

Distance Ed Enrollment Trends: New Data, New Trends, New Partnership

April 19





Welcome to #WCETWebcast

April 19, 2017

- *The webcast will begin shortly.*
- *There is no audio being broadcast at this time.*
- *An archive of this webcast will be available on the WCET website next week.*

digital learning
C O M P A S S



Goal: Be the definitive source of information
on the patterns and trends of
U.S. postsecondary distance learning.

Welcome!

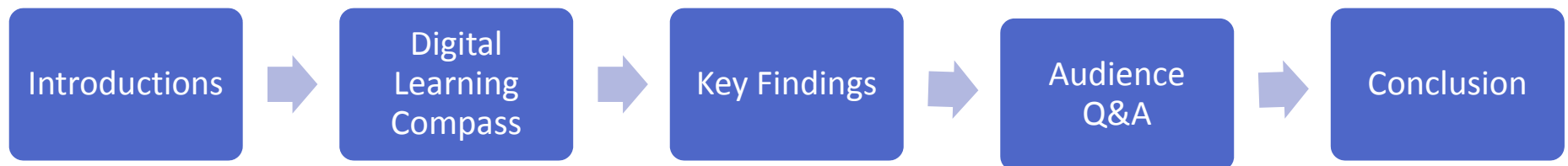
- *Use the question box for questions and information exchange.*
- *Archive, PowerPoint, and Resources available next week.*
- *PowerPoint can be downloaded in the handouts pane.*
- *Follow the Twitter feed: #WCETwebcast.*



Megan Raymond
Assistant Director, Programs
& Sponsorship
WCET

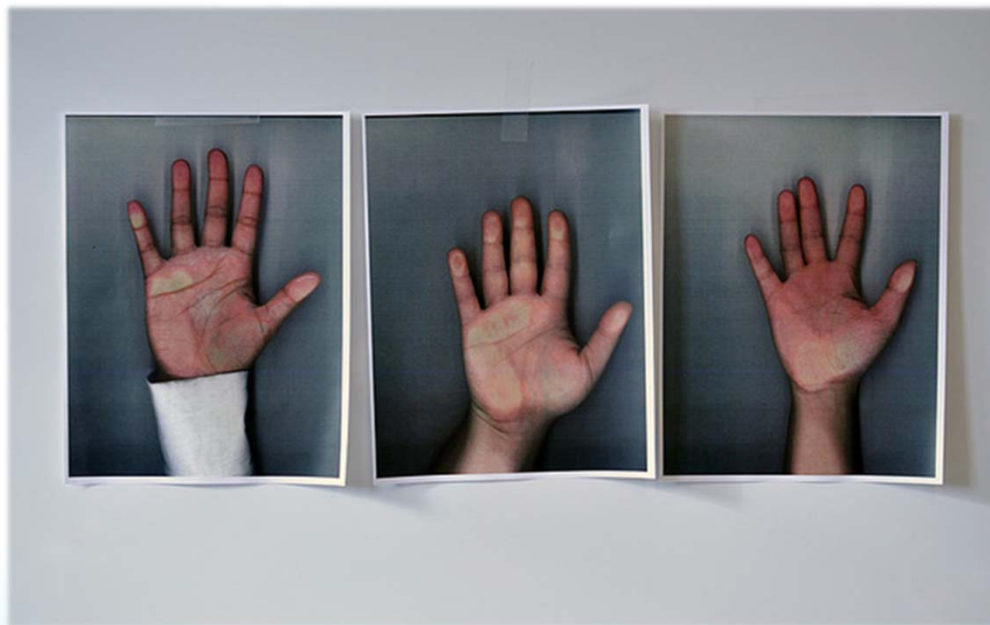
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Overview



Questions from the Audience

- *If you have a question during the presentation, please add your questions to the question box.*
- *We will monitor the question box and have time for Q&A in the last part of the webcast.*



Moderator

Terri Taylor Straut

- Senior Research Analyst
- WCET



Presenters

Phil Hill

- Co-publisher
- e-Literate



Jeff Seaman

- Co-Director, Babson Survey Research Group
- Co-Director, Quahog Research Group



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- Co-Director, Babson Survey Research Group
- Co-Director, Quahog Research Group



Setting the Stage

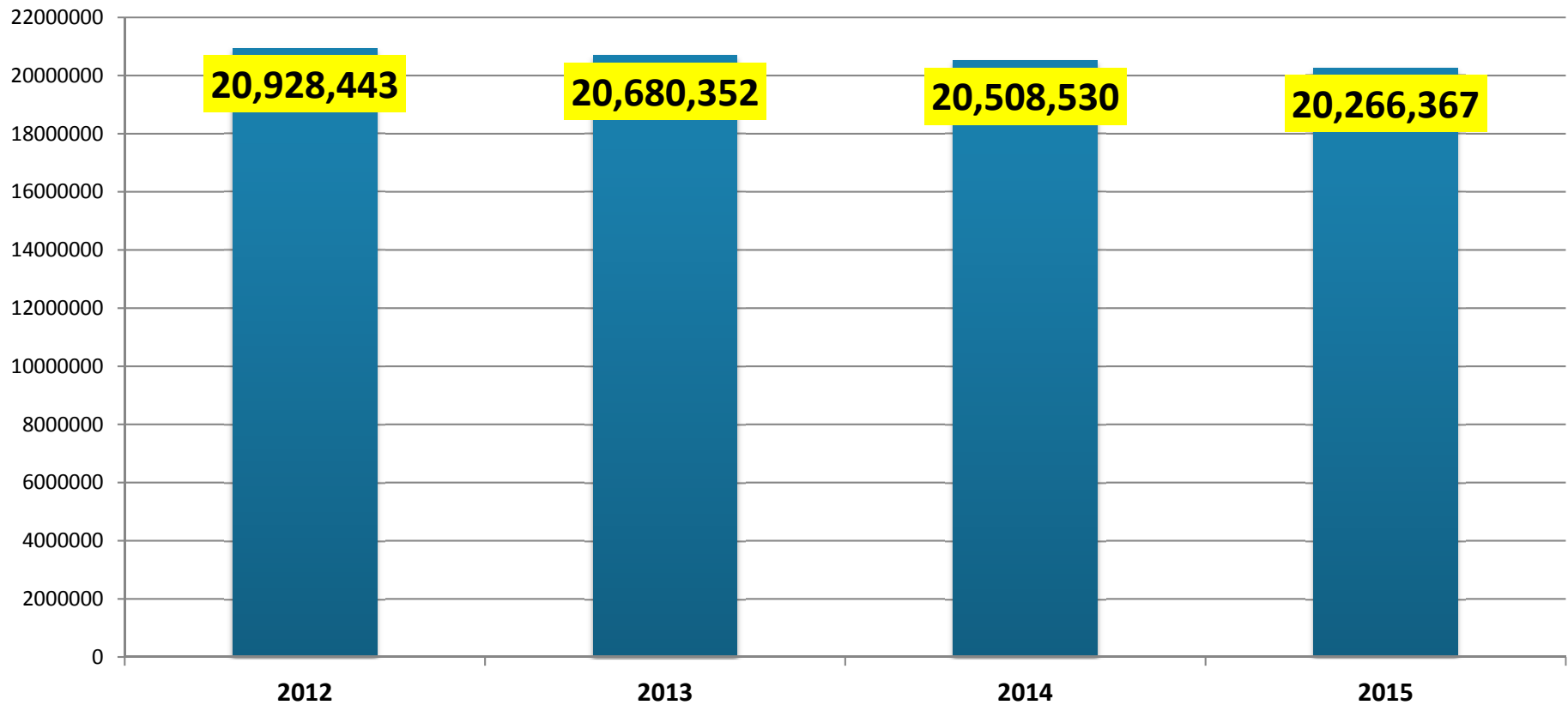
- Four years of data from 4,700+ IPEDS-reporting institutions.
- Most comprehensive information available.
- Supported by Pearson, OLC, Tyton Partners, NC-SARA.

- Replaces previous Babson-collected data (2004-2012).
- Covers IPEDS institutions:
 - Degree-granting.
 - Active.
 - Open to the public.

The world is shrinking...

Institutions are competing for a smaller pie.

OVERALL ENROLLMENT - DEGREE-GRANTING INSTITUTIONS - 2012-2015



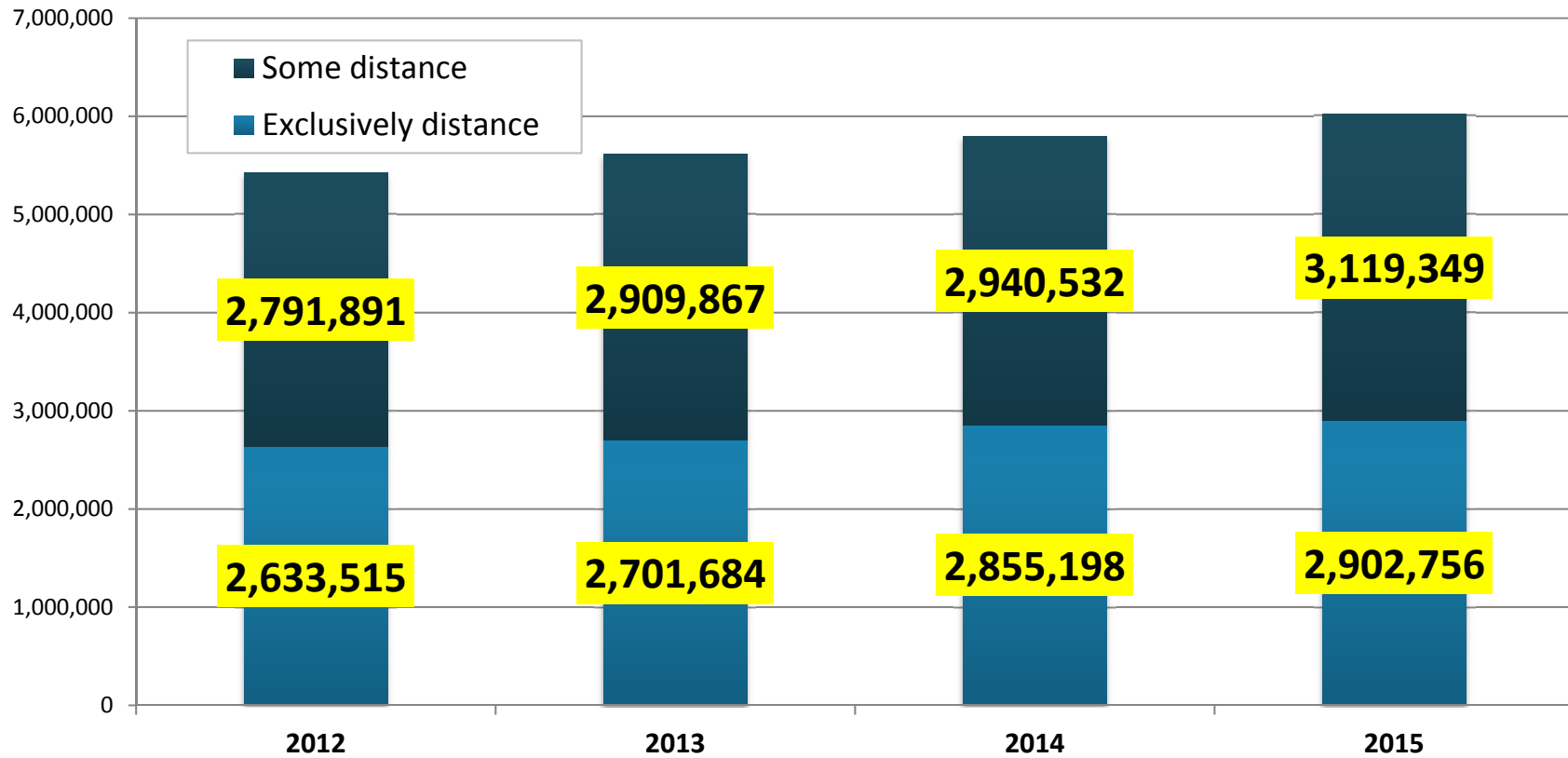
Question: Given that **overall** enrollments are down for the past three years, what is happening to **distance** education enrollments?

- A) Down more than overall enrollments.
- B) Down the same as overall enrollments.
- C) Steady
- D) Growing at same rate as previous years.
- E) Growing faster than previous years.

Distance is growing...

Growth rate for 2014-2015 greater than for previous years.

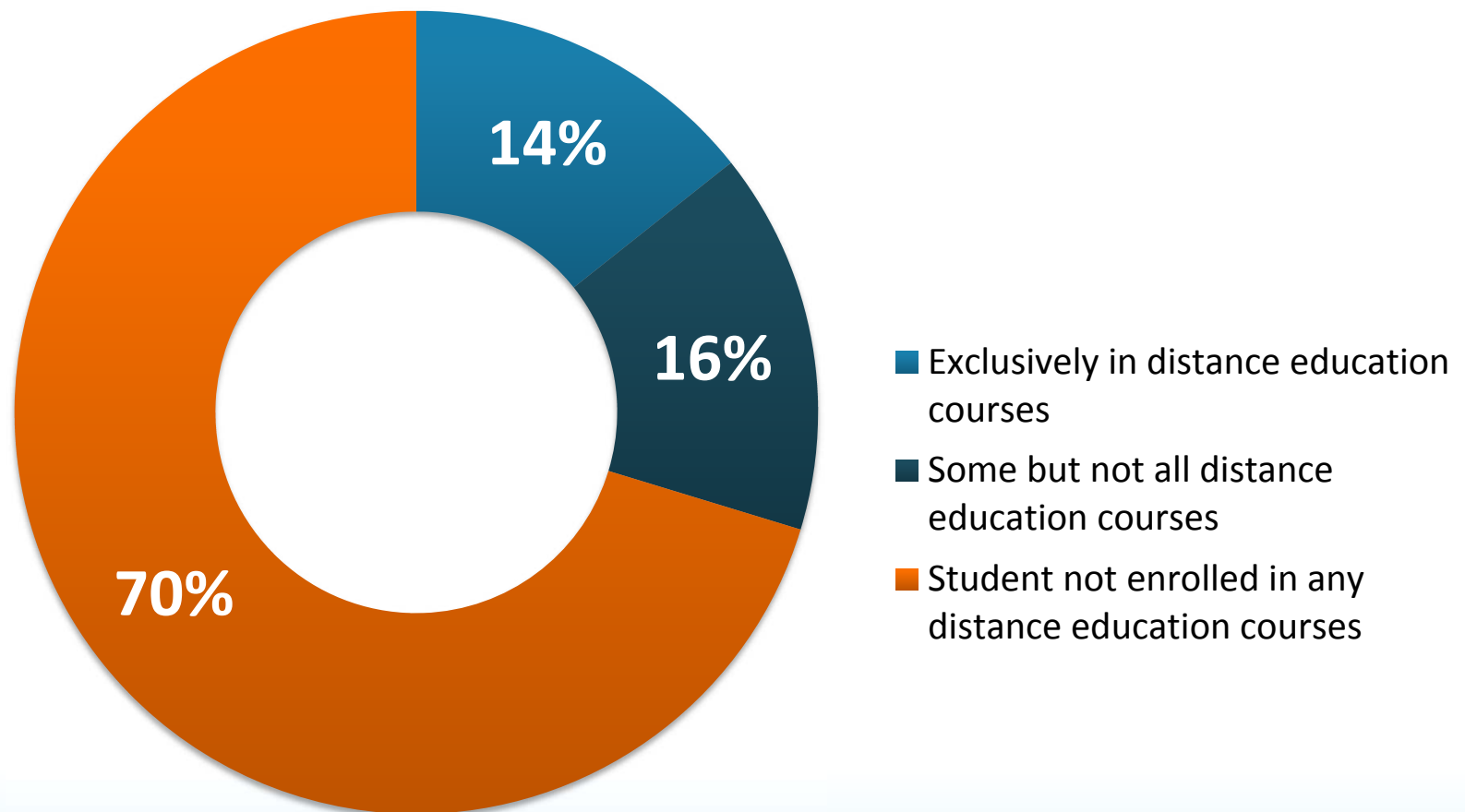
DISTANCE ENROLLMENT - DEGREE-GRANTING INSTITUTIONS - 2012-2015



Distance is growing...

Over 6 Million (30% of all students) now taking courses at a distance

PROPORTION OF STUDENTS TAKING DISTANCE EDUCATION COURSES - 2015



Discussion

Terri Taylor Straut

- Senior Research Analyst
- WCET



Phil Hill

- Co-publisher
- e-Literate

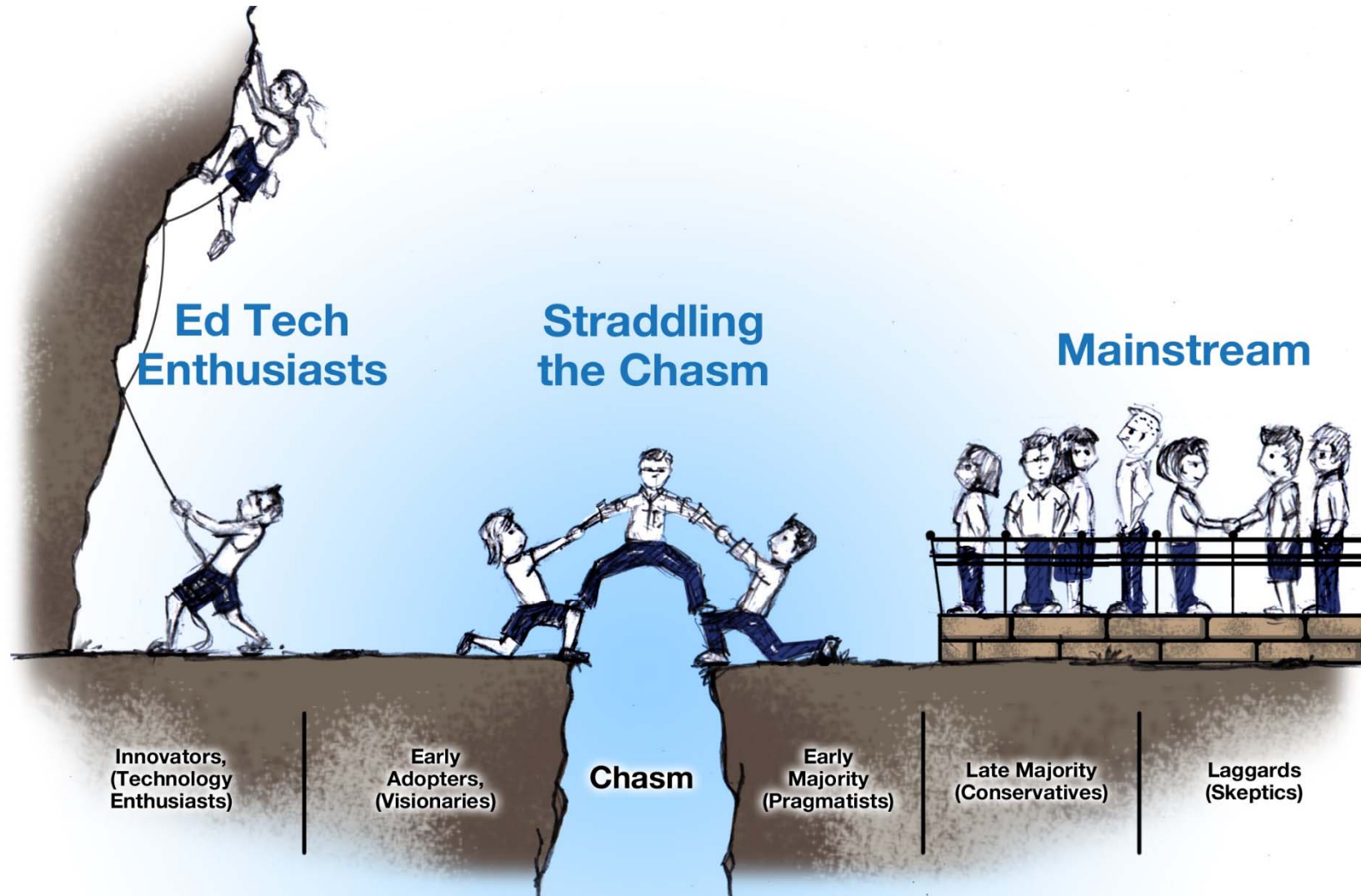


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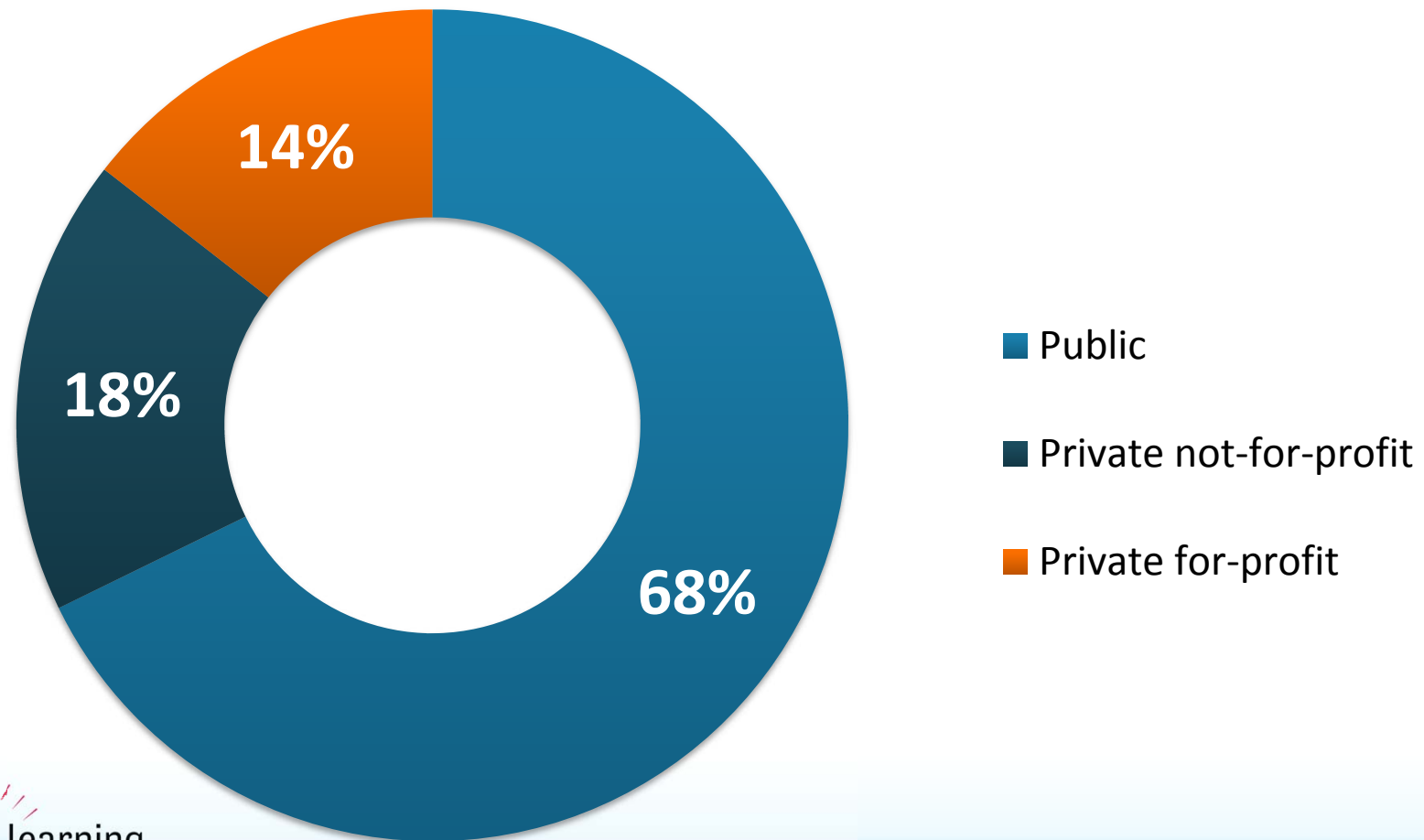
Crossing the chasm with implications



Public institutions are in the lead...

Over two-thirds of distance students are at public institutions

TYPE OF INSTITUTION - STUDENTS ENROLLED IN DISTANCE EDUCATION COURSES - 2015



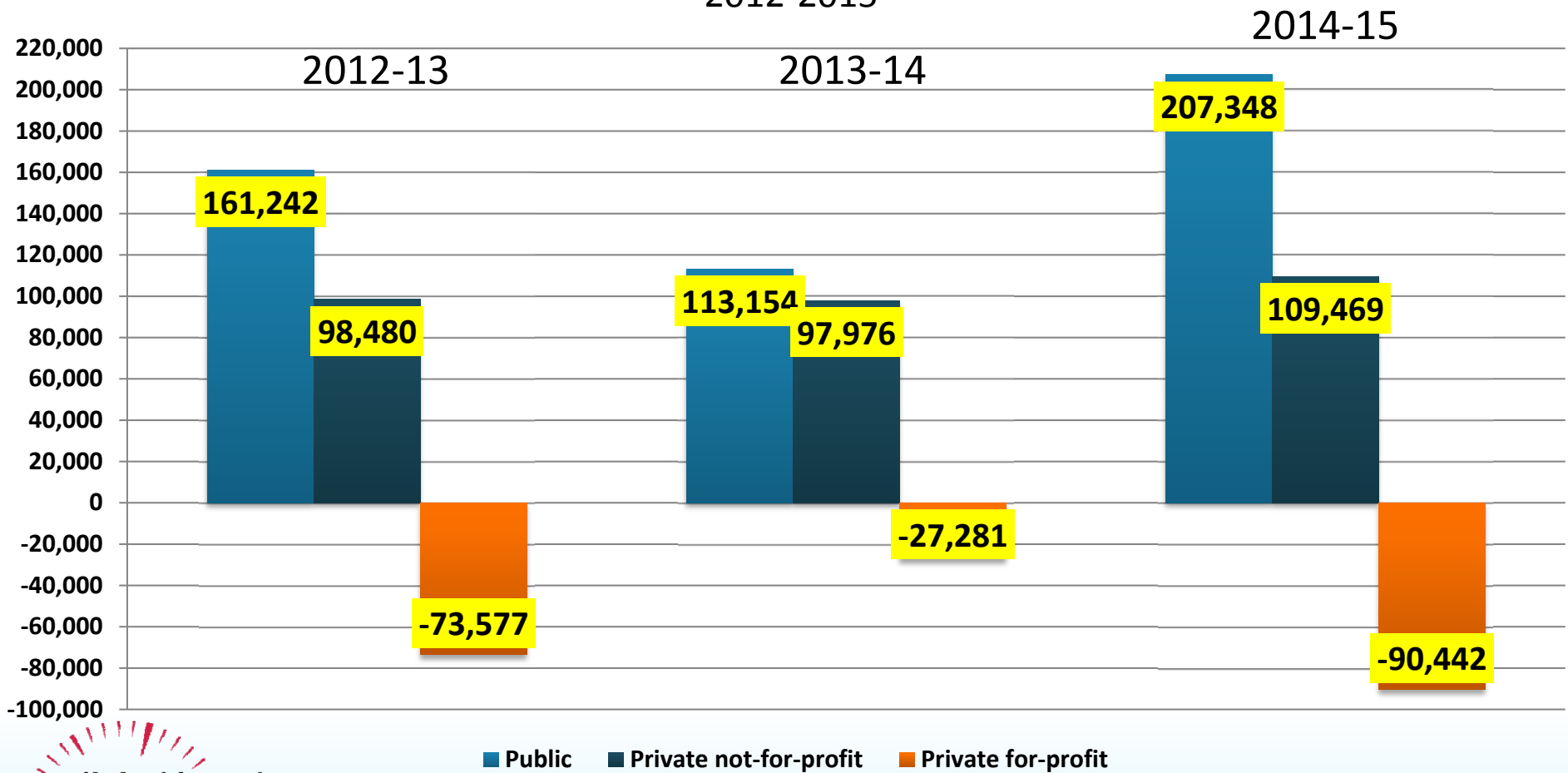
Question: Public institutions have the largest distance enrollments, but who is growing the fastest?

- 1) Public institutions
- 2) Private non-profit institutions
- 3) For-profit institutions

Private institutions are growing fastest...

Largest percentage increase each of the last three years

YEAR-TO-YEAR CHANGE IN DISTANCE ENROLLMENTS - DEGREE-GRANTING INSTITUTIONS - 2012-2015



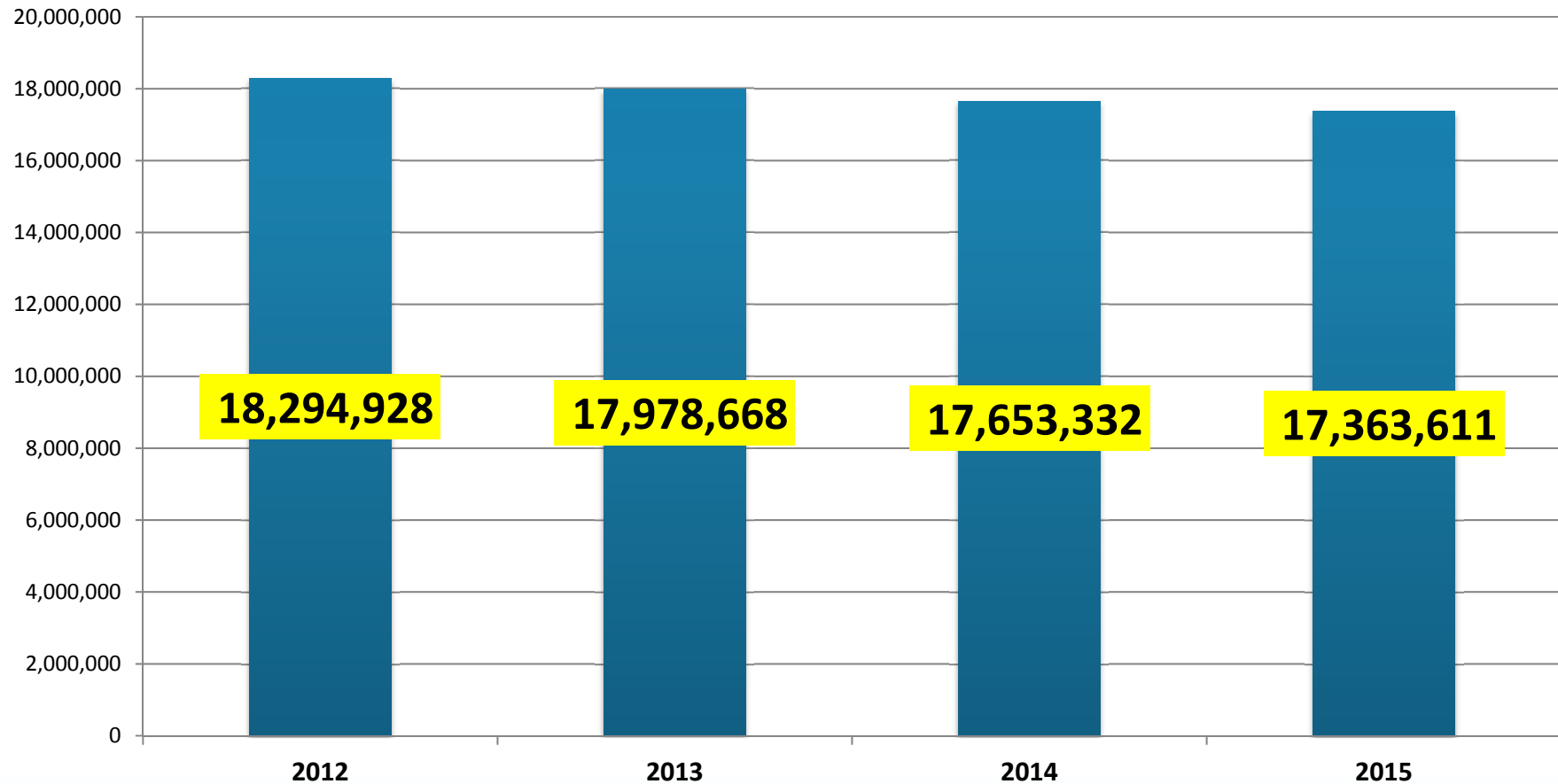
Question: Overall enrollments are down, distance enrollments are up – what does this mean for the number on on-campus students?

- A) Small increase
- B) Steady
- C) Down by several hundred thousand
- D) Down by more than several hundred thousand

Final tidbit...

On-campus enrollments have dropped by almost a million students

ON-CAMPUS ENROLLMENTS - DEGREE-GRANTING INSTITUTIONS - 2012-2015



We should continue to see both non-traditional (e.g. SNHU) and traditional institutions (e.g. U Florida) evolve and expand online offerings

- But with changes in overall competition for students.
- With demand for new pedagogical and student support models.
- And increasing demand for improved outcomes.

Discussion

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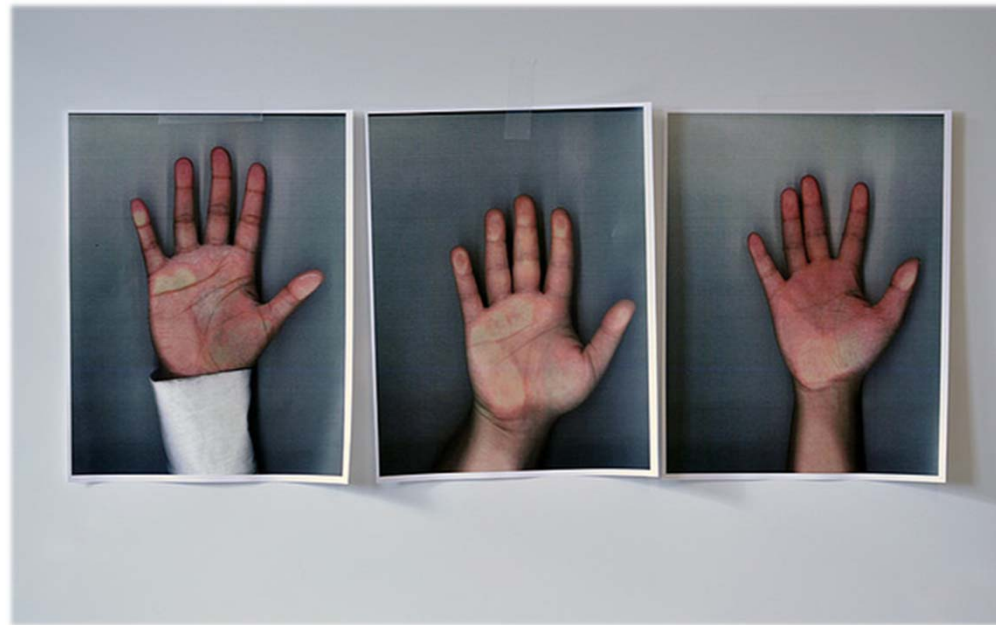


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Questions from the Audience



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Join WCET: learn more about the benefits of joining our community: <http://wcet.wiche.edu/join-wcet>

Additional Information and Resources

Access to the resources discussed during this webcast, including the archive, will be available next week.

<http://wcet.wiche.edu/connect/webcasts>



Accessing the Final Report

<http://digitallearningcompass.org/>

Registrants to the webcast will also receive priority access.



Learn More and Stay Connected

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June 14-15

Salt Lake City, UT

WCET Annual Meeting

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Denver, CO

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