ScreenPal®

Trends in Education 2024

Insights and Trends in K-12 & Higher Ed

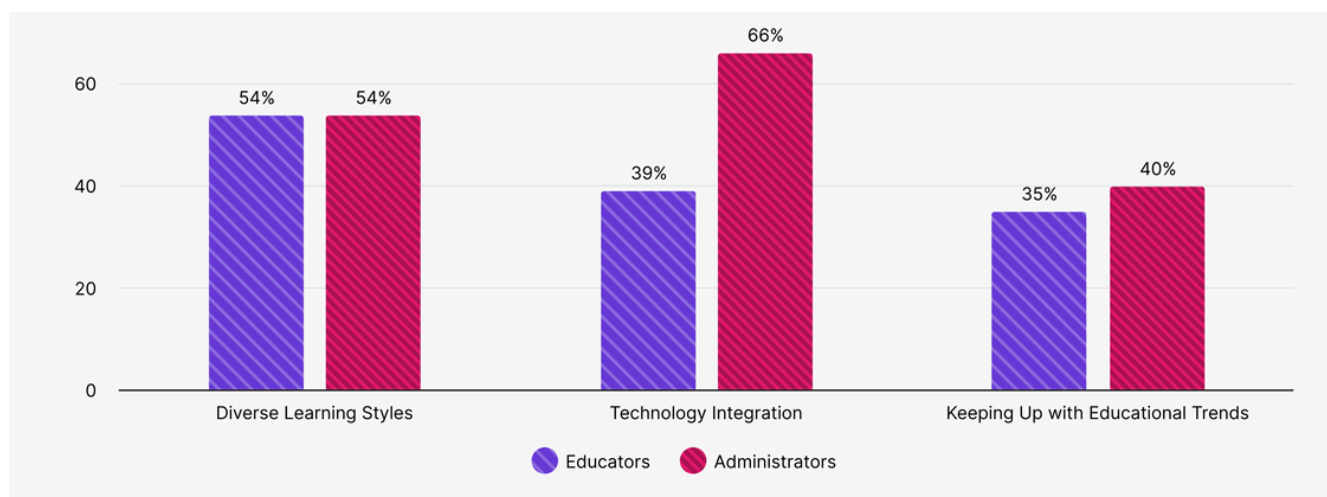# Top challenges of educators and administrators

Educators

According to the survey responses from educators, it is clear that they face several challenges in their classrooms this year. Approximately fifty four percent (54%) of respondents highlighted **diverse learning styles** as a major challenge for educators, underscoring the need to address individual student needs effectively in a diverse and inclusive learning environment. Additionally, thirty nine percent (39%) mentioned **technology integration**, indicating the struggle educators face in learning and incorporating evolving technology into their teaching practices.

Educators also mentioned **time for grading** (39%), **assessment and feedback** (39%), **differentiation in the classroom** (36%) and **keeping up with educational trends** (35%). These challenges highlight the need for educators to cater to individual learning needs, provide personalized instruction and support, manage their time effectively, and stay updated with new educational trends. Addressing these challenges is crucial for creating inclusive learning environments and ensuring high-quality education for all students.

Administrators

The survey results indicate that technology integration and diverse learning styles are top challenges for administrators and staff. Sixty six percent (66%) of respondents identified **technology integration** as a primary challenge, highlighting the need to effectively incorporate technology across their responsibilities. Additionally, fifty four percent (54%) mentioned **diverse learning styles** as a significant challenge, emphasizing the importance of adapting instructional practices to cater to the needs of diverse learners. Additionally, challenges in **providing professional development opportunities for their staff** (49%), **resource limitations** (46%), and **keeping up with educational trends** (40%) were also mentioned. These findings emphasize the need for support in incorporating technology, adapting instructional practices, offering ongoing training, allocating resources effectively, and staying updated with educational advancements.

Introduction

ScreenPal has taken proactive steps by reaching out to users in the education field to better understand their concerns and goals. By actively seeking input from educators, ScreenPal aims to gain valuable insights into their needs and challenges, ensuring that their future products are tailored to enhance and streamline the workflows of these users. This user-centric approach allows ScreenPal to develop solutions that address specific pain points and provide educators with tools that can positively impact their work in the classroom. By actively listening to the education community and incorporating their feedback into product development, ScreenPal demonstrates its commitment to creating meaningful and effective solutions that meet the unique needs of educators.

Methodology

An online survey was conducted in January 2024, with a total of 522 participants. The survey respondents were a diverse group of professionals from both higher education and K-12, which included professors, lecturers, teachers, instructional designers, technology officers, administrators, and admissions officers. The results presented in the report come from a global survey conducted by ScreenPal and include only respondents who completed the survey in its entirety.

Key findings

1 **Chronic absenteeism is a problem in K-12.**

Seventy-four percent of educators and staff surveyed agreed that chronic absenteeism poses a significant problem in their schools. This issue has wide-ranging implications, impacting student performance, engagement, and future success. Video offers educators and staff a flexible tool for communicating with students and families, to both communicate the importance of attendance as well as help students catch up on material missed.

2 **Managing diverse learning styles is a challenge and opportunity.**

Half of educators surveyed ranked managing diverse learning styles as one of their top challenges this year. And for 40% of educators surveyed, over **20%** of their students require different learning approaches than the rest of the class. Accessible video facilitates self-paced learning and can be integrated across all elements of differentiated instruction.

3 **Artificial Intelligence (AI) is top of mind with educators and administrators.**

The education sector is on the brink of transformation with technology innovation and the rapid evolution of AI. Currently, **57%** of educators and administrators use AI tools; **33%** use AI for content creation, **24%** for creative exercises, and **21%** for curriculum development. Yet while educators are recognizing benefits of AI, they also express concern over the impact of AI on student learning and creativity.

4 **Video remains an effective way to connect with students and colleagues.**

Eighty-eight percent of surveyed educators consider video technology essential for teaching today, and **53%** of the educators reported an increase in their video usage for classes since 2023. Blended learning is an effective instructional strategy where educators leverage the power of video to increase student engagement, differentiate instruction, and use in-person class time more effectively.

Chronic absenteeism is a problem in K-12.

Chronic absenteeism poses a significant challenge within the K-12 education system, impacting students' academic performance and well-being. Defined as missing 10% or more of school days for any reason, chronic absenteeism can have long-lasting consequences on students' learning outcomes, leading to gaps in knowledge and skills development. Chronically absent students are at a higher risk of falling behind their peers, experiencing lower academic achievement, and being less likely to graduate from high school. Additionally, chronic absenteeism can also contribute to social and emotional challenges, as students may feel disconnected from their school community and experience feelings of isolation.

To address the issue of chronic absenteeism in K-12 education, schools and educators must adopt proactive strategies and interventions to support students in maintaining regular attendance. Collaboration among teachers, administrators, and families is essential in addressing the root causes of absenteeism and creating a supportive environment where all students have the opportunity to succeed academically and thrive socially.

K-12
Agree that videos facilitate students to catch up on materials.

Educators
88%

Administrators
76%

Agree that videos help personally connect outside of school.

Educators
83%

Administrators
76%

"I'm able to make directions videos that students can what if they were absent, I have a substitute, or if they need to watch them again for understanding."
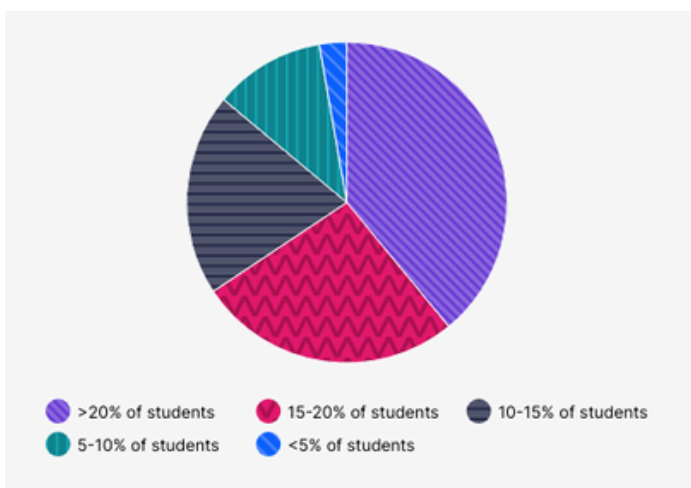
K-12 Educator

It's important to accommodate different learning styles in a friendly, accessible way.

Educators face the ongoing challenge of catering to different learning styles within their classrooms. Each student has unique ways of processing information and assimilating knowledge, which can be influenced by factors such as sensory preferences, cognitive abilities, and cultural background. In order to effectively cater to diverse learning styles, educators must first identify and understand the learning preferences and needs of their students. This requires a holistic approach that involves observing students, engaging in dialogue, and utilizing assessments to gather information about their learning styles. **86% of educators believe that videos provide an alternative way to assess learning, suggesting a potential tool to cater to various learning styles.**

A recommendation for educators facing the challenge of catering to diverse learning styles is to implement a blended learning approach that incorporates a variety of instructional methods and resources, allowing for personalized learning experiences tailored to individual students' preferences and needs. By incorporating video features such as captions, visual representation, multilingual options, and audio descriptions, educational videos can become a powerful tool in providing inclusive and accessible learning experiences.

What percentage of your students require different approaches of communication?

- >20% of students
- 15-20% of students
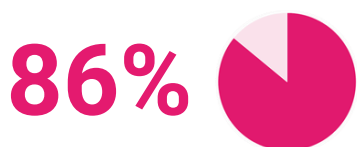- 10-15% of students
- 5-10% of students
- <5% of students

"Using videos has helped me provide resources for all learning styles. I have received positive student feedback from it."
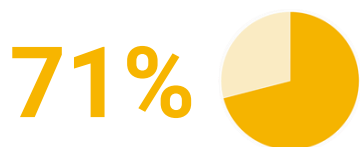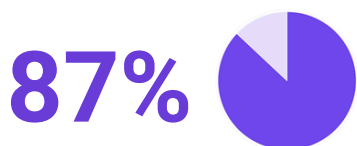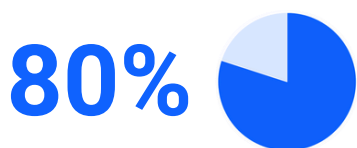
Higher Ed Educator

How ScreenPal Helps

86%

State that ScreenPal helps them to create content that is more **accessible** for students.

71%

State that ScreenPal helps my stakeholders to **take the time they need** on tasks.

87%

State that ScreenPal helps my students to **review videos as often as needed**.

80%

State that ScreenPal helps my students to **easily digest information**.

*These results reflect view of educators sample.

Artificial Intelligence (AI) is top of mind with educators and administrators.

84% education professionals find AI **helpful**.

From automating routine administrative processes to managing student records and assessments, AI systems can help educators save time and resources, allowing them to focus more on delivering high-quality instruction to students. The efficiency and accuracy that AI brings to administrative tasks can contribute to a more streamlined and effective education system.
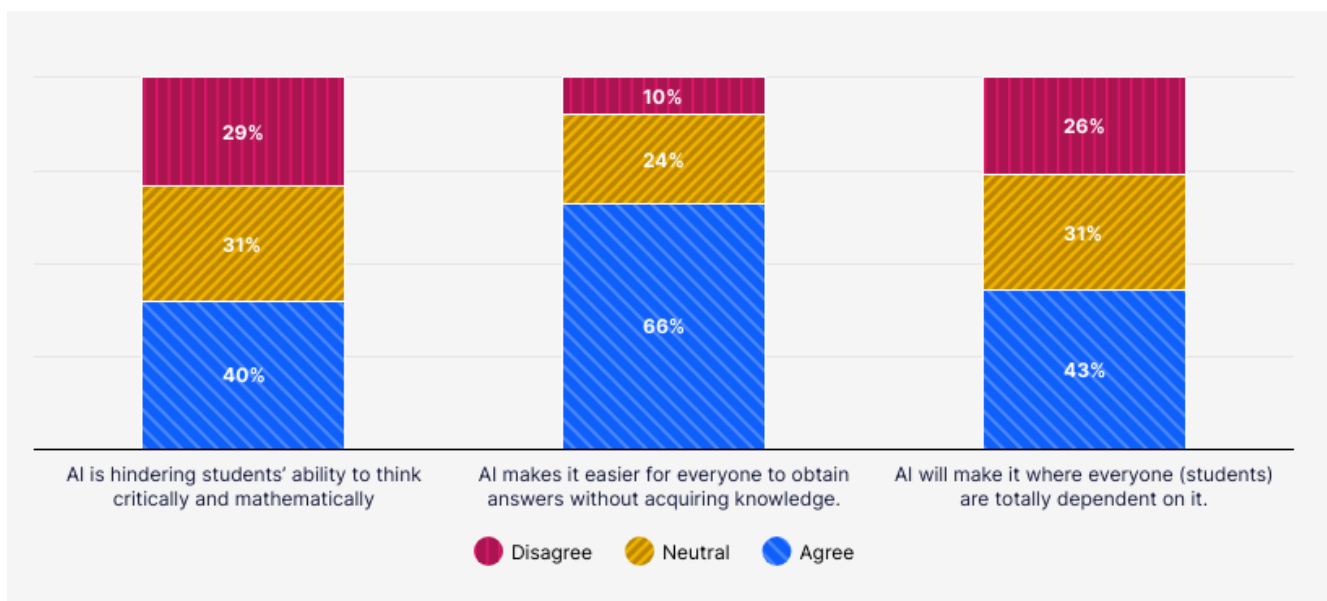
Despite the promising benefits of AI in education, there is also skepticism surrounding its widespread implementation. Concerns about data privacy, algorithmic bias, plagiarism and reliance on technology are among the top concerns.

"I think AI is an incredibly good assets but at times it can be a struggle , and limits humans natural creativity"
Higher Ed Educator

"AI is a useful tool for clarifying complicated concepts. When used properly, it can be a very useful technology. Students abuse it. Our challenge is to teach students how to use it properly, and how to respect learning."
K12 Educator

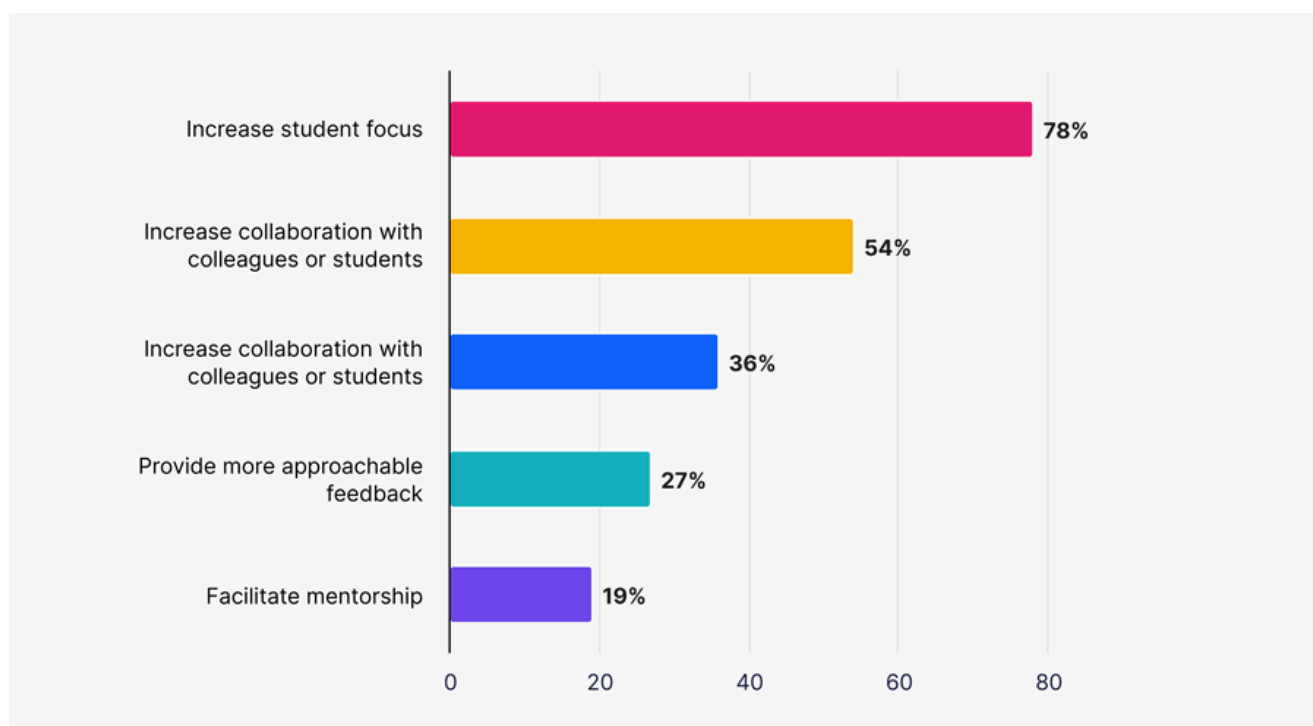|	AI is hindering students' ability to think critically and mathematically	AI makes it easier for everyone to obtain answers without acquiring knowledge.	AI will make it where everyone (students) are totally dependent on it.
Disagree	29%	10%	26%
Neutral	31%	24%	31%
Agree	40%	66%	43%

Video remains an effective way to connect with students and colleagues.

As education transitions to hybrid and online learning, maximizing student focus has emerged as the top priority for creating an ideal platform. In our recent survey, respondents highlighted key goals when using video in education.

First, education professionals' primary objective is to increase student engagement, thereby significantly enriching the educational journey for all involved. Second, in alignment with enhancing engagement, education professionals are eager to improve students' focus on their studies.

Third, video technology enables collaboration among colleagues and students, fostering a sense of community and enhancing learning outcomes. Fourth, it provides a more approachable feedback mechanism, allowing educators to give personalized and effective guidance. Lastly, video technology facilitates mentorship, creating opportunities for students to connect with mentors and experts in their field. Altogether, leveraging video technology in education seeks to enhance student focus, collaboration, feedback, and mentorship, ultimately improving the overall learning experience.

Horizontal bar chart:
- Increase student focus: 78%
- Increase collaboration with colleagues or students: 54%
- Increase collaboration with colleagues or students: 36%
- Provide more approachable feedback: 27%
- Facilitate mentorship: 19%

State of Video

With the rise of technology and its growing influence on the education sector, it is no surprise that videos have emerged as a highly valued and embraced tool among teachers, administrators, and educational staff.

Our findings suggest a strong consensus on the significance of video technology in education. A large majority, comprising **88%** of the sample, expressed the belief that video technology is essential in today's teaching landscape. Furthermore, **82%** of participants acknowledged video creation as a critical digital skill, emphasizing the importance of educators possessing the ability to create video content. Additionally, **86%** of respondents recognized videos as an alternative method of assessing learning, highlighting their flexibility and suitability for evaluating students' comprehension. Moreover, the survey results revealed that videos are perceived as a catalyst for promoting creativity in the classroom, with **80%** of participants agreeing on this aspect.
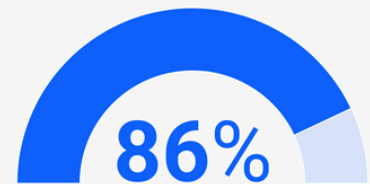
Finally, **88%** of the survey participants supported the notion that videos provide a fun and engaging way for students to learn, underscoring their potential to enhance student engagement and learning outcomes.

88%
Video technology is essential for teaching in today's world.

82%
Video creation is a critical digital skill.

86%
Videos provide an alternative way to assess learning.

80%
Videos promote creativity in the classroom.

88%
Videos provide a fun way for students to learn.

ScreenPal®

ScreenPal is a comprehensive solution that assists educators and administrators in producing captivating and interactive video content for knowledge sharing, professional development, teaching, and learning in any setting. The solution enables users to capture, create, and edit videos and images, as well as securely host, manage, and share content from our cloud-based platform.

Used, trusted, loved.

190
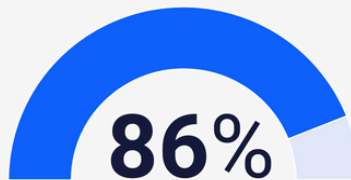Countries in our global community

200,000,000+
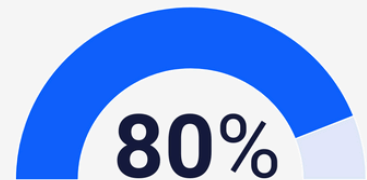Videos captured (& counting) since 2006

98/100
Top universities in the United States

UNIVERSITÉ LAVAL RUSH UNIVERSITY GALEN COLLEGE OF NURSING KARLSTADS UNIVERSITET FIT Fashion Institute of Technology

85%
State that ScreenPal helps them to create content that is more accessible for everyone

86%
Agree that ScreenPal helps their students to review lessons as often as needed

80%
Believe that ScreenPal helps their students or colleagues to easily digest information

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