

TODAY'S STUDENTS ARE DRIVING THE ONLINE LEARNING IMPERATIVE

Let's face it, online learning is becoming mainstream. And why not? This learning modality provides ease of access, affordability and inclusion for an evolving, growing higher education population.

Increased digital learning opportunities, such as learning analytics, competency-based education and adaptive learning are quickly being embraced by today's students and allow for new learning methods to be adopted by institutions so that they can better serve students.



So where do we go from here?

TAKING THE PLUNGE



5.8M students enrolled in online courses



that's a **263%** increase over the last twelve years



2/3 of whom take online courses at public institutions

TODAY'S STUDENTS ARE UNIQUE



just about **40%** of undergrads are **25** or older



85% of Americans enrolled in post-secondary institutions are **contemporary** (or non-traditional) learners



90% Most students think online learning is the **same or better** than the traditional classroom experience

MANY CAN'T AFFORD TRADITIONAL HIGHER EDUCATION EXPERIENCE

WHO APPLIES?

48% of high-achieving students from wealthy families
23% of high-achieving students from low-income families

WHO'S ACCEPTED?

72% of students from wealthy families
3% of students from low-income families



77% of students from wealthy families
9% of students from low-income families

WHO EARNS A DEGREE?

WHO DROPS OUT?

While over 1/2 of college students graduate within 6 years, **the completion rate for low-income students is just 25%.**



WHO HAS DEBT?

The percentage of graduates who earn a bachelor's degree with student loans continues to rise.

< 50% 20 years ago
64% 10 years ago
> 71% today



AND HOW MUCH?

For the 1st time in history, student loan debt is **higher than credit card debt.**

\$35,000 on average, owed in student loans, by the Class of 2015.

And remember, dropouts will likely default on student loans!



AFFORDABILITY REALIZED ONLINE



Universities often charge less for online courses.

\$3.4K TO \$8.4K

Annual tuition rate at the top non-profit schools offering the most popular online degrees.

EDTECH: A PROVEN CATALYST FOR SUCCESS

Students report that tech increases engagement



--- **77%** with course materials
--- **64%** with professors
--- **50%** with fellow students

University CIOs agree

--- **94%** digital curricular resources improve learning for students

--- **87%** provide a richer experience than traditional print materials

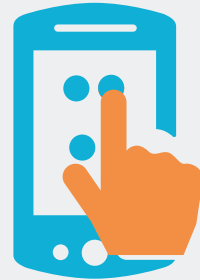
Students report that adaptive analytics lead to better learning outcomes

--- **87%** better performance with access to personalized data

--- **68%** continual feedback drives improvement

University CIOs agree

--- **96%** adaptive technology has great potential to improve student learning outcomes



In fact, **84%** of students feel tech helps instructors teach better... but **4-in-5** say universities & professors could do more with technology.

MOMENTUM CONTINUES TO BUILD

For Academic Leaders

--- **77%** of institutions offering online learning say it's **crucial to their long-term strategy**

--- **71%** of academic leaders rate online learning outcomes the **same or superior to face-to-face**

--- **60%** of the schools with the largest distance enrollments report faculty acceptance



But For Faculty

--- **85%** have **very little** experience with digital learning materials and open educational resources (OER)

--- yet **71%** would adopt digital/OER materials if they are of high quality and improve affordability for their students



That may be why by the Fall of 2018, it's predicted that **48%** of materials will be primarily digital.

AND WHAT ABOUT THE POLITICAL ARENA?



From '08 to '11, while many countries raised education expenditures by as much as 7%, the US made cuts. *Instead, they should be investing in education.*

--- Higher education leads to higher salaries
--- Higher salaries lead to more taxes collected
--- Taxpayers get a \$200K ROI out of every US grad

Can POTUS enact change in his last year in office?

--- Congress eliminated year-round Pell Grants back in 2011

--- By offering new Pell Grant proposals for accelerated study, POTUS aims to help low-income students enroll and complete in college

--- Proposing that after completing one year of college, students would be eligible for \$1915 more a year



And who will lead the political agenda over the next 4 years?



Online learning continues to be embraced by academic leaders and faculty who are focusing on pedagogical innovation, active learning approaches, as well as using adaptive learning tools and technologies. But the ultimate drivers are today's students, representing a patchwork of ages, backgrounds, challenges, motivations, and income levels. It is an exciting time to be part of OLC, as collectively we forge an affordable, accessible, and innovative future for higher education.