




OUTSCHOOL



**Winter 2023
Educator
Outlook**






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Big Bets

We predict these class types will drive the highest percentage of bookings this Winter.



Academic semester classes

In 2023, bookings for Semester classes starting in January dominated other formats on Outschool. 43% of class bookings were for semester-long courses. We anticipate this trend to repeat in 2024 as current data shows families already searching for academic semester classes.

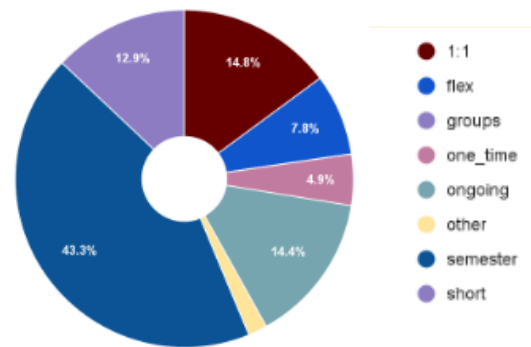
With over 47% of current Outschool families reporting that they homeschool, unschool, or use a similar schooling method for at least one of their learners, we believe these families are most likely to look for full-curriculum and semester academic classes.

Our research shows that many Outschool families want single-subject, classes that meet multiple days per week for their learners. English, World Languages, Coding & Tech, Science & Nature, and Math were the top semester class subjects last January and we expect similar results in 2024!

If you do not offer these classes currently, consider ways to incorporate them into the topics and classes you already teach. For example, if you teach art classes, consider incorporating a art history lesson in before creating relevant art. Educators who teach history can incorporate coding and technology into their curriculum by building a historically relevant structure in Minecraft. Creating cross-curricular classes allows you to reach a larger audience while teaching within your expertise.

Our insights also show that ongoing classes (aka classes with no end date) are dominating enrollments. According to our metrics, the ongoing class share is up 10% from last year, indicating that families enjoy the flexibility of the ongoing format. Some families consider this type of class to be a “full-curriculum” offering, even if it’s listed as an ongoing class instead of a semester class.

As an educator, consider this insight as you plan your semester class schedules. Many semester classes meet only once or twice a week — but could you offer daily learning options, too? We’re learning that families have a demonstrated interest in this high-frequency academic learning style, especially classes that cover math and English for younger learners. However, some may still opt for a more holistic full-curriculum approach featuring multiple subjects within the same class (meeting daily or weekly).





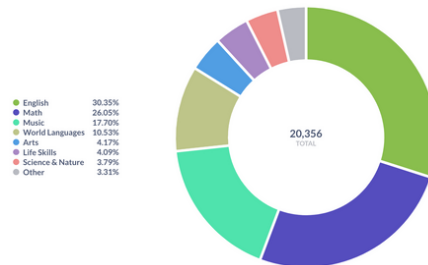
1-on-1 Tutoring

What's new

The 1-on-1 product updates and functionality on Outschool have improved drastically over the past couple of months, and all signs point to 1:1 business on Outschool continuing to explode. English and Math classes are currently leading 1-on-1 enrollments, and this trend will stay strong once January rolls around.

So, what's one potential recipe for success in January? Expand your 1-on-1 availability and subject offerings, especially if you teach:

- English
- Math
- World Languages
- Music Lessons



Remember, the spring testing season is just around the corner. Families may start looking for test prep and career readiness classes as early as January. If you have experience teaching the SAT, ACT, or any grade-level readiness class, now is the time to start thinking about offering these classes to families.

Big changes with the 1-on-1 experience

In August, Outschool started rolling out a new 1-on-1 class format to make managing tutoring enrollments easier for educators and families. With the change came several benefits for educators, including:

- Being able to offer multiple classes at once without canceling others when a learner registers for your 1-on-1 class it removes your availability from the calendar.
- Allowing educators to spend their time efficiently by reducing the time spent communicating with families about schedule changes.
- Enabling greater flexibility when families enroll, making tutoring more approachable to new families.

Two of the biggest changes were made to the availability calendar and scheduling. Now, you can set your schedule to show when you are available and minimize the back-and-forth communication caused by trying to match your calendar with your learner's calendar.

Parents can enroll their learners once or on a recurring basis, which is currently the default option. However, the recurring option will only be available if you have your recurring availability set up in the calendar.

To encourage families to try the new 1-on-1 tutoring experience, we're giving away a year of free tutoring! For a chance to win big, families must attend 8+ tutoring sessions between September 18 and November 8, shout out Outschool on their social media, and complete a form. Check out outschooler.me/tutoringpromo for more information!





ESA / Microgrants

2023 is the “Year of School Choice,” [with 7 states passing new choice programs and 9 states expanding existing programs](#). Many of these programs provide families with educational savings accounts (aka ESAs), allowing parents to withdraw their learners from public schools and receive a deposit of funds into government-authorized savings accounts with restricted uses including:

- Private school tuition and fees
- Online learning programs
- Private tutoring

Funding is a percentage of public school per/pupil spending, ranging from \$6-\$10K per year, with some families qualifying for even more funding depending on their learner’s unique learning needs.

Other states have passed microgrant programs, which give funding to families for specific (and limited) educational uses. Typically, these programs are 1x grants to combat learning loss or support learners with unique abilities.

Outschool is working hard to ensure we can be an option for families with ESA or microgrant programs, and we want to share more about how we support these families and how you can support them as well.

ClassWallet

For the most part, Outschool gets access to ESA and microgrant funding through a partnership with ClassWallet. ESA and microgrant users have their funds deposited in ClassWallet, which they can use directly on Outschool when they shop using ClassWallet’s marketplace. [Click here](#) to learn more about how it works.

Each state has different rules and regulations about what families can purchase. Some states, like Arizona, have “auto-approved” all Outschool classes for purchase without restrictions. Other states only allow educators with valid state teaching licenses, and some states restrict certain topics or subjects. You can learn more about the requirements for each state by checking out their program rules and regulations.

How can you support these families?

If you have a state teaching certification, please upload it and any other relevant certifications, as some states may have different requirements in the future. Please note that your certifications/degrees are not displayed publically on your profile, but are tracked internally for this purpose.

ClassWallet users can purchase up to 16 weeks of an ongoing class upfront. Please pay attention when you refund these classes, as there may be classes scheduled in advance for future weeks.

There are a number of programs that do not use ClassWallet. A few relevant programs include:

- [Florida ESA Program](#): Second largest ESA program in the country.
- [Ohio Ace Program](#): A large microgrant program.

You may also consider offering flex classes to appeal to this audience.

As the pool of available funds expands in 2024, Outschool will continue to update you on the new programs we are supporting and any relevant requirements. Please direct families with questions about how to use their funds for your class to support@outschool.com.





Career Readiness

Help them prepare

If you've not heard the term before, career readiness is preparing learners today for their future tomorrow, whether that is preparing them to enter college or the workforce. Families are looking for real-life experience, and we're here to share how you can increase your online enrollments by teaching what you know.

Even in traditional school settings, high schools are increasing their resources to help prepare learners who do not want to attend college. According to the [Bureau of Labor Statistics](#), roughly 57% of high school graduates will not attend college after graduation. Instead, they may go into trades, apprenticeships, or jobs that will train them while they work.

What does this mean for Outschool educators?

Families are looking for real-life experience, and career readiness classes are a great way to increase your online enrollments this winter by teaching what you know. Not sure what to teach? No worries! Here are just a few ideas to get you started:

- Interviewing skills
- Communication skills
- Resume-writing workshops
- Essay-writing workshops
- Time management
- Leadership skills
- Project management
- Basic computer skills
- Presentation skills

Keep in mind that [life skill classes](#) for learners could also include knowing how to do their laundry, make a meal, or balance a checkbook, skills that can apply to several careers!





Microlearning

Thanks to short-form videos, such as the ones you see on [TikTok](#), [Instagram Reels](#), or [YouTube Shorts](#), learners are now accustomed to learning in bite-sized increments of time. Because of this, microlearning, or nanolearning, is starting to find its way into the educational space.

We're predicting that this could be a big opportunity for educators on Outschool!

With the recent rollout of shorter flex offerings, now available as one-week courses, educators can create microlessons using shorter videos.

According to [Hubspot](#), the optimal length of a marketing video is between 1 and 6 minutes, leaning toward 1-3 minutes as the "best" video length. For examples of microlearning, be sure to check out the links in our article on [how to grow your online business with short videos](#).

By creating shorter class videos, you can offer a flex course that drips out mini-lessons across multiple days. Doing so allows learners to digest the information, apply it using interactive tools or worksheets you've created for reinforcement, and then move on to the next minilesson the next day.

For educators who teach more complex topics, you can break down larger concepts into smaller, easy-to-understand lessons to offer in addition to a semester-long or ongoing class you're already teaching. This is a great alternative for educators who want to share more information with learners but do not have time to schedule more 1-on-1 classes.

So, how is it any different from [YouTube](#), [TikTok](#), or [Instagram](#)? Well, the main selling point is that you will still be in contact with the learners. If a learner wants to ask questions, turn in homework, or get feedback they can do so. They're not going to get that with social media!



Source: [Hubspot](#)

Trending Topics

These hot topics and themes may be the key to attracting more families to your Winter classes.



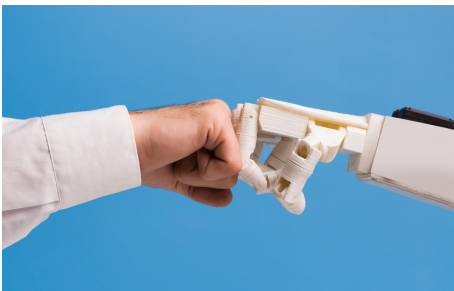
Holiday classes

Starting with Halloween in October through Valentine's Day in February, families typically search for holiday-themed classes. With many learners on break and at home, classes such as circle time, arts and crafts, book clubs, holiday music, and cooking are always a big hit this time of year.



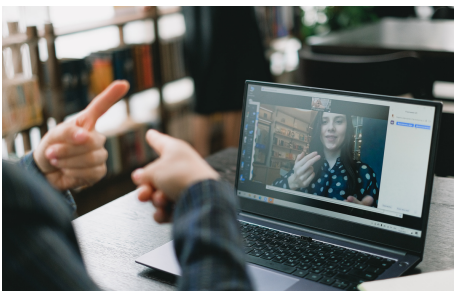
Social and cultural events

Creating classes with trending topics will likely generate interest and excitement with your current or potential students. In addition to bookings, it may get you highlighted in the media! These hot topics can come from popular media, famous celebrities (like [Taylor Swift](#)), changes in technology, or our [Class Insights](#).



Artificial Intelligence

Artificial Intelligence (AI) is the future, and families want to know how to use it. AI tools like ChatGPT and stable diffusion image generators are all the rage, so if you have experience in one of these areas, now is your time to shine. With AI's rapid growth in education, business, writing, and art, learners want to explore this news-worthy topic with AI-themed classes!



Language lessons

World language skills are always in demand, but we're predicting an increase this winter. Searches for 1-on-1 and group language classes continue to grow. Add more winter sections for any world language class to meet demand.



Social Emotional Learning (SEL)

Demand for SEL, aimed at fostering a wide assortment of soft skills such as empathy and listening, anger management and setting goals, continues to trend upward. Recent research shows that students who participated in SEL programs saw an 11% increase in their achievement scores.

The watercooler!



Pricing Big Bet - Betting on yourself!

This winter season, we strongly encourage educators to boost your class enrollments while ensuring fair compensation for your expertise! **40% of enrollments** last fall fell within the \$21 - \$40 price per hour range. We challenge educators to price their winter experiences at a minimum of **\$25 per class hour**.

Here's why this pricing strategy is advantageous for you:

- **Competitive Pricing:** At \$25 per class hour, your classes remain competitively priced within the range that already garners significant enrollments. Parents are more likely to choose classes that fall within this sweet spot.
- **Balanced Affordability:** It balances affordability and fair compensation for your teaching efforts. Parents are willing to pay this amount for quality education.
- **Increased Enrollment Potential:** By pricing your classes at the minimum \$25 per class hour, you can tap into the 40% of enrollments currently in the range, potentially attracting even more students who find your classes accessible and valuable.
- **Profitability:** While offering a fair price to parents, you ensure you are adequately compensated for your time and expertise, making your online teaching venture more profitable.

Your Path to Success

By setting your class prices at \$25 per class hour, you position yourself optimally within the current market dynamics. Think of it as a strategic move that can increase enrollments, higher earnings, and a growing reputation as a trusted educator on Outschool.

Take Action

We encourage you to adjust your class prices to \$25 per class hour and experience the benefits firsthand. This decision can help you attract more students, earn more income, and establish yourself as a top choice among Outschool educators.

Remember, it's not just about pricing; it's about creating a win-win situation for both you and your students. Together, we can unlock your full potential on Outschool and make online education a rewarding experience for everyone involved.

Class Minis

Families new to Outschool or online learning have often asked for opportunities to preview the product or get to know an educator before committing to a long-term investment. While one-time classes have shown to be great feeder classes for higher-intensity experiences, Outschool developed [Class Minis](#) to give families what they are asking for.

This new offering from Outschool is a great way to establish trust and confidence with new buyers or even that long-time Outschooler who's had your class saved for months but is unsure if it's the right fit.

[Create a Class Mini class today](#) and give families a sneak peek into your amazing learning experiences on Outschool.





Take action!

It's time to put these predictions into practice! Grow your winter enrollments and start growing your business by taking action now.

- 1 List a new class or additional sections that match at least one of our big bet predictions.
- 2 Add a trending topic, theme, or other seasonal theme that matches your expertise to at least one class.
- 3 Set reminders to list in-demand winter class formats in November and December.
- 4 Review your class prices so that you're competitive with the marketplace. Start with \$25 per hour and go up from there!

[GET MORE INSIGHTS](#)

