

# Higher Ed Growth

# TOP ONLINE DEGREES, CERTIFICATES & TODAY'S DISTANCE LEARNER

2017-2018 SCHOOL YEAR

Workforce trends are changing at lightning speed as technology advances. Postsecondary students and current employees must keep pace, and higher education can help propel them forward in new ways.

This progression, however, may not look like the traditional degree path of the past. EDU institutions are rethinking programs and building upon (or in many ways, breaking) the traditional four-year mold to meet quickly changing student and employer needs.

Online degree programs are proving to be one of the most successful alternative pathways, and this phenomenon is reflected in data. Higher Ed Growth reviewed enrollment data from hundreds of its postsecondary institution clients nationwide for the 2017-2018 school year. Here are the top online degree program trends, as well as a look at how distance learning addresses the nontraditional student of today and the workforce of the future.

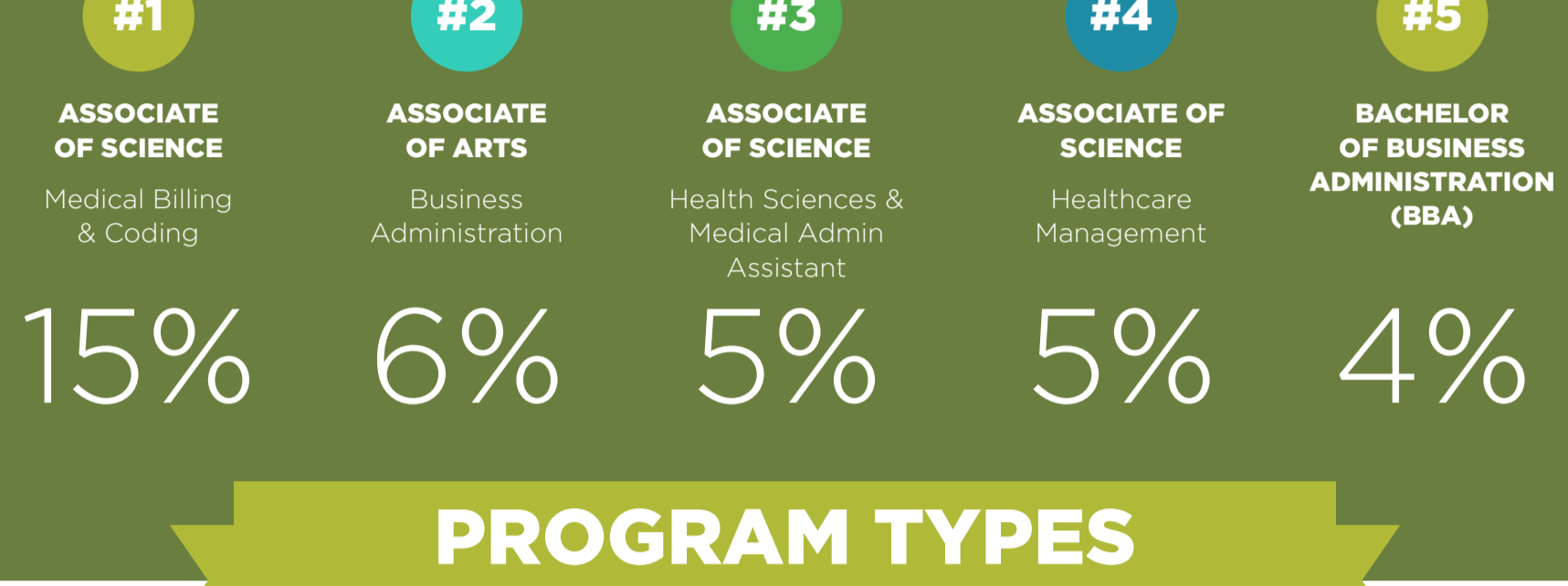
## TOP 10 ONLINE PROGRAMS OF 2017-2018 SCHOOL YEAR

These programs had the most enrollments and show online learners are studying a variety of interest areas.



## TOP 5 ONLINE DEGREES

Two-year programs take the lead. Another major theme: Healthcare programs continue to top the list.



## PROGRAM TYPES

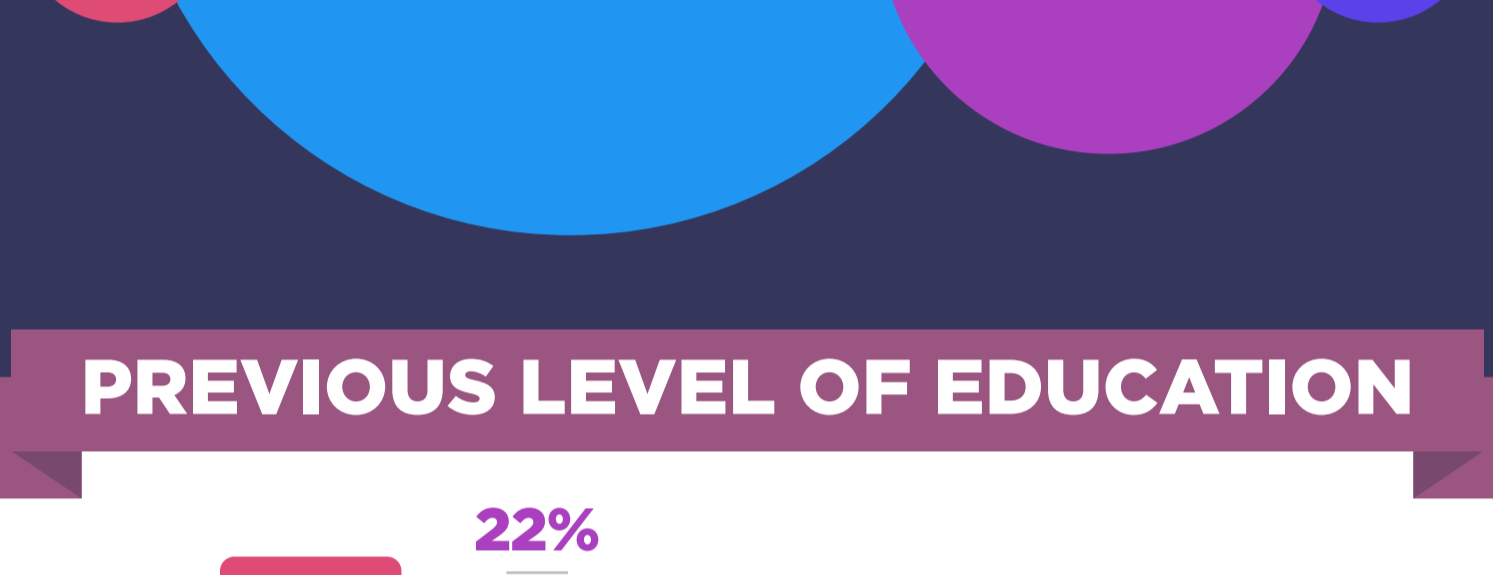
When we look at online degree types from a high level, most students turned to online programs to earn an Associate Degree. Here's how the other degree program types stacked up.



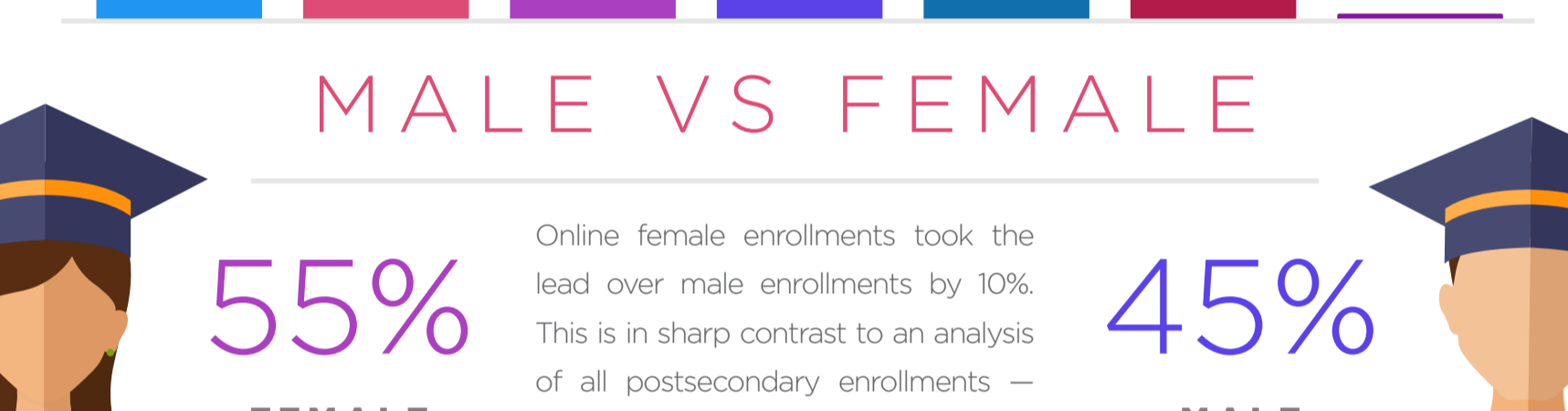
## TODAY'S ONLINE STUDENT

GENERATION Z	MILLENNIALS	GENERATION X	BABY BOOMERS
Born 1997 - 2000 18-21 years of age <i>Subset of Generation</i>	Born 1981 -1996 22-37 years of age	Born 1965 - 1980 38-53 years of age	Born 1946 -1964 54-72 years of age

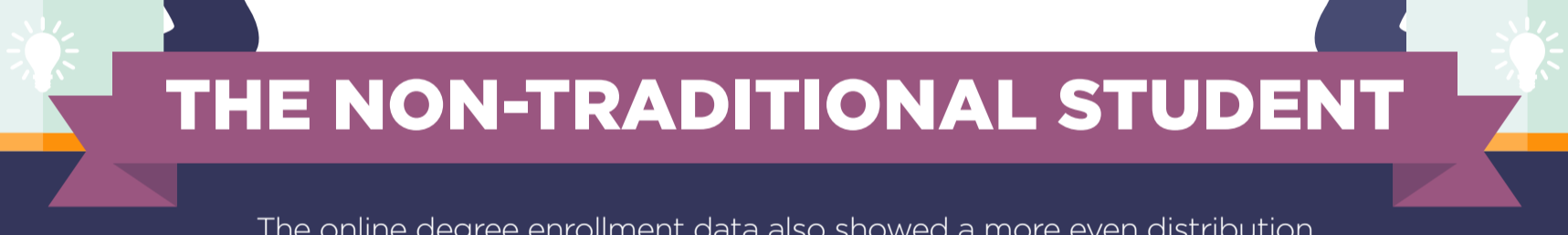
FALL 2017 - SPRING 2018 ENROLLMENTS:



## PREVIOUS LEVEL OF EDUCATION



## MALE VS FEMALE



## THE NON-TRADITIONAL STUDENT

The online degree enrollment data also showed a more even distribution amongst student qualities than other programs, such as trade schools. Why? Distance learning is highly desirable to nontraditional students. From delayed starters to those switching careers, they are an incredibly diverse group.



## ONLINE DEGREE PROGRAM BENEFITS

- AFFORDABILITY**
- FLEXIBILITY**
- ACCESS**
- COMPETENCY-BASED OPPORTUNITIES**
- SLIDING ENROLLMENTS**
- STAGGERED SEMESTERS**
- NO GEOGRAPHICAL LIMITS**

## A LOOK AT ONLINE POSTSECONDARY CERTIFICATES

Certificates are a specific, highly specialized and quickly growing subset of online degree programs. Once considered with some uncertainty, such programs are now supported by many well-respected and sought-after employers. Students are flocking to new pathways, and employers are seeing benefits to bridging the skills gap quickly.

### TOP CERTIFICATE

With an aging population, healthcare careers are in demand.

### MEDICAL BILLING & CODING

- #1 Certificate
- #10 Online Degree Program Overall
- Often completed in less than 1 year

### JOB OUTLOOK

<b>\$39,180</b> PER YEAR <b>2017</b> MEDIAN PAY	<b>206,300</b> 2016 JOBS	<b>13%</b> EXPECTED JOB GROWTH THROUGH 2026 (FASTER THAN AVERAGE)
<b>WORK-FROM-HOME OPPORTUNITIES</b>		

## IT CERTIFICATES

The technology industry is another major driver of postsecondary certificates. In 2018, more big-name employers and institutions collaborated in an effort to offer joint certificate programs in specific highly technical "skills gap" areas. Here are some new programs just announced this year.

<b>GOOGLE</b> <ul style="list-style-type: none"> <li>Entry-level IT Professional Certificate</li> <li>Within first 5 months:             <ul style="list-style-type: none"> <li>40,000+ STUDENTS ENROLLED</li> <li>1,200 EARNED THE CERTIFICATE</li> </ul> </li> </ul> <p>BRIDGES THE SKILLS GAP FOR:</p> <b>IT SUPPORT</b> <ul style="list-style-type: none"> <li>CURRENT JOB OPENINGS: <b>150,000</b></li> <li>2017 MEDIAN PAY: <b>\$52,810 PER YEAR</b></li> <li>2016 JOBS: <b>835,300</b></li> <li>EXPECTED JOB GROWTH THROUGH 2026: <b>11% (FASTER THAN AVERAGE)</b></li> </ul>	<b>APPLE</b> <ul style="list-style-type: none"> <li>App Development with Swift curriculum</li> </ul> <p>BRIDGES THE SKILLS GAP FOR:</p> <b>APP DEVELOPMENT</b> <ul style="list-style-type: none"> <li>IN 2016, DEVELOPERS EARNED <b>\$5 BILLION VIA APP STORE</b>. A 40% INCREASE OVER 2015.</li> <li>2017 MEDIAN PAY: <b>\$103,560 PER YEAR</b></li> <li>2016 JOBS: <b>1.3 MILLION</b></li> <li>EXPECTED JOB GROWTH THROUGH 2026: <b>24% (MUCH FASTER THAN AVERAGE)</b></li> </ul>
<b>FACEBOOK</b> <ul style="list-style-type: none"> <li>Digital Marketing Certificate</li> </ul> <p>BRIDGES THE SKILLS GAP FOR:</p> <b>DIGITAL MARKETING</b> <ul style="list-style-type: none"> <li>AVERAGE STARTING SALARY: <b>\$45,000 - \$67,700 PER YEAR</b></li> <li>2016 JOBS: <b>218,300</b></li> <li>EXPECTED JOB GROWTH THROUGH 2026: <b>10%</b></li> </ul>	<b>AMAZON</b> <ul style="list-style-type: none"> <li>Cloud Computing Certificate</li> </ul> <p>BRIDGES THE SKILLS GAP FOR:</p> <b>CLOUD COMPUTING</b> <ul style="list-style-type: none"> <li>2017 MEDIAN PAY: <b>\$104,650 PER YEAR</b></li> <li>2016 JOBS: <b>162,700</b></li> <li>EXPECTED JOB GROWTH THROUGH 2026: <b>6%</b></li> </ul>

For more information about boosting quality leads and online degree program enrollments, visit [HigherEdGrowth.com](http://HigherEdGrowth.com).