



MCH Confirms More Than 4.6 Million K-12 Contacts for the 2026 Back-to-School Season

MCH also added more than 220,000 newly identified contacts as part of its extensive summer update of the K-12 education market.

KANSAS CITY, MO, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- [MCH Strategic Data](#)

“

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Peter Long, CEO

has confirmed more than 4.6 million K-12 educator and administrator records and added more than 220,000 newly identified contacts as part of its 2026 back-to-school data update.

The summer months bring significant change across the K-12 market as schools and districts hire new educators, fill leadership positions, process retirements and transfers, and prepare staffing rosters for the coming academic year. For companies marketing to schools, those changes can quickly make older contact information less useful.

Since June 1, MCH has confirmed 4,680,377 K-12 contacts and added 220,634 new records to its education database. During the same period, 322,839 outdated records were removed from active use.

“MCH has confirmed more than 4.6 million K-12 contacts and added over 220,000 new records for back-to-school, helping education marketers reach the right decision-makers with more current data,” said Peter Long, owner of MCH Strategic Data.

The scale of the update reflects MCH’s ongoing work to track changes throughout the education market. Approximately 80,000 schools are monitored monthly for personnel activity, while additional research and verification methods are used across the broader K-12 database. Records are confirmed, added, updated or removed as changes are identified.

MCH’s full K-12 school roster is reviewed through a 30-day monitoring cycle that combines technology with experienced human research. School and district websites, direct verification and trusted education sources help MCH identify new hires, role changes and contacts who are no longer associated with an institution.

Technology allows MCH to monitor large numbers of schools for potential changes, but human review remains an important part of the process. MCH researchers evaluate the available information and determine how changes should be reflected in the database rather than relying solely on automated collection.

For education marketers, more current contact data can mean reaching newly appointed decision-makers sooner, improving targeting by job function and institution, and reducing outreach to people who have retired, transferred or changed roles. The information supports email marketing, direct mail, sales prospecting, CRM enhancement and account-based marketing campaigns.

MCH is making the results of this work visible through MCH Monitor™, the company's proprietary process for continuously identifying and reviewing changes across the K-12 market. The online [MCH Monitor page](#) shows the number of records confirmed, newly added and removed, along with the ongoing activity behind MCH's education database.

The figures will be updated monthly, providing education marketers with a continuing view of the work being performed as the K-12 market changes throughout the year.

Education marketers can view the latest results on the MCH Monitor page.

ABOUT MCH STRATEGIC DATA

MCH Strategic Data provides organizational contact data and marketing services for companies targeting the K-12 education and healthcare markets. Founded nearly a century ago, MCH supports email marketing, direct mail, sales prospecting, CRM enhancement, account-based marketing and digital campaign strategies. MCH combines technology with experienced human research and verification to help customers reach relevant decision-makers within schools, districts and healthcare organizations.

PETER LONG

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