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Voice of the Online Learner



Risepoint

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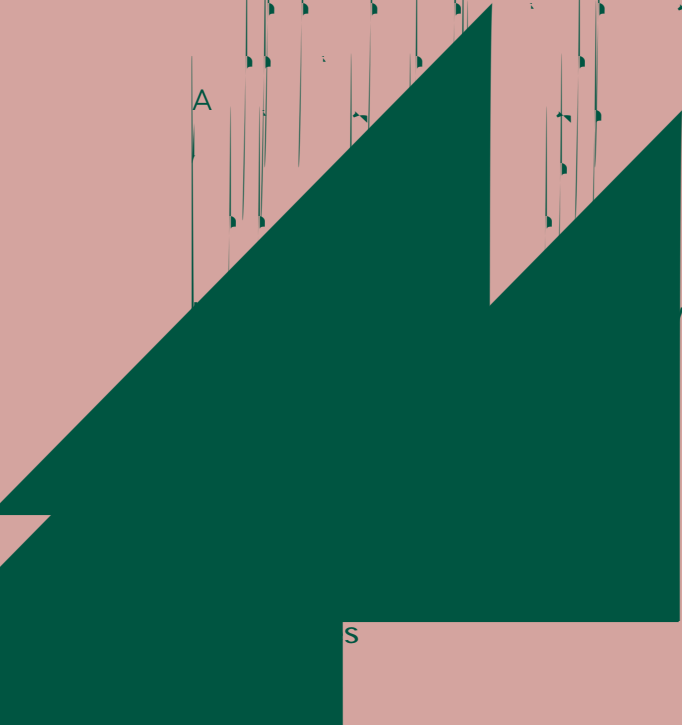
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Introduction



Key Findings

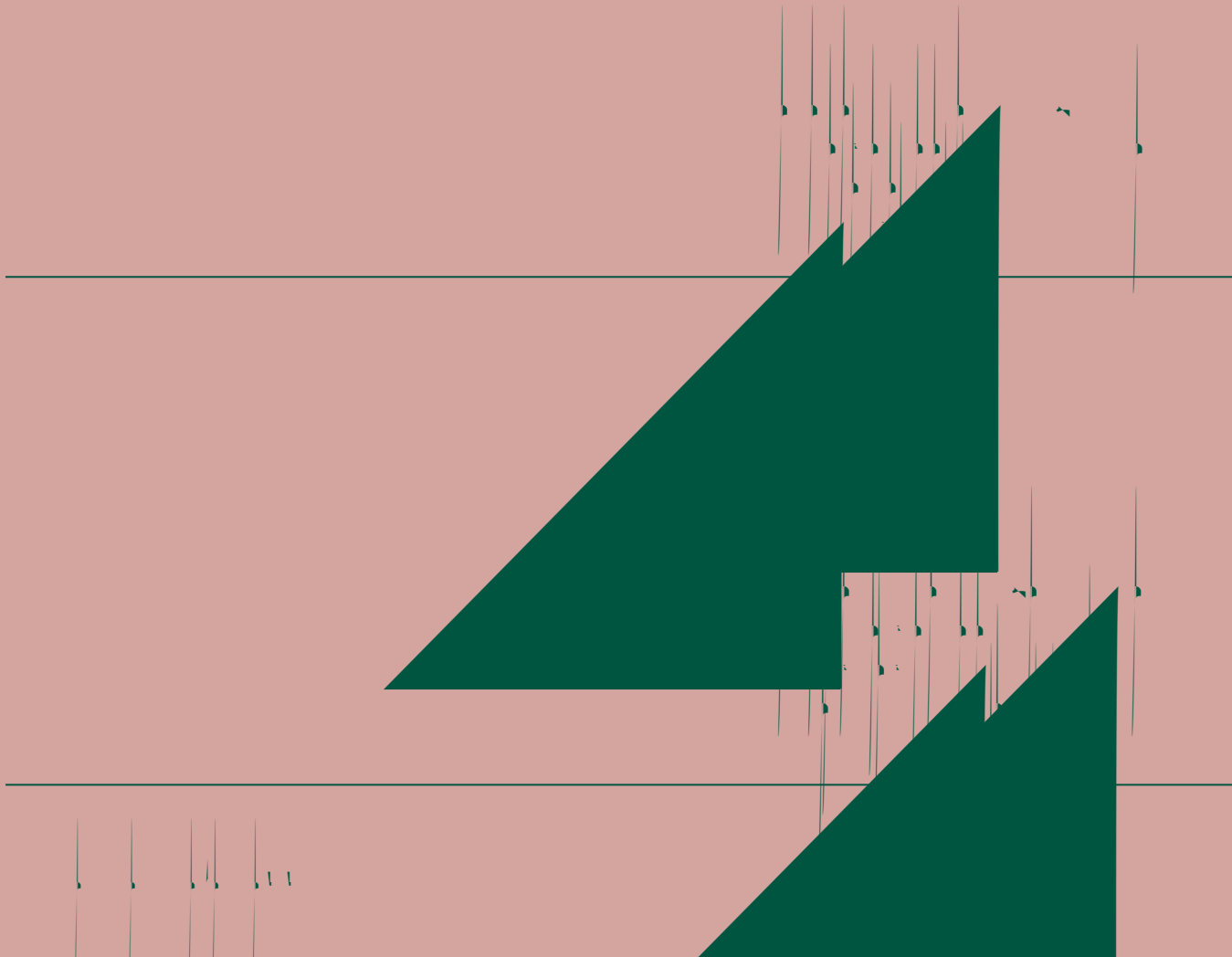
Online learners are fundamentally different

Cost is the primary motivator

Adaptability and flexibility reign supreme



Online learners are fundamentally different





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

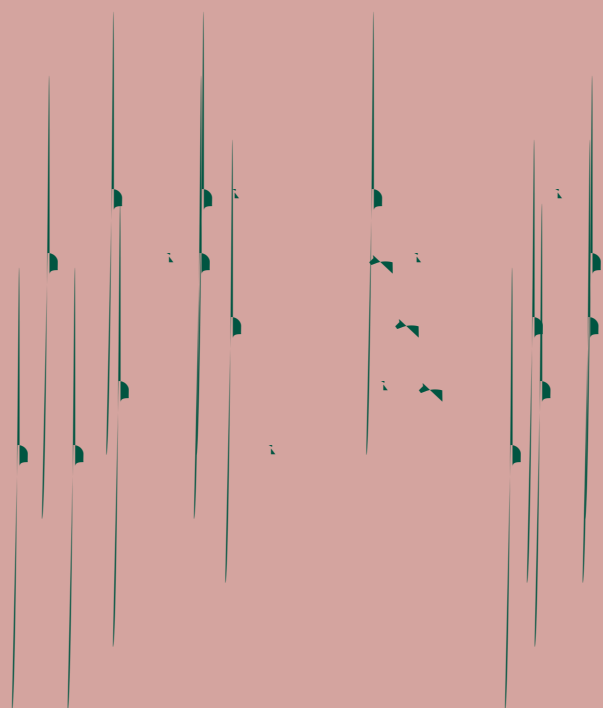


Takeaway for university administrators:

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

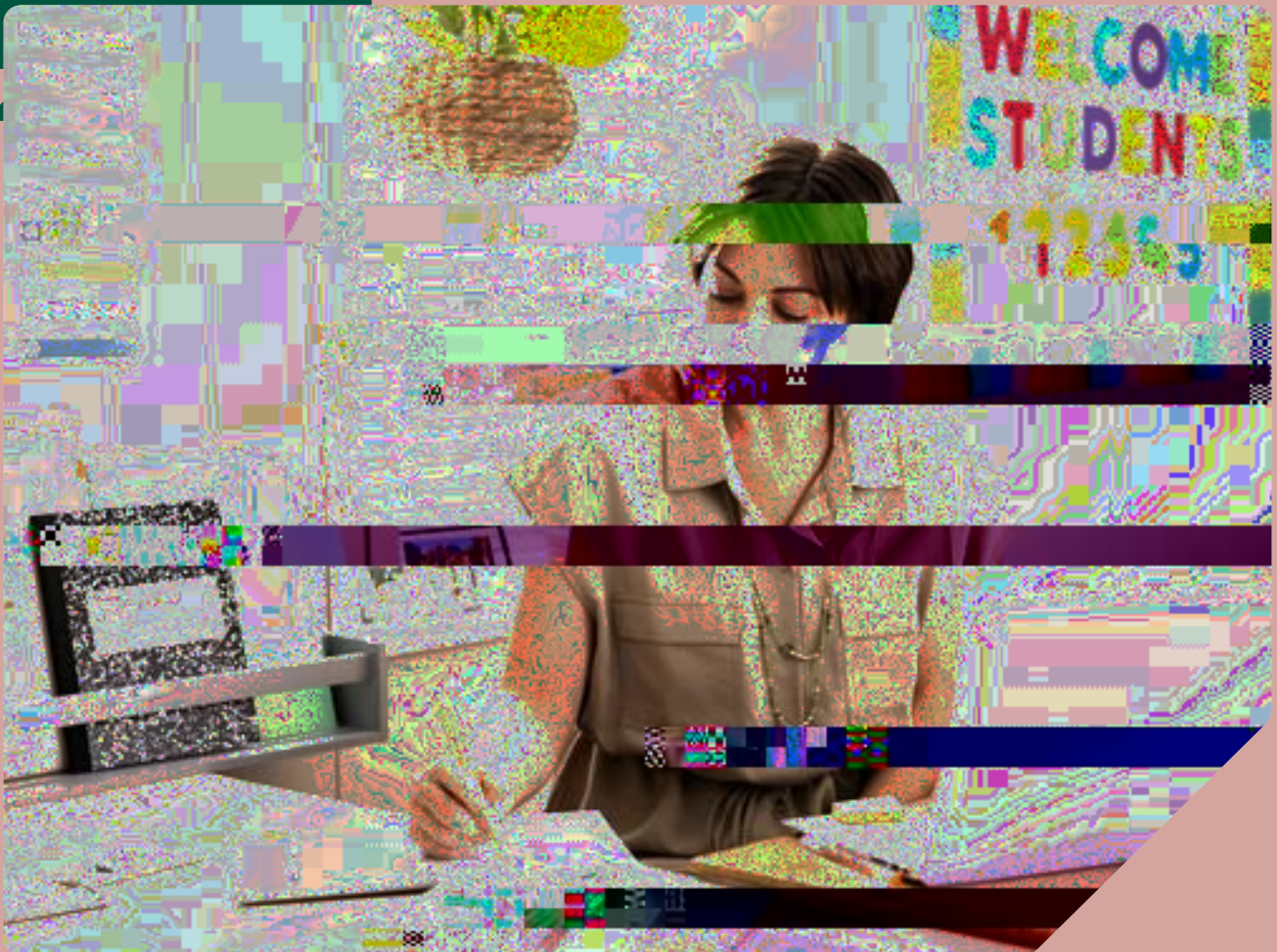
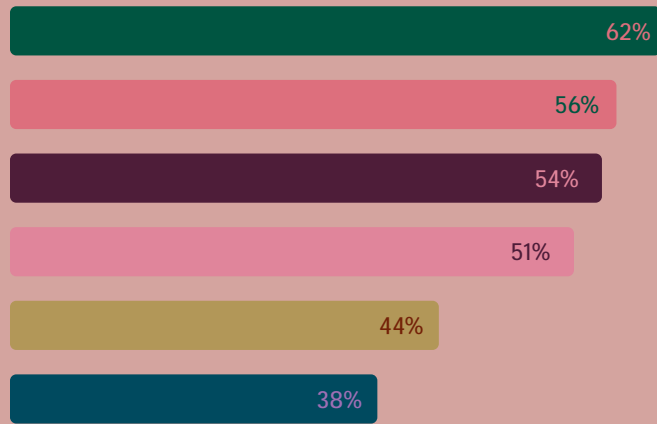


Caroline, MEd, Special Education with
Educational Diagnostician Certification

Interest in upskilling lifelong

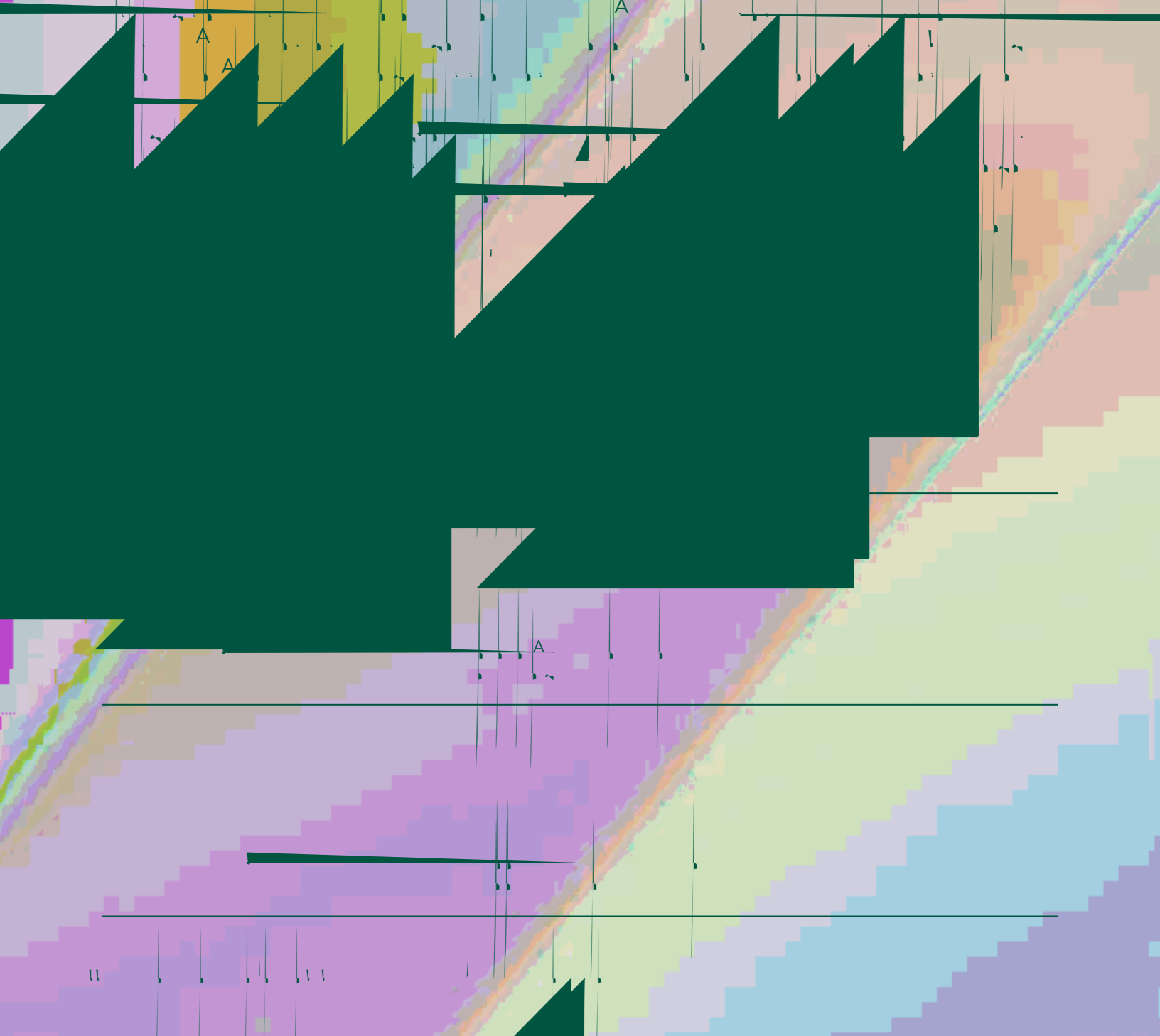


Reasons for interest in certificate programs:



Looking to the Future

Students are concerned about AI and seeking guidance



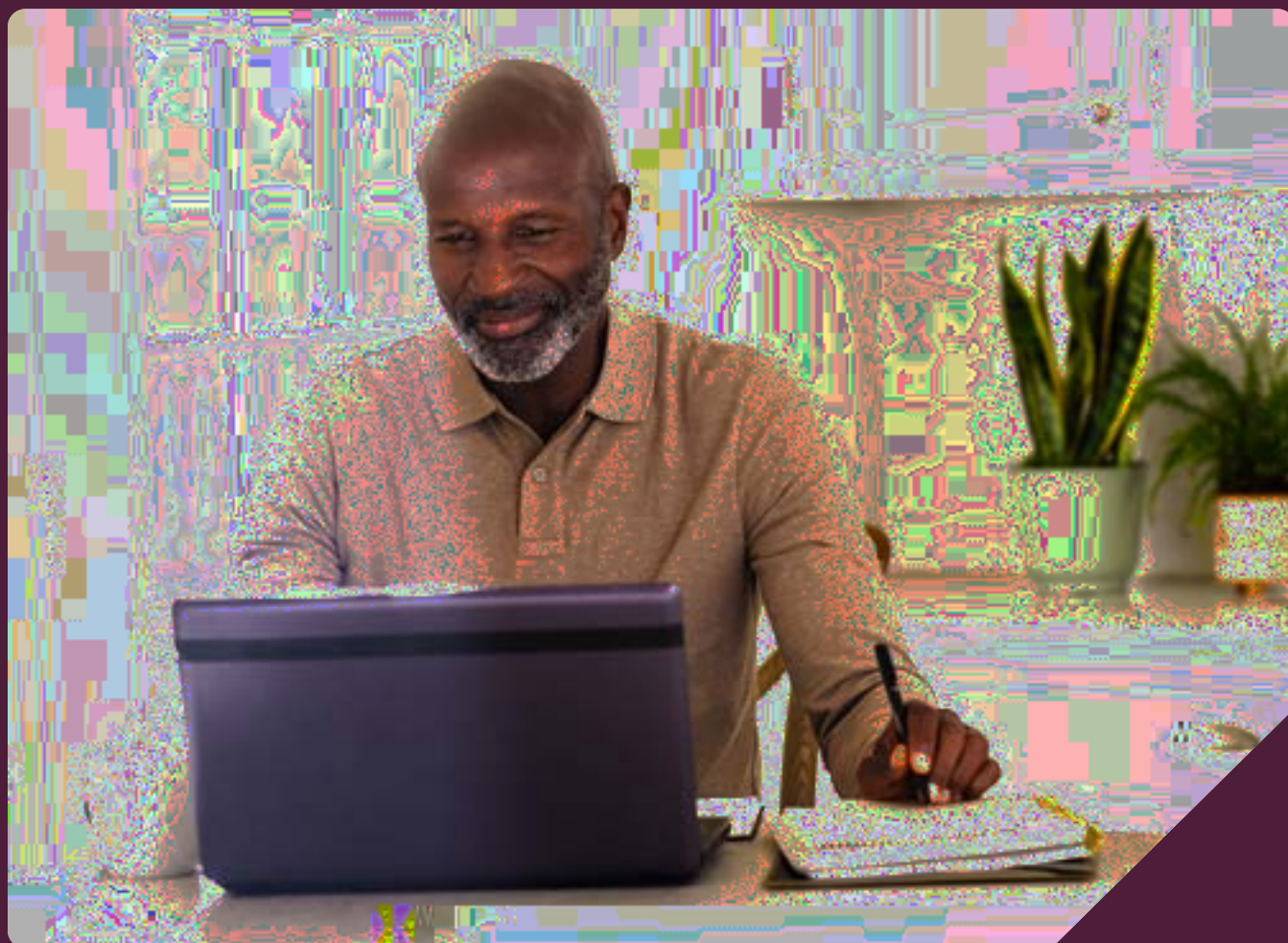
An infographic featuring three overlapping circles of different colors and sizes. The largest circle is light pink and contains the text '59%'. The medium-sized circle is dark green and contains '55%'. The smallest circle is dark purple and contains '20%'. The background is a colorful, abstract pattern with diagonal lines and various shades of green, blue, and yellow.

59%

55%

20%

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



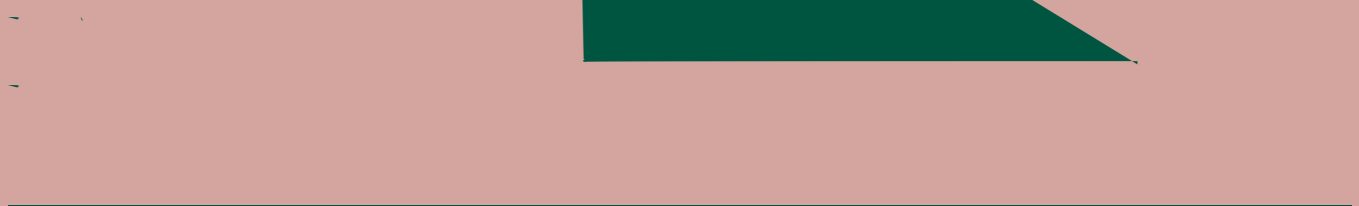
FINDING: Affordability is the most important decision factor



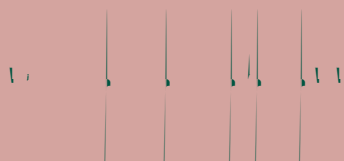
FINDING: Online learners require more flexibility



FINDING: Online learners need more types of support



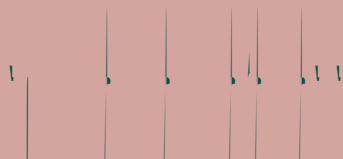
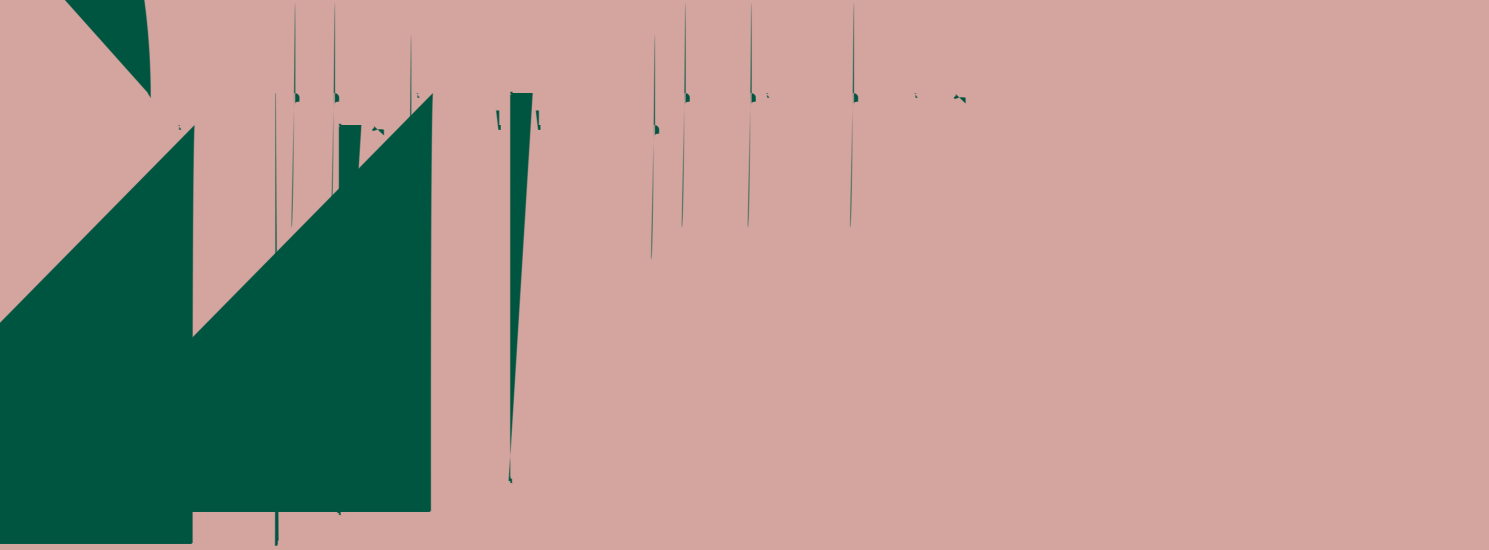
FINDING: GenAI's impact will be felt everywhere, but online students don't feel prepared

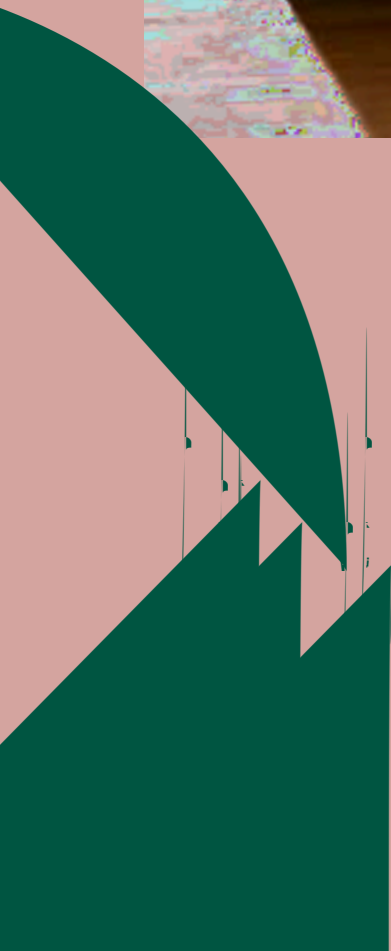
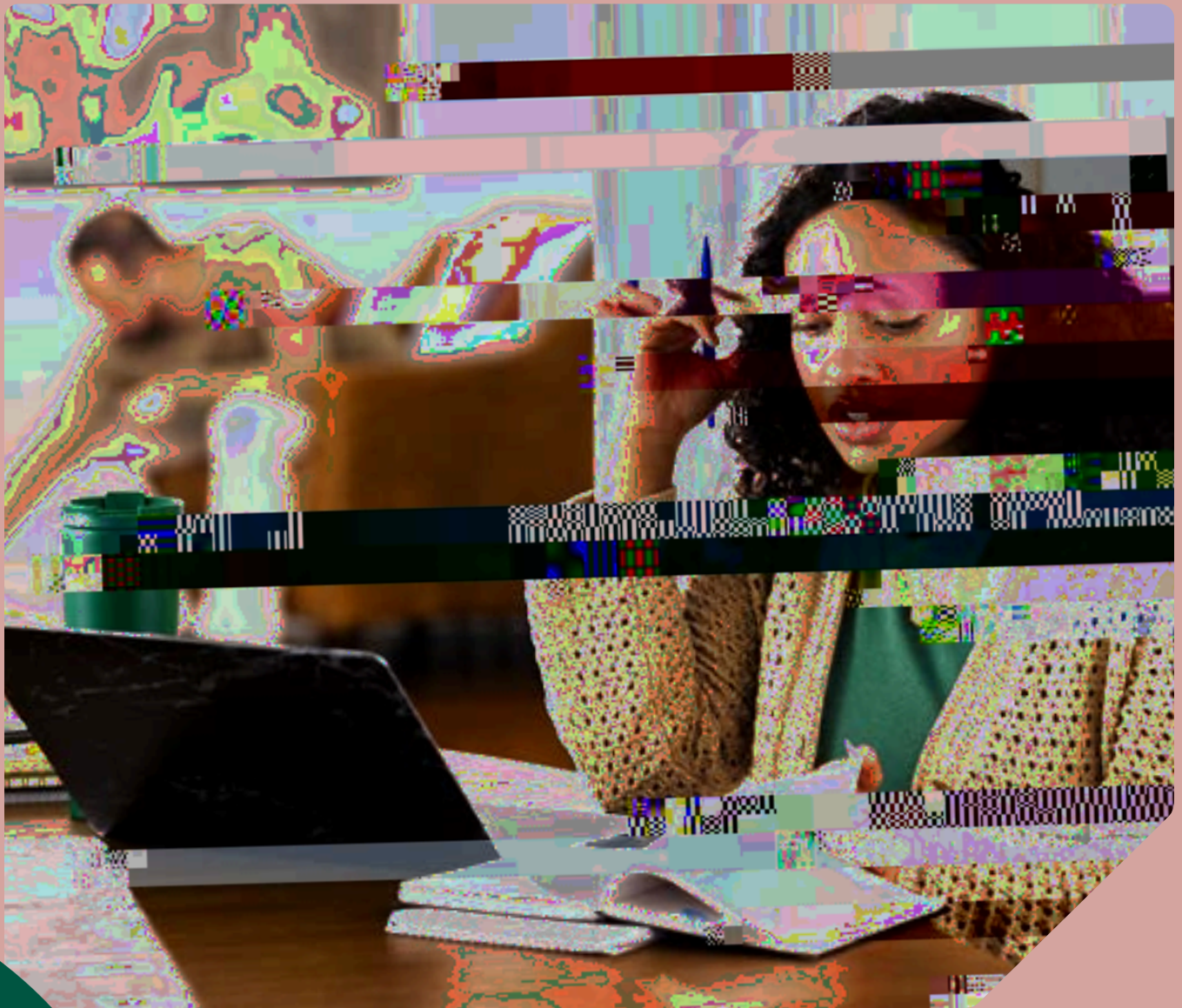


Methodology

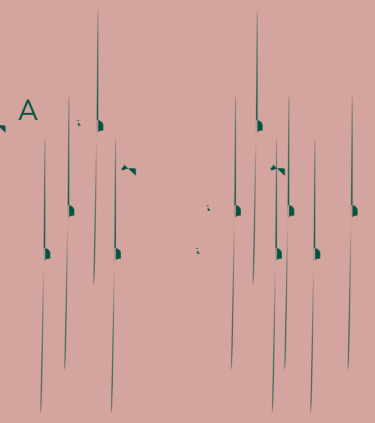


References





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