

YOUR AGENCY LOGO

YOUR CLIENT LOGO

PROGRAM AUDIENCE RESEARCH REPORT

Master of Education in Educational Leadership

Prepared for [Your Client University] · 100% Online Program · July 2026

Program Snapshot

CREDENTIAL

Master of Education (M.Ed.), Educational Leadership

MODALITY

100% online

CONCENTRATIONS

Principal Leadership · Special Education Leadership · General Administration & Policy (non-licensure)

ADMISSION

Bachelor's degree; licensure concentrations require an active teaching license + 2 years classroom experience

Who This Program Is Built For

Licensed K-12 educators and education professionals preparing to move into school or district administrative roles — future principals, special-education directors, and policy administrators. Typical current roles include elementary and secondary teacher, special education teacher, intervention specialist, instructional coach, curriculum specialist, dean of students, and department chair: careers that have reached the classroom or coordinator ceiling, where the next step requires a leadership credential.

A meaningful strategic note surfaced in research: the General Administration & Policy concentration does not require a teaching license. That opens a second, largely uncontested recruiting lane among education professionals who never held a license — a population most campaigns for this degree type ignore.

Audience Strategy at a Glance

AUDIENCE ANGLE	NATIONAL	10-STATE REGION
K-12 Teachers → Principal Track	306,700	58,700
Special Education → SPED Leadership	23,300	6,400
Education Professionals Without a Teaching License	126,300	25,200
Total addressable professionals	456,300	90,300

Regional rollup covers the 10 neighboring states: OH, IN, KY, WV, PA, MI, IL, WI, VA, MD. Counts generated July 2026 and rounded.

Audience Angles in Detail

Angle 1 — K-12 Teachers Pursuing Building-Level Administration

Licensed classroom teachers with two or more years of experience — elementary and secondary teachers, lead teachers, instructional coaches, and department chairs — targeted by job title within the K-12 education industry. Current administrators, substitutes, aides, and higher-education faculty are excluded, keeping the audience squarely on the principal-licensure pathway served by the Principal Leadership concentration and its embedded clinical internship.

National: **306,700** · 10-state region: **58,700** · Recommended role: **core reach layer**

Angle 2 — Special Education Professionals Moving into Leadership

Special education teachers, intervention specialists, and resource-room educators who manage IEPs and navigate special-education law daily — the exact feeder roles for special education coordinator, director of special services, and district SPED administrator positions. The Special Education Leadership concentration's coursework in SPED law, instructional supervision, and curriculum maps directly onto this advancement path. Existing directors and supervisors are excluded.

National: **23,300** · 10-state region: **6,400** · Recommended role: **precision layer (email & retargeting)**

Angle 3 — Education Professionals Without a Teaching License

Instructional coordinators, curriculum specialists and developers, educational program managers, instructional designers, and training & development specialists — professionals inside educational organizations who do not hold a state teaching license. The non-licensure General Administration & Policy concentration is designed specifically for them, making this a differentiated recruiting lane competing programs rarely address.

National: **126,300** · 10-state region: **25,200** · Recommended role: **differentiated story ("no teaching license required")**

Recommended Activation

Run Angle 1 as the reach layer across display, paid social, and CTV in the 10-state region. Give Angle 3 concentration-specific creative built on the "no teaching license required" message — the differentiated story in this market. Deploy Angle 2 as a precision layer on email and retargeting, where a small, exactly-right audience performs. All audiences are available for programmatic deployment, direct social activation, and email match, with scheduled refreshes to keep counts current through the enrollment window.

Methodology & Standards

Audiences are constructed from professional signals only — job titles, industries, and geography — with exclusion filters applied to remove roles outside the program's admission pathway. No age, race, ethnicity, credit, financial, or health attributes are used in any audience. Counts reflect matched professional profiles at generation time and are refreshed on request.