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



take online courses at public institutions

TODAY'S STUDENTS ARE UNIQUE



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

85%

traditional) learners Most students think online learning is the **same or**

of Americans enrolled in



90% better than the traditional classroom experience

MANY CAN'T AFFORD TRADITIONAL HIGHER EDUCATION EXPERIENCE

WHO APPLIES?

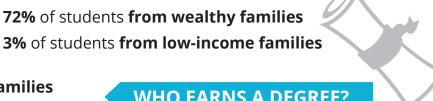
WHO'S ACCEPTED?

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

48% of **high-achieving** students **from wealthy families**

77% of students from wealthy families

WHO EARNS A DEGREE?



9% of students from low-income families



WHO DROPS OUT?

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



For the 1st time in history, student loan debt is

AND HOW MUCH?

higher than credit card debt. on average, **owed in student**

loans, by the Class of 2015. And remember, dropouts will likely default on student loans!



AFFORDABILITY REALIZED ONLINE



EDTECH: A PROVEN CATALYST FOR SUCCESS

less for online courses.

Universities often charge

Annual tuition rate at the top non-profit schools

\$3.4K TO \$8.4K

offering the most popular online degrees.

Students report that tech increases

engagement --- **77%** with **course materials**



learning for students

traditional print materials

- --- **64%** with **professors** --- 50% with fellow students
- --- 94% digital curricular resources improve
- In fact, 84% of students feel tech helps instructors teach better... but 4-in-5 say universities & professors could do more with technology.

--- **87%** provide **a richer experience** than

Students report that adaptive analytics lead to better learning outcomes

--- 68% continual feedback drives improvement

--- **87% better performance** with access

University CIOs agree

--- **96%** adaptive technology

to personalized data

has great potential to improve student learning outcomes



MOMENTUM CONTINUES TO BUILD

--- **77%** of institutions offering online learning say

it's crucial to their long-term strategy --- 71% of academic leaders rate

For Academic Leaders

or superior to face-to-face --- **60%** of the schools with the

largest distance enrollments

report faculty acceptance

online learning outcomes the same



experience with digital learning materials and open

But For Faculty

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

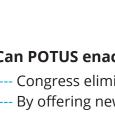
--- 85% have very little



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

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

From '08 to '11, while many countries raised education



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,

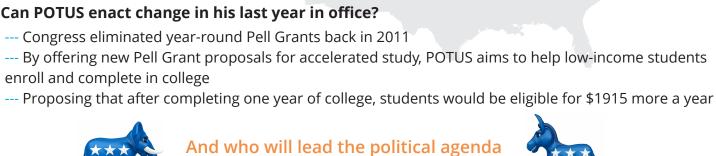
as collectively we forge an affordable, accessible, and innovative future for higher education.



learning. Won't you join us? onlinelearning-c.org/joinus SOURCES 1. Online Report Card, Tracking Online Education In the United States, Babson Survey Research Group, February 2016, http://onlinelearningconsortium.org/read/online-report-card-tracking-online-

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over the next 4 years?