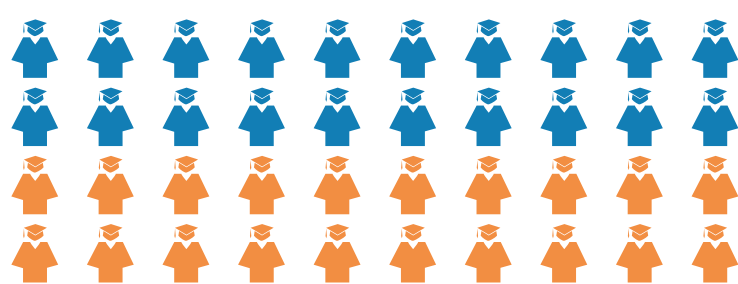


# KEEPING PACE WITH THE CHANGING FACE OF ONLINE LEARNING

OVER THE PAST TWO DECADES THE INTERNET HAS MADE IT POSSIBLE FOR ANYONE ANYWHERE TO PURSUE AN AFFORDABLE DEGREE; for adults to continue their education in efforts to remain productive; and for universities to reach a greater number of people who want to learn. Infusing online learning into higher education provides educators with innovative ways to connect with students, wherever they are, and offers incredible, new career opportunities.

## ENROLLMENT WILL DOUBLE

50% more US grads expected by 2020.<sup>(1)</sup> 4-year colleges can't accommodate.<sup>(2)</sup>



## CLASS of 2020



...SO UNIVERSITIES GO ONLINE

70.8% see online learning as critical to their long-term strategy.<sup>(3)</sup> Up from 48.8% in 2002.



## US CLASSROOMS ARE CHANGING

**ELEMENTARY STUDENTS:** Learn keyboard skills over cursive handwriting.<sup>(4)</sup>

**HIGH SCHOOL STUDENTS:** 99% will soon get broadband access, regardless of income.<sup>(5)</sup>

**COLLEGE STUDENTS:** Only 14% attend full time & live on campus.<sup>(6)</sup> 35% switch colleges, 24% attend 3 or more.<sup>(6)</sup> 42% will be 25 or older.<sup>(7)</sup>



## WITH NEW TYPES OF EDUCATORS

**ADVISORS & MENTORS:** will digitally track and assess performance.

**INSTRUCTIONAL TECHNOLOGISTS:** will pilot blended and flipped classes.

**INSTRUCTIONAL DESIGNERS:** will build and teach digital curricula and oversee MOOCs that thousands of students could enroll in.<sup>(8)</sup>



HIGHER ED IS EXPENSIVE

FEDERAL SUPPORT IS INCREASING

ONLINE MAKES IT AFFORDABLE

Tuition is outpacing inflation.<sup>(9)</sup> with an outstanding US student loan debt of \$1 trillion<sup>(10)</sup> with an average loan debt for college grads of \$28.5K.<sup>(11)</sup>

Funding for Pell Grants, a \$5,730 college award, has doubled since 2009. 11.5 million expected to use new Tax Credit, a \$10,000 deduction.<sup>(12)</sup>

Universities often charge less for online courses.<sup>(12)</sup> There's talk of a \$10k 4-year BA degree.<sup>(13)</sup> Tuition-free online colleges are gaining popularity.<sup>(14)</sup>



# THE WORKFORCE WILL EVOLVE

BY 2020 OVER 60% OF JOBS WILL REQUIRE POST-SECONDARY EDUCATION<sup>(15)</sup> AND MANY WORKERS WILL KEEP LEARNING THROUGHOUT THEIR CAREERS.

Employers want more educated applicants.<sup>(15)</sup> Employees need targeted and affordable learning opportunities.<sup>(2)</sup> Institutions must develop curricula to train/retrain workers.<sup>(7)</sup>

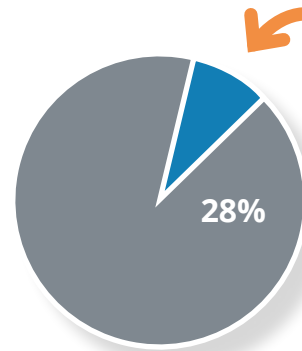


And now Jet Blue and Virgin America are offering in-flight video college lectures from Coursera and the Great Courses series allowing continued learning even in the air.<sup>(16)</sup>



## OVERCOMING HURDLES

**FUNDING** Technology and training is expensive, especially for institutions focused on cost containment.<sup>(7)</sup>

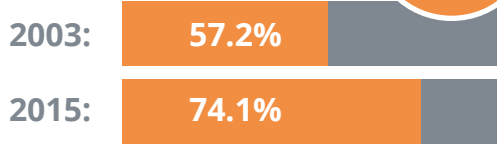


**RESISTANCE** Despite growing interest from academic leaders, they say only 28% of their faculty see value in online teaching.

## GROWING ACCEPTANCE

**WITH ADMINISTRATORS:** Online is a great way for administrators to diversify revenue streams.

**WITH EDUCATORS:** 74.1% of academics rated learning outcomes in online education as the same, or superior to those in face-to-face instruction.<sup>(3)</sup> That's up from 57.2% in 2003.<sup>(3)</sup>



**WITH STUDENTS:** Online accounted for nearly 75% of all US higher education enrollment last year!

## PLAY A ROLE IN THE FUTURE OF ONLINE EDUCATION.

It's a very exciting time to be in higher education if you can keep pace and embrace change. And OLC is here to help academic leaders and educators navigate a path rich with opportunity and innovation.

Join the Online Learning Consortium today: [onlinelearning-c.org/join](http://onlinelearning-c.org/join)



ONLINE LEARNING CONSORTIUM FORMERLY THE SLOAN CONSORTIUM

OLC is a global organization dedicated to quality and innovation in online learning. We empower educators with next generation learning skills, guidance and collaboration.

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