

# Educational Impact User Survey

## Results

### Executive Summary

Educational Impact analyzed approximately **100,000 course evaluations** submitted by teachers and administrators who completed EI online professional learning courses over the past three years. Across every content area, one message emerged consistently:

**Educators value professional learning that provides practical, immediately applicable strategies they can use in their classrooms.**

Survey results demonstrate that Educational Impact consistently delivers high-quality professional learning experiences that educators rate highly, enthusiastically recommend to colleagues, and apply directly to their daily practice.

Whether the topic is literacy instruction, dyslexia, trauma-informed practices, classroom management, teacher wellness, autism, special education, or hundreds of other PD topics, educators repeatedly praised EI courses for helping them solve real classroom challenges.

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### By the Numbers

- **100,000** course evaluations analyzed
  - **Average course rating: 4.37 out of 5**
  - **Thousands** of positive comments from educators nationwide
  - Strong participation and high satisfaction across all major content areas
  - **46%** of respondents answered "**Nothing / No Improvement Needed**" when asked what could be improved about the course they had just completed.
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### What Educators Value Most

The strongest theme throughout the survey data was remarkably consistent: **educators want practical solutions they can implement immediately.**

When asked what they liked most about Educational Impact courses, respondents repeatedly highlighted:

- Ready-to-use instructional strategies
- Effective classroom management techniques
- Student engagement ideas

- Practical intervention approaches
- Resources they could implement the very next day

#### Respondents said...

*"I can use this tomorrow."*

*"Practical strategies."*

*"Immediately applicable."*

*"Useful in my classroom."*

The highest-rated courses consistently focused on clear, actionable strategies that helped educators address authentic classroom challenges with confidence.

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## The Power of Real Classroom Video

One of the strongest findings from the survey analysis was educators' appreciation for authentic classroom video.

When asked which course elements they found most valuable, respondents consistently praised videos that featured:

- Real classroom instruction
- Teacher demonstrations
- Authentic student interactions
- Visible implementation of instructional strategies
- Practical modeling of effective teaching practices

Educators frequently noted that seeing effective instruction in action helped bridge the gap between theory and classroom implementation. Many also commented that this type of authentic modeling was difficult to experience through traditional face-to-face professional development.

#### Representative comments included:

*"Seeing it in action made the concepts click in a way that reading about them alone wouldn't have."*

*"I enjoyed watching how teachers differentiate with varied levels of students."*

*"The videos helped me connect theory to real classroom practice."*

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## The Value of Professional Community

While classroom videos were the most frequently praised feature of EI courses, **online discussion boards ranked second.**

Educators valued the opportunity to learn from one another, reflect on their own practice, and exchange ideas with colleagues facing similar challenges.

**Educators shared their feedback:**

*"I enjoyed sharing ideas and hearing other educators' perspectives."*

*"The most valuable part of the course was hearing how other teachers were dealing with the same classroom issues I am challenged by."*

*"The discussion questions and responses made me think and helped me reflect on my own practice."*

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## Highest-Rated, Most-Selected Courses

One of the most valuable findings from this analysis was identifying the courses that combined **high enrollment with consistently high ratings**. These courses represent the strongest indicators of the content educators find most valuable.

The Top 10 courses in this correlated category were:

1. Seven Keys to Teacher Wellness
2. Four Strategies for Students with Dyslexia
3. Oral Language Is the Key to a Strong Literacy Foundation
4. Special Education Law: 12 Common Scenarios
5. Beyond Behavior Modification
6. Developing Fluent Readers
7. Trauma Series: The Profound Impact of Adverse Childhood Experiences
8. Trauma Series: Restorative Practice—Responsibility, Healing, and Hope
9. Trauma Series: Circle Up for Conflict Resolution
10. Acceleration of Student Learning for Advanced Students

Notably, **Seven Keys to Teacher Wellness** ranked as the highest-performing course in the entire [EI catalog](#), demonstrating that educators place tremendous value on professional learning that supports their own well-being while helping them better serve students.

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## Opportunities for Continuous Improvement

Educational Impact is especially proud that **46% of respondents indicated that no improvements were needed** in the course they completed.

Equally important, however, is listening to the remaining respondents who provided thoughtful suggestions. EI has long used customer feedback to guide course updates and the development of new professional learning courses.

The most frequently cited opportunities for improvement included:

## More Grade-Level Video Examples

Educators requested additional classroom videos specific to their grade level and subject area. Secondary teachers, particularly mathematics teachers, frequently requested more discipline-specific classroom demonstrations.

## Artificial Intelligence Integration

Many educators expressed interest in learning how AI is influencing classroom instruction and requested examples showing how emerging AI tools can be incorporated into effective teaching practices.

## Shorter, Modular Learning Experiences

A growing number of educators asked for shorter courses that could be completed within a one-hour planning period. This trend suggests increasing demand for microlearning, modular course design, and shorter video segments of six minutes or less.

## Streamlined Discussion Boards

Although discussion boards were widely appreciated, some users recommended placing them more strategically throughout each course and limiting them to no more than two discussions per course.

## Reducing "Talking Head" Fatigue

Despite EI's long-standing emphasis on authentic classroom video, some respondents noted that leadership, organizational theory, PLC, school improvement, and teacher evaluation courses relied too heavily on presenter-centered ("talking head") videos. Users expressed interest in additional real-world examples and visual demonstrations in these topic areas.

### Where We're Going Next...

Educational Impact has already begun addressing many of these recommendations through the development of a fully redesigned learning experience that will be introduced in upcoming course releases.

The updated platform features a modern, more intuitive interface with enhanced accessibility, streamlined navigation, and shorter, modular learning experiences designed to better fit educators' busy schedules.

- Courses will incorporate more interactive learning elements, including flip cards, embedded knowledge checks, mini-quizzes, reflection surveys, clickable hotspots, and action-based activities, to increase engagement and reinforce learning throughout each course.
- Additional enhancements include in-window video playback for a more seamless viewing experience, expanded classroom exemplar videos across grade levels and subject areas, and an ongoing release of new content focused on emerging topics

such as artificial intelligence in education.

These investments reflect Educational Impact's commitment to continuously improving the learner experience while ensuring that professional learning remains relevant, engaging, accessible, and responsive to the evolving needs of educators.

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## Conclusion

The survey findings reinforce Educational Impact's core philosophy: **the most effective professional learning doesn't simply inform—it transforms classroom practice.**

Across more than 100,000 course evaluations, educators consistently reported that the most valuable professional learning provides practical strategies, authentic classroom examples, opportunities for reflection, and ideas they can implement immediately.

Perhaps the best summary came from a Florida teacher, who wrote:

*"I was inspired by the classroom examples in the course and immediately thought about how I could use them with my students."*

This comment captures the ultimate goal of Educational Impact: empowering educators with practical, engaging, and evidence-based professional learning that translates directly into improved teaching and better outcomes for students.