

Demand Growth Insights From School District and University RFPs







We used our private LLM to decipher key demands from school districts and universities across the US. By comparing RFPs over the years, we were able to identify how certain themes are gaining prominence. Below are the key findings from the analysis of 158 RFPs (Sep '23 - July '24) & 404 RFPs (Jan '22 and Aug '23).

The Evolution of Demand from Institutions

It is interesting to note the surge in demand for key themes YOY. This table shows a comparison of the frequency of keywords related to key categories and their growth in the span of a year.

Category (In order of Growth Rate)	Frequency of Keywords per RFP		
	2023	2024	Growth Rate %
Move toward Cloud	1.77	5.94	236%
Experiential Learning	0.42	1.33	217%
Implementation and Support	13.91	41.31	197%
Data Governance & Analytics	15.09	38.23	153%
Integrations	1.75	3.72	113%
Accessibility	1.44	2.62	82%

What are School Districts and Universities Looking for in 2024?

 <p>Move Toward Cloud 70% of schools use cloud. 80% of schools believe it has significant impact on reducing cost, increasing efficiency, and engagement.</p>	 <p>Experiential Learning 81% of learners want experiential learning, but only 30% of institutions offer it.</p>
 <p>Implementation and Support Partners who stay involved, ensuring the solution's success and relevance throughout its lifecycle, are preferred over one-off service providers.</p>	 <p>Data Governance & Analytics The rising use of AI is driving up demand for robust data governance measures to protect student privacy and security.</p>
 <p>Integrations The focus is increasingly on integrating multiple specialized products rather than relying on an all-in-one solution.</p>	 <p>Accessibility 84% of teachers believe accessible learning tools are crucial to educational equity; 87% think accessible tech supports all students.</p>



AI
AI in the education market was worth \$2.5 billion in 2022 and is forecast to reach \$88.2 billion by 2032 at a CAGR of 43.3%.

Insights for AI
Where last year, there were no AI-related keywords were mentioned in RFPs, they appeared 153 times in this year's 158 RFPs. Almost every RFP mentioned AI and related keywords.