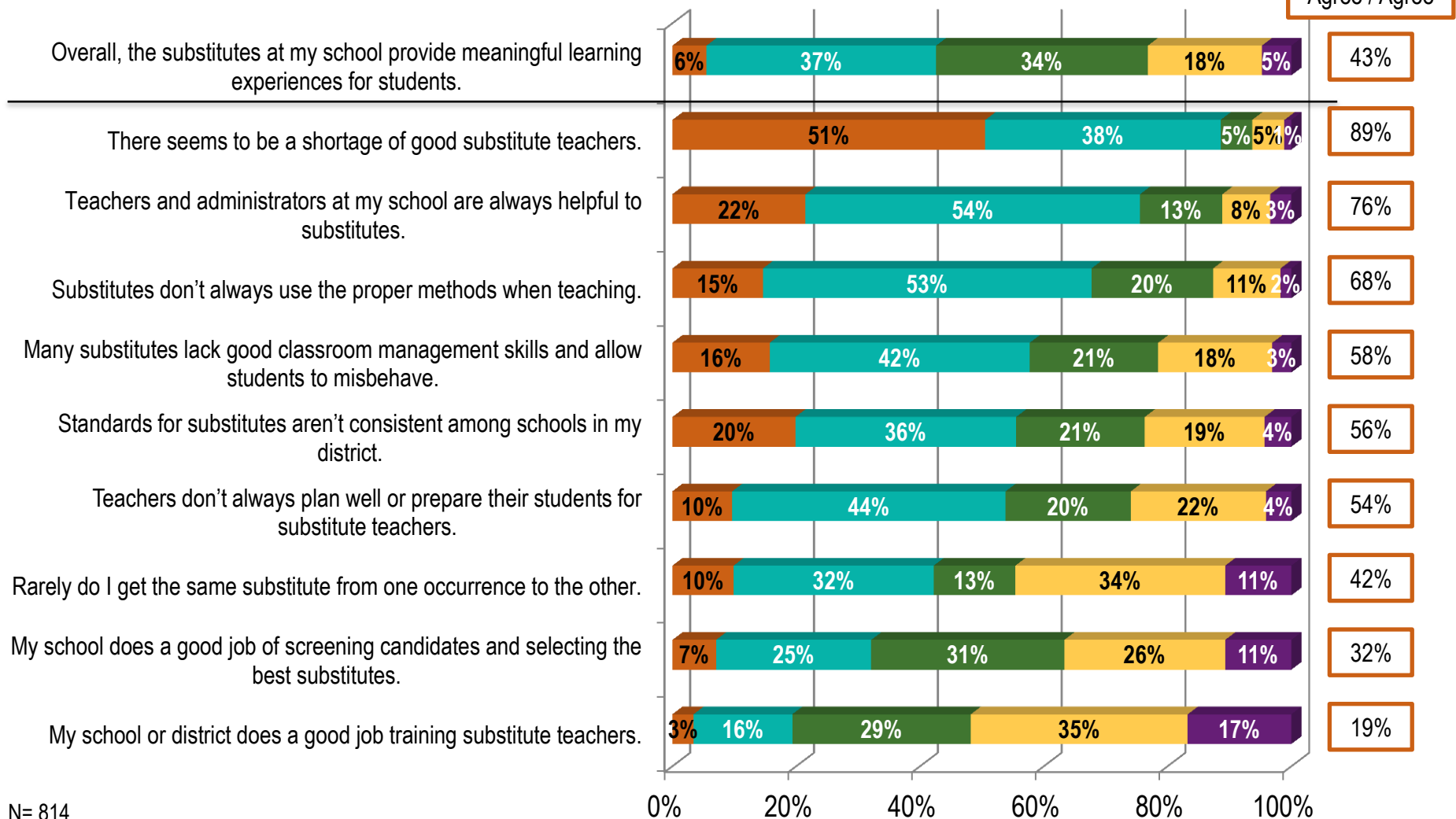
N= 750

Substitute Teachers: Selection and Training are areas for Improvement

How much do you agree or disagree with the following statements about substitute teachers?

■ Strongly Agree
 ■ Agree
 ■ Neither Agree nor Disagree
 ■ Disagree
 ■ Strongly Disagree

% Strongly Agree / Agree



Substitute Teachers: Challenges that Substitutes Face

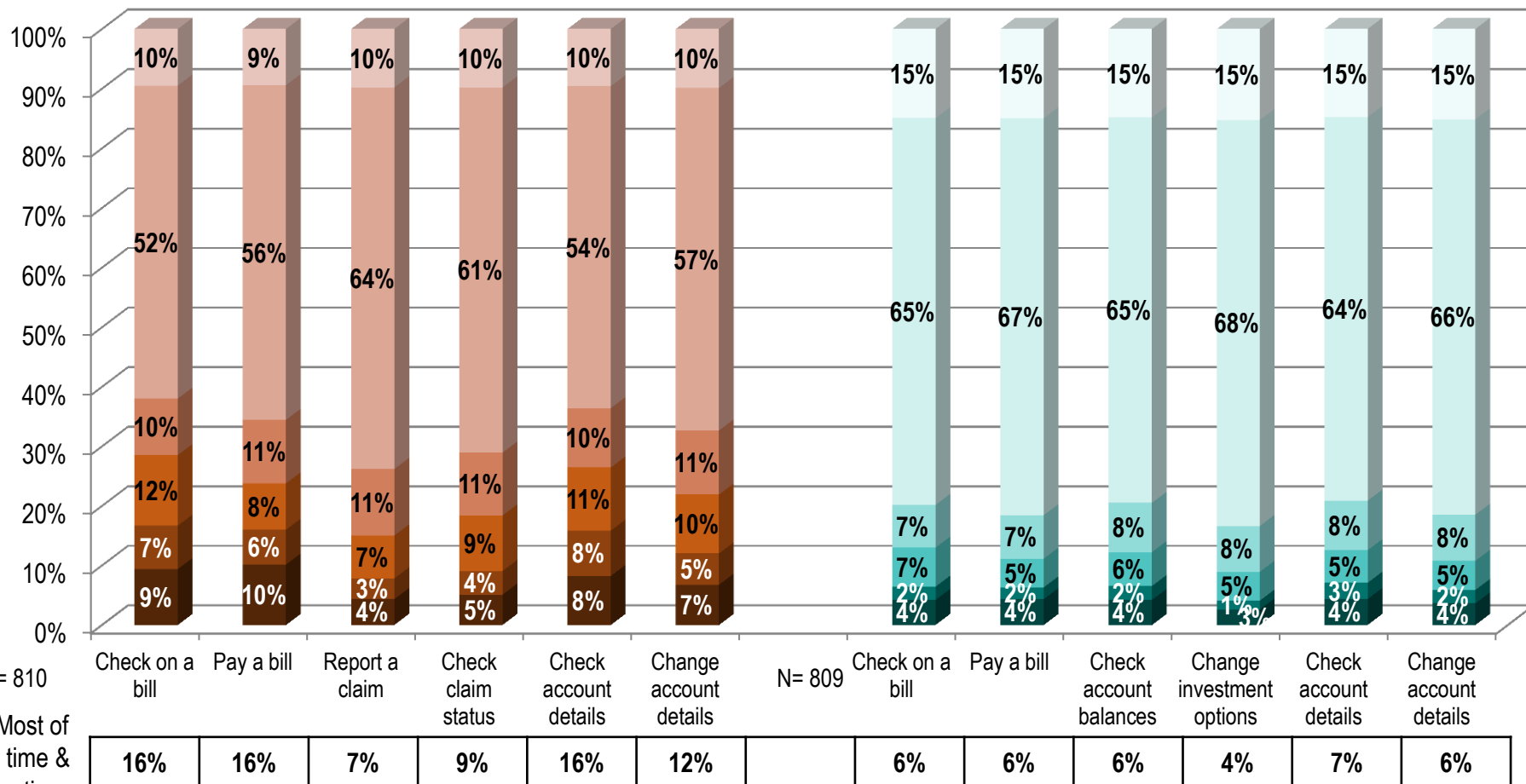
What are the biggest challenges that a substitute teacher faces when entering a classroom?

567 Educators Responded with 699 Total Comments	# of Comments	% of Comments
Managing student behavior	307	44%
Not knowing the students	85	12%
Understanding and carrying out the lesson plan	82	12%
Not knowing the normal classroom routine or procedures	68	10%
Not fully understanding the curriculum or subject being taught	51	7%
Too little communication about what they're expected to do	25	4%
Lack of experience or not knowing proper teaching methods	24	3%
Trouble using technology in the classroom	16	2%
Lack of training and feedback from administrators	10	1%
Teachers who haven't left clear instructions	9	1%
Substituting at different grade levels	9	1%

Mobile Service: Getting Service through a Smartphone

When needing service from your insurance company, how often do you get that service through a mobile device (smartphone)?

Auto & Property ■ Most of the time ■ Oftentimes ■ Sometimes ■ Rarely ■ Never ■ Mobile app not available
 Life & Annuity ■ Most of the time ■ Oftentimes ■ Sometimes ■ Rarely ■ Never ■ Mobile app not available



N= 810
 % Most of the time & Oftentimes

16%	16%	7%	9%	16%	12%		6%	6%	6%	4%	7%	6%
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Mobile Service: Shopping for Insurance using a Smartphone

When shopping for insurance, getting quotes, or researching other insurance companies, how often do you use a mobile device (smartphone)?

