

OUTSCHOOL

Fall 2023 Educator Outlook

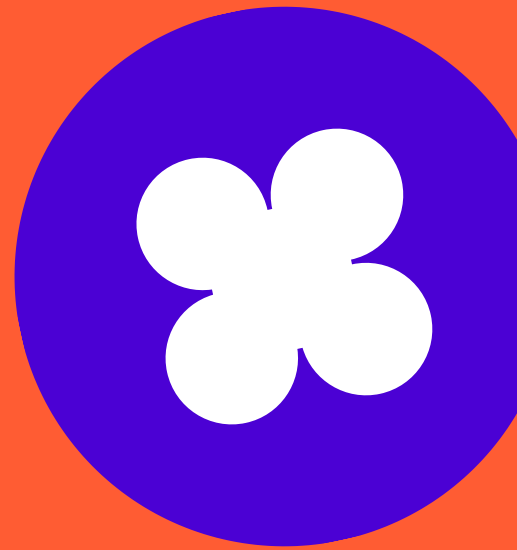


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Big Bets

We predict these classes will drive the highest percentage of bookings this fall.



1-on-1 tutoring

We may sound like a broken record — but interest in 1-on-1 learning is on the rise and predicted to be in high demand this fall on Outschool! Academic classes of all types (including tutoring) are leading bookings for the summer season, and we believe this trend will stay strong once the traditional “back to school” season rolls around.

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

- English
- Math
- Science & Technology
- Social Studies
- World Languages
- Music Lessons

How Outschool is improving the 1-on-1 teaching and learning experience

In June 2023, we announced the release of a [brand new 1-on-1 class format & scheduling tools](#) for independent educators. These updates are designed to make managing tutoring enrollments easier for both educators and families. (New tools for organizations are coming soon! [Learn more here.](#))

- Easier class creation and management. No more need to create different formats (1-on-1, ongoing, etc.) for tutoring classes. You can do it all by utilizing the new 1-on-1 format.
- New scheduling tools that allow educators to customize and automate their availability for tutoring without creating dozens of new 1-on-1 class sections. Manual scheduling and section transfers for 1-on-1 classes are a thing of the past!
- Continuous classrooms for 1-on-1 learners, even if they take a break or change their tutoring schedule. Easily track learning progress and return to prior projects with a consistent 1-on-1 learner space.

As a result of these updates, educators will also notice a reduction in time spent communicating with families about small schedule changes, and more flexible enrollment options for parents that we believe will encourage more re-enrollments following a one-time tutoring class.

You can [find all of the details](#) about when this new format will be available and how to migrate your existing classes on the Educator Library. Take advantage of these new features and enhance your 1-on-1 class catalog ASAP – and definitely ahead of the fall season!





High-frequency semester courses

The popularity of semester courses at the beginning of each traditional school semester (August/September and January) shouldn't be news to any seasoned educators on Outschool. However – new research findings by the Outschool team have provided some extra insight into which types of semester classes we think may win big this fall with families.

Over 47% of current Outschool families report that they [homeschool, unschool, or use a similar schooling method](#) for at least one of their learners. These families are some of the most likely to look for full-curriculum and semester academic classes for their learners.

In a recent survey, many Outschool parents said they are looking for single-subject, daily classes for their learners. This could be something like a daily 4th-grade math class or daily English tutoring. 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, as well? We're learning that families have a demonstrated interest in this high-frequency academic learning style, though some may still opt for a more holistic full-curriculum approach featuring multiple subjects within the same class (meeting daily or weekly).

If you teach full-curriculum and/or semester academic classes, make sure to include these key class listing details that parents look for:

- Homework or other assignments
- How and when you'll provide feedback to learners
- What assessments and/or grades will be given in class
- A week-by-week breakdown of the class curriculum, including grade-aligned standards if they apply to your subject
- The phrase “full-curriculum” in your class title, summary, or description (if applicable)



After-school learning

While many homeschool families may search for day-time, full-curriculum classes, we can't forget about the many learners on Outschoool searching for enriching after-school activities.

We've observed that the search term "after-school" spikes in popularity toward the beginning of traditional school semesters, as parents look for new ways to fill their kids' time with interest-driven learning at home. This means if you teach classes that may not be considered traditional academics or have a primary focus on social interaction, after-school classes may be your best bet for boosting your enrollments this fall.

We predict popular after-school classes this year will include:

- Social groups of all kinds
- Book clubs
- Gaming clubs
- Physical fitness and sports
- Creative classes, such as arts & crafts, music, or dance lessons

To reach the after-school market, try listing class sections that include the keyword "after-school" and meet between 2pm-7pm in your target time zone. Because Outschoool learners come from all over the world, consider listing after-school courses in a few different time zones (like North America, Europe, and East Asia) at first to find what works best for your business.



Leadership & entrepreneurial skills classes

Kids and teens worldwide are becoming increasingly empowered to advocate for causes they care about and take the lead in their own businesses or public service initiatives — and we are here for it!

Educators on Outschool have the opportunity to serve as an incredible resource for the growing number of learners and parents looking for classes on leadership, entrepreneurship, and similar people-focused skills, like public speaking.

We predict this growing interest in empowering youth to take a leading role in their communities will continue to trend upward this fall and beyond.

If you have expertise in topics like:

- Leadership skills
- Social-emotional learning
- Entrepreneurship
- Business & marketing
- Public speaking & debate
- Civic engagement

...try adding more available group and 1-on-1 sections to your catalog this fall, especially in the form of semester, after-school, and/or ongoing courses.





Gamified Learning

Many educators on Outschool use [games and challenges](#) to keep kids engaged during classes on any topic. It's a tried and true teaching tool that won't be new to many of our talented teachers!

But—here's our inside scoop: Based on current search and enrollment stats and education industry trends, we predict an increase in the number of families who specifically search for gamified learning.

As more families become versed in educational concepts like learning styles, they better understand how their kids learn best and start seeking specific courses that align with their learners' needs and interests. For many kids, this includes classes that offer challenges, rewards, games, and other competitive activities.

Gamified or gaming-themed classes are already popular on Outschool, and we see an opportunity for more educators to incorporate gamification into their classes and add gamification keywords into class descriptions to attract more families who may love their classes.

And remember—gamification comes in many forms! You don't just have to be an escape room master or Roblox whiz to reach this audience. Check out [this resource](#) on the many ways to gamify learning for inspiration for all class formats and subjects.

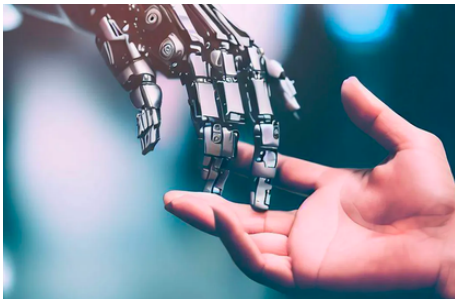
Trending Topics

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



Investing and finance

It's pretty safe to say that managing money, making a budget, and understanding investments have historically been "boring, grown-up things." But with the rise of cryptocurrency and successful kid-preneurs across the world, there's growing interest in helping kids develop financial literacy from an early age. We predict parents will turn to Outschool experts to help their learners accomplish entrepreneurial goals and prepare for the future.



Artificial Intelligence (AI)

AI made our Summer Outlook trending topics list — and we don't think this trend is going away anytime soon. Frankly, we're all eager to learn more about the [possibilities and potential perils of AI](#) for our world. If you're geeking out over new AI tools and are ready to help learners dive into the wild world of artificial intelligence, keep listing those classes!



Virtual Reality (VR)

Going hand in hand with AI, we predict we'll see increased searches for classes that include Virtual Reality (VR) experiences or teach learners how to use VR tools. This topic may also have a lot of overlap with AI-themed classes and gamification opportunities. If you have expertise in using VR or are enthusiastic about trying something new, explore how you can use virtual simulations to spice up any class.



Social and cultural current events

When kids come home asking questions about current events or discussions happening in the news, families often turn to online resources to help them tackle a tough or complex topic. Educators on Outschool with expertise related to current events or their historical context are perfectly poised to help deepen learners' understanding of a topic and provide additional perspectives. We see this need for expert educators with diverse viewpoints and experience as one that's here to stay.



Take Action!

It's time to put these predictions into practice! Grow your fall enrollments and start reaching your biggest business goals by taking action now.

1

Add more 1-on-1 classes to your catalog as soon as the new format is released on July 6! Make a plan for how you'll funnel learners from group classes into 1-on-1 experiences and attract new learners to your tutoring courses.

2

Try out high-frequency semester classes for the chance to boost bookings. Add or expand the number of full-curriculum courses you offer that meet multiple times per week.

3

Available after-school? Add some social, gaming, art, or physical fitness classes to your calendar! Harness interest in fun and enriching after-school learning with your own unique Outschool classes.

4

Pay attention to trending topics and create new classes if you have the expertise. Consider the top trends we've listed here and any others you see pop-up on our Insights reports when designing new classes this season.

GET MORE INSIGHTS

