

MORE THAN MEETS THE EYE

THE DIMENSIONS OF AN ONLINE COLLEGE STUDENT

EXPLORING A GROWING, CHANGING DEMOGRAPHIC

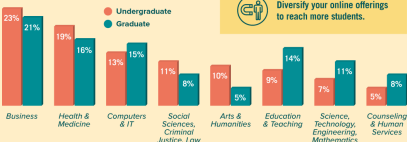
As online learning opportunities continue to evolve, so do the students who seek them out. The 2018 Online College Students report, conducted by The Learning House, Inc. and Aslanian Market Research, surveyed 1,500 current, prospective and recently graduated online college students about their preferences and must-haves. Learn what you need to do to best attract, serve and retain the online college student.

FOCUSED ON A SPECIFIC PROGRAM

91% of students know either the field or the specific program that they want to pursue.



55% I knew the specific academic program I wanted
36% I knew the general field I wanted to study



Diversify your online offerings to reach more students.

REMEMBERS DIGITAL AND TRADITIONAL ADS

Digital ads are remembered more by students, but traditional advertisements, like TV, can boost your reach.



31% LISTINGS ON SEARCH ENGINES

30% TV COMMERCIALS

29% EMAIL

25% ADS ON WEBSITES

25% ADS ON SOCIAL MEDIA

23% COLLEGE FAIRS

DIRECT MAIL 14%

RADIO COMMERCIALS 13%

REMEMBER DIGITAL ADVERTISEMENTS

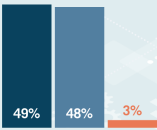
REMEMBER TRADITIONAL ADVERTISEMENTS



Focus on digital advertisements, but don't forget about traditional methods. TV, college fairs, and even snail mail and radio, can make a lasting impact.

OPEN TO COST-SAVING INNOVATIONS

When questioned about cost-saving programs like competency-based courses or textbook-free programs, 4% or less would NOT consider them.



No, I would not consider a CBE program
Maybe, I would research a CBE program
Yes, I would definitely consider a CBE program



Consider offering options to lower the total cost of education.

USES A MOBILE DEVICE FOR RESEARCH AND COURSEWORK

Students commonly use mobile devices to research schools and complete assignments.

TO WHAT EXTENT DID YOU CONDUCT ANY OF YOUR RESEARCH ABOUT SCHOOLS TO ATTEND ON A MOBILE DEVICE?



DID YOU COMPLETE ONLINE COURSE-RELATED ACTIVITIES USING YOUR MOBILE DEVICE?



Ensure both your website and course materials are optimized for mobile.

INTERESTED IN CAREER SERVICES

More than 30% will take advantage of career services offered either online or on campus.

TOP 4 CAREER SERVICES USED



Make career services available online. Students report higher usage of these resources with online accessibility.

EXPLORE DOZENS OF ADDITIONAL FINDINGS ABOUT TODAY'S ONLINE COLLEGE STUDENTS.

DOWNLOAD THE FULL REPORT AT LEARNINGHOUSE.COM/OCS2018