

Keeping Up with Current Trends and Changes

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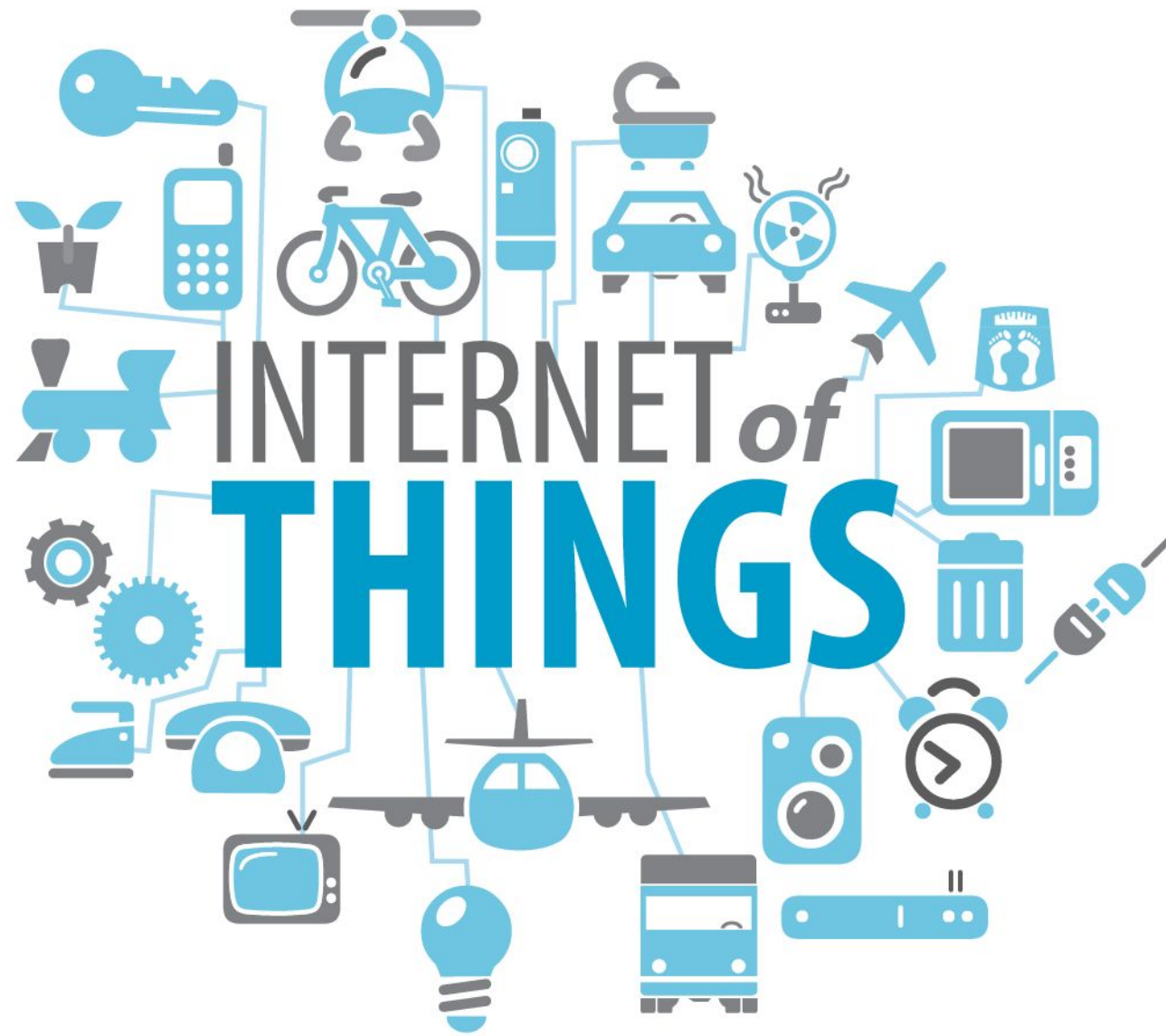
bonjour
SCHOOL PHOTOGRAPHY

WCBS 

 **OpenApply**

Thank You to Our Exhibiting Partners!

SPECIAL THANKS TO JENNIFER BLAIKLOCK AND THE TEAM AT LEH



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



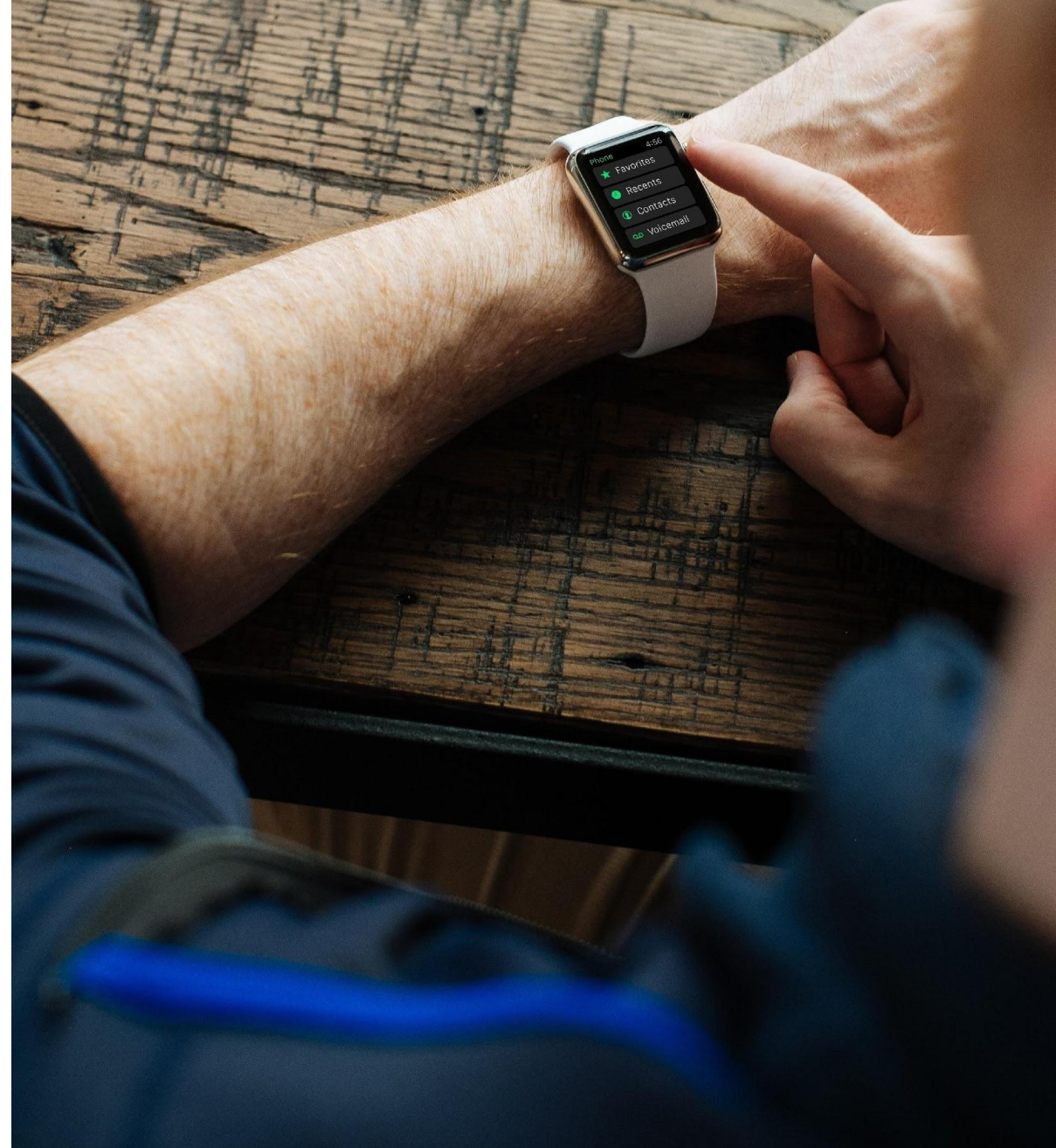
Future of Self-Driving Cars



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



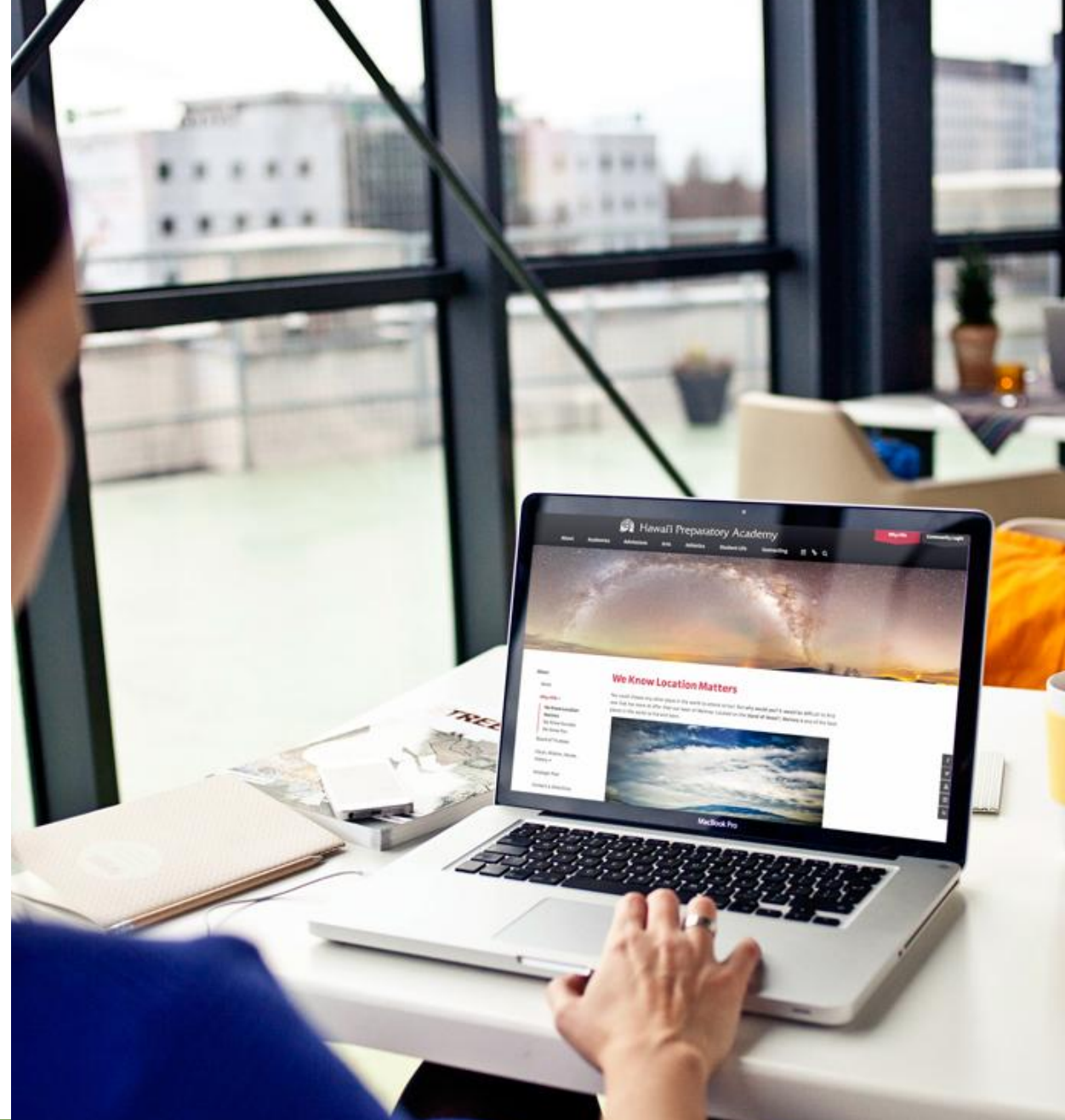
By 2020, 80%
Of adults will have
an
Internet-connected
smartphone

**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

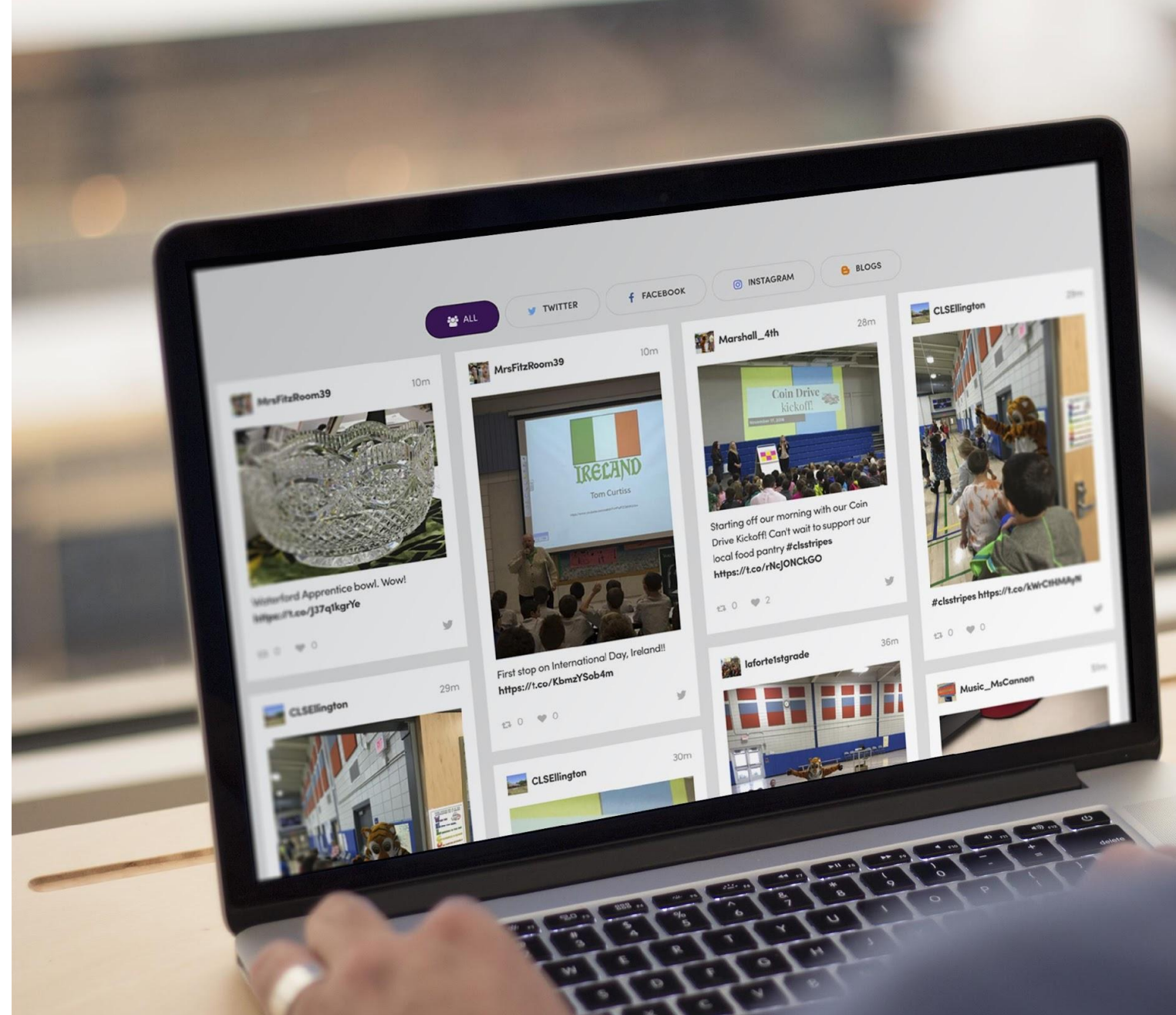
TECHNOLOGICAL

- Internet of things
- Infrastructure availability

SOCIAL

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

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

Home > Educational Technology > Interactive Learning - Technology > Interactive Technology Accessories

Hamilton Virtual Reality Goggles

By: Hamilton Item#: 1568454 ★★★★★ Write a review

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The HamiltonBuhl Spectra VR is the affordable yet high-quality virtual reality goggles needed to instantly transform your smartphone – iPhone or Android – into an exciting, engaging and interactive virtual reality world! Load your smartphone with any number of free VR apps, and then simply snap your phone into the headset, put on the goggles and you are transported as images, sound and movement surround you – your viewpoint adjusts as you move your head or body in any direction, making for a fully immersive experience!

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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:

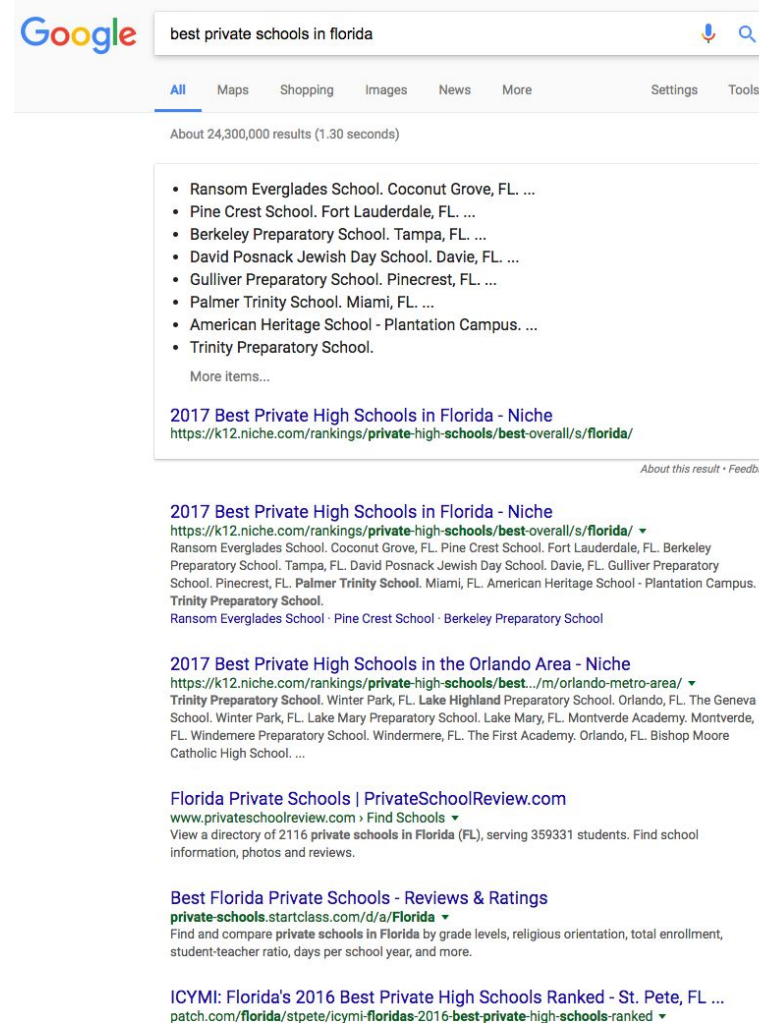
- Trends you can embrace
- Resources already at your fingertips
- Trends where you're already ahead of the curve
- Faculty and programs that can help promote your school (i.e. A videography class)
- **Can we improve our admissions/enrolment process through utilisation of AI?**

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?



Google search for "best private schools in florida".

Search results: About 24,300,000 results (1.30 seconds)

- Ransom Everglades School. Coconut Grove, FL. ...
- Pine Crest School. Fort Lauderdale, FL. ...
- Berkeley Preparatory School. Tampa, FL. ...
- David Posnack Jewish Day School. Davie, FL. ...
- Gulliver Preparatory School. Pinecrest, FL. ...
- Palmer Trinity School. Miami, FL. ...
- American Heritage School - Plantation Campus. ...
- Trinity Preparatory School.

More items...

2017 Best Private High Schools in Florida - Niche
<https://k12.niche.com/rankings/private-high-schools/best-overall/s/florida/>

About this result · Feedback

2017 Best Private High Schools in Florida - Niche
<https://k12.niche.com/rankings/private-high-schools/best-overall/s/florida/>
Ransom Everglades School. Coconut Grove, FL. Pine Crest School. Fort Lauderdale, FL. Berkeley Preparatory School. Tampa, FL. David Posnack Jewish Day School. Davie, FL. Gulliver Preparatory School. Pinecrest, FL. Palmer Trinity School. Miami, FL. American Heritage School - Plantation Campus. Trinity Preparatory School.
Ransom Everglades School · Pine Crest School · Berkeley Preparatory School

2017 Best Private High Schools in the Orlando Area - Niche
<https://k12.niche.com/rankings/private-high-schools/best.../m/orlando-metro-area/>
Trinity Preparatory School. Winter Park, FL. Lake Highland Preparatory School. Orlando, FL. The Geneva School. Winter Park, FL. Lake Mary Preparatory School. Lake Mary, FL. Montverde Academy. Montverde, FL. Windermere Preparatory School. Windermere, FL. The First Academy. Orlando, FL. Bishop Moore Catholic High School. ...

Florida Private Schools | PrivateSchoolReview.com
www.privateschoolreview.com · Find Schools
View a directory of 2116 private schools in Florida (FL), serving 359331 students. Find school information, photos and reviews.

Best Florida Private Schools - Reviews & Ratings
private-schools.startclass.com/d/a/Florida
Find and compare private schools in Florida by grade levels, religious orientation, total enrollment, student-teacher ratio, days per school year, and more.

ICYMI: Florida's 2016 Best Private High Schools Ranked - St. Pete, FL ...
patch.com/florida/stpete/icymi-floridas-2016-best-private-high-schools-ranked

Thank You!

Thank you for attending our presentation.

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