



THE STATE OF SCHOOL



For the first time, the global pandemic forced students out of the traditional classroom and into a new world of remote learning and online education. Parents were rightfully apprehensive, and while the past year has created its share of difficulties for students and parents alike, there have been bright spots as well. This report, built from a survey of 1,000 K-12 parents, takes a look back and forward to learning trends that lie ahead.

Heading into the school year, parents were scared. **68%** were concerned that their children would fall behind vs. grade level expectations.



Schools adjusted, and even though there were some struggles switching to remote learning, much of that initial fear never came to fruition. As the school year wraps, **52%** of parents think their children are about where they should be academically.



For those that don't believe their children are where they should be, learning loss could be a real issue, and only **15%** of parents believe schools will definitely catch their kids up to where they need to be academically.

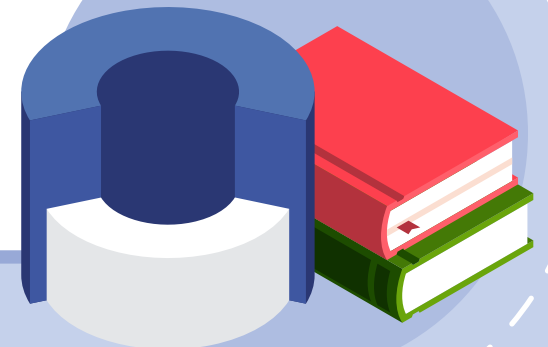


THE RISE OF ONLINE SUPPLEMENTAL LEARNING

Virtual learning platforms weren't just used by schools - they've played an integral role in student education and enrichment beyond the classroom. Parents are increasingly comfortable with online supplemental learning - and they've also found that technology is most effective when combined with one-on-one tutoring support.

While parents have a strong proclivity towards in-person schooling with 65% preferring it to virtual schooling for quality of instruction, **61%** of parents now think improved virtual learning options have had a positive impact on their children.

61%

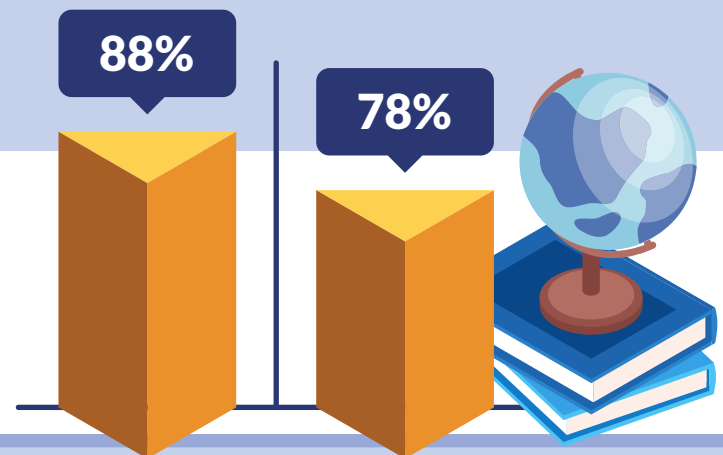


Online supplemental education was ubiquitous during the pandemic, with **94%** of parents using either free or paid online supplemental options in the past year.

And the future of online supplemental education looks bright, with **88%** of parents likely to use it going forward and **78%** saying the pandemic created new and valuable innovations in online learning.

88%

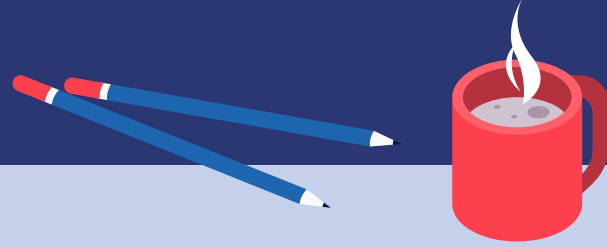
78%



Parents believe **1:1 online video tutoring** is by far the best way to keep their children on track, with it beating the next best option (practice exams) by nearly **2x** and the least preferred option (chatbot support) by over **4x**.



PARENTS CARE DEEPLY



When it comes to their children's education, parents are more engaged than ever. Over the last year, parents have grown increasingly focused on the importance of good grades and higher education, and will spend money and time on making sure their kids achieve their academic goals.

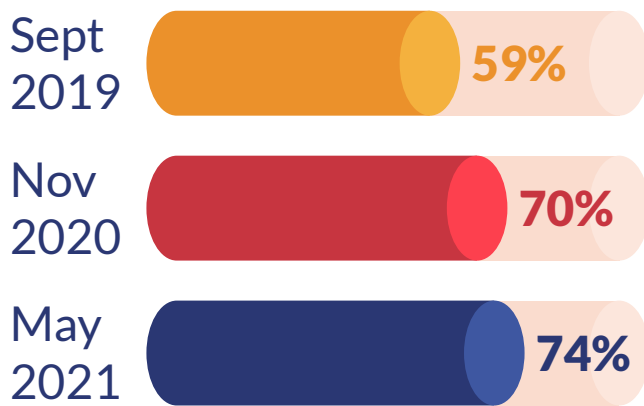
Parents are more committed than ever; **65%** are likely to invest more heavily in their children's academic future and **68%** are more involved than they were before the pandemic.



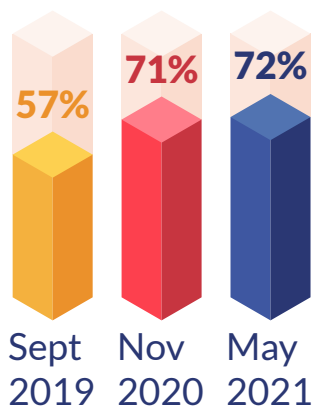
From Pre-Covid to now, perceptions of the importance of academic achievement and higher education have changed with more value being placed on both.



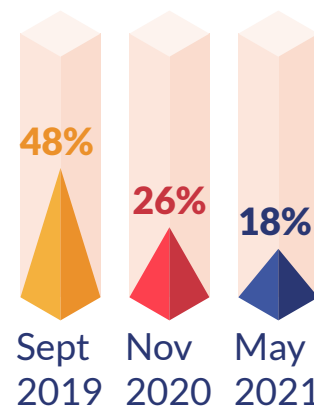
31% of parents are willing to do "whatever it takes" from both a time and investment perspective to help their children achieve their academic goals up from **19%** in September 2019.



Being at the top of the class is increasingly top of mind. **74%** of parents believe it's important that their children are at the top of their class academically. Only **22%** of parents would encourage their kids not to take the SAT/ACT if they were optional in university admissions.



Higher education got a perception boost in the pandemic. **72%** of parents think it's important all children go to college and only **18%** perceive higher education as too expensive.





HOW ARE PARENTS GOING TO HELP?



When it comes to helping their children with their education, parents are far from powerless. A willingness to engage with student's schoolwork, to connect with their teachers, and to find supplemental means of support are important factors in moving past pandemic learning loss and helping kids fulfill their educational and learning capabilities. Tutoring can play a meaningful role on all fronts.

“ I will spend a lot more time working with my child and her schoolwork to make sure that she understands it and give her the tools she needs if she does not. ”



“ I will reach out to the teachers more than I already did before if there are any issues to correct them to make sure my child has the best educational success. ”



“ I will provide my children all kinds of educational methods to help them keep them focused on their future the same way they were and even more. ”



“ I will get assistance and tutoring for subjects that my child is falling behind in. ”



“ I will find better supplementary options for my kids and provide them with necessary education so that they can recover the shortcomings. ”

