

# Hear Online Learners Loud and Clear

We've surveyed students for our annual *Online College Students* report for 10 years. This year, we reimagined and expanded that report. In *Voice of the Online Learner*, we surveyed a larger group of learners than ever before, identified new trends, and confirmed established findings.

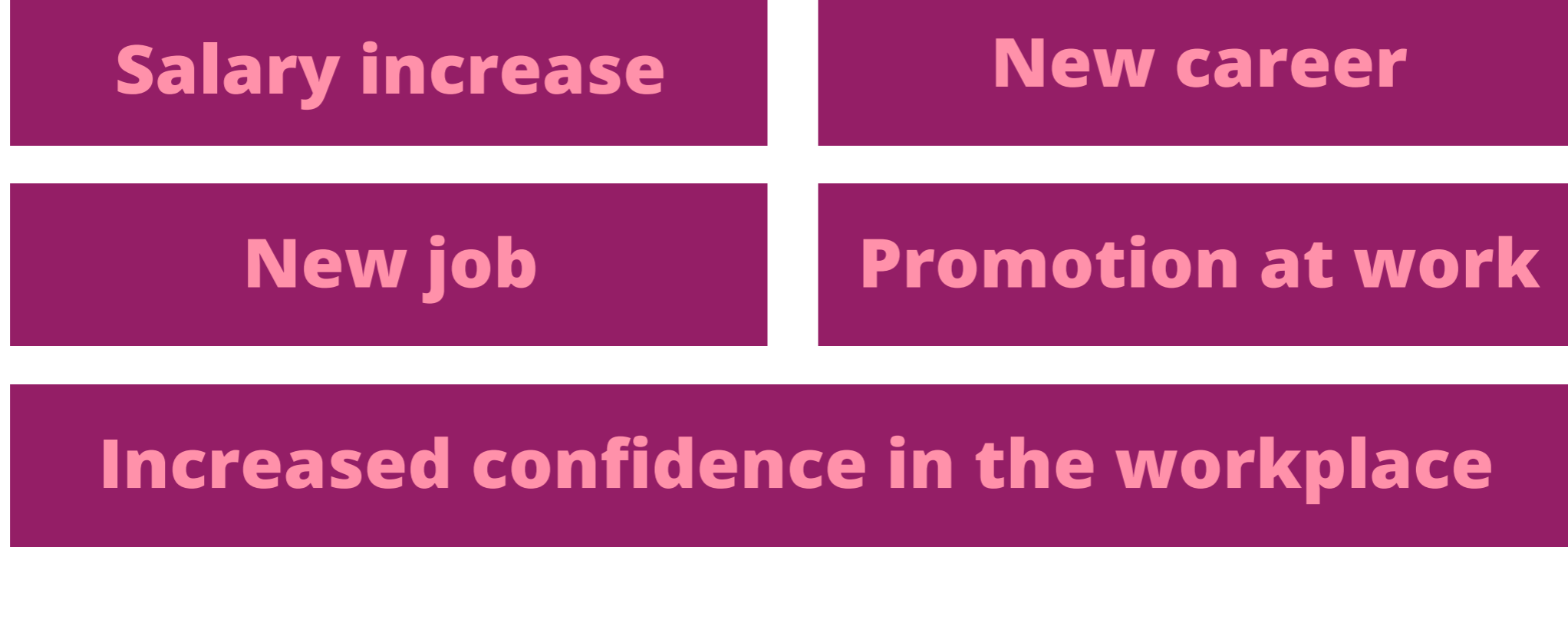
Here are some highlights from the report.



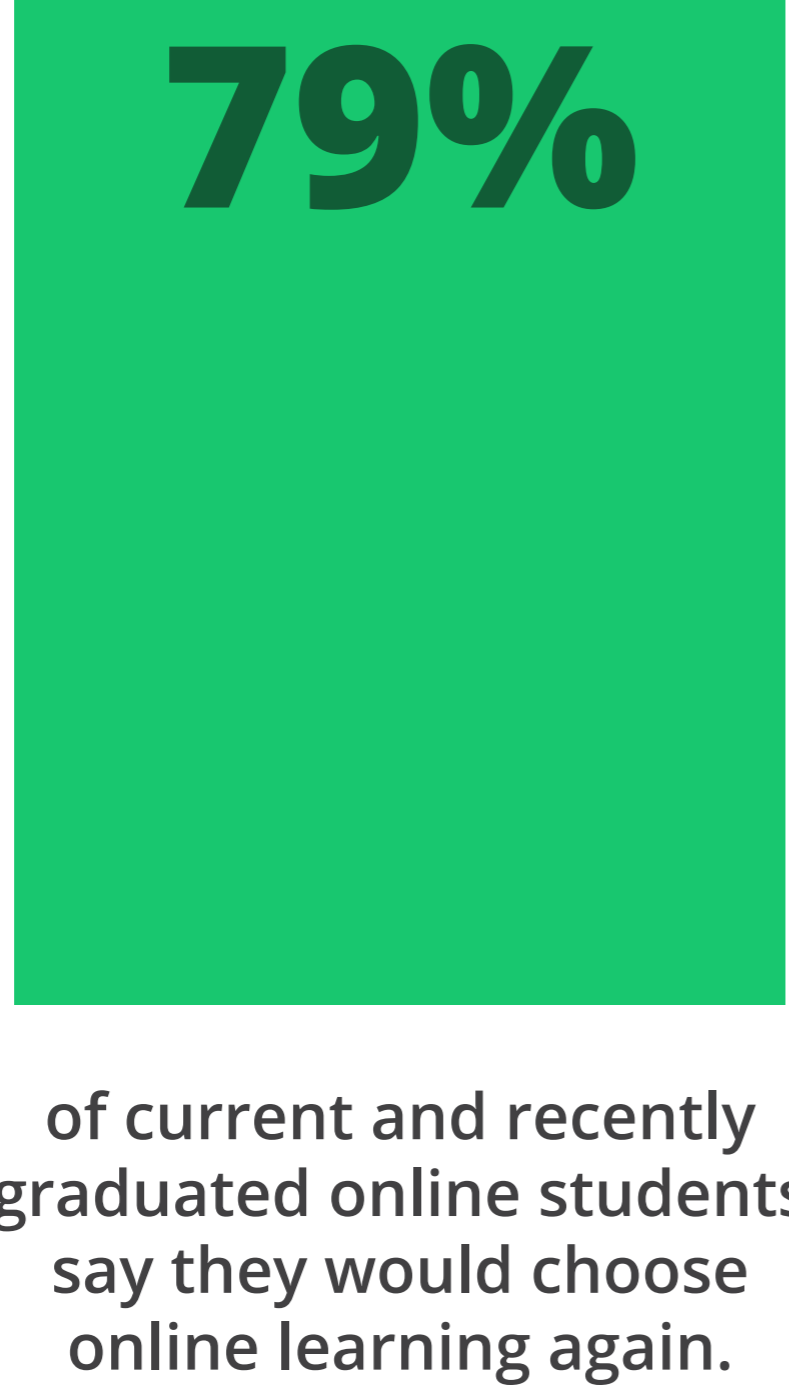
## Top 5 Student Motivators for Earning an Online Degree\*



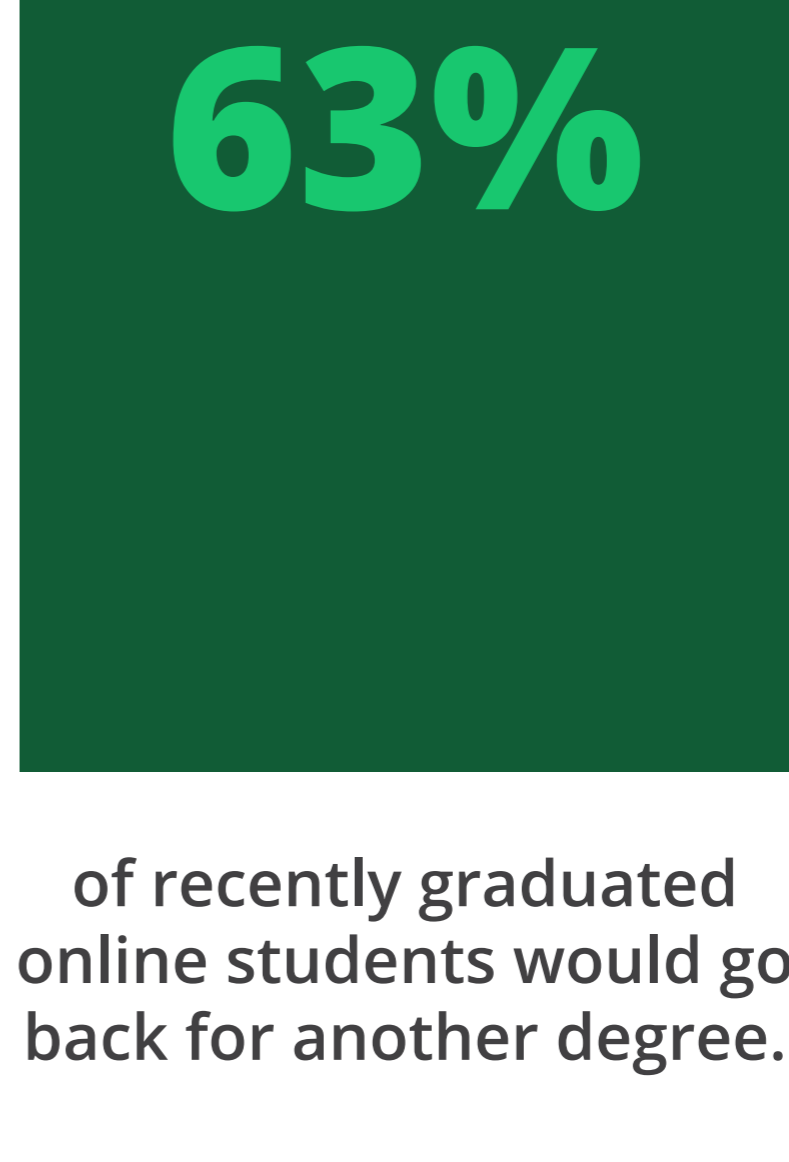
Online students' motivations center around **personal growth** and **career advancement** and they achieved personal and career success through their degrees. Online learners listed their top outcomes as:



Online students **would pursue** a similar learning experience **again**.



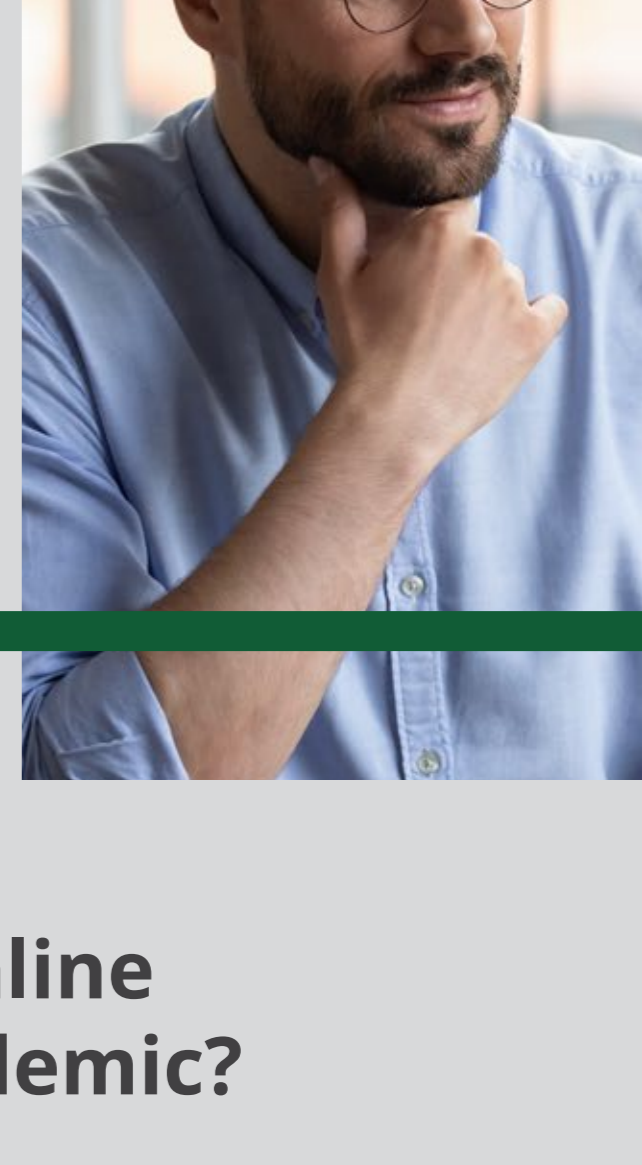
of current and recently graduated online students say they would choose online learning again.



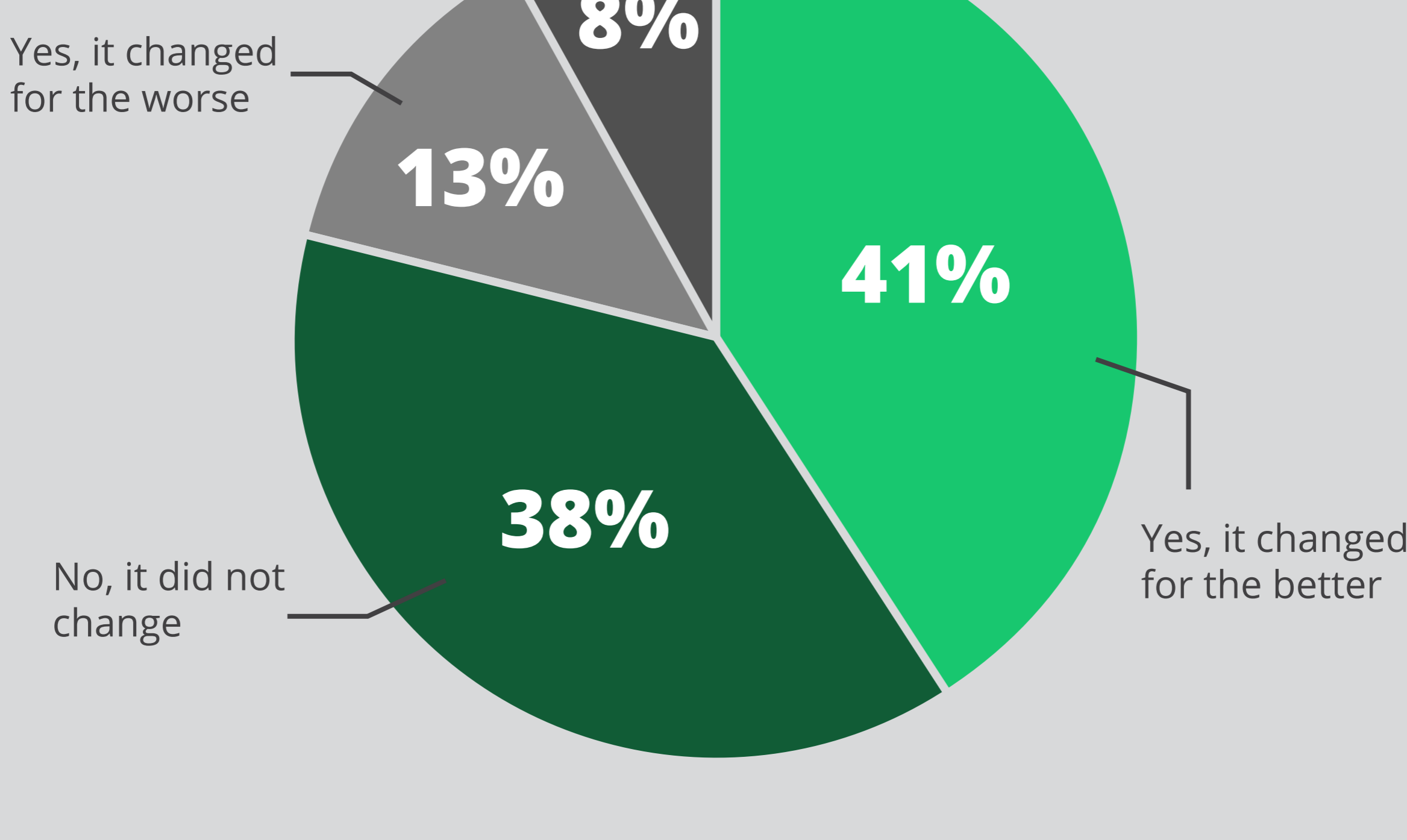
of recently graduated online students would go back for another degree.

## The Impact of COVID-19

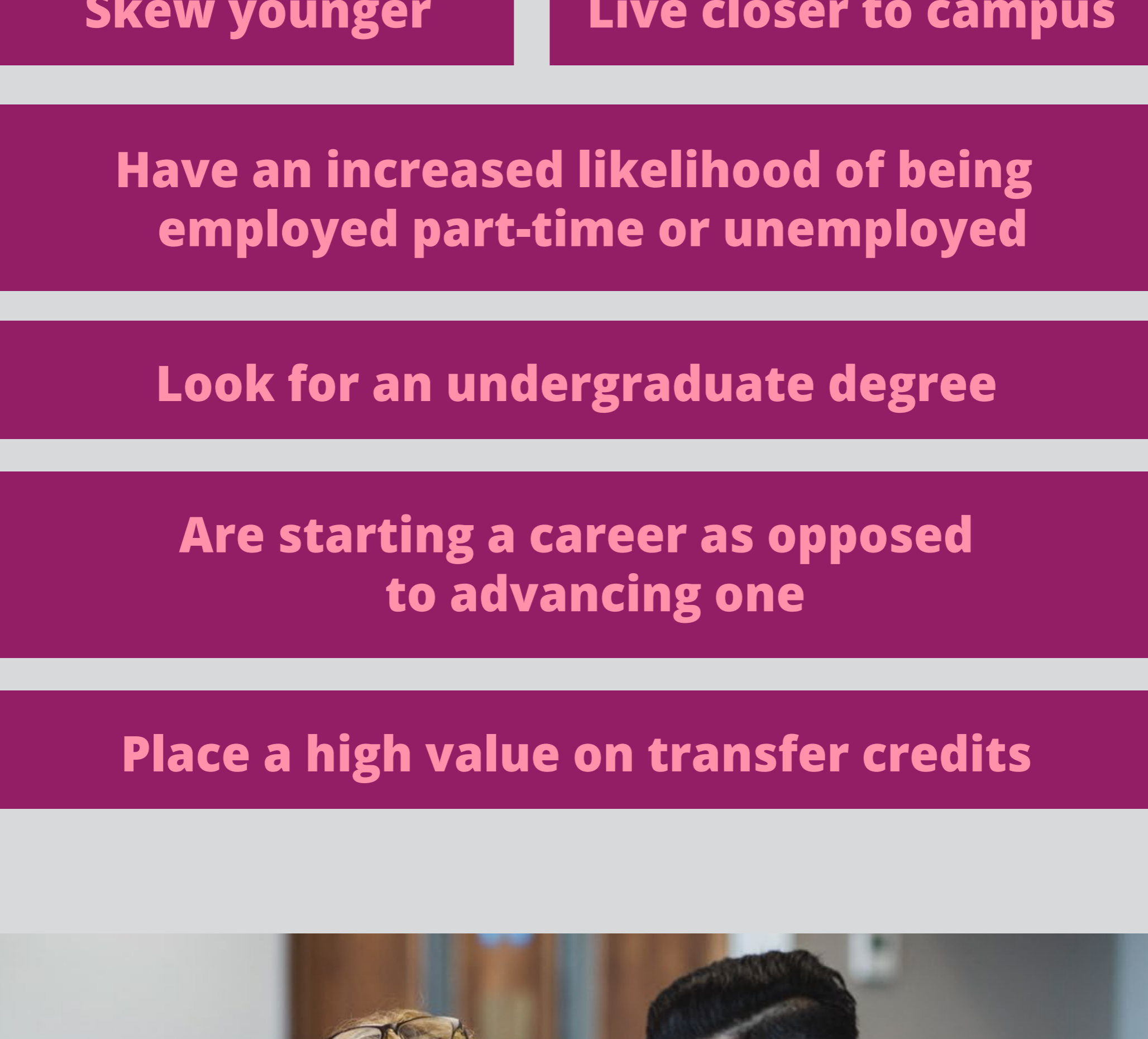
Emergency remote classes, which started in the spring of 2020, changed online learning. For many learners who had previously been enrolled in online courses, this helped their experience.



Did you feel your experience in your online program changed in 2020 due to the pandemic?

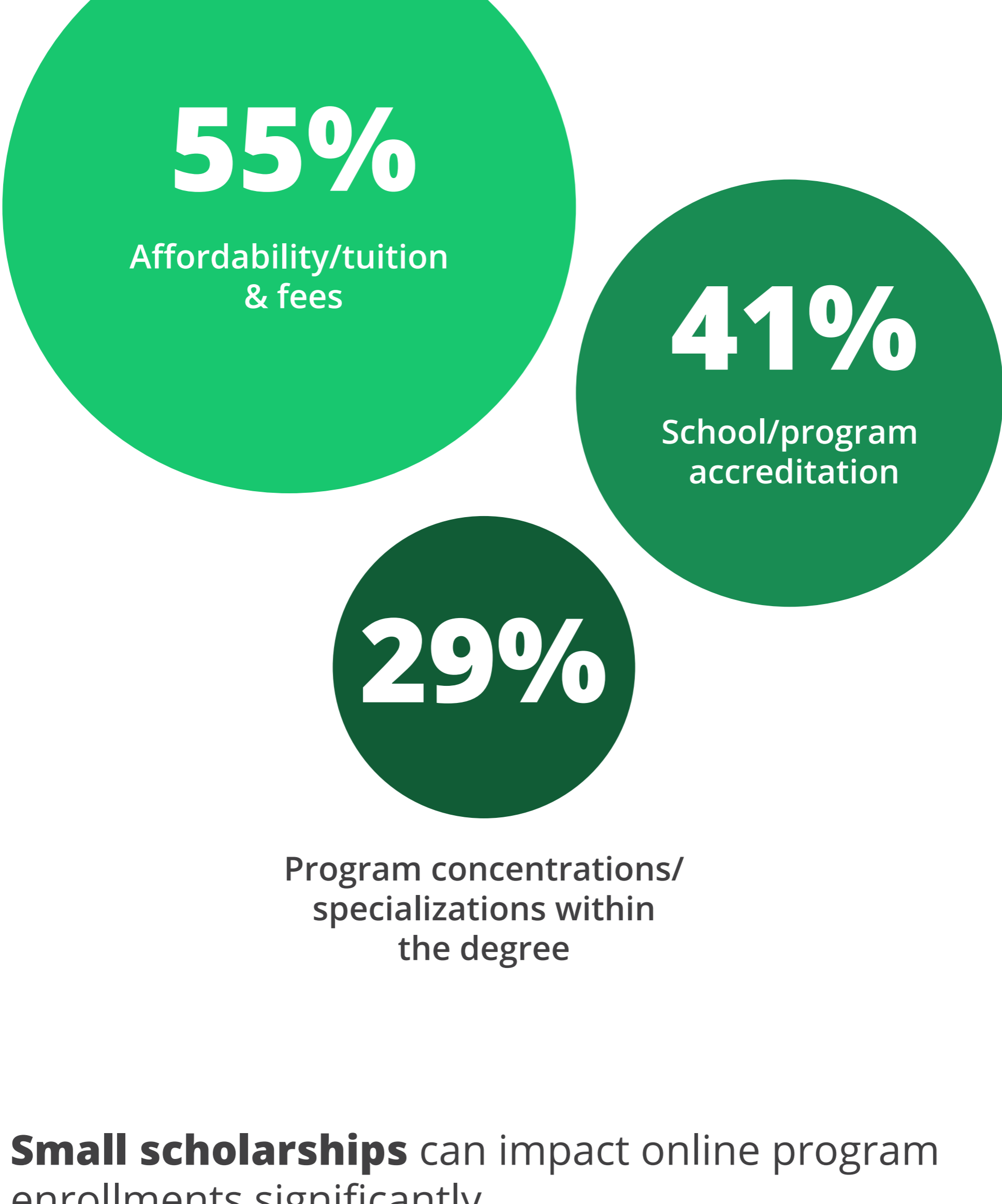


A new type of online learner who is more open to synchronous or in-person components in their online programs is emerging. Higher ed leaders should recognize the differentiators in **post-pandemic online learners, as they often:**

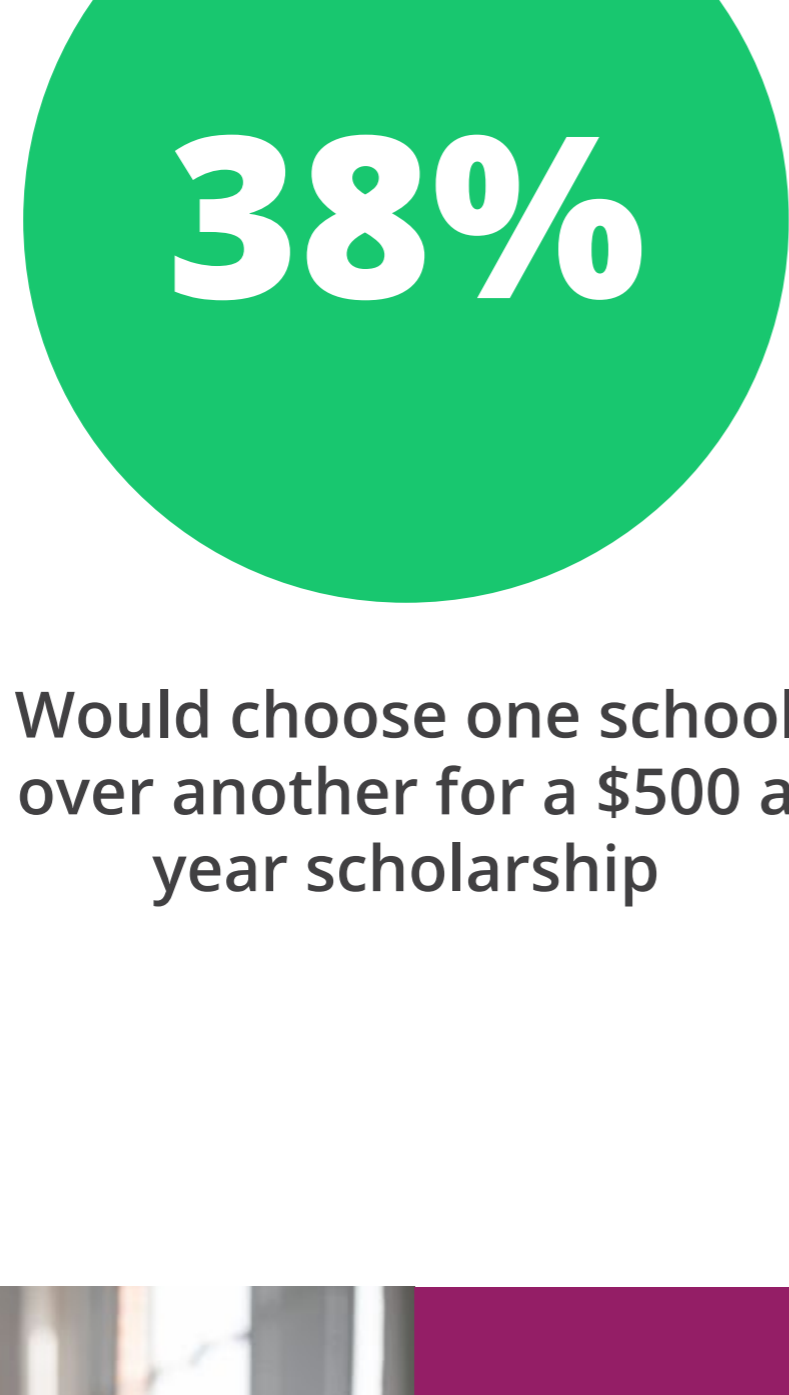


## Financing Online Education

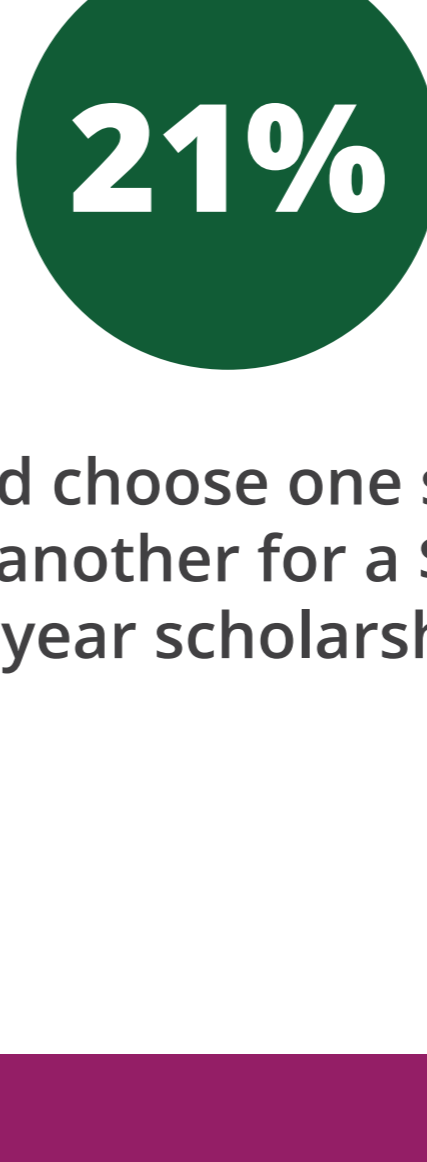
Paying for college is a top concern for online students. The **top three factors when deciding to apply and enroll** in an online program are:\*



**Small scholarships** can impact online program enrollments significantly.



Would choose one school over another for a \$500 a year scholarship



Would choose one school over another for a \$1,000 a year scholarship



## Download Your Copy of Voice of the Online Learner

To dive deeper into the attitudes, perceptions, and behaviors of online learners, download this year's edition of *Voice of the Online Learner* today.