

OUTSCHOOL

Summer 2023 Educator Outlook



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Big Summer Bets

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

1 Skill-building camps

Parents are looking for fun, focused Outschool classes to keep their kids' learning progress on track during the months of June-August.

Meet this demand with academic or skill-building (music, art, coding) camps that help kids hit milestones, catch up with their grade level, and/or prep for the fall semester. We predict "boot camp" or skill-intensive camps that last anywhere from 1-4 weeks will be a hit with families this year.

2 Book Clubs

Demand for book clubs is growing, and there's nothing like diving into a great story to fill summer days!

Book clubs that focus on building reading skills, a special interest or theme, or a reading challenge are all on our list of predicted popular clubs for summer. Add a few book club sections that match your expertise, age group, and interests to expand your reach.

3 Academic 1-on-1 tutoring

In addition to skill-building group camps and clubs, we're already seeing demand rise for 1-on-1 academic support over the summer.

Tutoring continues to make up a growing portion of all Outschool bookings, and upcoming platform upgrades will make it even easier to manage successful 1-on-1 classes. Hop on this trend and add tutoring sections that help kids catch up over the summer or keep their learning track for the fall semester.

4 Creative writing clubs

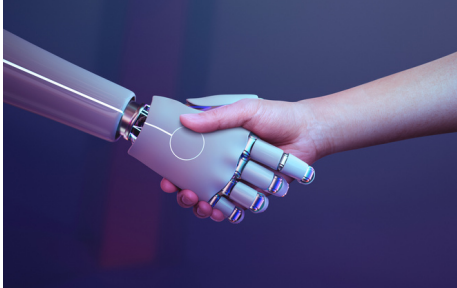
Break out those notebooks—young authors are looking for inspiration this summer! Creative writing clubs are in-demand for summer 2023.

All age groups are ready to stretch their imaginations and put pen to paper with help of an expert educator. If you have English expertise, create clubs and camps that encourage learners to write and provide social time to share their stories with classmates.



Trending Topics

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



AI writing and design

What is Artificial Intelligence (AI), and how do you use AI tools like ChatGPT and stable diffusion image generators? What are the implications of AI's rapid growth for education, business, and art? Explore this news-worthy topic with AI-themed classes!



Dungeons & Dragons

This popular role-playing game is already a hit on Outschool—and we expect to see some new young fans this summer! A star-studded D&D movie premieres this spring, and this topic is poised to capture the attention of families while school's out.



Kidpreneurs

Kids are going beyond the lemonade stand this summer. We see young entrepreneurs using the long days of summer to launch money-making endeavors. Every educator on Outschool is a business-owner—could you share your skills with learners ready to invest their big ideas?



Music lessons

Music lessons are the perfect way for learners work toward a goal with extra free time over the summer. We see demand for music lessons (especially 1-on-1 classes) continuing to grow—so add more sections to capture demand!



Language lessons

We predict that many families will focus on language skills this summer, and we're watching searches for 1-on-1 and group language classes grow. Add more summer sections for any world language class to meet demand.

Prep for Autumn

Set your business up for success by listing your big-ticket summer classes (camps, skill-intensives, tutoring) beginning in March/April. By the time June rolls around, you should be well on your way to building out your fall class catalog!

Here are our predictions for when demand will begin for popular fall courses:

June



List fall semester and other multi-week academic classes ASAP if you haven't already! Demand typically starts to grow for these classes in March.

July



Demand starts to pick up for fall one-time classes, including 1-on-1 tutoring. Now is also a good time to list school test prep classes and Hispanic Heritage Month-themed classes.

August



Use this month to add on seasonal classes, which tend to see a spike in demand closer to the class start date. Keep in mind early fall seasonal interests like fall sports, Indigenous Peoples Day, and LGBTQ+ History Month.

Remember, to maximize your chance at filling up class sections, you want your classes to be available as soon as parents start searching for that topic—not only when demand peaks.

For example, bookings for a holiday-themed class may peak a few weeks before the holiday, but parents may begin searching for and booking that class a few months ahead. Capture parents who like to plan ahead and those who book last-minute by prepping your listings in advance.





Take Action!

It's time to put these predictions into practice! Grow your summer enrollments and start reaching your biggest 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 yourself reminders to list in-demand fall class formats in April-June, July, and August.

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