

Families and New Technologies

Online education tools for the family and how to
keep parents in the workforce.

The rise of online education and its impact on families

- Since the pandemic, more people are learning online than ever before.
- This is happening not only at the K-12 and higher-ed level, but among adults seeking career development.
- For many people, there are real advantages to online or hybrid learning.

*“There has been a **four-fold** increase in the numbers of individuals seeking out opportunities for learning online through their own initiative.”*

*-The World Economic Forum’s
Future of Jobs Report 2020
([source](#))*

Three pillars of online education

Engagement

- Interactivity
- Higher retention
- Faster learning

Accessibility

- Affordability (\$20-40/month)
- Scalability

Flexibility

- Accommodating
- Personal and professional balance

Keeping parents in the workforce through technology

“I wanted to be a role model for my kids. If I could teach myself how to code, then I know it’s possible for them to learn too.”

*-Michael Cruz,
Codecademy learner and
father*

How parents advance their careers through online education

Kate was a stay-at-home parent for 15-years who began teaching herself how to code online. In 2019, she landed a position as a full-stack engineer for a security company. After her husband was laid off during the pandemic, she became the sole provider for her family.

After dabbling in code for years, Michael decided to get serious about learning. He used Codecademy every day for over a year – sometimes just a few minutes a day – while he was a stay-at-home parent for his two children. Since then, he’s started a new job and is teaching his kids to code.

Remote work and working parents

Online education is not the only digital technology helping parents stay in the workforce. The move to remote, flexible work also helps parents as they juggle their personal and professional responsibilities.

codecademy

The Washington Post

On Parenting

The pandemic gave parents the chance to work from home. Now they don't want to give it up.



Improving digital technologies for working parents

How to continue supporting parents through digital technology

- While they were expedited by COVID-19, digital technology trends like online education and remote work are here to stay.
- The past year has been incredibly difficult for working parents. As we enter a post-pandemic world, these are the trends that will keep parents in the workforce.
- The biggest obstacles for digital technologies like online education and remote work are **access** and **public perception**.
- **Public/private** partnerships have a unique opportunity to improve digital technology trends for parents.

Public/private solutions

- Online education is easily scalable, and public/private partnerships can scale that access even further.
 - Examples: Codecademy partnerships with The White House, UK, Argentina, Brazil, and most recently the City of New York
 - Other types of access: Wifi and tech hardware
- Policy makers can influence public perception about online education.
 - Examples: Including online education in the student debt conversation gives it legitimacy.



careers
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Thank you.