Keeping Up with Current Trends and Changes

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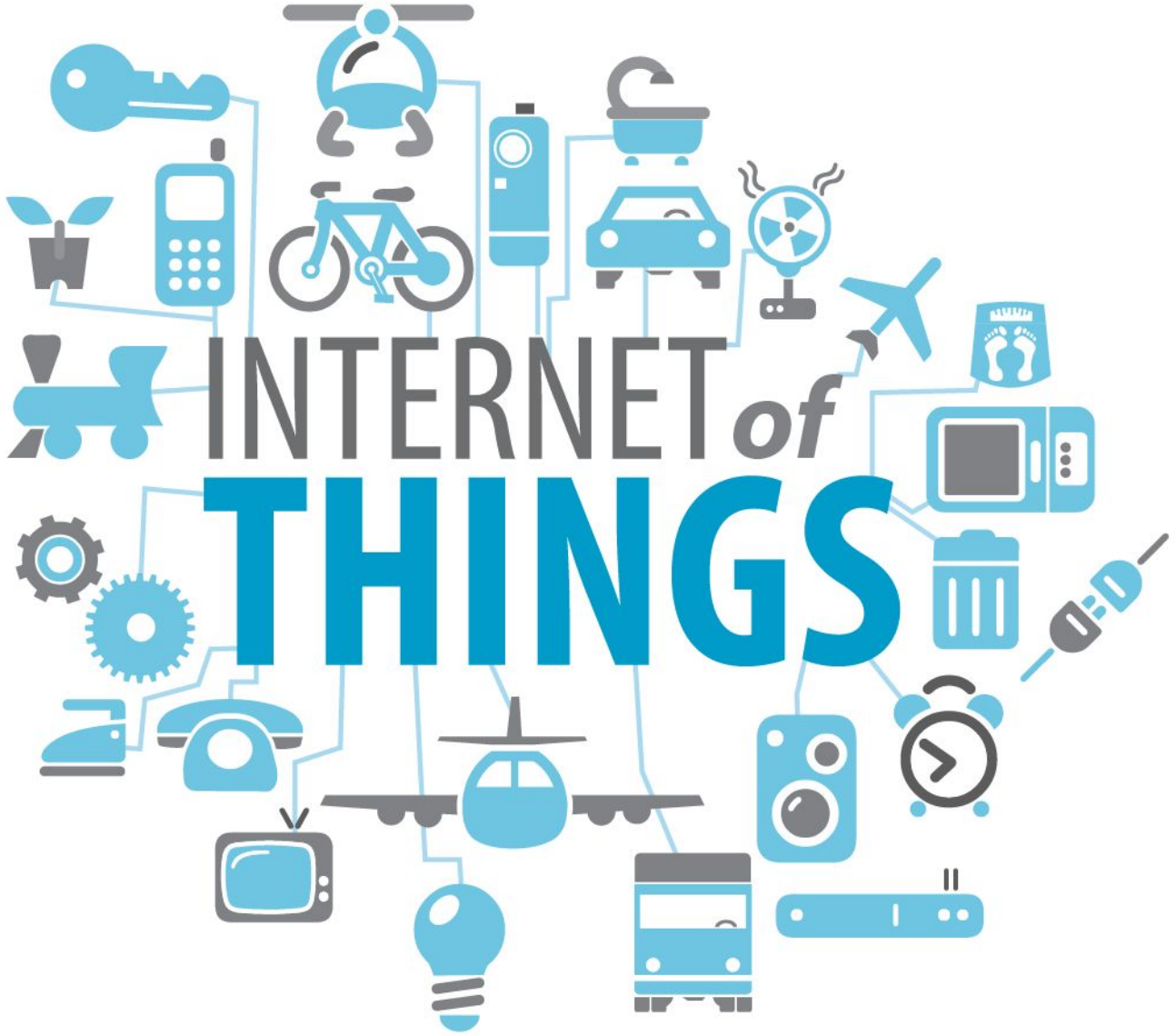
SPECIAL THANKS TO JENNIFER BLAIKLOCK AND THE TEAM AT LEH


INTERNET of
THINGS

The Evolution of Sensor Technology

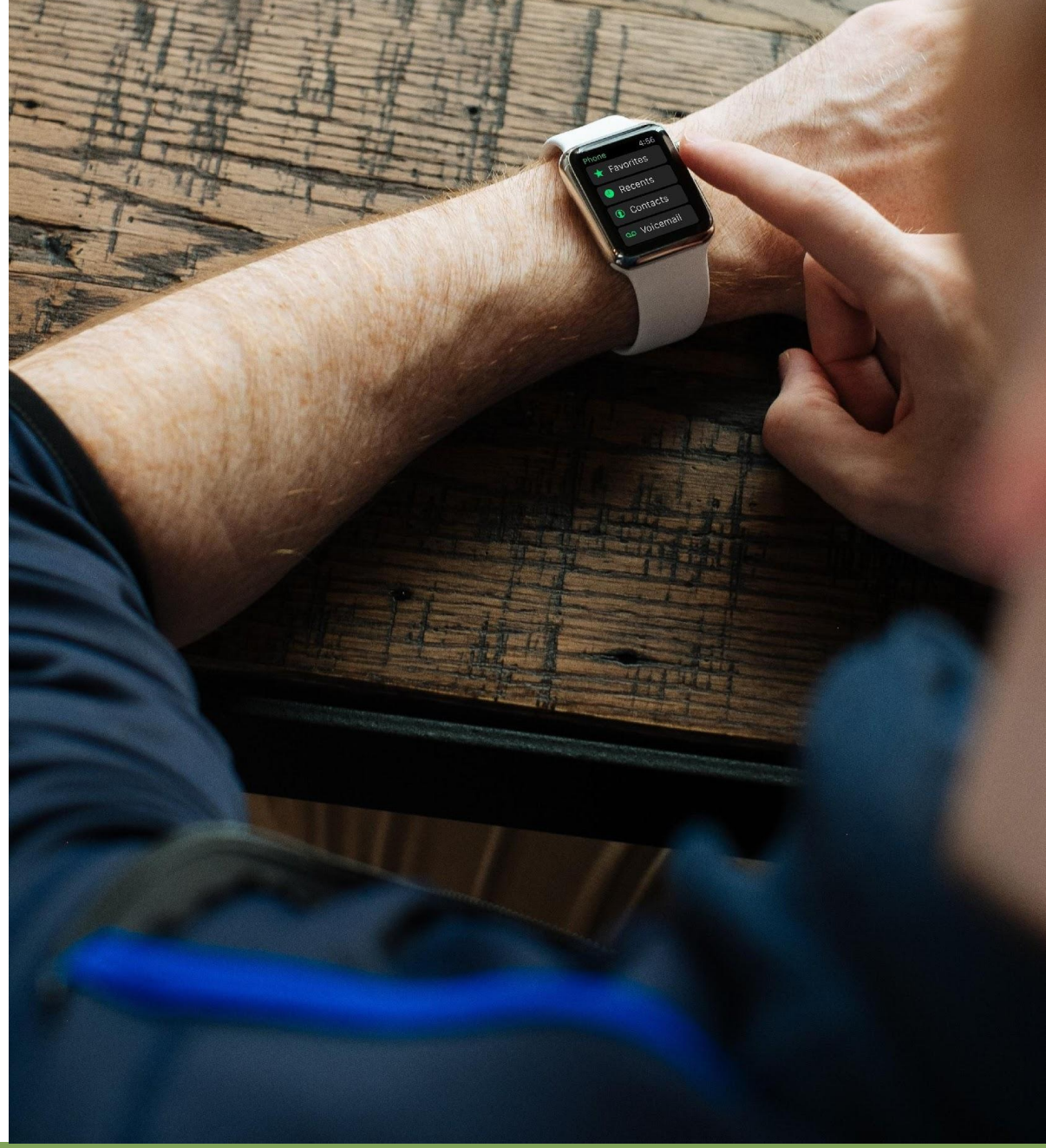
- In 2020, **300 billion** sensors are making lifestyle enhancements in our daily lives.
- The intelligent sensor market is a **$10.5 billion** industry in 2020.
- The market for printed and flexible sensors reaches **$7.3 billion** in 2020.

Future of Self-Driving Cars

Future of Self-Driving Cars

Health & personal fitness

What can wearable technology tell us about our prospective and current families?



#1 They depend on technology

#2 They want information at their fingertips

#3 Tracking progress and staying on top of what's on their plate is imperative

#1 Chinese secondary school with 4,000 pupils

#2 Immediately registered on entry to the school

#3 Data straight into their MIS and out to other systems

What Does All This Mean for The Future of Education Technology?

Trend #1: The adoption of online learning and classes will increase

Drivers of More Online Learning

TECHNOLOGICAL

- Changes in access, devices, and behaviors
- Increased number of individuals with Internet access
- Greater consumption of online videos
- Greater number of mobile devices

SOCIAL

- New generations of tech-savvy teachers
- Learners' proficiency with technology and affinity for video

Technology & Your School

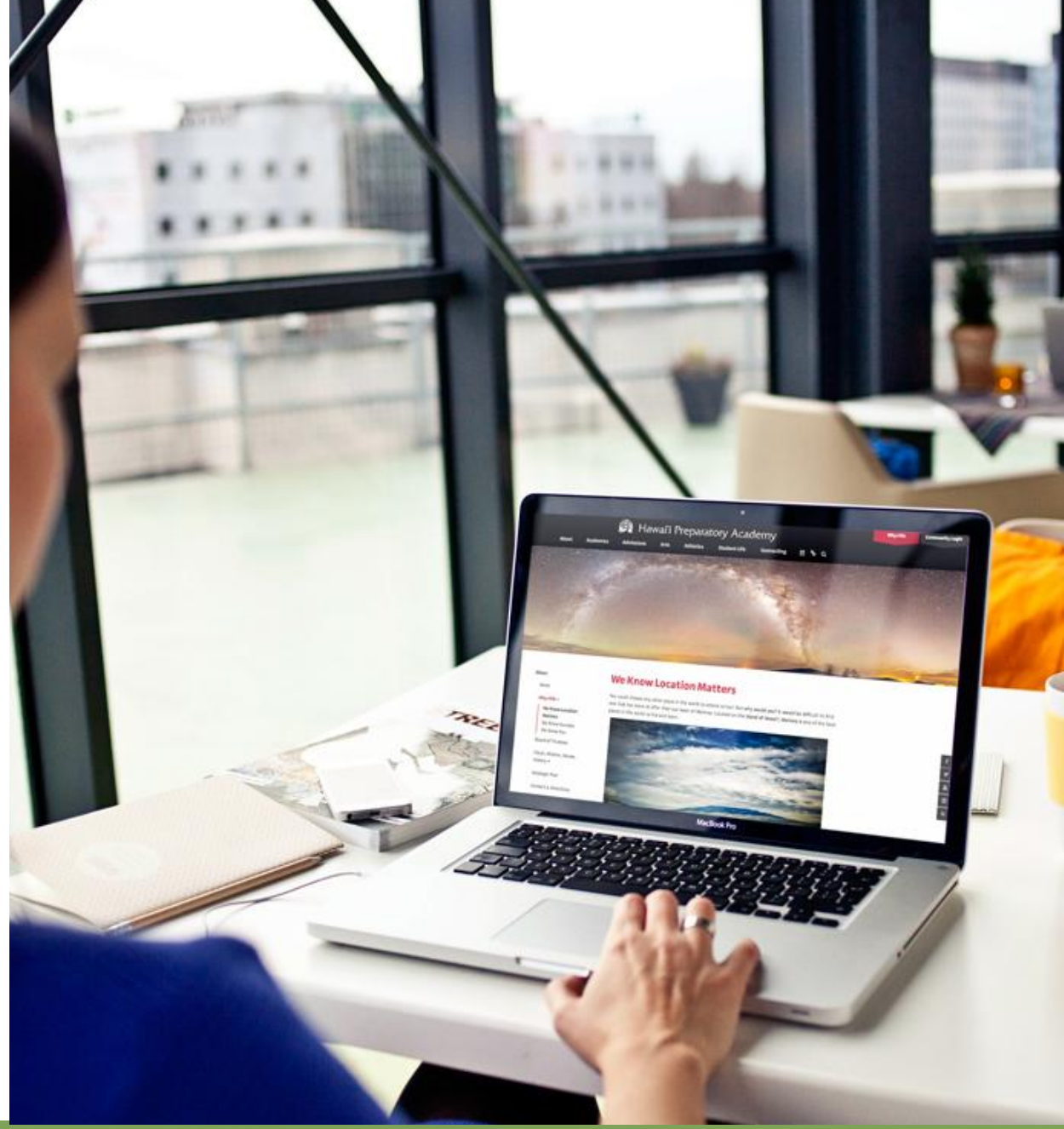
By 2020, 80%
Of adults will have an Internet-connected smartphone

Of surveyed educators
Believe that blended learning is beneficial to students

By 2019, it's predicted
That **half** of all classes grades k-12 will be taught online

9/10 teachers
Noticed a positive change in student engagement when classrooms are flipped

Trend #2: Artificial Intelligence



Drivers of AI in Education

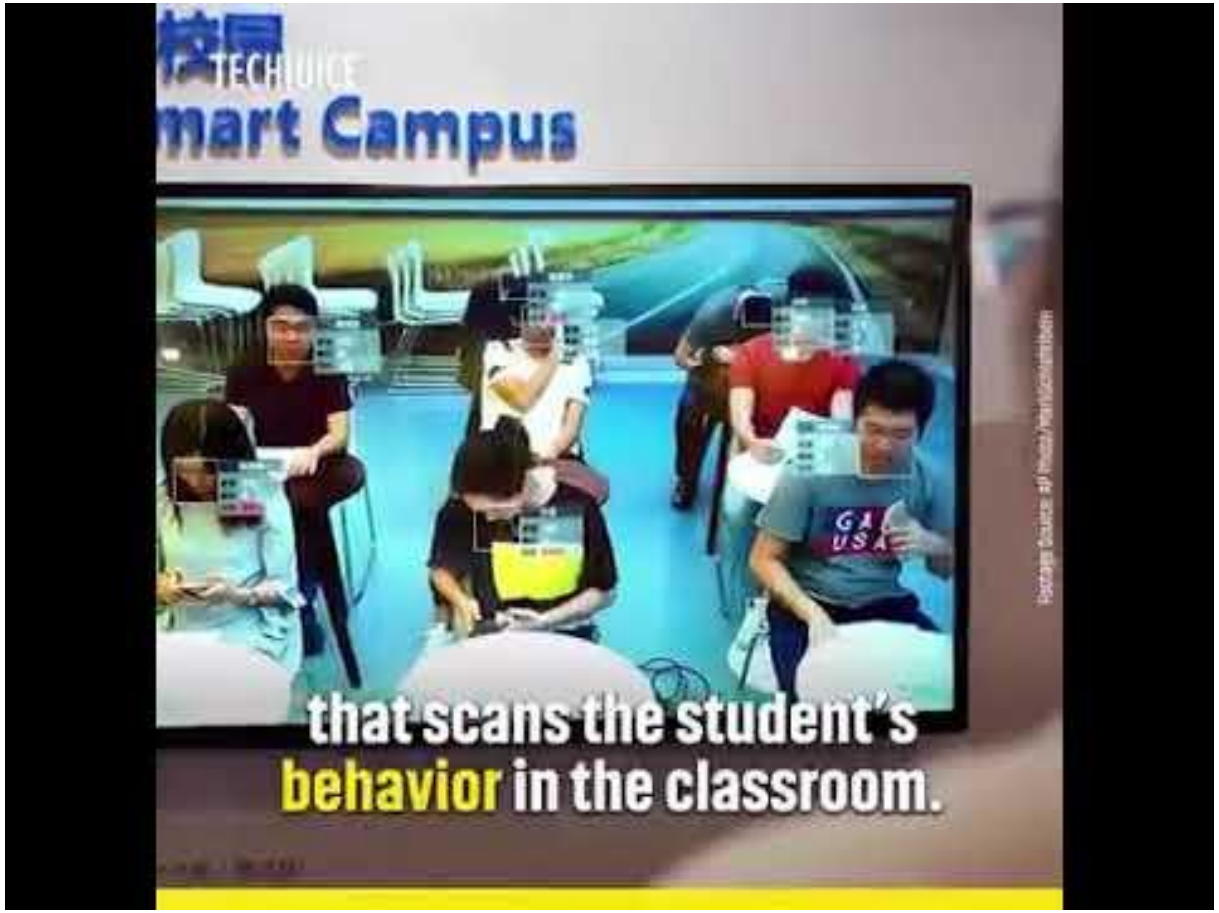
TECHNOLOGICAL

- Internet of things
- Infrastructure availability

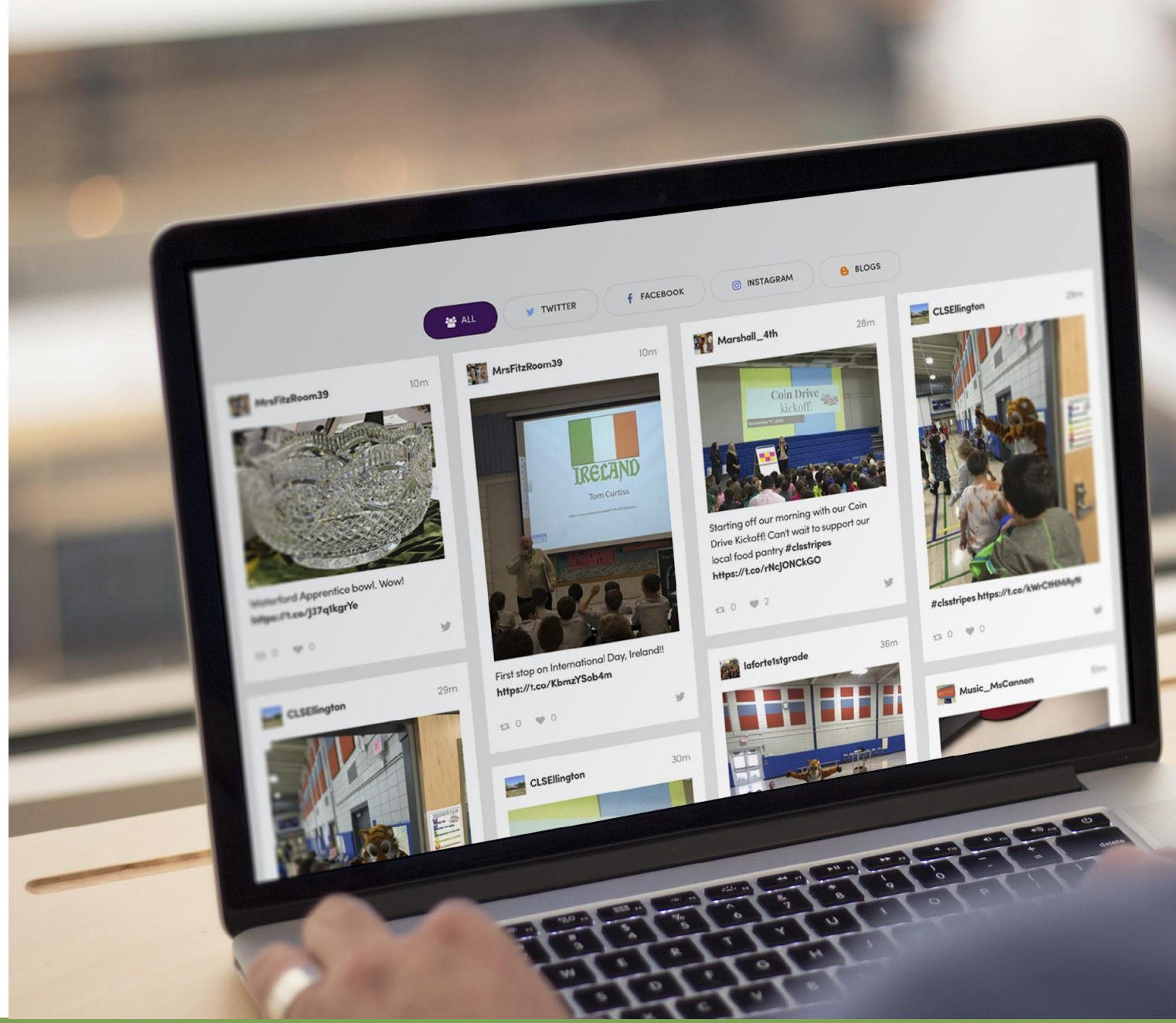
SOCIAL

- Teacher/Expertise shortage worldwide
- Diversity of learning requirement
- Changing workplace
    - what skills will they need?

AI in the classroom



Trend #3: More use of social media



Proliferation of Social Media

- If Facebook were a country it would be 1.5 times the size of China
- 151 bn searches on Google every month
  - who did they ask before?
- 8.7bn internet access devices in 2017
- Last mention of China.....promise

Drivers of Social Media in Education

- Parents can get an inside-look at what's happening in the classroom
- Helps to prove the ROI of your school's education in new ways
- Offers students a way to engage with learning materials in a way they enjoy and are familiar with
- Fabulous marketing tool for the school

Trend #4: Virtual Reality Learning

How Can VR Be Used in EdTech?

Improved Learning

Because of VR's high level of immersion, users can concentrate, experiment, learn, and retain better because of heightened senses and the brain's ability to take in information.

New Experiences

Any environment can be available at any time, allowing the brain to visualize and experience different countries, settings, ecosystems, and more in new ways.

A great marketing tool for your school

Forward-thinking schools, and schools who invest in EdTech have an easier time selling the value of their education and cost of tuition.

Constraints

- Costs
- Installation
- Hardware
- Nausea

Coming Full Circle: Using these trends for Marketing with S.W.O.T.

S.W.O.T. Analysis for Schools

Defining Your Strengths

YOUR STRENGTHS ARE:

- The advantage(s) you have over other schools
- What you do better than anyone else
- The factors that mean you "fill your seats"
- The programs, faculty, stories, and campus that are unique to you
- The attributes that "tip the scale" in your favor from your competitor
- **You offer online classes and blended learning**

Addressing Your Weaknesses

ASK YOURSELF:

- Is our school not in an idyllic location?
- Are we too short-staffed to handle marketing and admissions effectively?
- Are our programs not at the caliber of your competitors'?
- What can we do to make none of these "weaknesses" prominent?
- **Are we embracing VR? Is our competition ahead of us in EdTech?**

Finding Your Opportunities

TAKE A LOOK AT:

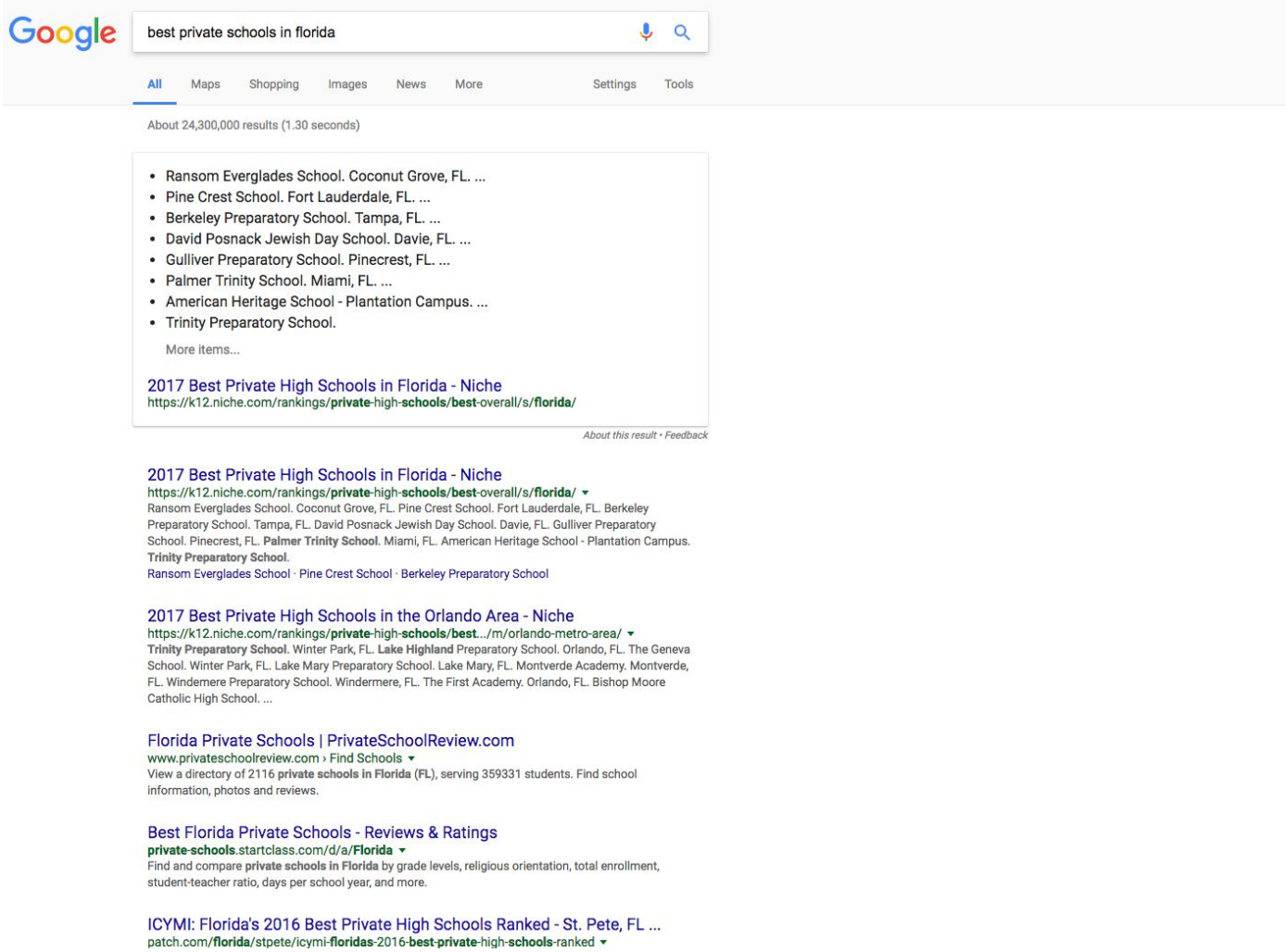
- Trends you can embrace
- Resources already at your fingertips
- Trends where you're already ahead of the curve
- Faculty and programs that can help promote your school (i.e. A videography class)
- **Can we improve our admissions/enrolment process through utilisation of AI?**

Defending Against Your Threats

ARE YOU…

- Centrally located in a highly competitive area?
- More expensive than the competition?
- Behind technologically in school and in your online presence?
- Competing for new faculty?
- Fighting against recent bad press?
- Not performing well in search?
- **Is our competition better than us with social media?**

Can you beat your competitors in search?



Thank You!

Thank you for attending our presentation.

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