

# In A World Changed By Pandemic, What Is The Future of Education?

## How Many People Are Really Interested In A Hybrid Education Model?

In a world that has been drastically changed by the development of the COVID-19 pandemic, it's safe to say that our institutions, the ways in which we conduct business, and the ways in which students all around the world learn, have been completely disrupted. And in recent months, a new term called, "hybrid education," has become more and more widespread; not just amongst the upper echelon of higher education institutions, but also amongst local school districts throughout the country.

Here at Storylift, we've been hard at work conducting research to determine just how people feel about hybrid educational models in the United States. We're venturing into uncharted educational waters, which can be both exciting and overwhelming. It's time for an educational shake-up here in the United States – the question is, are all educational players and stakeholders ready for that what's next. Here are some findings from our most recent survey that will give you some insight on what to expect going forward.

## What Exactly Is A Hybrid Model of Education?

A hybrid educational model is essentially an education program/approach that combines online learning with in-person instruction. Students are on the other side of a screen from their instructor for some of the time and then meet face-to-face with their instructor at other times.

In some cases, this type of education model can even provide on-site (on-the-job) training.

## The Numbers

Now, as we explore the numbers...it's interesting to see just how many people have already expressed an interest in hybrid education. For instance, out of those respondents who answered 7-10 out of a 0-10 scale to how interested they would be in a "hybrid" education approach, 88% of those respondents reported that their top motivating factors would be: **improve themselves, getting their dream job, or pursuing a new career**. In the same breath, 60% would be more motivated to pursue their education if they could put themselves in a position to better support their families.

Storylift's research indicates that these challenges included finances, scheduling and availability, and location as factors that hinder prospective students' ability to go back to school. Schools can use this information to communicate clearly their flexible class schedules and financial aid options to entice prospective students to enroll in their programs.

In addition, schools can use this research data to engage those *not* interested in a hybrid approach, by precisely targeting these audience segments closer to campus.

### Motivating Factors to Pursue Education

**88%**

improve themselves, getting their dream job, or pursuing a new career

**60%**

position to better support their families

**46%**

interfere with their work schedule

**30%**

interfere with their social lives

46% of respondents insist that even a hybrid approach would still interfere with their work schedule, while nearly 30% say that it would interfere with their social lives. While these are important responses, it also raises the question: why do scheduling and availability pose a challenge? Are these respondents full-time employees already? Do respondents feel that a hybrid education model doesn't fit with various childcare situations?

In these same studies, we found that of those interested in hybrid education, 72% prefer a hands-on experience. But some apprehensive stats also need to be considered:

- **46% believe it would interfere with their work schedules**
- **30% believe it would interfere with their social lives**

So with a majority preferring this kind of educational arrangement, what's stopping them? 60% claim it's finances. However, the study also indicated that:

- **65% believe it would help support their families**
- **85% believe it would improve themselves, their dream job, and their dream career**

There are both positive and negative sides of this sentiment, which indicates there is still work to do. Overall, hybrid education is a relatively new concept in the world, which frequently can bring a negative sentiment when people aren't familiar with the topic. However, we must consider the circumstances, family status, employment levels, socioeconomic backgrounds, etc. of these respondents. Who are they? What is their motive in pursuing a continued education?

These are essential questions to moving forward, because perhaps they might help educational institutions structure their hybrid programs. How exactly can institutions provide hands-on experience within an educational framework that meets students' diverse needs?

As we now know, with hybrid education, sometimes, students will work with their instructors on the other end of a screen remotely, and other times, they're required to meet face-to-face for in-person, hands-on sessions for on-the-job training.

To bring just a little more context back into our conversation: it seems that the recent development of the COVID-19 pandemic has virtually changed the way institutions look at their chosen delivery method for their education model. Since we now live in a world that requires us to socially distance from one another, it seems that a hybrid form of education might be a viable path forward for those who still wish to pursue their education.

...a hybrid form of education might be a viable path forward for those who still wish to pursue their education...

While it's clear that some people are certainly interested in the possibilities of a hybrid education program, schools still need to consider the logistics in terms of how this approach will work. How can a hands-on approach be instilled in this form of education? What are some ways in which a hybrid program could be delivered?

## Synchronous/Asynchronous

For quite some time, colleges and universities all around the country have offered online degree programs. Typically, schools offer these courses through some sort of online learning platform, usually resulting in what we would refer to as an "asynchronous" course delivery model. This means that students are not required to meet at any specific day and time – they are simply required to complete assignments on their own time and submit them before a defined deadline as guided by their instructors.

These types of programs primarily aim to accommodate working professionals, parents, and those who want to pursue their education in a way that is most convenient and conducive to their lifestyle. Right away, this would satisfy some of those statistics that we mentioned previously regarding the various challenges that respondents reported when trying to pursue their education. On the other hand, however, it also leaves out their preference for hands-on learning.

Synchronous delivery models help to bring the idea of hands-on learning back into play, because this model requires students to meet virtually during a scheduled time, as if they were all meeting together in a physical classroom somewhere on a college campus. In fact, this term has become quite popular in the age of "Zooming." And while this type of course delivery method more closely aligns with that of a traditional classroom environment, it's still lacking in terms of offering a hands-on experience.

Check out this [article from Ohio State University](#) to learn more about how they've implemented asynchronous and synchronous learning.

## The Growing Demand for the Hybrid Method

After reviewing all of these statistics, it's easy to see that there is a substantial interest in hybrid education. Finishing off the study, 22% said they would consider business education, and 17% would consider healthcare education. This new world we are living in is making hybrid education more viable in the eyes of many, certainly changing opinions and sentiments towards this form of learning.

It all comes down to just one thing – the implementation of these programs. Like with anything new in the world, it's never easy to implement something unknown and unfounded. **Career colleges have been pioneers in this form of hybrid education for years, which is why it's now time to observe their successes and findings.**

The fear of the implementation is what is stopping so many from accepting this form of widely-appreciated education. The numbers don't lie – people are content with a hybrid educational model. They just don't know how to make it a reality.

### Storylift: The Future of Hybrid Education Recruiting

We proudly operate at the forefront of lead generation solutions and strategic enrollment enhancement by staying proactive and diverse in our EDU research efforts. Our experienced team of social media experts, data scientists, and strategic advertisement specialists deliver exclusive leads at a lower cost-per-enrollment to various colleges and universities throughout the United States.

Contact us to learn about how we can bolster your enrollment programs using our **Attitudinal Targeting technology.**