Voice of the Online Learner

Risepoint

Contents

Introduction 03

Key Findings 04

Survey Findings in Detail

A

l

ve AI 22

24

26

s 27

About Us 28

Introduction

Key Findings

Online learners are fundamentally di□erent

ent is the primary motivator

A□ordability and flexibility reign supreme
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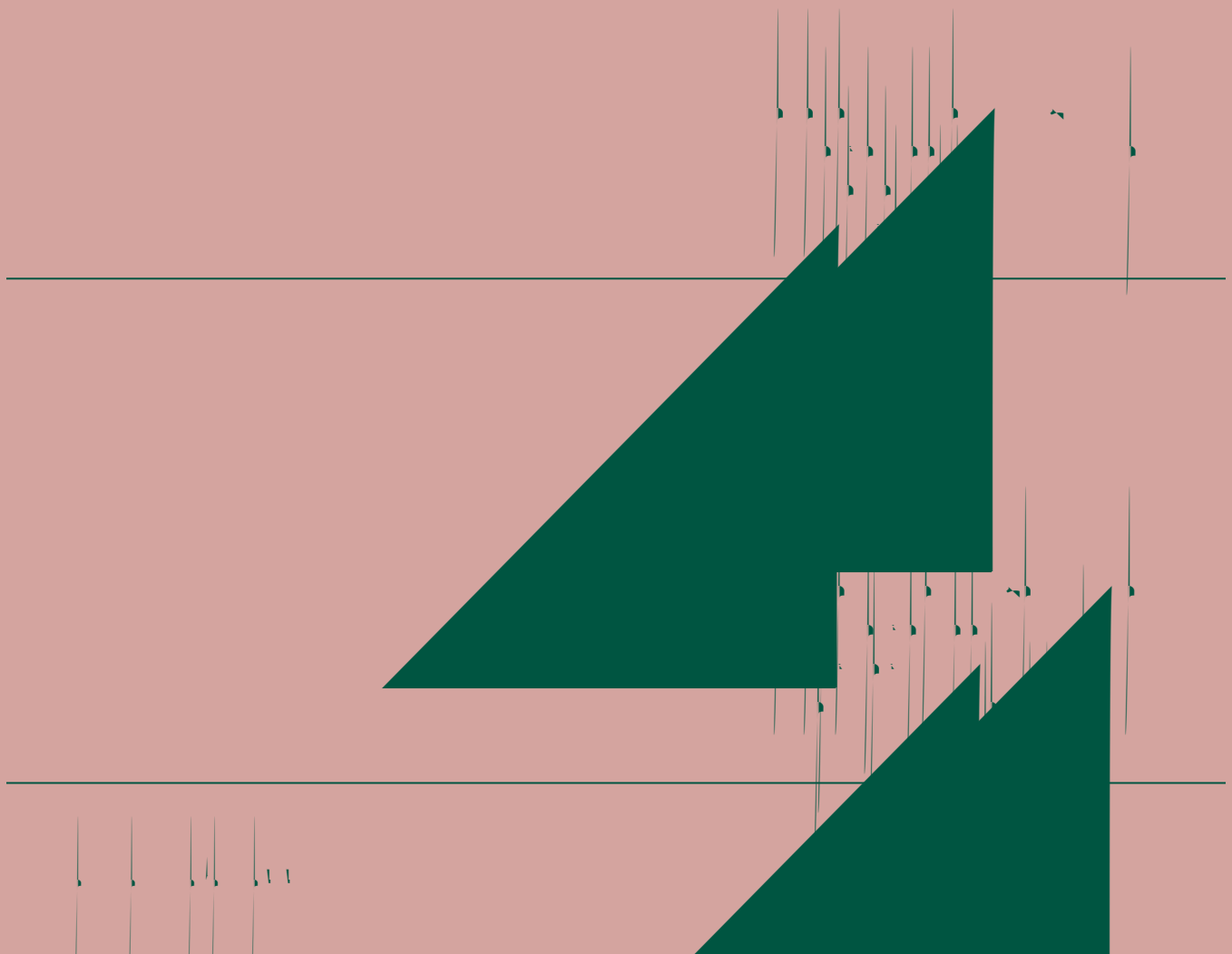
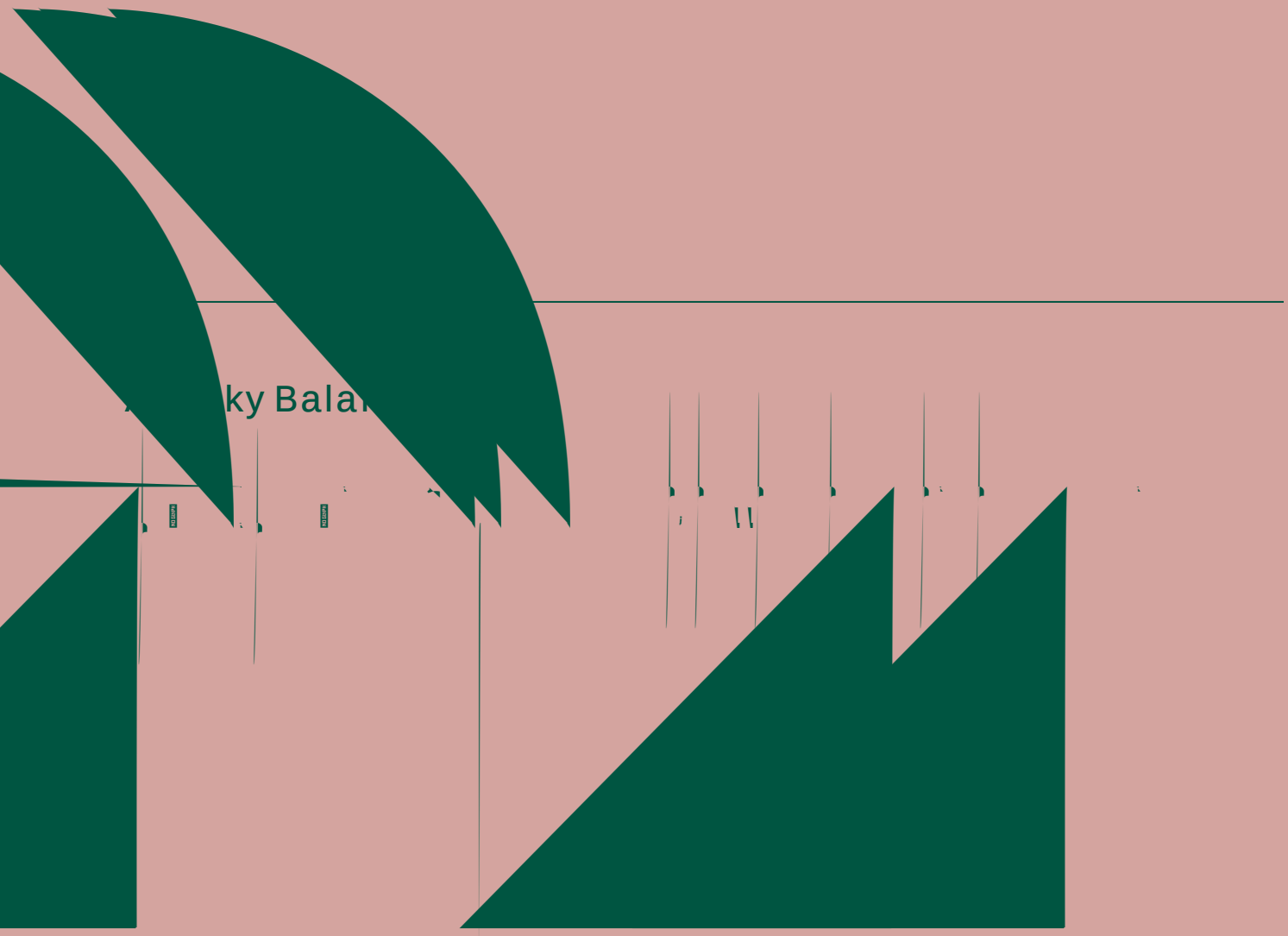
Online learners are fundamentally di□erent





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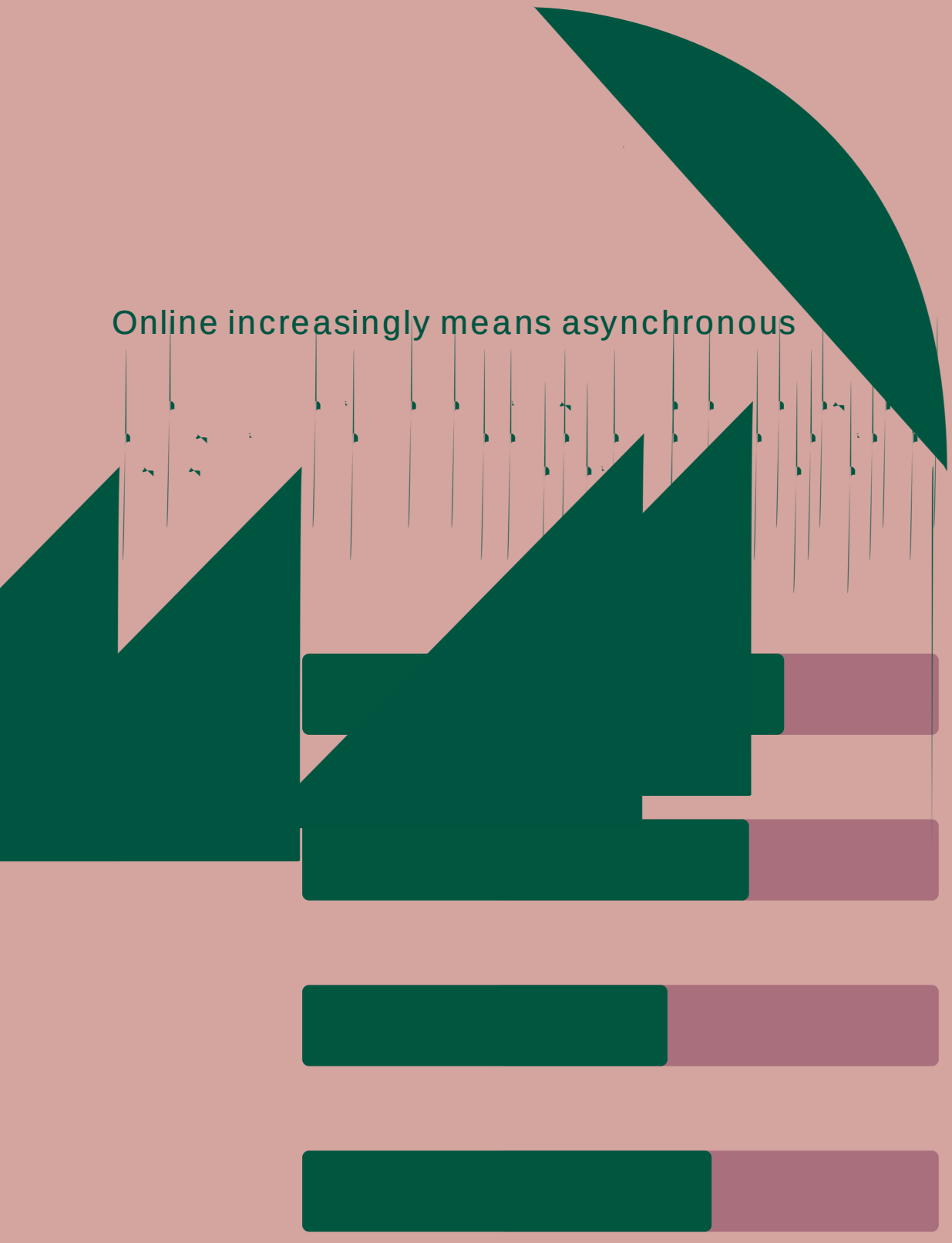
‘They can take your car or money, but they can’t take your education.’”

Ana, Master of Education in Educational Leadership

Online increasingly means asynchronous



Takeaway for university administrators:

Career advancement is the primary [illegible] or

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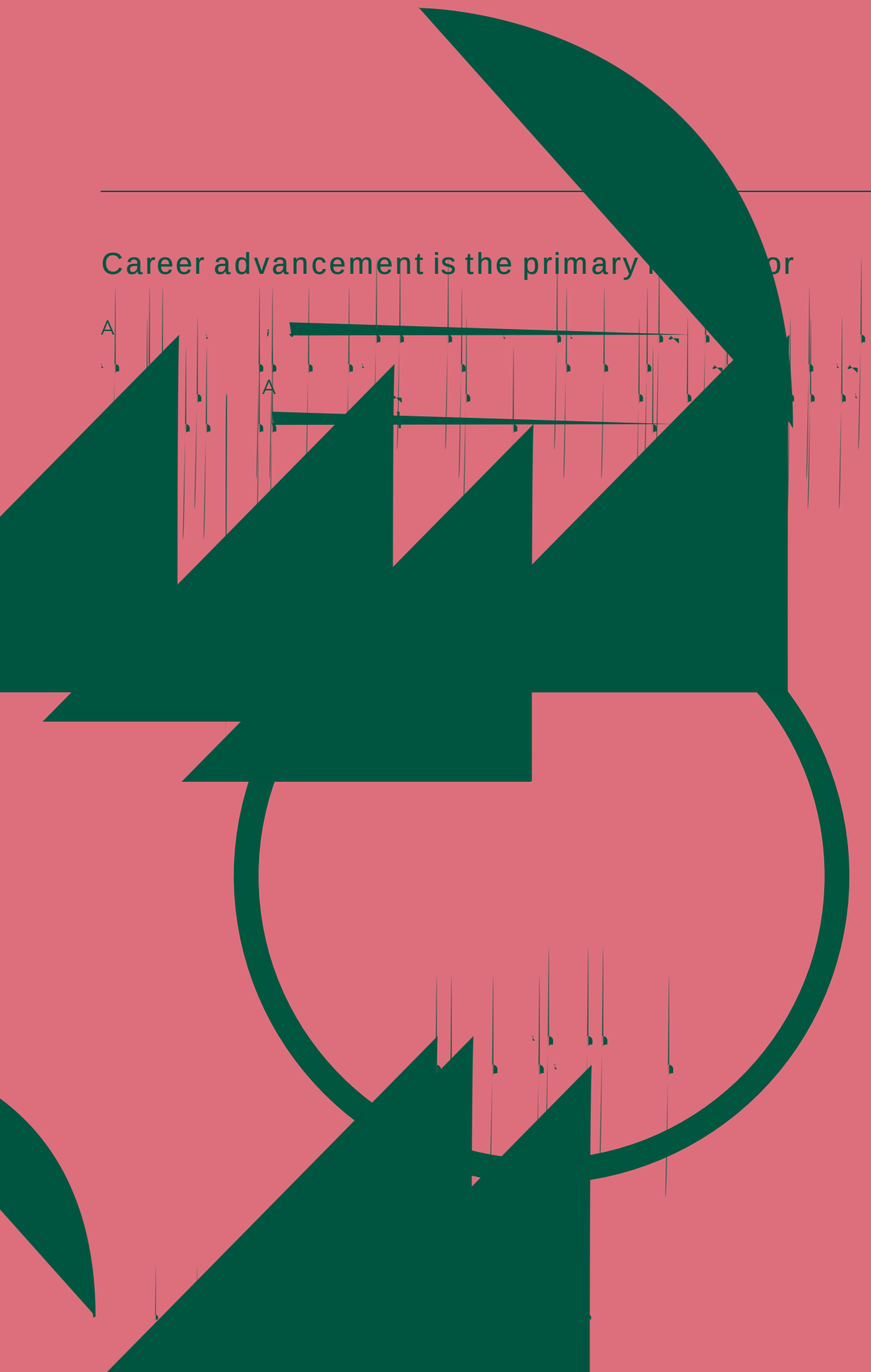

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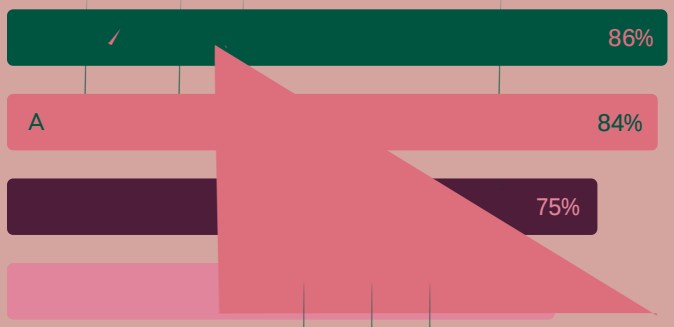
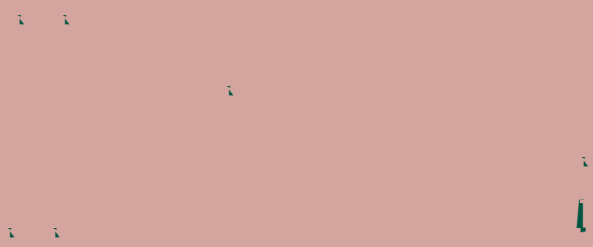
A□ordability ility reign supreme



Vickel, Education Specialist in Educational Leadership, Principalship



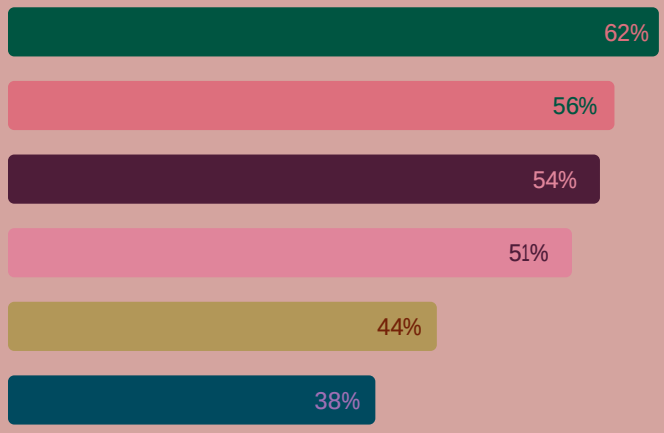
Theresa, Master of Public Administration,
Nonprofit Management

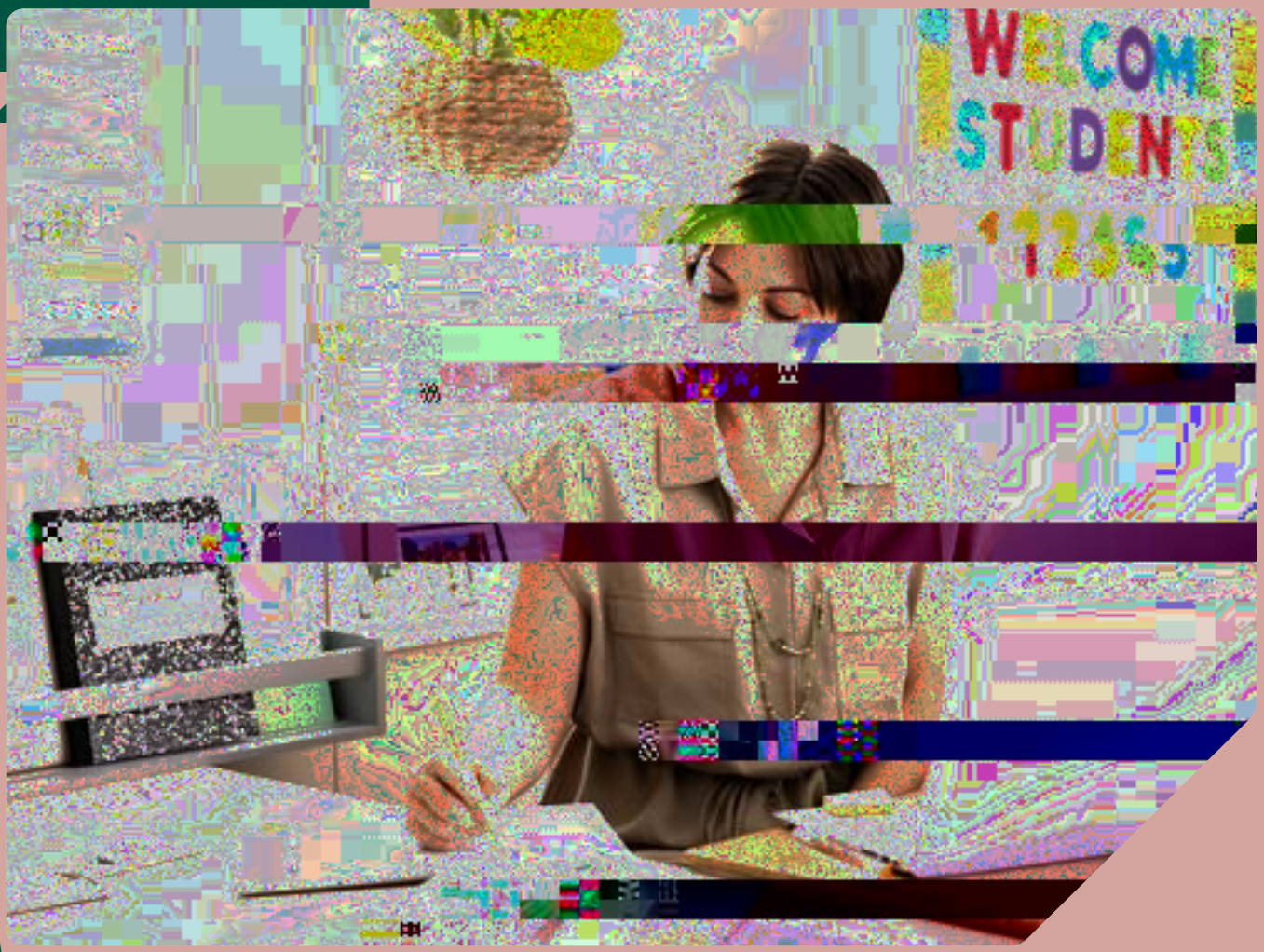
Local matters, even online

Caroline, MEd, Special Education with
Educational Diagnostician Certification

Interest in u lifelong

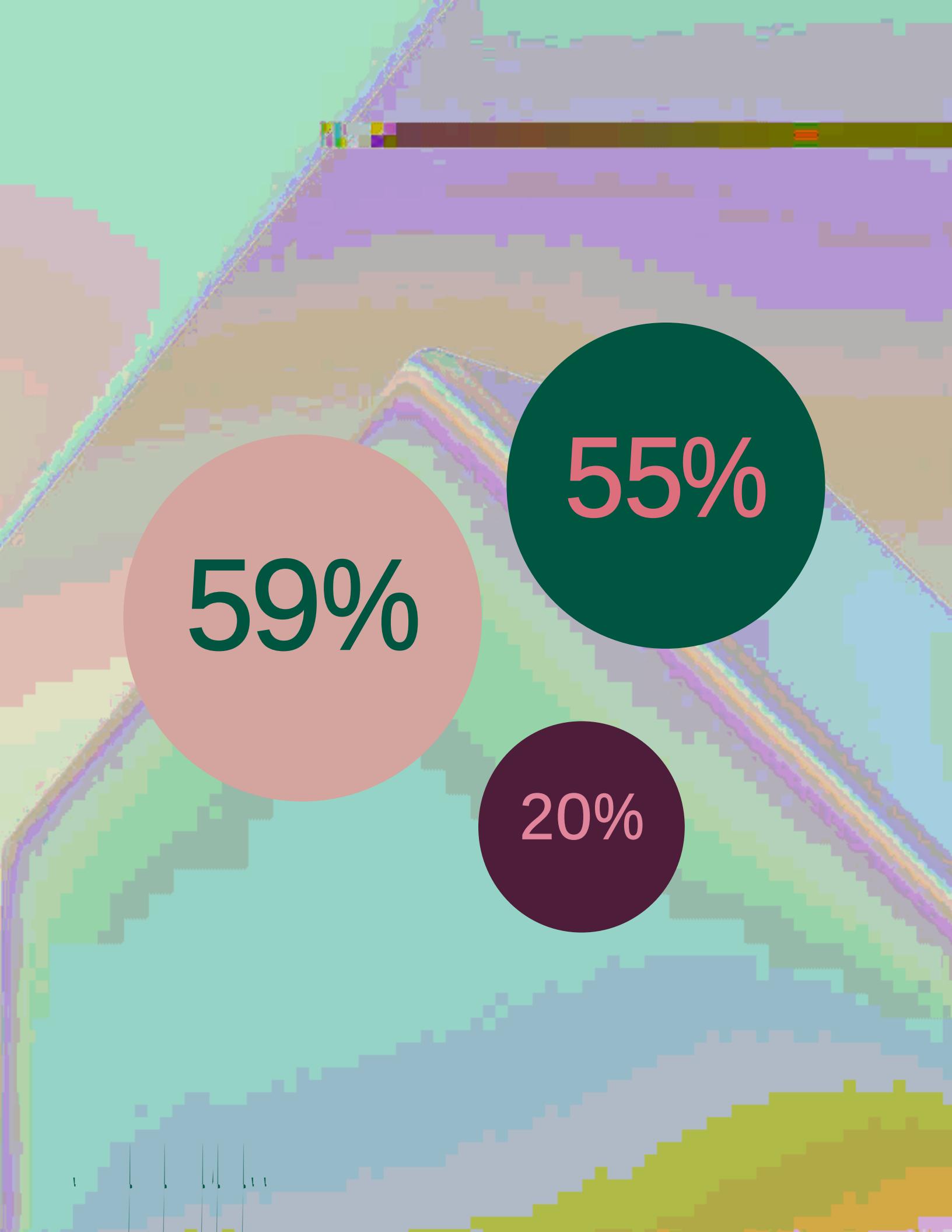
Reasons for interest in certificate programs:





Looking to the Future

Students are concerned about AI and seeking guidance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20%

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

FINDING: A□ordability is the most important decision factor

FINDING: Online learners require more flexibility

FINDING: Online learners n es of support

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

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Methodology

References

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