Online education is one of the fastest growing forms of education today—but will it stay that way? See the forecast for overall online enrollment growth across all levels of higher education based on current trends.

External Influences

- Declining number of high school graduates
- Improving national economy
- Increasing competition as more institutions seek market share
- Decreasing impact of "convenience-driven" value proposition
- Rising interest in micro-credentials
- Spreading adoption of "free college"
- Declining flow of international students to the U.S.
- Increasing professional adoption
- Rising focus on upskilling to meet workforce gaps
- Improving technologies, like virtual reality and artificial intelligence

Expand Your Online Presence

By the 2020-2021 school year, online programs are expected to account for 26% of all higher education market share. See how this growth breaks down by level.

Bachelor's

- Business: 24%
- Computer Science: 44%
- Criminal Justice: 48%
- Education: 44%
- Emergency Management: 28%
- Healthcare: 27%

Master's

- Business: 31%
- Computer Science: 39%
- Counseling: 41%
- Criminal Justice: 48%
- Education: 50%
- Emergency Management: 46%
- Healthcare: 50%

Doctoral

- Business: 33%
- Computer Science: 43%
- Counseling: 41%
- Criminal Justice: 15%
- Education: 50%
- Emergency Management: 25
- Healthcare: 94%

Wiley Education Services can help your institution identify which programs can be most successful and differentiate you in the market.

Sources:

- National Research Center for College & University Admissions, 2018
- Eduventures, 2018

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