

OUTSCHOOL

Spring 2024 Educator Outlook

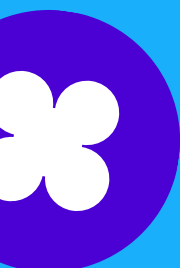


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Pricing Guidance



Pricing for growth

Your expertise is in demand, and pricing is a key growth lever. Steady growth in class prices continues, so don't undervalue your time and content!

Here are our most notable pricing updates:

1-on-1 tutoring

With increasing demand and recent product changes, January's average tutoring enrollment price was \$70/hour. Based on this information, the revised guidance ranges are:

Core Academic Tutoring: \$70-80 per hour
Enrichment Tutoring: \$60-65 per hour

Flex classes

ESA families are embracing the convenience of asynchronous learning, driving increased demand for the Flex format classes.

To meet this need, new recommended prices include:

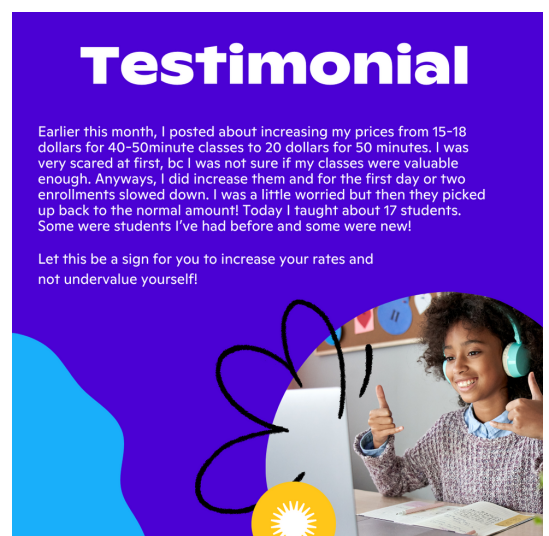
Core Academic: \$18-20 per week
Enrichment: \$15-18 per week

*Stay tuned for product updates to support growth in this category.

Semester / Multi-Week Classes

Core Academic: \$22 – \$25 per hour
Enrichment: \$20 – \$22 per hour

Pricing is a dynamic growth lever that calls for consistent experimentation. We'll continue to update you on trends that we're seeing in our Quarterly Outlook Email and [Pricing Tips](#).



Big Bets

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






Fall academic courses

Families are already enrolling for August!

Gear up for the upcoming school year! Homeschoolers, charter school families, and [ESA](#) users are already planning their learners' curriculum for next year.

Our big bet is that educators will win big this year with our [course](#) format, where you can tailor classes to focus on individual subjects like math, English, science, social studies, or world languages. For younger learners, consider multi-subject courses meeting multiple times a week.

To boost your online teaching business this fall, start creating and scheduling your academic semester courses now. Make sure your courses meet our new listing requirements:

-  Incorporate optional at-home learning tasks for reinforcement.
-  Provide regular feedback to families.
-  Offer optional certificates, assessments, or grades to showcase learning outcomes.
-  Structure your syllabus with weekly class details.
-  Deliver content that progressively builds throughout the course.

Don't miss this opportunity to expand your reach and impact as an educator. And don't forget to factor in the extra time and effort you invest in creating and managing courses when setting your pricing strategy. Your dedication deserves recognition, so ensure your rates reflect the value you provide. Let's make this upcoming school year both rewarding and profitable for you!





ESA / Microgrants

Did you know that ESA bookings increased 3300% year-over-year from January 2023 versus January 2024?

Tap into the growing opportunity of Education Scholarship Accounts (ESAs). Currently, 12 U.S. states are offering ESA funds to families as of spring 2024: [Arizona](#), [Florida](#), [Georgia](#), [Indiana](#), [Mississippi](#), [Missouri](#), [New Hampshire](#), [North Carolina](#), [Ohio](#), [Tennessee](#), [Texas](#), and [West Virginia](#).

Funding for ESA programs is released quarterly, so update your listings so you're available during these periods.

Here are two upcoming states big dates:



Arizona ESA Funding Dates:

- Quarter 1: January 1 - March 31; funds drop January 15–30
- Quarter 2: April 1 - June 30; funds drop April 15–30
- Quarter 3: July 1 - September 30; funds drop July 15–30
- Quarter 4: October 1 - December 31; funds drop October 15–30



Florida ESA Funding Dates:

- Quarter 1: August 15 - September 15
- Quarter 2: November 15 - December 1
- Quarter 3: January 15 - February 1
- Quarter 4: April 15 - May 1

Get ahead of the curve by listing your classes now. Being prepared ensures families can easily find and enroll in your courses when their funds become available.





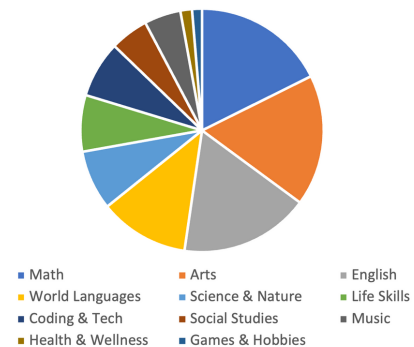
Summer Camps

Summer camps on Outschool are an excellent opportunity to meet different family needs during traditional school breaks. Typically, camp classes are most popular on Outschool from May to August.

Based on our research, these classes and camps are in demand all summer:

- Math
- Arts
- English
- World Languages
- Science & Nature
- Life Skills
- Coding & Tech

Summer Camp Enrollments by Subject



Consider listing multiple camps of varying lengths, formats, meeting times, and age or skill levels to meet each family's needs. Offering diverse types of camps can help you connect with learners who live in different time zones or are looking for a particular level of instruction (beginner vs. advanced).

[For a class to be considered a "camp" by Outschool](#) and show up on [the camps category page](#), it should meet the following criteria:

1. The class has live meetings (Flex classes and Groups will not be considered summer camps).
2. The camp must be a fixed length and meet two or more times per week. The total duration of a camp may be from one to eight weeks.
3. If offering a recurring class, it should start during or after May and end during or before September 2024.

We recommend updating your summer availability for all classes as soon as spring rolls around. Just make sure that you keep your summer classroom safe with these [trust and safety tips for summer camps](#).





High-dosage 1-on-1 Tutoring

Tutoring demand on Outschool has seen a 20% year-over-year increase. Tutoring now comprises 25% of all bookings. But here's the real game-changer: families are seeking more than just once-a-week sessions because research is showing what you already know: it works!

- Recent studies from the National Bureau of Economic Research reveal that high-dosage tutoring, with at least three weekly sessions lasting 30 minutes each, is key for academic success. These sessions foster long-term relationships and continuous assessment, ensuring students thrive.
- Another study, as presented by EdResearch for Action, of almost 200 rigorous studies found high-impact tutoring as one of the few interventions with impactful positive effects on both math and reading achievement.

With results like these, it's hard to ignore the potential impact high-dosage tutoring offers. Elevate your tutoring game with high-dosage sessions and watch students and bookings excel like never before.



Academic Bootcamps

Bootcamps are designed for fast-track skill development, making them ideal for learners looking to catch up or enhance their abilities.

We have a real-time opportunity for Outschool educators who offer academic Bootcamps with Virginia Learning Acceleration Grant (LAG) users who purchase via ClassWallet.

The LAG Grant is empowering 10,000 families with \$3,000 each to tackle academic learning loss before May 30, 2024. To be eligible, bootcamp subjects must be Math, English, Science, Social Studies and HS Foreign Language.

Here's what makes a good academic bootcamp

- **Recommended Length:** 1-2 week immersion in a topic
- **Structured Progression:** Guide students through a clear and manageable learning path, hitting key milestones along the way.
- **Engaging Activities:** Keep learners hooked with interactive sessions and diverse learning experiences.
- **Gamified Learning:** Infuse elements of gamification to make learning fun and interactive, fostering motivation and participation.
- **Pricing recommendation:** \$25-30 a per enrolled hour

We are betting big that educators who create a bootcamp or several bootcamps that wrap up before May 30th, 2024 and send it to us via this form, will see positive results! We will directly promote them to these families.

[**SUBMIT YOUR BOOTCAMP HERE**](#)



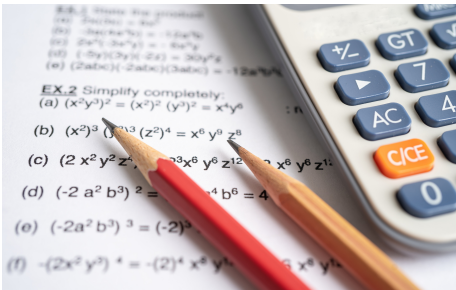
Trending Topics

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



Math & English Teaching Strategies

If you're looking for new ways to present material in class, consider rethinking how you teach the material. While Outschool does not recommend one strategy over another, it may be beneficial to teach the different strategies to reach a wider range of learners. Trending reading methodologies include [The Science of Reading](#), the [SQ3R technique](#), and [skimming](#). Trending math methodologies include [New Math](#) (aka Common Core Math), [Singapore Math](#), and [Saxon Math](#).



End-of-Year Testing

As we move toward the end of the spring semester, families are preparing for standardized testing. Whether this is the NAPLAN test in Australia, the GCSEs in the UK, the SAT, ACT, or the ITBS in the United States, standardized tests are top of mind for many learners. If you teach test or subject-specific academic courses, now is the time to start offering 1-on-1 tutoring or group learning to meet the demand.



Academic Gamification

Outschool is known for having educators and classes that move beyond traditional learning to teach learners in new, engaging ways. In addition to class lectures and slide presentations, families are looking for interactive gaming classes such as Roblox, Minecraft, and Dungeons and Dragons to supplement their academic learning. There was a 314% increase in bookings for Roblox-themed math classes from 2022 to 2023.



Social and Cultural Events

Spring brings warm weather, flowers, the excitement of the end of the school year, and lots of creative holiday activities! Whether you celebrate St. Patrick's Day, April Fool's Day, Easter, Passover, Star Wars Day, Cinco De Mayo, or Mother's Day, you can be sure that families are looking for these topics! Engage learners with classes such as circle time, arts and crafts, book clubs, holiday music, and cooking, which are always a big hit this time of year.



Spring Break Camps

Although the exact week varies across the United States, the time between the beginning of March and the end of April is the most common time for spring break. These weeks offer a unique opportunity for you to show off your classes to new learners in sample-style one-week camps. Take advantage of the season and give families a "break" from their regular learning schedule with engaging activities and exciting classes.

The watercooler



ACE methods to welcome new learners

With new learners joining each day, here are [our best tips](#) for creating a fantastic first-class experience for them (and you!).

Before Class

Set learners up for success long before their camera turns on.

- Send a friendly introduction, and ask what they're excited to learn. Doing so will [help you prep](#), too.
- Pass along must-knows like [Live Class Troubleshooting Tips](#) and the [Learner Code of Conduct](#).

During Class

Strong [classroom communities](#) are inclusive, social, and fun.

- Engage learners from the get-go with an icebreaker. Participation drives [learner agency](#)!
- Always introduce new learners to avoid the intimidation of joining a pre-established group.

After Class

Help learners get to the next class.

- Send a note to parents about their kid's class journey - what they covered, insightful contributions, and highlights.
- Give 'em a sneak peek into the next class or an additional class they may be interested in.

Intentionally welcoming our newest learners strengthens our community and will [keep them coming back for more!](#)



The watercooler



OUTreach

Educators are winning BIG with Outschool's OUTreach program! If you haven't heard the news, [OUTreach](#) is Outschool's cash referral program. Instead of earning credits, the OUTreach program allows Outschool educators to earn cash and rewards outside the classroom.

So, how can you earn a slice of the OUTreach pie? Simple! Eligible educators* can start sharing your Outschool experience with friends, family, and anyone else your social media reaches!

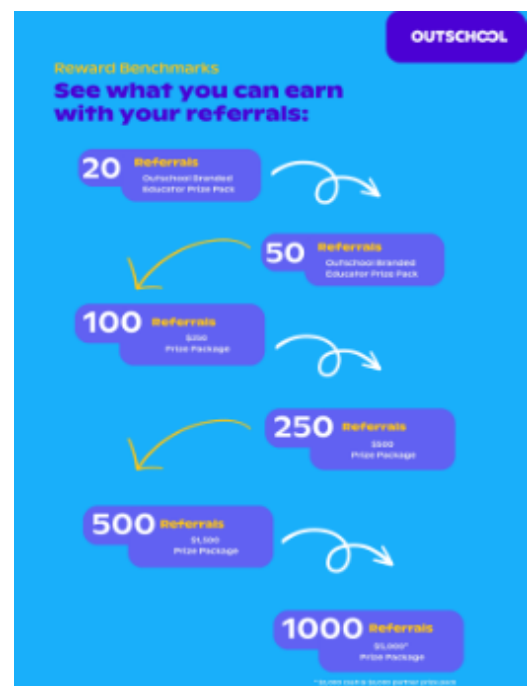
If you're new to marketing on social media or are unsure how to start, we've got you covered! Check out these articles on promoting your Outschool classes. As part of your marketing strategy, you can include your OUTreach link to attract new families to Outschool.

Read more about educators, just like you, who've found success on social media:

- [Finding success with social media marketing](#)
- [Marketing your classes to homeschool families](#)

Or, use these resources to market online:

- [Marketing strategies to grow your business](#)
- [7 places to market your teaching business](#)



*Any approved educator in good standing is eligible and will be assigned an OUTreach code. You do not need to be currently teaching.





The watercooler



International

Do you teach ESL/EFL on Outschool? With the new school year starting in March (Korea) and April (Japan), families are looking for classes to help their learners get a head start with their English skills.

Our research shows that, in East Asia, about 70% of learning needs are for overall English level improvement, such as EFL (English as a Foreign Language). If you teach ESL or ELL, now is the perfect time to open new sections or create new classes for this market!

CEFR standards

One way to expand your online teaching business internationally this spring includes learning about the [Common European Framework of Reference for Languages \(CEFR\)](#). CEFR is an international standard for describing and assessing language ability and may be helpful if included in your class listings.

If you are already familiar with learning goals such as Common Core Standards, NCSS (National Council for Social Studies), or any other common standards, this is just another one to add to the list! Including [the CEFR levels](#) in your class listing may help families when searching for the CEFR standards.

Including a CEFR level range in your listing could separate you from the competition and help families decide if your class is right for their learners.

Contest prep

Unsure what topics to offer? In addition to English language, reading, writing, and listening classes, we suggest listing classes for English contests taking place in East Asia during the spring, such as the [Asian English Olympics](#), [International Academic Competitions Asian Championships](#), and the [IYF International English Speech Contest](#) to name a few.



Take action!

Ready to put these predictions into practice? Grow your spring enrollments and start growing your business by taking action now!

1

Start scheduling fall classes NOW! Prepare and list your semester-long academic classes now as families look ahead to the upcoming school year.

2

ESA funding has grown 3300% year over year on Outschool. Don't miss your opportunity to earn from these families. Schedule academic classes and increase inventory ahead of funding drops

3

Convert popular recurring and semester-long courses to meet summer camp demand. Reach families this summer who share your passion, need academic help, or just want to hang out with their online friends at an online summer camp.

4

Upgrade your 1-on-1 tutoring with high-dosage tutoring classes! Revamp your current tutoring offerings with increased meetings to help learners achieve their academic goals.

5

Keep it short and sweet. Don't forget to create a couple of microlearning bootcamps to throw into the mix this spring and submit your class here so we can promote it to Virginia LAG program users.

GET MORE INSIGHTS

