

OUTSCHOOL

Educator Outlook

Fall 2024 Prep Edition





Pricing Guidance



Pricing for Growth

When families book your classes, they're not only getting online lessons. They're also getting access to your time, expertise, lesson plans, and so much more! So don't undervalue yourself when setting your prices. Use the insights below to set rates that reflect what you bring to the table.

Courses

With increasing demand, the current average enrollment price for Courses is now \$21.96/hour. To maximize your earnings during this growth period, we suggest the following:

Course Pricing: \$22.50 - \$24 per hour

Self-Paced

Self-Paced listings are a hit with Outschool families and educators alike. With more learners enrolling, our latest recommended prices are:

Self-Paced Class Pricing: \$15 - \$20 per week

Self-Paced Enrichment & Club Pricing: Self-paced \$12-18 per week

1-on-1 Tutoring

1-on-1 lessons are still gaining ground as one of our most in-demand formats. Based on market pricing, we suggest the following:

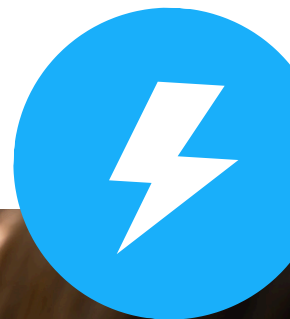
- Core Academic Pricing: \$65-\$70 per hour
- Enrichment Pricing: \$55-\$60 per hour

Experimenting with pricing is a smart way to boost your growth. We'll continue to update you on pricing trends in upcoming Quarterly Outlook Emails and our [Pricing Tips](#) page.



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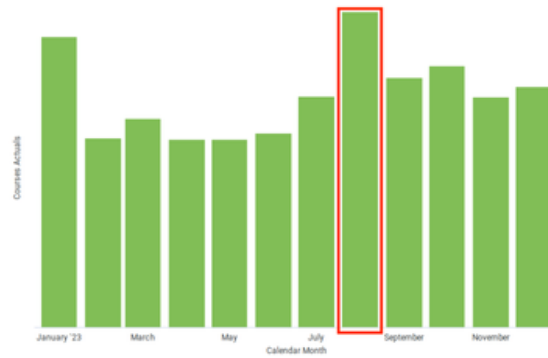




Courses

Are you ready for August enrollments?

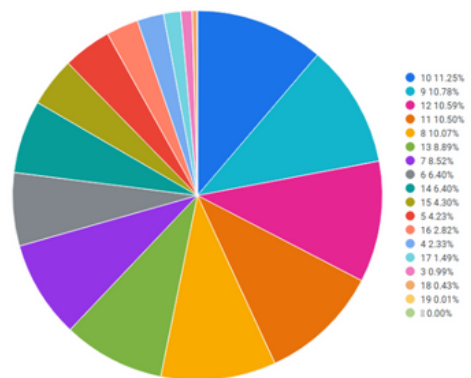
Courses Outschool's hottest format type each August. We're already seeing a steady increase in Course enrollments for Science, Social Studies, and Languages.



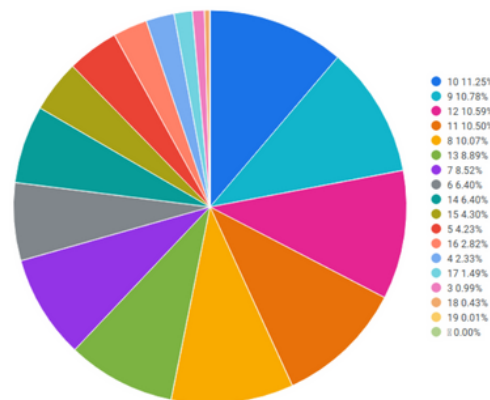
July to August 2023 Growth: 31.14% increase!

Course enrollment insights

- 50% of Courses cater to the middle-school age range (8-12 years)



- Math and English make up almost 60% of Course enrollments



Tip: Make sure your class listings are under the correct format type so families can easily find them. Listings with the correct format see a **20% increase in bookings**.



Big Bets

We expect these class types to drive the most bookings this fall.

Self-Paced Learning

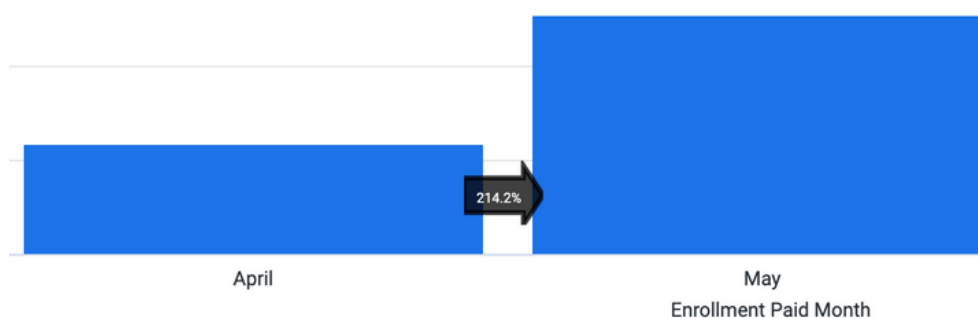
Grow your enrollments with Self-Paced Classes

Self-Paced listings are experiencing unprecedented growth, outpacing any other format we've introduced.

Here's why: Parents and learners are increasingly seeking flexible educational options that fit their unique schedules and learning styles. Self-Paced learning rises to the occasion, allowing kids to learn at their own pace, revisit materials as needed, and balance their education with other commitments.

And for educators, these classes mean less administrative work and more time to focus on what you love: teaching! You can scale your offerings more effectively, while still providing valuable one-on-one feedback and engaging content.

For Self-Paced Class pricing recommendations, turn back to the Pricing Guidance section.



214% month over month increase in bookings!





1-on-1 Tutoring

What families are searching for:

- Reading & Writing
- Math
- Languages (including ESL)
- Test prep (SAT, ACT, etc.)
- Support for neurodivergent learners

Separate listings for older learners

Middle school and high school tutoring sessions are growing significantly. This fall, consider creating separate tutoring lessons for each age group—one for middle school and one for high school learners—to increase your chances of enrollment.

The best times to teach

After-school hours (Monday-Thursday, 2-8 PM PST) typically have the highest academic tutoring enrollments. In the near future, we'll start featuring teachers with long-term recurring availability (6+ consecutive weeks) at those times. Offering classes during the day and 1-on-1 tutoring during this window is a great way to increase your earnings.

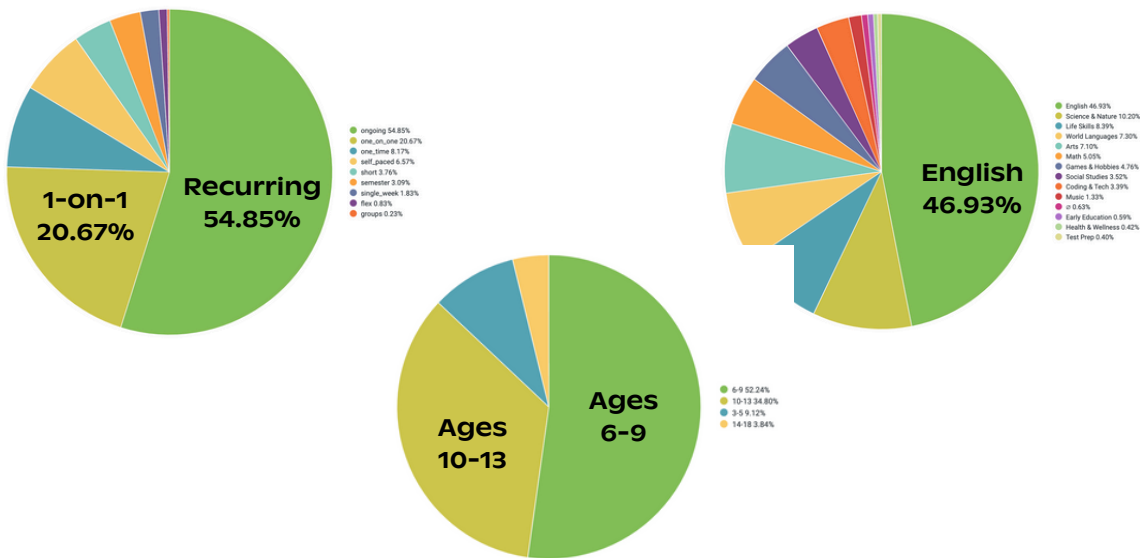




International

Enrollment insights

English language learning continues to drive demand in our East Asia market. Check out these insights on what's driving enrollments:



NEW! English proficiency level tags

Educators can now tag their classes with the minimum English proficiency level required to attend, ranging from 1 to 7 CEFR levels. This optional tag, which can be used for all subjects, will make it easier for ESL/EFL learners to find your classes. If you primarily teach ESL/EFL learners, we encourage you to update your classes with these tags for better visibility and searchability.

International Outschool blogs

If you teach ESL/EFL learners, check out our international blogs to see what we're sharing with families overseas.

- [Outschool Korea](#)
- [Outschool Taiwan & Hong Kong](#)





Learner Retention

Part of having a successful online teaching business is your ability to retain learners. Here are a couple of suggestions you can implement to keep learners coming back for more!

Make attending class easy on the family

Make sure that you clearly communicate what materials and supplies are needed in your class listing. Better yet, remind families on the classroom page and in a welcome email before the class begins.

Create an enjoyable experience

Use interactive activities for different learning styles including online tools and presentations. Check-in regularly to ensure all learners understand the material or allow them to safely explore their curiosity about the topic.

Promote active engagement

Encourage learner participation throughout each lesson. Be enthusiastic in your delivery, but recognize that learners have different comfort levels in class. Thumbs up, emoji reactions, or even private responses in the chat help create an engaging environment.

Expand learner knowledge

Prepare your lessons to go beyond the basics. Experiment with high-interest topics and take advantage of new teaching practices. Ensure learners walk away with new insights and skills and let their families know that the next class will teach something new!

Be a strong communicator

Remember, in addition to teaching, you are your own business. Create loyal customers by communicating before, during, and after each class. It doesn't have to be long, but families want to know what to expect and to hear how the class went.



Trending Topics

Attract more enrollments with these tips for teaching popular topics.



Math

Math is more popular than ever! Some families are seeking help for pandemic learning loss, while others are looking to supplement or surpass what's being taught at their learner's grade level. Take this opportunity to create classes that reach math learners of all levels.



Reading

According to [U.S. News & World Report](#), only 33% of 4th graders and 31% of 8th graders scored at or above grade level in reading. If you teach ELA, reading, or writing, we suggest adding tutoring classes, after-school Enrichment & Clubs, and book clubs for all reading levels.



Language learning

We typically see a fall enrollment spike in World Languages and ESL/EFL. It's a smart time to offer group classes or 1-on-1 tutoring for individualized attention in these areas.



Academic bootcamps

Academic learning doesn't have to come in a semester-long package. Get creative with micro-lessons and classes in short, intensive bursts like bootcamps.



Seasonal/Holiday learning

Now's the time to start thinking about the fall holidays and seasonal classes. Classes themed around falling leaves, autumn traditions, and even pumpkin spice baking are great ways to catch parents' attention and meet demand.



Watercooler



How to use video to attract learners

Based on the last 90 days' booking data, [activities with a class video earned 32% more than classes without!](#) If you want to capture the attention of parents and learners, you need a video!

Here's how to use them effectively on your profile and class listings.

Promote class listings with videos


If you've never included a video introduction for a class, now's the time to get started! Here are some helpful tips on how to do it:

- [Record a course video in 5 simple steps](#)
- [3 tips for creating engaging videos to promote your courses](#)

Get more views with a profile video

Educators with a profile video attract more eyeballs. Check out these articles for tips on making a great one:

- [Create a profile video that inspires](#)
- [Use your profile to market your classes](#)
- [The 5 facts you should share in a video intro](#)



Did you know that educators with videos earned 7.8% more than those without?

Watercooler



Marketing your classes

Now is the perfect time to let families know about your fall offerings!

Leverage social media

Get in front of the right parents at the right time with these social media tips and tricks:

- [Why video tutorials make great social media content](#)
- [Marketing Outschool classes on TikTok](#)
- [Are paid social ads worth it?](#)
- [How to promote your classes with YouTube Shorts](#)

Share your OUTreach code

Spread the word with [your OUTreach code!](#) Share it far and wide with friends, family, social media followers, and more.

Reach out to past learners

Don't forget that happy families are your best customers! Send new class listings to past learners and create a discount code for parents who refer other families.

Learn from fellow educators

Your fellow educators are another awesome resource! Check out these stories from teachers who've found success marketing their classes on Outschool.

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



Watercooler



Preparing for fall

Summer is here and you know what that means...

It's time to start preparing for fall! Families are already registering for the upcoming school year, so now is the time to build your fall class catalog.

Here are our suggestions for setting yourself up for success:

July

1. Create new classes! Consider creating a live class, a Self-Paced class, and even an Outschool Unlimited class to reach a broader audience.
2. If you haven't listed your popular classes yet, you want to do this ASAP! Demand for fall classes starts as early as March, but really heats up in the summer.

August

1. This is the time to start opening up your availability for 1-on-1 learning. Create options that align with your class offerings as well as broader, subject-specific options.
2. Use this time to market your classes to friends, family, or through social media. Don't be afraid to use coupons and discounts such as your OUTreach code to spread the news.

September

1. Do you still have spots available in your fall classes? Reach out to families who've had classes with you before and let them know you have something new to offer.
2. Now is the time to start thinking seasonally! Get ahead of the game by preparing for fall interests including sports, Halloween, Indigenous Peoples Day, Labor Day, or even Talk Like a Pirate Day.



Action items!

Use this cheat sheet to put these recommendations into practice and grow your fall enrollments and earnings.

- 1 Update your pricing to reflect what you bring to the table.
- 2 Make sure your class listings have the right format so families can find them.
- 3 Tap into what families are looking for by adding fall Courses, Self-Paced Classes, expanded tutoring options, and ESL/EFL tags, and tailoring your classes to what's trending.
- 4 Add video to your profile and class listings to get more views and attract more bookings.
- 5 Start marketing your fall classes now by sharing on social media, connecting with past learners, and referring your network.

[GET MORE INSIGHTS](#)

