

2024

Voice of the Online Learner

5 Key Findings

For this year's report, we surveyed almost 3,500 online students - 2,460 students from Risepoint-supported programs and 1,000 from other online programs to ensure a balanced sample. Of those 3,460 students, we gathered feedback across the spectrum of participation – from initial consideration to program completion.

Online learners are fundamentally different

Students with children under 18

Majority working full-time

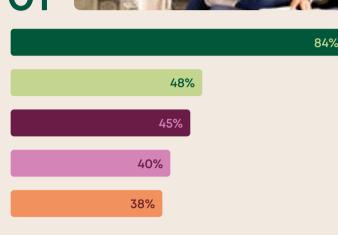
Students who are working parents

or parents seeking employment Online undergrad students (vs 36% overall) who

Students with children who are unmarried

were the first to attend college in their families

(71% FT, 13% PT)



Pursuing degrees for career-related outcomes

Career advancement is the primary motivator

workforce

26% Got new jobs

92% Graduates seeing tangible

44% Saw salary increases

Criteria for program selection:

Affordability and flexibility reign supreme Reasons students prefer programs online:

Accreditation Program concentrations

Cost (extremely/very important)

84% Time to degree completion 68%



67% Flexibility of taking classes from wherever I want

Convenience of

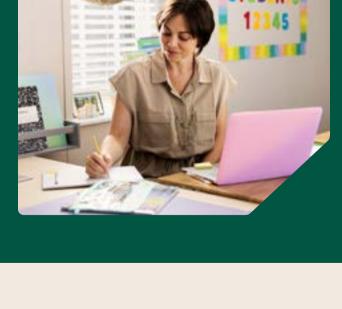
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taking classes whenever I want

Live and/or work in the same state as their school

even online

Local matters,



upskilling is lifelong Reasons for interest in certificate programs:

Interest in

learners expressed a strong inclination to pursue additional programs after they complete their current degree program

Secure a pay increase

