

DISRUPTIVE INNOVATION:

ONLINE LEARNING

Over **6 million** students enrolled in online courses.

29.7% of all higher education in 2015

Reasons for Online Education according to students:

- 50%** Existing Commitments: Work and family; Cannot attend traditional campus-based classes
- 20%** Employer Incentive or Partnership
- 20%** Online learning the only way to pursue field of interest

Current Audience

- 36%** Older students with some college and job experience, interested in changing to a new career field
- 32%** Older students with some college and job experience, interested in college as a way to move forward in their current career field
- 16%** Older students who perceive the advantages of a college degree, but are unsure about academic and career goals, and how to reach them
- 7%** Wider age range, interested in college as a path to a specific career
- 7%** 18-24 year olds, focused on academic studies

Advantages:

- 72%** completion rate for online classes at community colleges, compared to 76% for traditional face-to-face courses.
- 61%** of the presidents of four-year liberal arts colleges report that their institutions offer classes that are taught exclusively online.
- 79%** of the presidents of research universities colleges report that their institutions offer classes that are taught exclusively online.
- 82%** of the presidents of community colleges report that their institutions offer classes that are taught exclusively online.
- 72%** of university IT staff believe that virtual learning is essential to a 21st-century classroom

Challenges:

1. Marketing new online programs to prospective students
2. Meeting federal regulations and accreditation standards
3. Offering courses that use "other than LMS" technologies
4. Working within the university system to avoid duplication and internal competition
5. Finding quality faculty with online course development and teaching experience

FUTURE TRENDS: The global e-learning market is projected to surpass **\$243 billion** in **2022**.



SOCIAL LEARNING

“Social learning is participating with others to make sense of new ideas... people can gather information and gain new context from people across the globe.”
Marcia Conner - FastCompany

75:1 ROI ratio over web-based training



GAMIFICATION

An educational approach to motivate students to learn by using video game design in learning environments. The goal is to maximize enjoyment and engagement through capturing the interest of learners and inspiring them to continue learning.”

80% of learners claim it would be more productive if learning were more game-oriented.



VIDEO LEARNING

“The term “video-based learning” is used in the sciences of learning and cognition to designate a knowledge or skills acquired by being taught via video.”

The average student watches **20** educational videos per month.
80% of internet traffic will be **video** in 2019.



MICRO LEARNING

“A way of teaching and delivering content to learners in small, very specific bursts. The learners are in control of what and when they're learning.”

John Eades - eLearning Industries

50% Creates more engagement.
300% Courses can be produced in less time.
50% Less cost.

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