

## CLASSROOMS BY WALMART FACT SHEET

### Introducing Classrooms by Walmart

Classrooms by Walmart is the latest innovation to come from @WalmartLabs. It is an online tool that allows families to access their specific school supply list(s) and purchase the items from the list on Walmart.com or in Walmart stores. Classrooms by Walmart will streamline the way teachers communicate their students' and classrooms' school supply needs to parents, alleviate out-of-pocket costs for educators<sup>1</sup>, and enable parents to more efficiently shop their kids' back-to-school lists. Teachers spend an average of \$350 of their own money on classroom essentials<sup>2</sup> like tissues and paper towels.

- Walmart is the first major retailer to digitize thousands of classroom lists from around the country.
- There are a few different types of lists accessible on Classrooms by Walmart:
  - Teacher-created school supply lists
  - Default supply lists (created by Walmart)
  - Teacher-created wish lists including products for general, shared use in the classroom
- Classrooms by Walmart also offers lists for the following categories:
  - Recommended Reading Lists by grade level
  - Uniforms & Essential Apparel
  - Snacks & Meals and Other Essentials
- Every day, thousands of additional lists are being uploaded to Classrooms by Walmart, helping teachers and families get organized so that their children and students can start the new school year on the right foot.
- Schools from all 50 states plus Washington, DC are represented on Classrooms by Walmart, with more lists being added daily. Be sure to check back for your school supply list before you begin your back-to-school shopping.

### How it Works:

Each school year, around 30 percent of students arrive to school without the appropriate and requested school supplies<sup>3</sup>. Classrooms by Walmart was created to streamline the way teachers and schools communicate their school supply lists and classrooms needs. Starting July 18, parents and teachers can visit [classrooms.walmart.com](http://classrooms.walmart.com) to get started creating or accessing a list.

#### For Parents:

- Parents are able to search for their child's school, access a list of teachers from their school, and then click on the classroom supply list(s) their teacher created.
- Parents can purchase items directly through Walmart.com, or for additional convenience, they can print their supply list and bring it to their local Walmart store.
- Orders of \$45 or more on most school supplies and uniforms are eligible for free shipping to home. If a purchase has been made from a teacher's Wish List exclusively, parents can have these items mailed directly to the teacher's school. Additionally, many online orders are eligible for Walmart's Pick Up Today option.
- Walmart is constantly adding new school supply lists the site on a daily basis, and encourages parents to visit the site and check for their school supply list(s) before shopping for supplies.

#### For Teachers:

- If a teacher wants to create a supply list for their classroom, they can click on "Get Started" in the teachers box on the home page. They will select their school to create an account and a classroom, (*i.e.*: *2nd Grade Supply List 2012-2013*) and create their list(s).
- To request that a school be added to the Classrooms database, a teacher can click the "Request" link on the home page. The request will be sent and Walmart will verify the school. Once verified, the school will be added within 48 hours. Parents/teachers will receive an email once their school has been verified and added.

- If Walmart receives a list from the school after a teacher has created a classroom list, Walmart will see that the list has already been created and it will default to the existing list.
- Teachers can add custom items, simply by adding a link to the desired item – the products do not have to be sold through Walmart.com. A teacher can add anything they require for a classroom or a specific project, i.e.; egg cartons or paper towel tubes for art projects, old CDs for a classroom performance etc.
- To help alleviate out of pocket costs for educators, Classrooms by Walmart enables teachers to create a wish list of items needed in the classroom, and communicate the requests to parents year-round.
- Because many school districts are experiencing budget shortfalls, and parents and teachers are increasingly being asked to buy more supplies<sup>4</sup>, Classrooms by Walmart will be available and active year-round, helping parents and teachers communicate about classroom supply needs so that parents and community members can help ease some of the out-of-pocket costs for educators.

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<sup>1</sup> [The 2010 NSSEA Retail Market Awareness Study](#)

<sup>2</sup> [The 2010 NSSEA Retail Market Awareness Study](#)

<sup>3</sup> Marketools Teacher List Survey June 2011 N=607

<sup>4</sup> Back to School Shopping - June 2011, Mintel