ROI SURVEY

Research Among Recent Graduates

GAME CHANGERS

METHODOLOGY

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KEY FINDINGS

1 **GRADUATES OF AP-ENABLED PROGRAMS AVERAGE A FIRST-YEAR SALARY INCREASE OF NEARLY $14,000, ALLOWING THEM TO PAY BACK TUITION IN JUST OVER A YEAR.**

Recent grads (2021, 2022) show **a 20% increase in salary** one year after degree completion. This works out to $13,700 and the ability to **payback tuition in 1.2 years, on average**[*]. Those who graduated three years ago see **a salary increase of 29%,** or $18,400 on average.

2 **A MAJORITY FUND THEIR DEGREES <u>WITHOUT</u> LOANS, AND STUDENT DEBT AVERAGED OUT TO BE JUST OVER $6,000.**

Loans make up less than half of degree program funding among graduates of AP-enabled programs **– 38%, representing just ~$6,300 on average**. More than half (54%) did not take on   student debt.

3 **MORE THAN 8 IN 10 BELIEVE THEIR DEGREE WAS WORTH THE INVESTMENT AND WOULD RECOMMEND THEIR PROGRAM.**
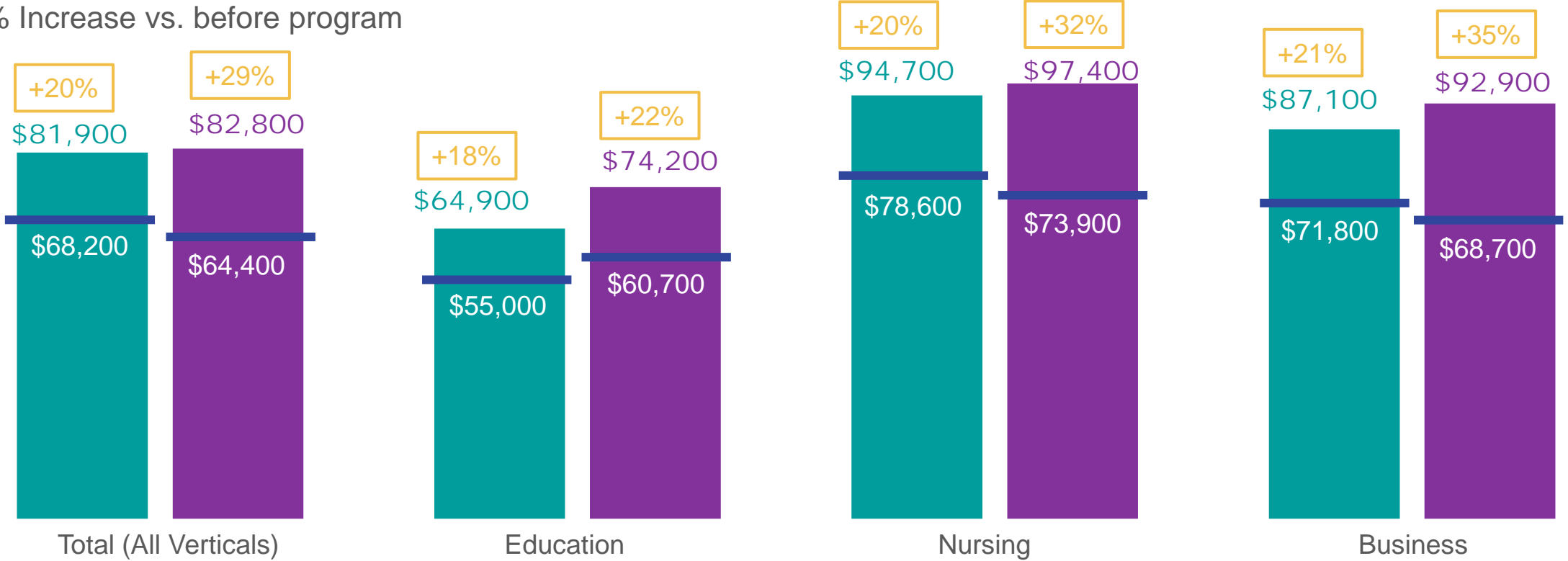
Affordability (69%) and length of time required to complete the degree (41%) were paramount in graduates' decisions to go with their chosen universities – and, **overwhelmingly (85%), they see their investment as being worthwhile**. Eight in 10 (81%) would recommend their program to a friend or colleague.

*Average reported total tuition of a full online degree program was $16,600.

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DOUBLE-DIGIT SALARY INCREASES SEEN 1 AND 3 YEARS POST-GRADUATION

— Before program   Salaries pre- and post-graduation (rounded to nearest hundred)
■ Post-graduation (1 year / '21 & '22 grads)
■ Post-graduation (3 years / '19 & '20 grads)
☐ % Increase vs. before program

Total (All Verticals)
- +20% **$81,900** / $68,200
- +29% **$82,800** / $64,400

Education
- +18% **$64,900** / $55,000
- +22% **$74,200** / $60,700

Nursing
- +20% **$94,700** / $78,600
- +32% **$97,400** / $73,900

Business
- +21% **$87,100** / $71,800
- +35% **$92,900** / $68,700

AVERAGE PAYBACK FOR RECENT GRADS IS 1.2 YEARS

Payback (rounded to nearest hundred)

Salary Before Program   **Graduation**   **Salary 1 Year Post-Graduation**

Total (All Verticals)

Education

Nursing

Business
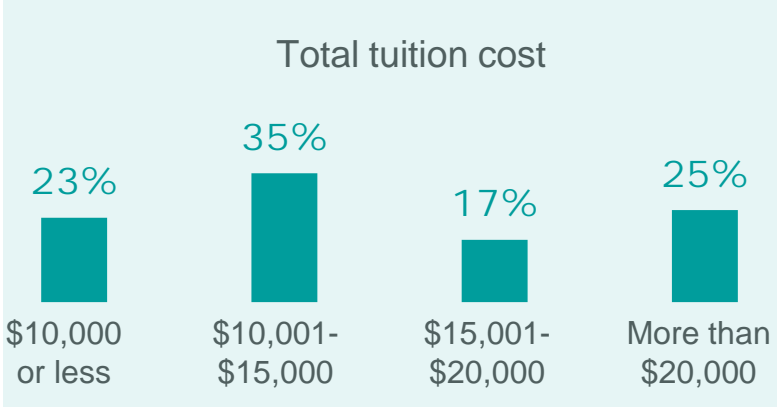
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LOANS MAKE UP UNDER HALF OF DEGREE PROGRAM FUNDING, ~$6,300 ON AVERAGE

TOP REASONS FOR CHOOSING A SPECIFIC UNIVERSITY RELATE TO GRADS' INVESTMENT OF MONEY AND TIME

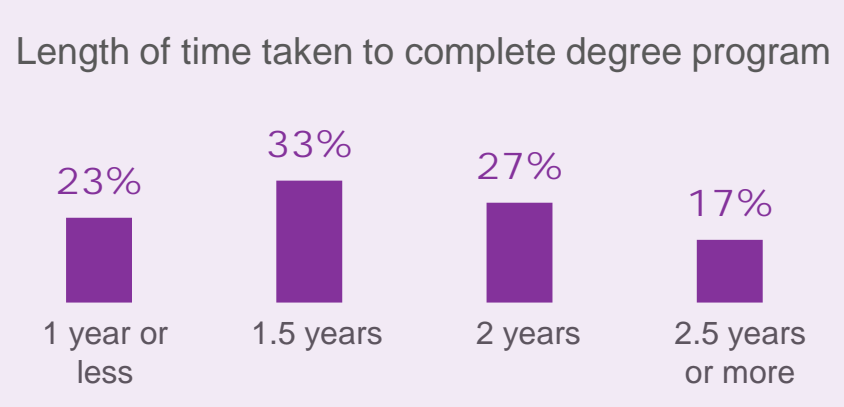Why did you choose your online degree university?
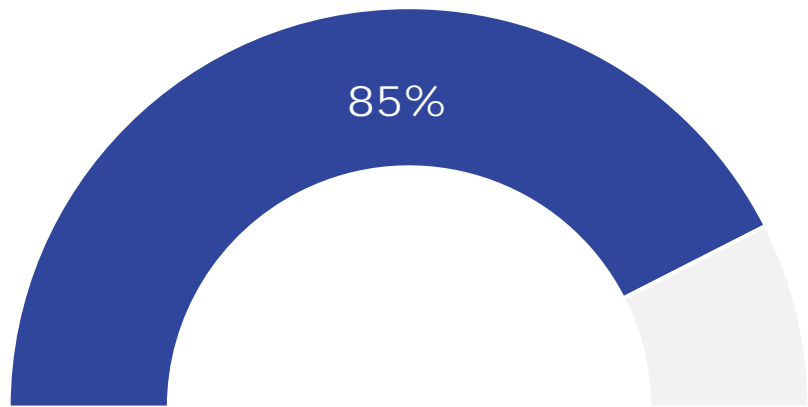
69%
Affordability of tuition and fees 💲

Total tuition cost

23%	**35%**	**17%**	**25%**
$10,000 or less	$10,001-$15,000	$15,001-$20,000	More than $20,000

41%
Time to complete the program 📅 24

Length of time taken to complete degree program

23%	**33%**	**27%**	**17%**
1 year or less	1.5 years	2 years	2.5 years or more

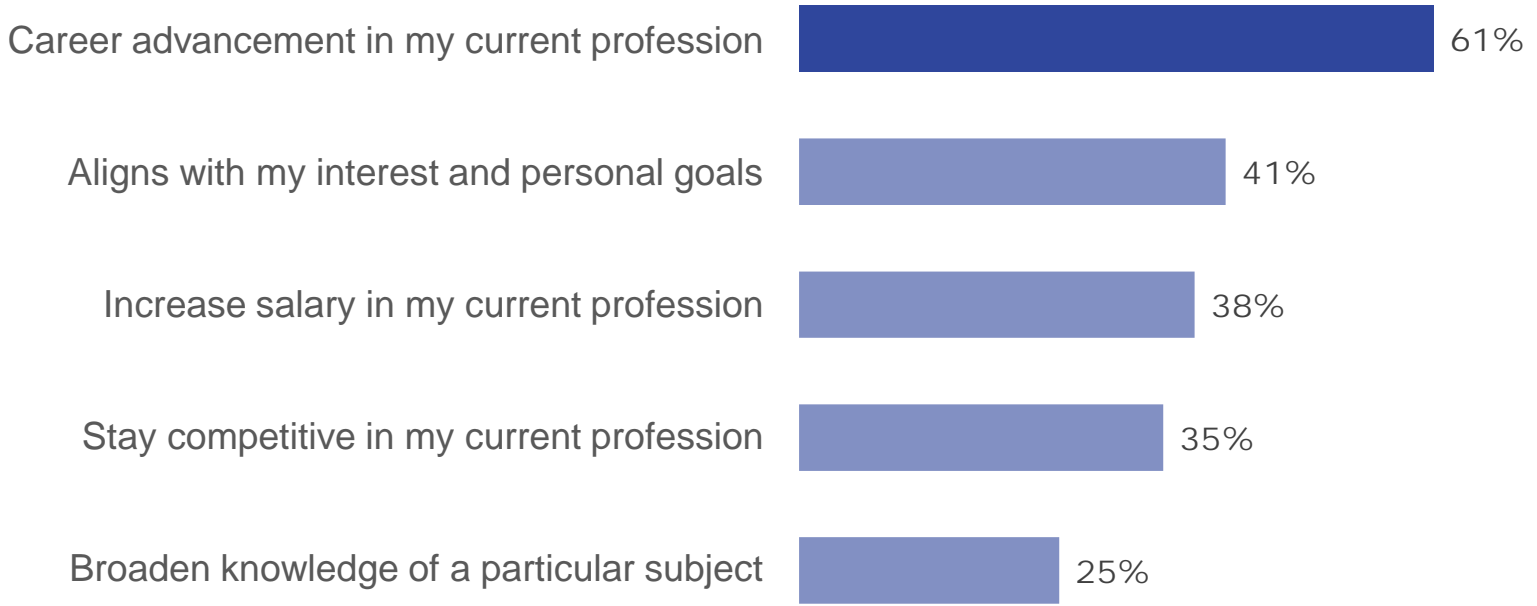Just 4% took 4+ years to finish

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85%

MOST CHOSE THEIR ONLINE DEGREE PROGRAM FOR THE PROMISE OF CAREER ADVANCEMENT

A promise these programs largely deliver on

Why did you choose your online degree program?

Career advancement in my current profession	**61%**
Aligns with my interest and personal goals	**41%**
Increase salary in my current profession	**38%**
Stay competitive in my current profession	**35%**
Broaden knowledge of a particular subject	**25%**

67%

Agree their degree delivered career advancement
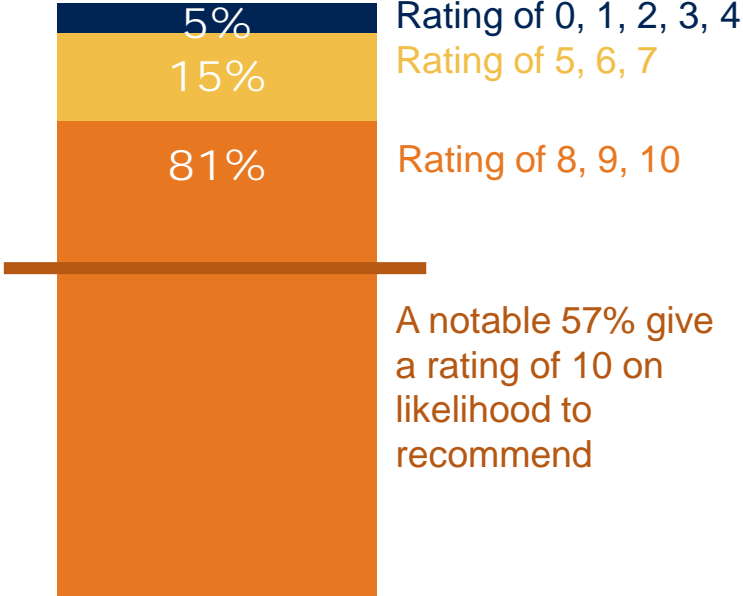
Findings are consistent across key verticals

Public Service Division Manager
(Male, 50+)

Assistant Principal
(Female, 30-39)

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8 IN 10 WOULD ULTIMATELY RECOMMEND THEIR DEGREE PROGRAM

Likelihood to recommend online degree program to a friend or colleague

5% Rating of 0, 1, 2, 3, 4

15% Rating of 5, 6, 7

81% Rating of 8, 9, 10

A notable 57% give a rating of 10 on likelihood to recommend

81%

Would recommend their online degree program to a friend or colleague

Account Manager, Marketing / Advertising (Female, Under 30)

University Professor (Female, 50+)