

2020

Using Data and Student Feedback to Inform Online Graduate Program Development

CGS SUMMER MEETING
JULY 16 | 1:05 PM

#OCSreport2020

WILEY
EDUCATION SERVICES

Education
Dynamics®

MEET THE PRESENTERS



David Capranos

**Director, Market
Strategy & Research**
Wiley Education Services



Dr. Eric LaMott

**Provost &
Chief Operating Officer**
Concordia University, St. Paul



Carol Aslanian

President & Founder
Aslanian Market Research,
a division of
EducationDynamics

AGENDA



REVIEW data and key findings from the survey



DISCUSS market insights and application of the data



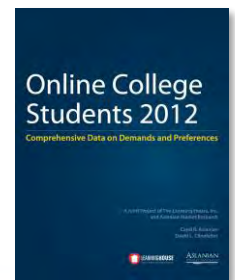
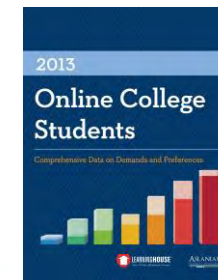
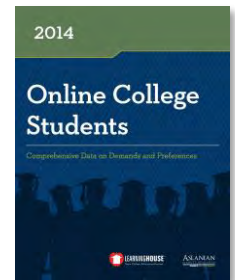
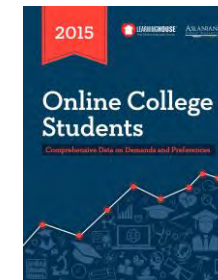
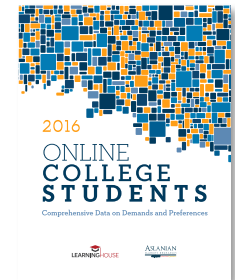
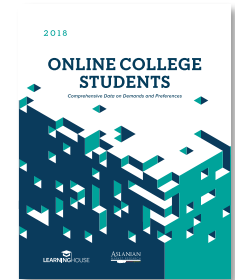
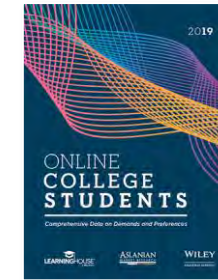
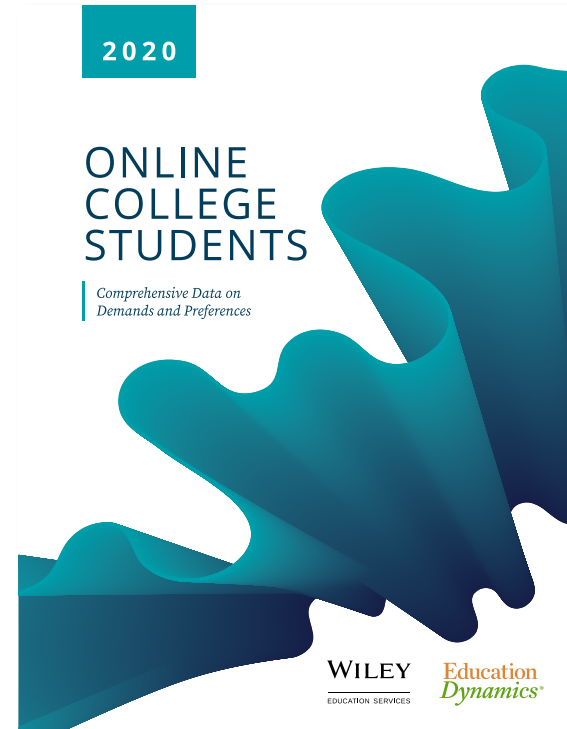
ANSWER your questions

DOWNLOAD THE FULL REPORT AT:
[EDSERVICES.WILEY.COM/OCs2020](https://edservices.wiley.com/ocs2020)

THE ONLINE COLLEGE STUDENT REPORT

Wiley Education Services and Aslanian Market Research, a division of EducationDynamics, recently published the ninth edition of the *Online College Students* report. This 60-plus page report is downloaded over 1,000 times annually. Findings from the OCS report are applied by higher education administrators and faculty to guide their efforts in serving the online student population.

It is considered a benchmark for strategic decision-making by institutions.



METHODOLOGY



+ 1,500
RESPONSES

We surveyed over **1,500 current or potential students**

Survey respondents were specifically participated in **fully online** post-secondary degrees or licensure programs

Respondents were either:

- **Recent graduates** of online programs (3 yrs or fewer)
- **Currently enrolled** in an online program
- **Firm plans to enroll next year** in an online program

All respondents were **18 years or older** and had a **high school degree or equivalent**

ONLINE GRADUATE STUDENTS ARE WORKING PROFESSIONALS

Full-time working students

Part-time working students



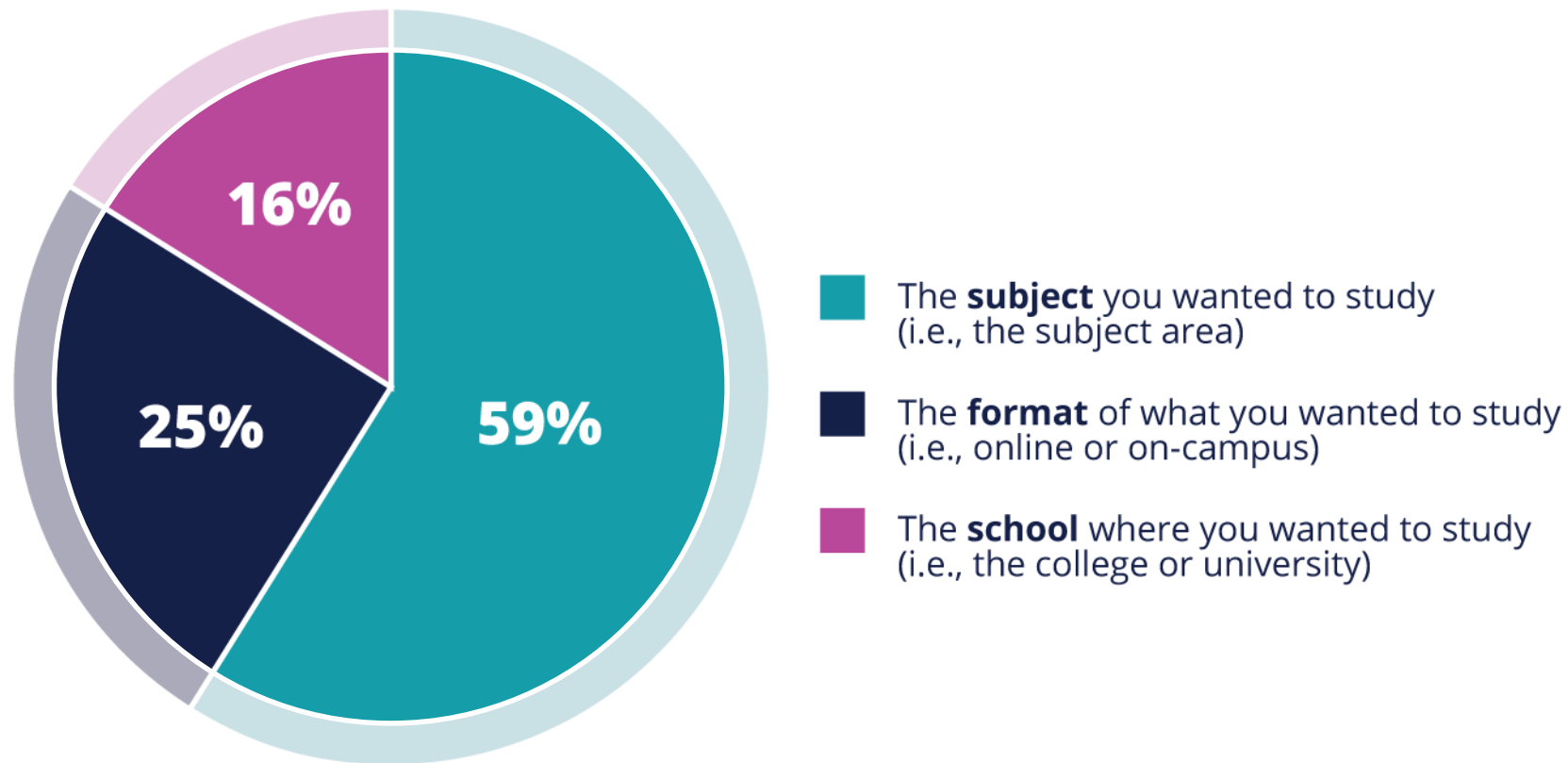
NEARLY HALF OF GRADUATE STUDENTS ARE LOOKING TO START A NEW CAREER

What is your primary career objective for earning this online degree?

	Graduate	Undergrad	Total
To start a new career to earn more money	20%	28%	25%
To start a new career more aligned with my interests	23%	24%	24%
To get a promotion within my current profession	21%	10%	14%
To get my first professional/salaried job	11%	15%	13%
To increase my salary within my current profession	11%	9%	10%
It is required by my employer/to keep my current job	7%	5%	6%
Something else	3%	2%	3%
I do not have a career objective for this degree	4%	7%	6%
Recommendation of people I respect	4%	7%	6%

SEEKING A SCHOOL WITH THE RIGHT PROGRAM

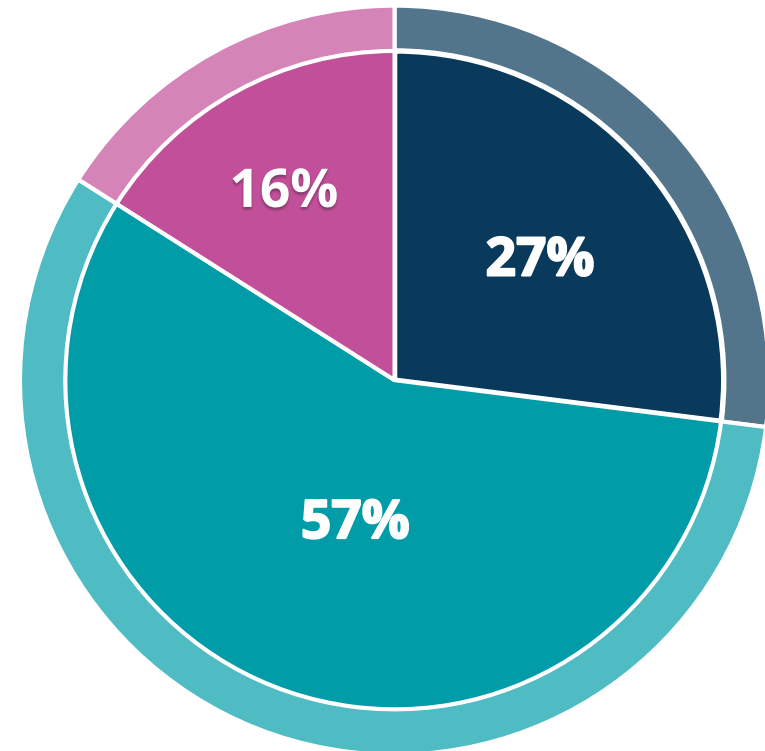
When deciding to go back to school, which of these were most important to you?



WITHOUT THE PROGRAM, THEY WILL MOVE ON

If the program you wanted to enroll in was not available in an online format, would you:

- Find the program online at a different university
- Enroll in the on-campus program at the same school
- Enroll in a different program online at the same school



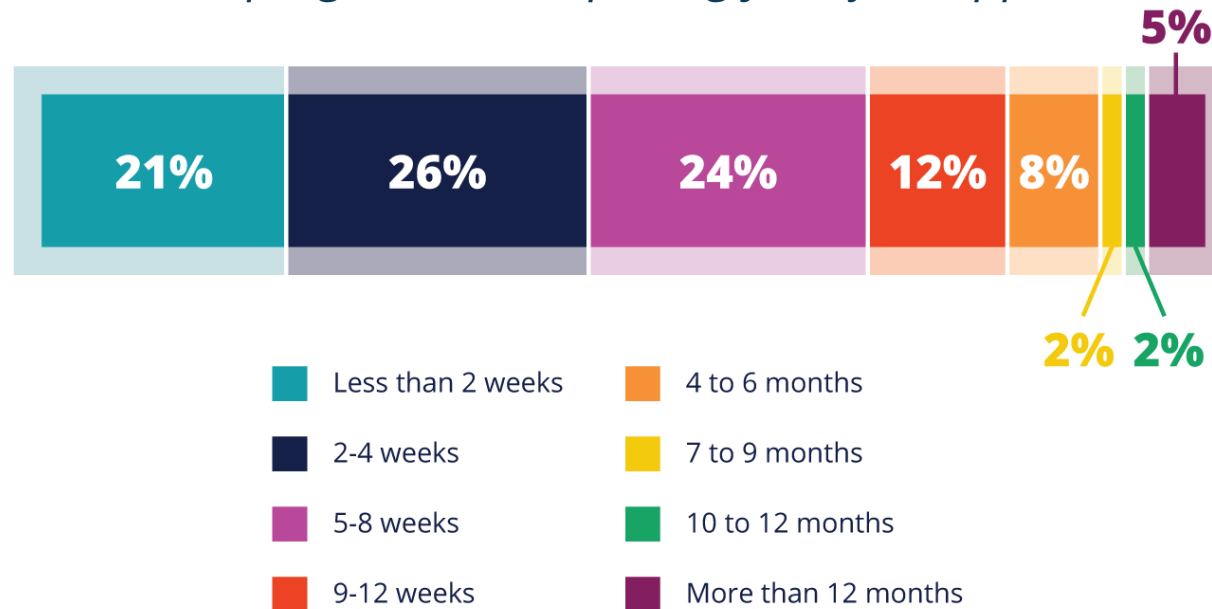
RECOMMENDATION ONE

Offer a strategically developed portfolio of online programs

If you do not offer the right programs and concentrations in the right format, students will find another school that does.

NARROW DECISION WINDOW

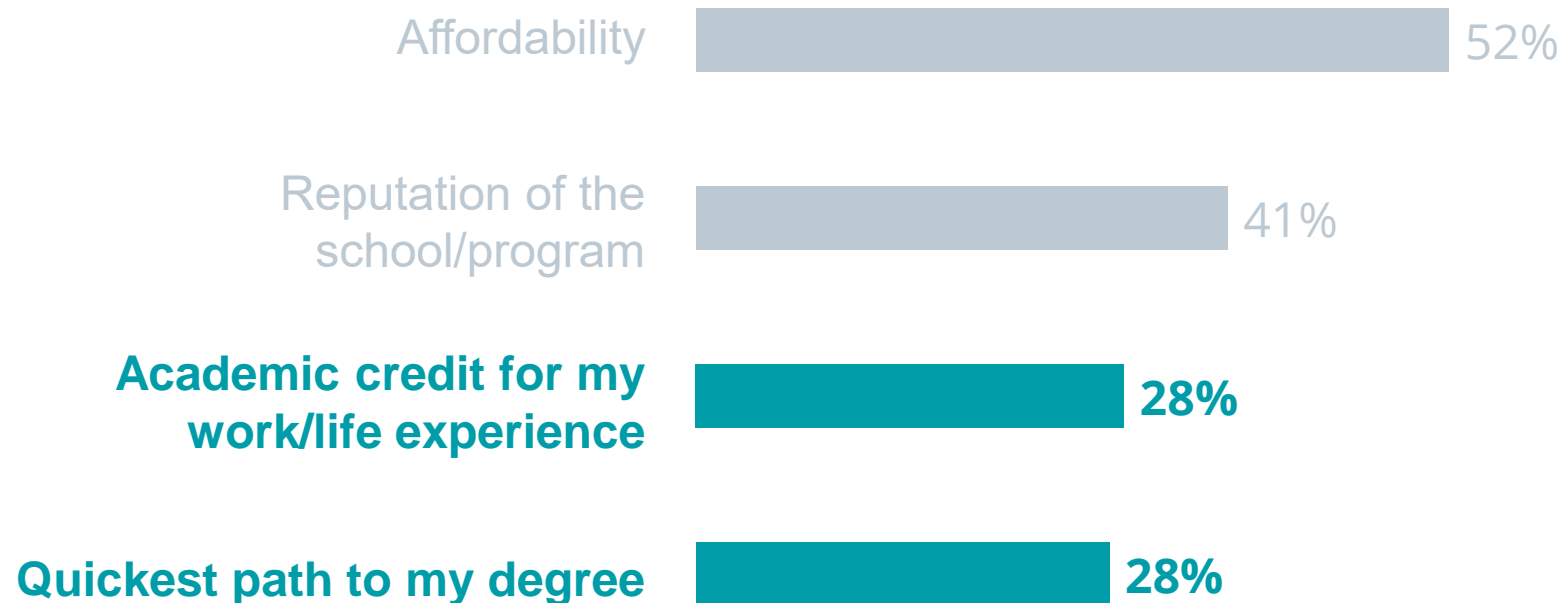
How long did it take you from the time you first started your search for an online program to completing your first application?



Additionally, 74% of students cite contacting two schools or fewer during the online program selection process.

IMPORTANCE OF ACCELERATION

What are the most important factors in your decision about the school in which to enroll for an online program? (Select all that apply)

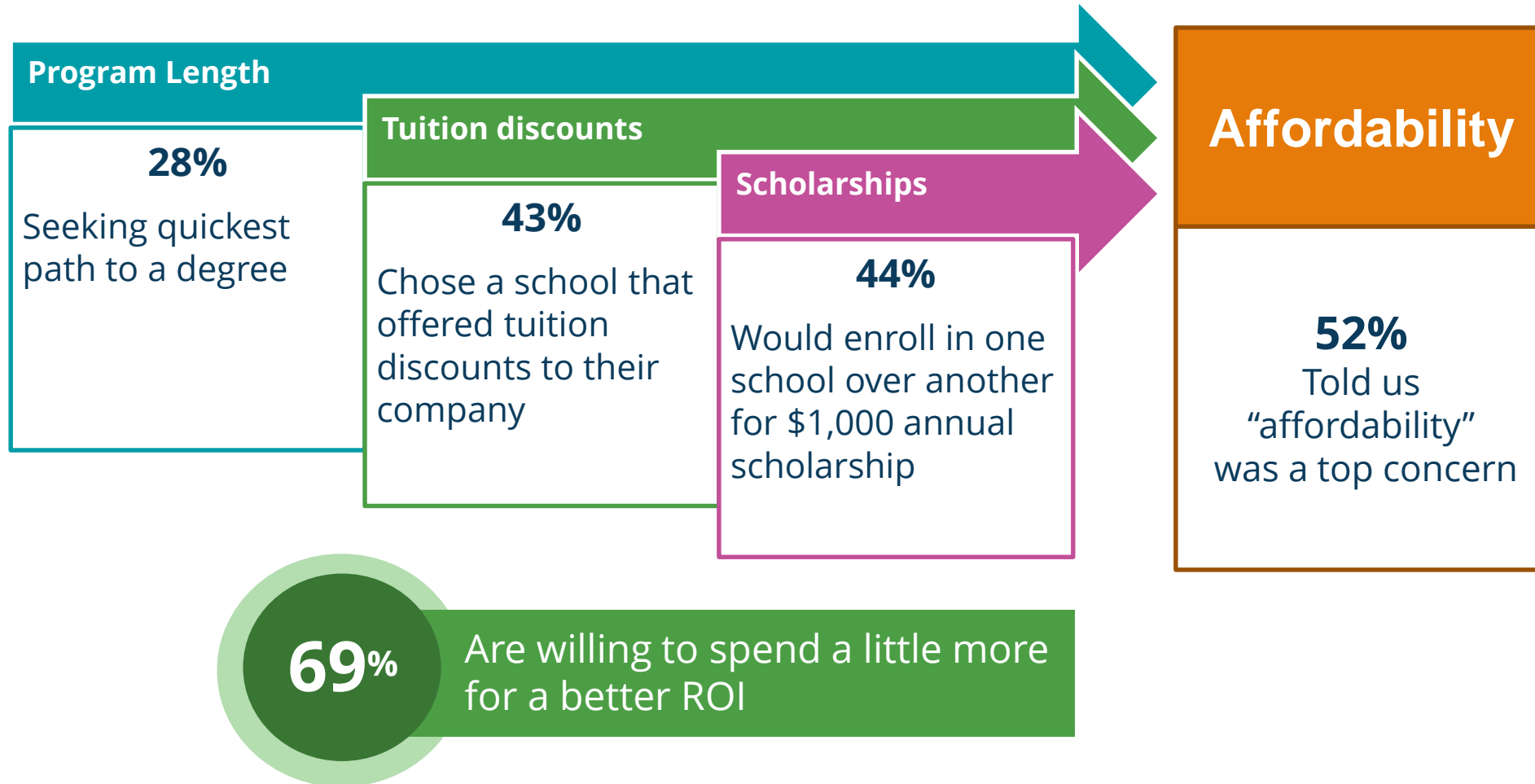


RECOMMENDATION TWO

Support speed at every stage of the process

Students report a narrow decision window and small consideration set. They seek credit for prior experience and additional opportunities to shorten the path to their degree.

PATHS TO AFFORDABILITY



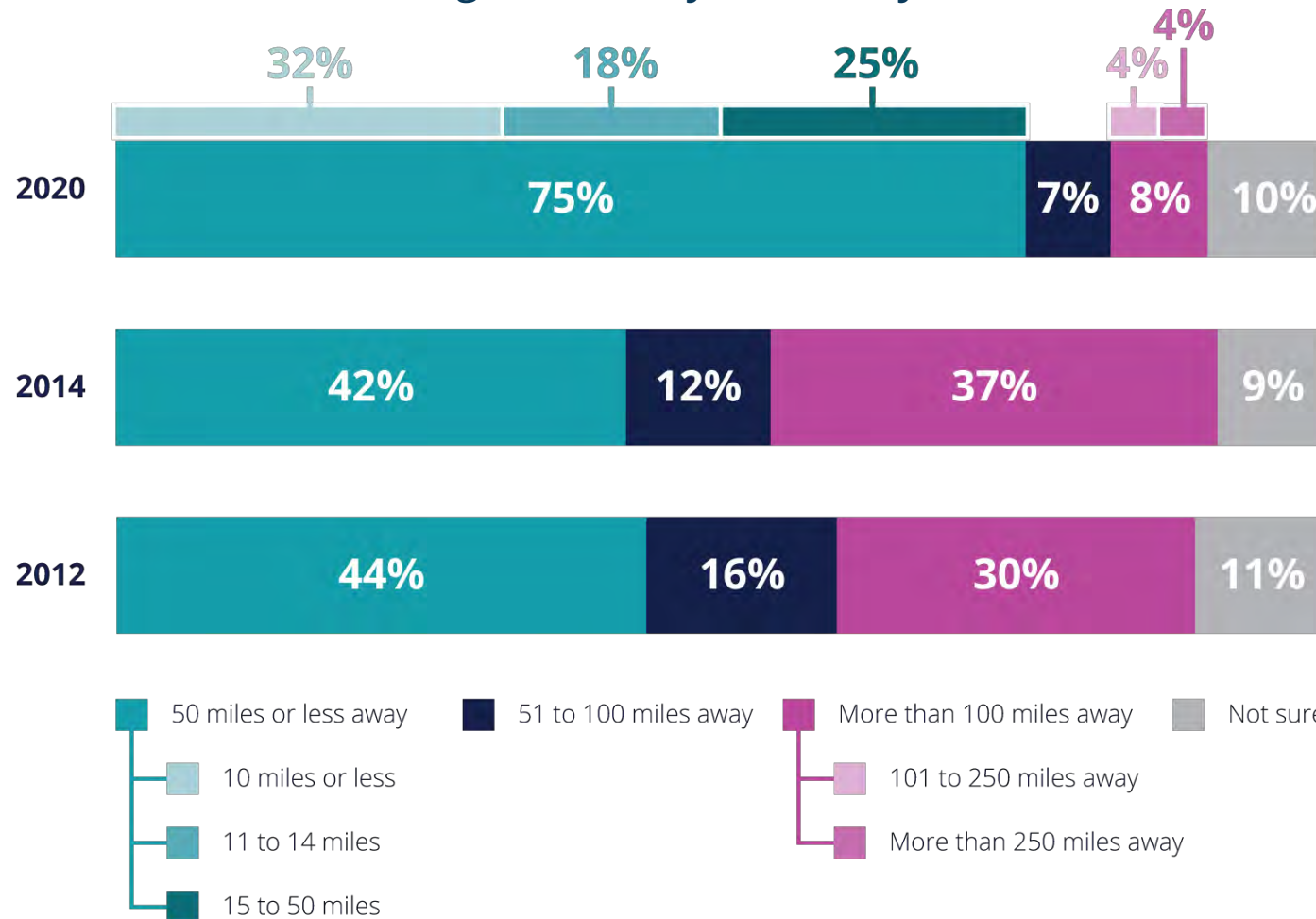
RECOMMENDATION THREE

Communicate your value

Affordability is a key concern. This can be price, small scholarships, transfer credit policy or other acceleration options.

DISTANCE TO CAMPUS SHRINKING

How far do you live from the closest campus/service center of the college/university in which you enrolled?



ONLINE BUT NOT REMOTE

69%

*have visited
campus/service
center within
last 12 months*

Reason to visit campus

Attend an orientation	31%
Meet a study group	27%
Attend a classroom session for an online class	23%
Solve an administrative issue	23%
See an instructor	15%
Attend a sporting event	15%
Utilize the gym	4%
Other	8%

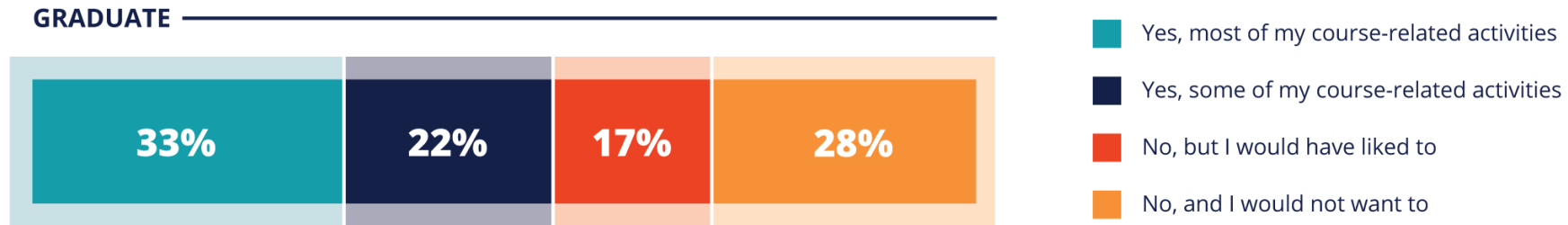
RECOMMENDATION FOUR

Connect online students to campus

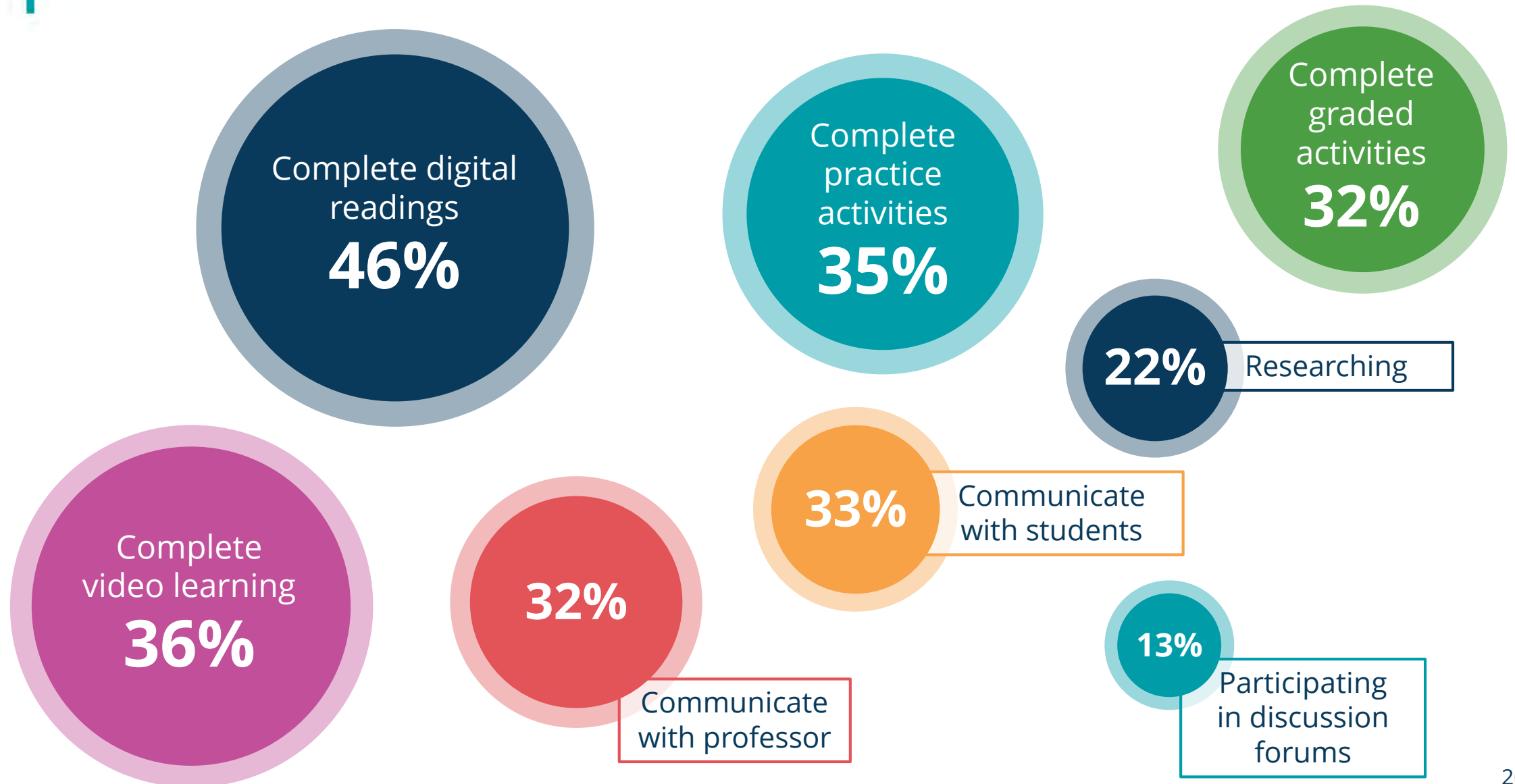
More students are enrolling in programs close to home. Many students are likely to visit campus during their studies.

MOBILE LEARNING IS IN-DEMAND

Did you complete any of your actual online course-related activities using your mobile device (a phone/tablet but not a laptop)?



COMPLETING THEIR DEGREE ON-THE-GO



RECOMMENDATION FIVE

Provide mobile learning options

Students are seeking to use a mobile device to complete many different tasks, not just readings.

RECOMMENDATION RECAP

- 1) Offer a strategically developed portfolio of online programs
- 2) Support speed at every stage of the process
- 3) Communicate your value
- 4) Connect online students to campus
- 5) Provide mobile learning options

ASK YOUR QUESTIONS AND GET CONNECTED

Resources:

Download the full report at:
edservices.wiley.com/OCS2020

Use our 2020 OCS Infographic to learn more
about the online student population at
<https://edservices.wiley.com/ocs-2020-infographic>

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THANK YOU!