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# Voice of the Online Learner



Risepoint

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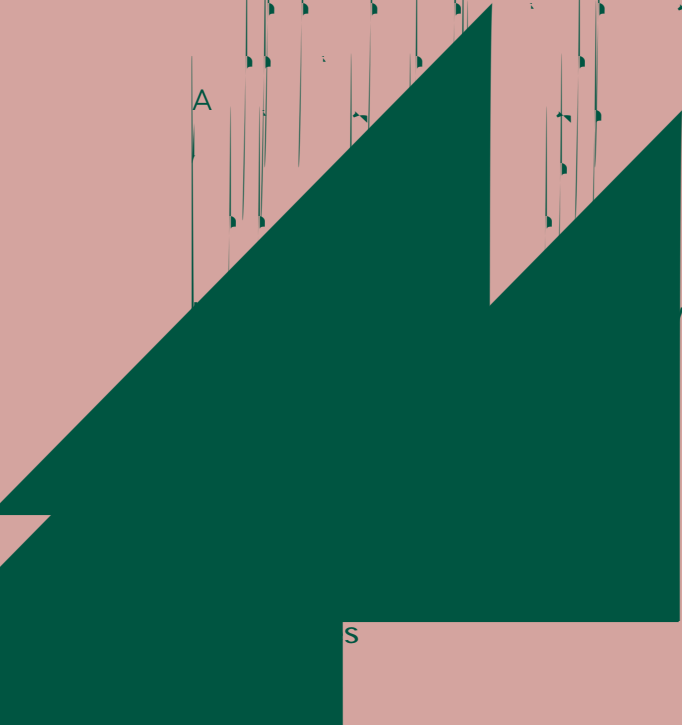
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# Introduction



# Key Findings

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Online learners are fundamentally different

Cost is the primary motivator

▾ A ordability and flexibility reign supreme

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Online learners are fundamentally different

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ky Balan

**'They can take your car or money,  
but they can't take your education!'**

Ana, Master of Education in Educational Leadership

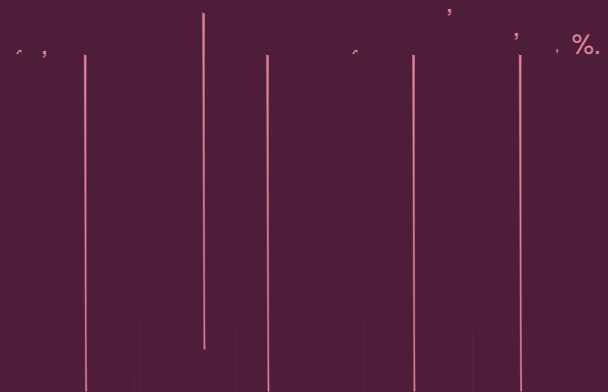




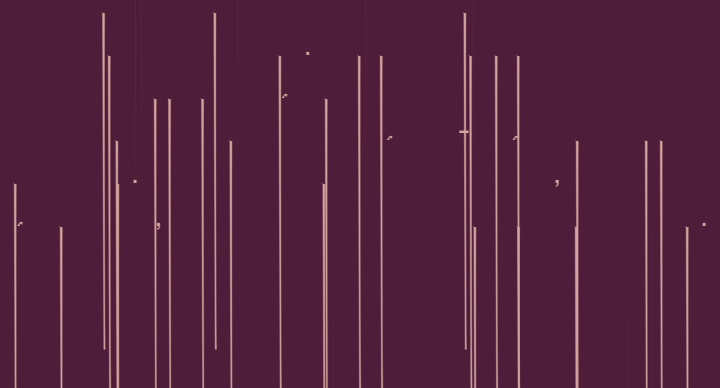
Online increasingly means asynchronous



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Takeaway for university administrators:

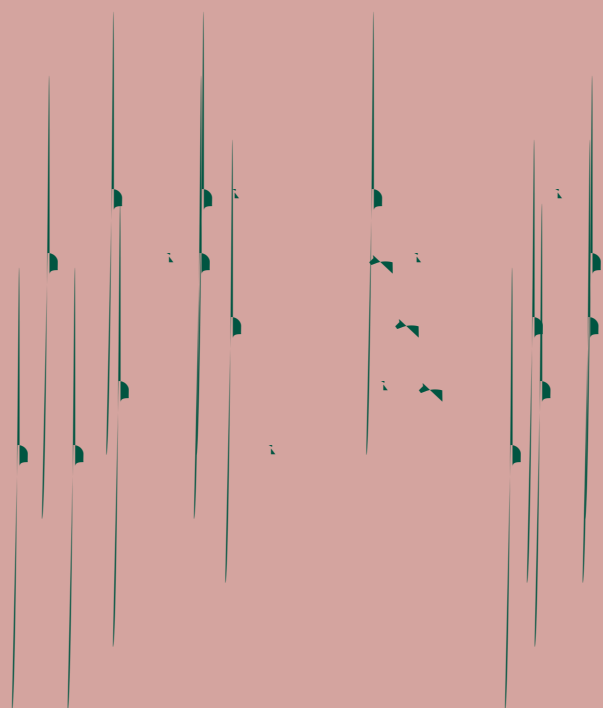


Career advancement is the primary reason for

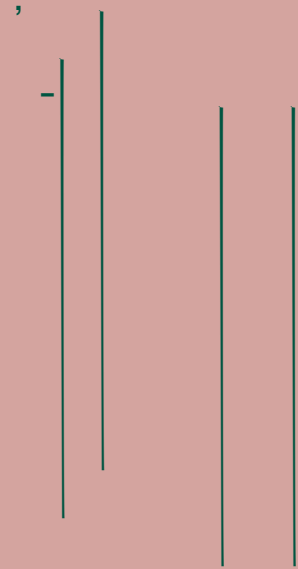
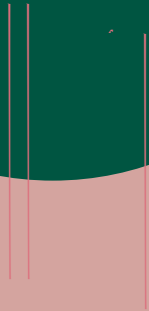
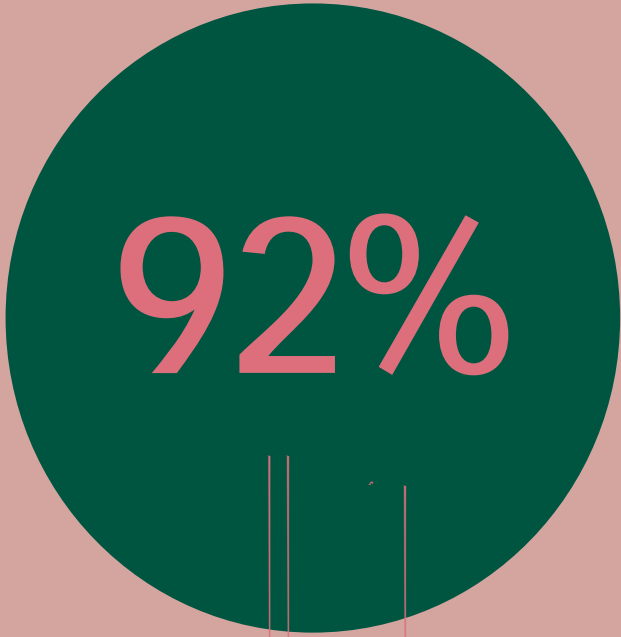
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A ordability... ility  
reign supreme



Vickel, Education Specialist in Educational Leadership, Principalsip





Theresa, Master of Public Administration,  
Nonprofit Management



Local matters, even online

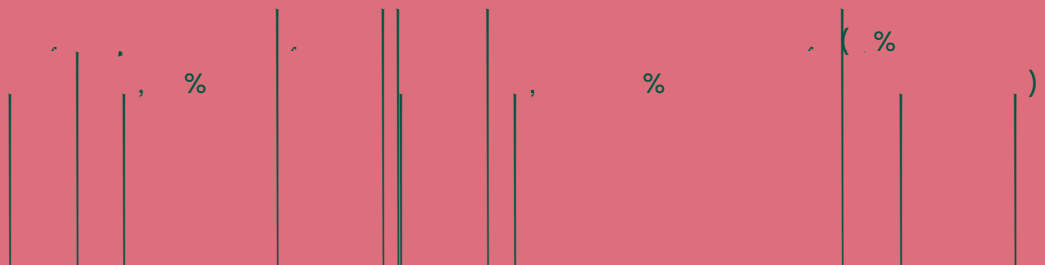
The background features a dark teal color with a pattern of vertical lines of varying heights and widths. A large, light teal percentage sign is positioned on the right side of the page. In the bottom left corner, there are several overlapping, semi-transparent shapes in shades of teal and light blue.

Caroline, MEd, Special Education with  
Educational Diagnostician Certification

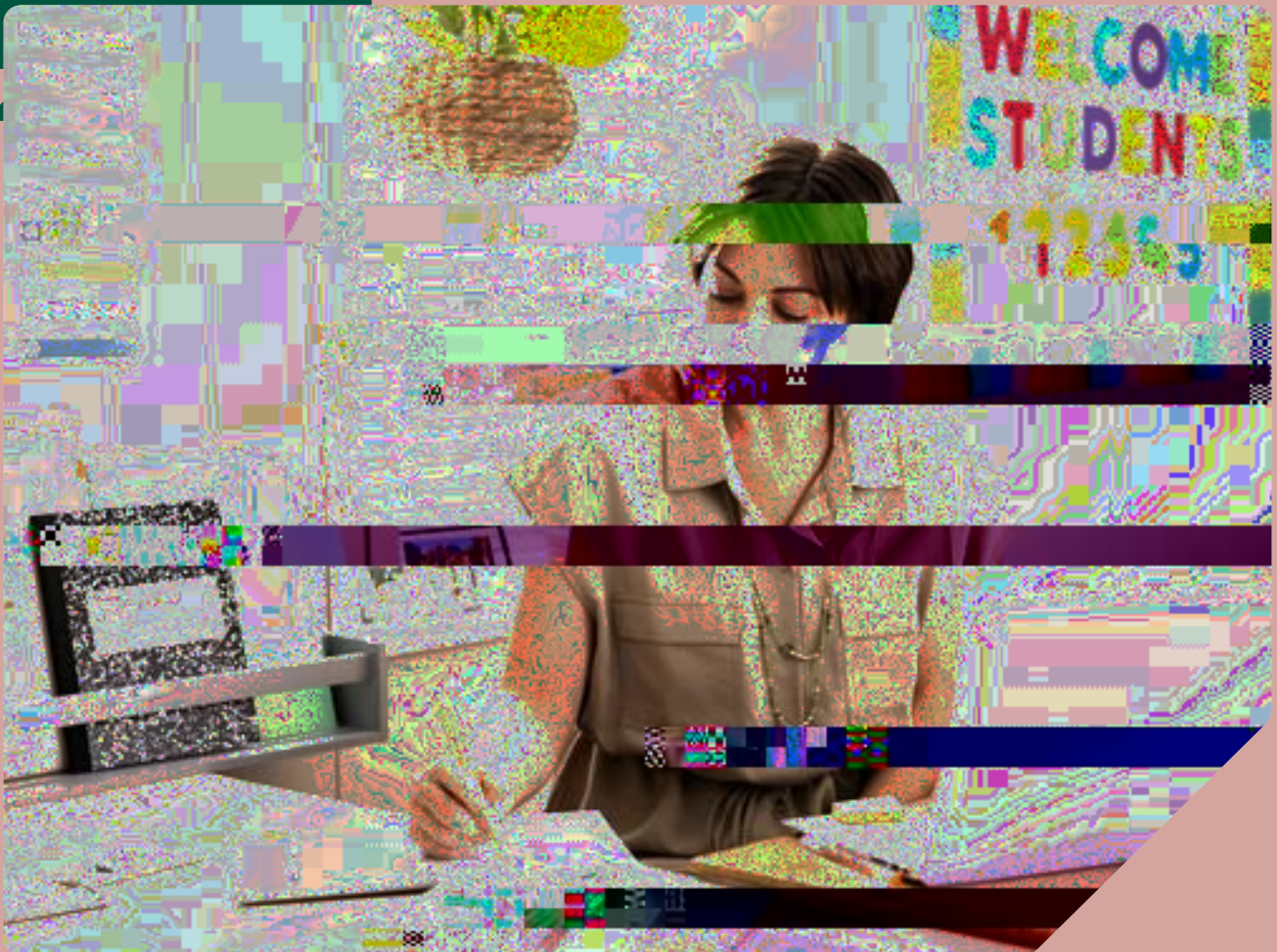
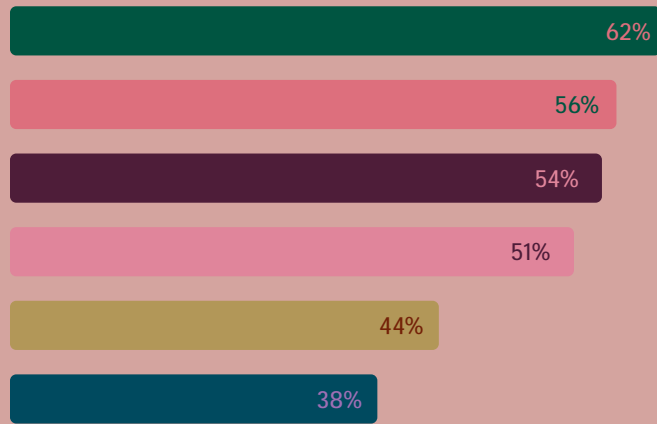
Interest in upskilling lifelong



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Reasons for interest in certificate programs:



# Looking to the Future

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Students are concerned about AI and seeking guidance



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59%

55%

20%

The image features three overlapping circles of different colors (light red, dark green, and dark purple) containing percentage values. The circles are arranged in a triangular pattern. The background is a colorful, abstract pattern with diagonal lines and various shades of green, blue, and yellow.

Percentage
59%
55%
20%

55%

20%



**FINDING:** Online learners want online programs to help them advance their careers





**FINDING: Affordability is the most important decision factor**

**FINDING: Online learners require more flexibility**

**FINDING: Online learners need different types of support**

**FINDING: GenAI's impact will be felt everywhere, but online students don't feel prepared**

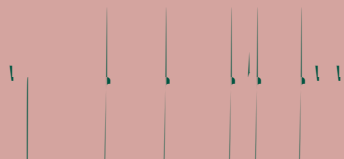
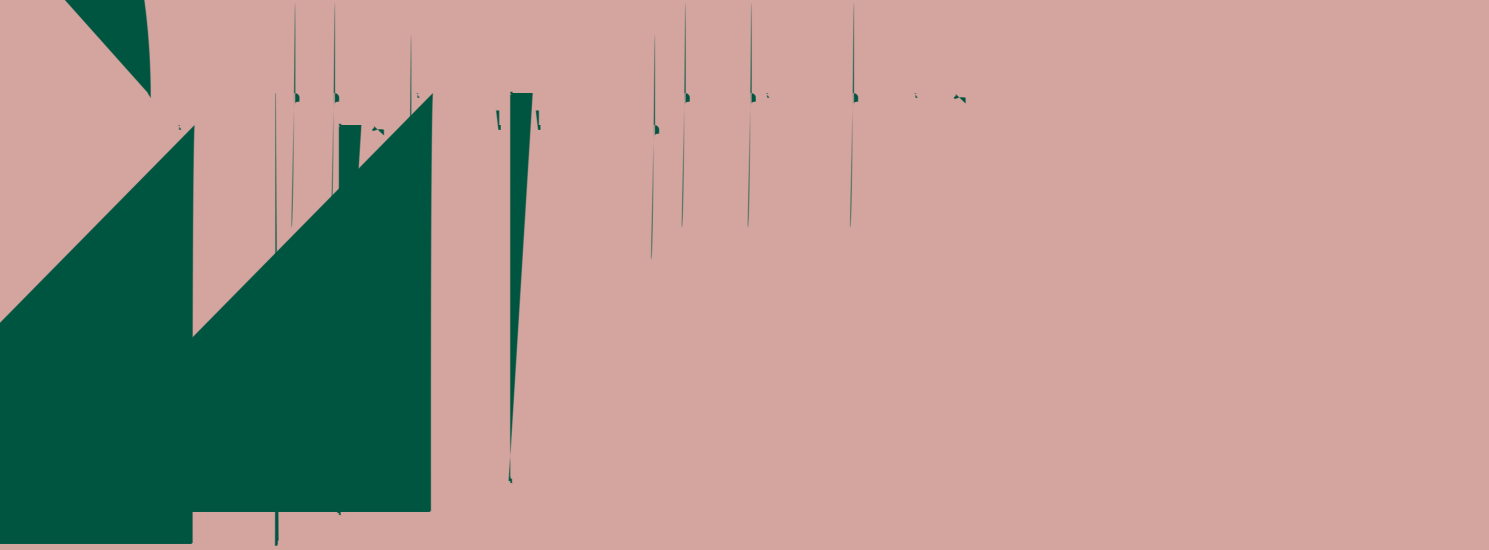
# Methodology

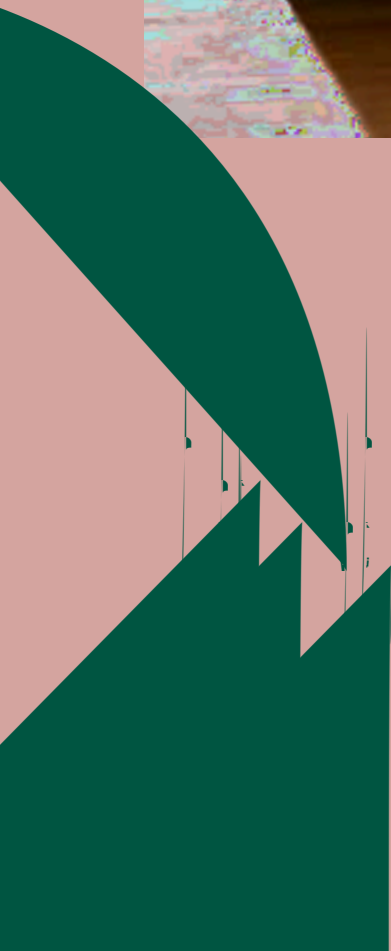
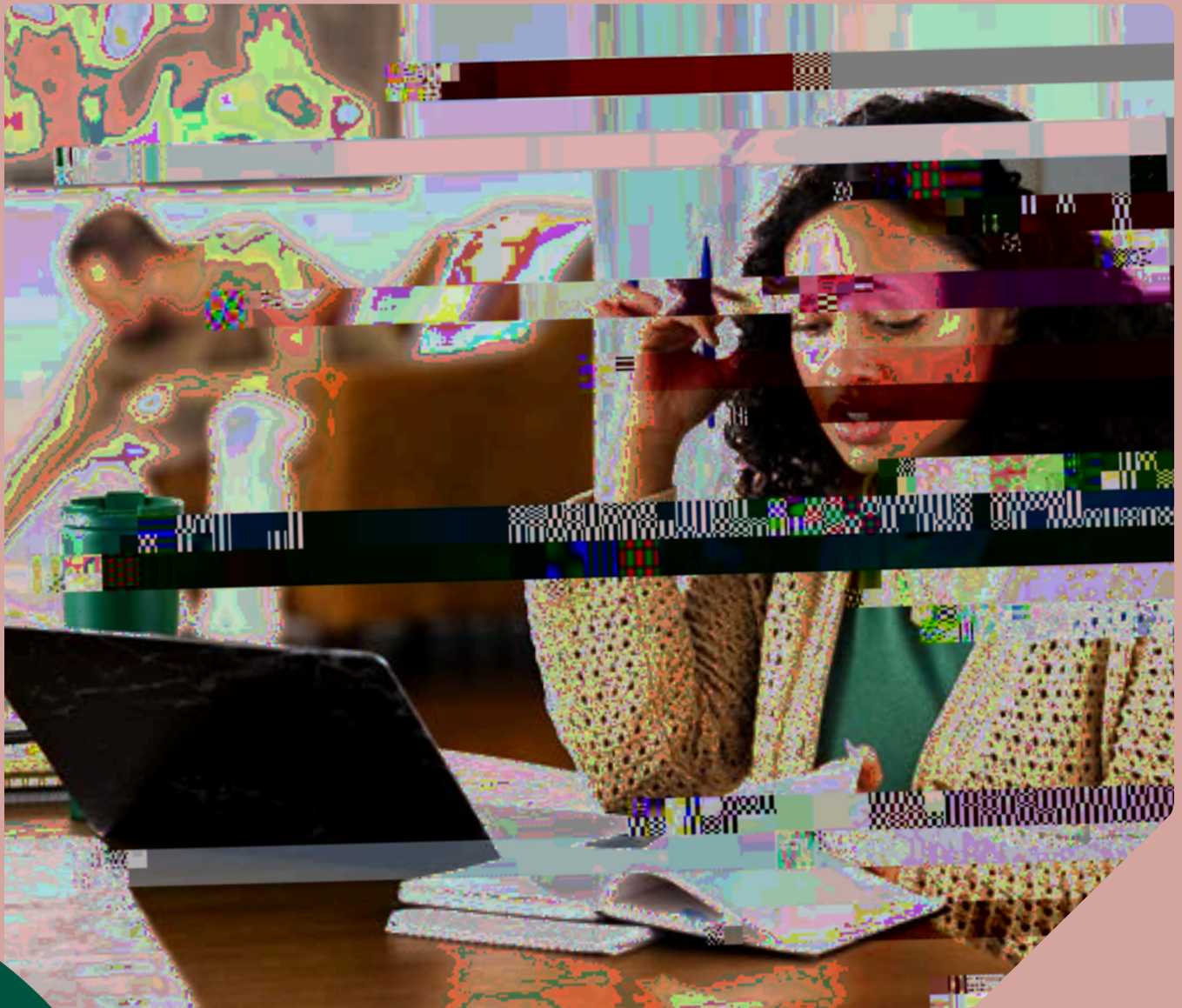
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# References

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