Impact of Digital Education pre -and post COVID

Overview June 2022

CONFIDENTIAL

Potential, unlocked.

2U and edX believe in the power of higher education to unlock human potential and help address society's critical needs.

4,000+
DIGITAL PROGRAMS

44M+
REGISTERED LEARNERS

230+
PARTNERS

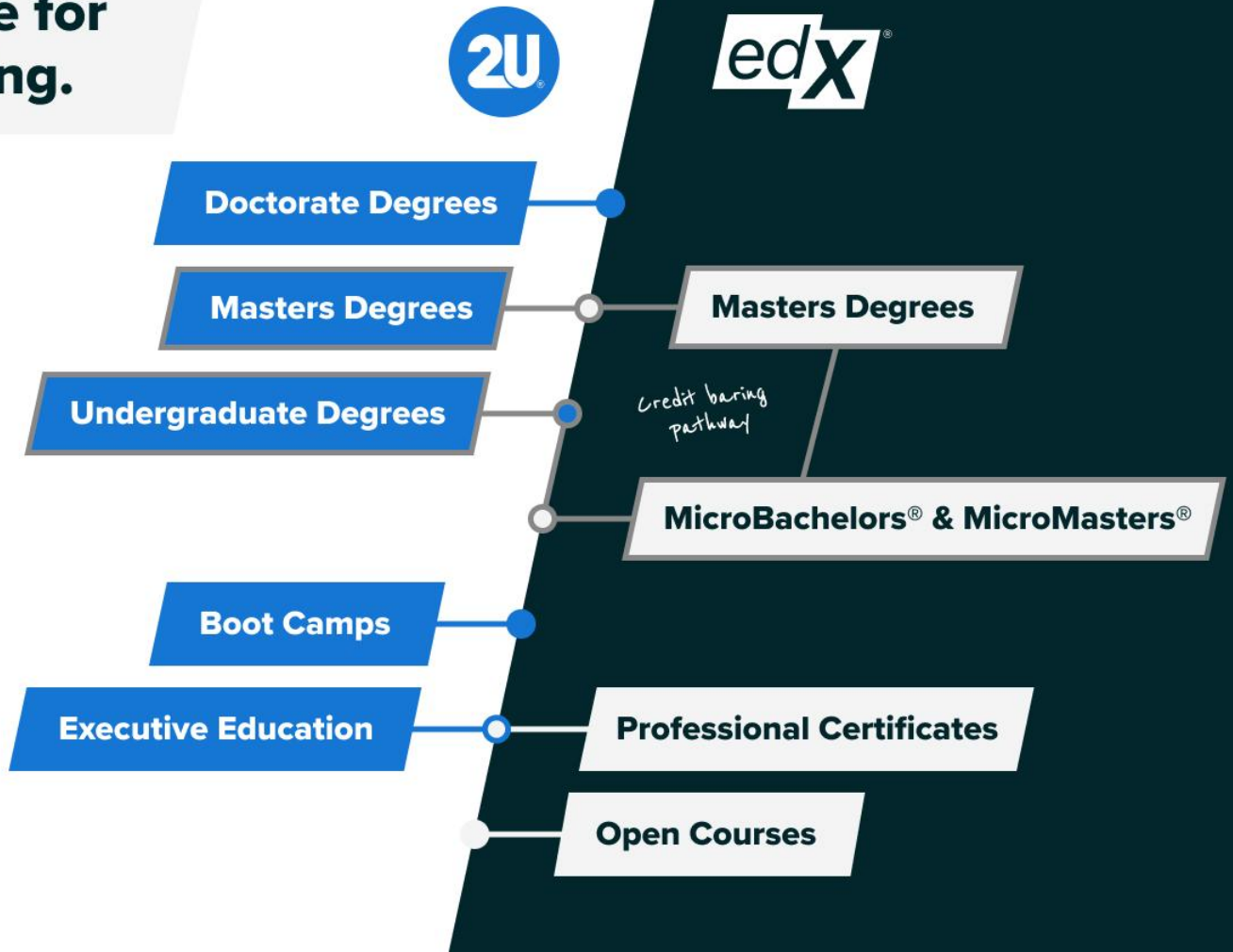
#983
RANKED WEBSITE IN THE WORLD (TOP 5 IN EDUCATION)

38 OF TOP 50
UNIVERSITIES IN THE WORLD

Data as of 05/05/2022

230+ University & corporate learning partners.

Free-to-degree for lifelong learning.



Learner centric & outcome driven

79%
of business learners complete a course

87%
Enroll in a second course

2.3
Average number of courses taken

91%
Reported positive career outcomes

The Impact.

“The boot camp curriculum continues to adapt to mimic what’s happening in the real world.”

Mohammed Wardeh
Senior Data Engineer Team Lead, Booz Allen Hamilton
Rutgers Coding Boot Camp

“[I took a short course] to help direct and shift where I was going to go for the next steps of my career path.”

Rachel Delhaise
Head of Sustainability, Convex Insurance
CISL BUSINESS SUSTAINABILITY MANAGEMENT EXECUTIVE EDUCATION COURSE

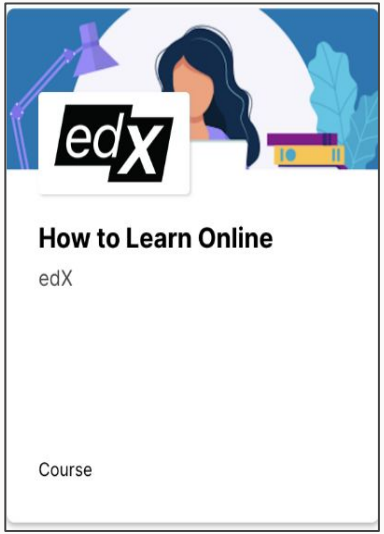
“This gave me the experience and the skills that I needed to learn without doing that full commitment to a degree program.”

Courtney
Operations Support, ProDrivers
NYU MICROBACHELORS® PROGRAM

"The program over-delivered in terms of quality of education + flexibility.”

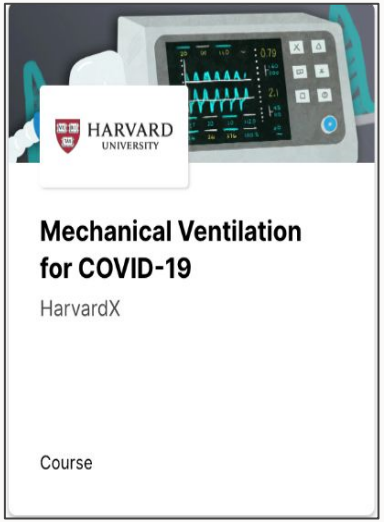
Anton
UT AUSTIN MASTER’S DEGREE

The power of education during the Pandemic



230.000
Enrollments

13.000
Enrollments



700.000
Enrollments

Online learning as a resiliency strategy for campus students

- Ministry of Education and Science of Ukraine began using the Open edX platform to **deliver education nationally at the start of COVID**
- Now continuing to **leverage the platform for virtual learning** in the midst of the Russian conflict
- edX is also working with the Ministry and **offering all Ukrainian colleges and universities free access** to edX Online Campus

MINISTRY
OF EDUCATION AND SCIENCE
OF UKRAINE

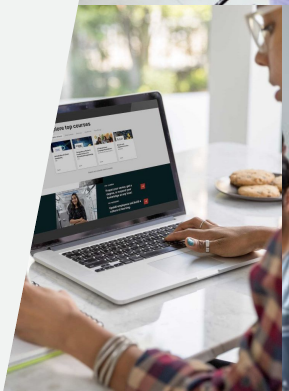
Four trends for the learner-centric university.

1. Broad adoption of online, lifelong learning

2. Growth of modular, stackable learning

3. Shift to blended learning on campus

4. Mapping learning to career-relevancy

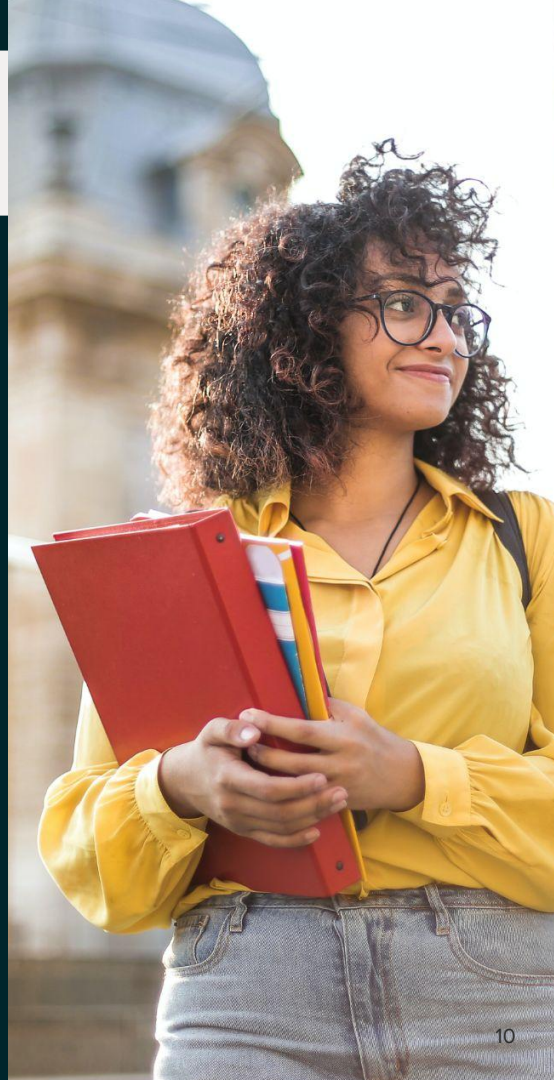


Growth of modular, stackable learning.

Among aspiring adult learners,

68%

prefer non-degree programs—compared to 50 percent who preferred them before the pandemic.*



*Source: Strada Center for Education Insights

Modular, stackable learning in practice.

MicroMasters® Program

Full Graduate Degree
(credit pathways at multiple institutions)

What's a MicroMasters® program?

- Bundle of graduate-level courses that provide deep learning in a specific career field (equiv. to ~25% of degree).
- Serves as an alternative pathway for degree applicants or a standalone credential for career advancement.
- **Over 6MM** unique learners enrolled in a MicroMasters program.

Case Study

Cambridge brings humanities expertise to a global audience.

- University wanted to provide open, flexible and affordable access to high-quality courses for adults from all backgrounds
- MicroMasters® program in Writing served as a pilot to show that **online, modular education works, and quality is preserved**
- Credit pathway into Master of Studies (MSt) in Writing for Performance upon admission into Cambridge
- **140+** countries are represented by learners enrolled in the Cambridge MicroMasters® program.

UNIVERSITY OF CAMBRIDGE

"This new pathway has led to a subset of the students progressing to our Master's in Writing for Performance, and **thousands more to continue their learning in other ways**."

Dr. James Gazzard
Director of Continuing Ed,
University of Cambridge
Institute of Continuing Ed

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Shift to blended learning on campus.

7/10

faculty members say that **hybrid or flex instruction models will continue long term.***

~50%

of students also reported feeling more optimistic toward courses that combine **in-person and online instruction** and online exam proctoring.**

*Source: Inside Higher Ed
**Source: Digital Learning Pulse / Cengage

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Case Study

MEF flips on-campus experience.

- MEF, Istanbul, is **one of the first universities in the world to use 100% hybrid/blended learning** across their entire campus.
- edX Online Campus enables the university's digital curriculum.
- MEF is now exploring ways to go even more online and granting university credit for edX courses.

"MEF University uses edX courses to flip its lessons as well as **giving its students the opportunity to select their own learning paths** for an asynchronous elective course called Personalized Learning Experience."

Doğu Özdemir
Associate Director & Educational Technology Coordinator, MEF University

4. Mapping learning to career-relevancy.

71%

of C-suite executives said they **considered an online credential generally equal to or of higher quality** than one completed in person.*

94%

of business leaders report that they **expect employees to pick up new skills** on the job.**

40%

of workers will **require reskilling** of six months or less.**

*Source: Northeastern + Center for Higher Education & Talent Strategy
**Source: The Future of Jobs Report 2020

UNIVERSITY OF BIRMINGHAM

University of Birmingham creates local talent pipeline.

- Boot Camps designed to meet skill needs based on industry input, e.g. Coding and Data Analytics.
- The Employer Advisory Board engages the business community in mentorship and recruitment.
- Scholarship programs for women and people of color increase representation in tech on a large scale.

"**The coding boot camps are essential to our recruitment strategy**...We've been blown away by the overall quality of graduates coming out of the boot camps, having hired from multiple cohorts"

Matt Asbury,
Head of Front End Engineering at Gymshark

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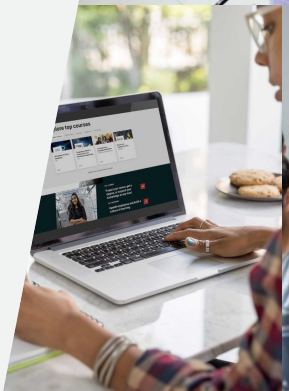

Join the edX movement.

edX's movement is powered by a global network of contributors who all believe in the transformative power of education.

MADE POSSIBLE BY:

- The world's top Universities and cutting edge industry experts
- The Open edX community of developers
- Top professors and instructional design experts
- Top academic and industry advisors

REACHING A GLOBAL POPULATION OF LEARNERS

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- edX For Education
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Thank you. Vielen Dank.

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