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# METHODOLOGY



# 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 WITHOUT 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.

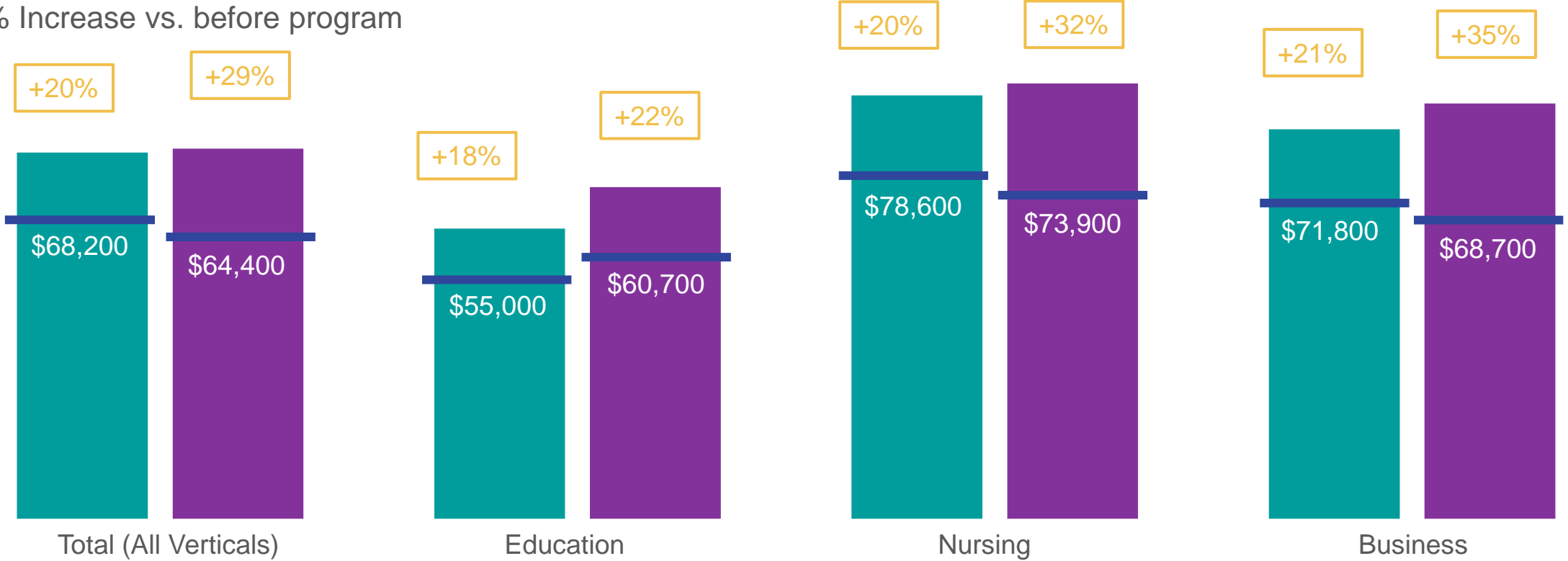
Affordability (69%) and length of time required to complete the degree (41%) were paramount in graduates' decisions to go with their chosen universities – and, **overwhelmingly (85%), they see their investment as being worthwhile**. Eight in 10 (81%) would recommend their program to a friend or colleague.

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

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

- Before program
- Post-graduation (1 year / '21 & '22 grads)
- Post-graduation (3 years / '19 & '20 grads)
- % Increase vs. before program

Salaries pre- and post-graduation (rounded to nearest hundred)



# AVERAGE PAYBACK FOR RECENT GRADS IS 1.2 YEARS

Payback (rounded to nearest hundred)

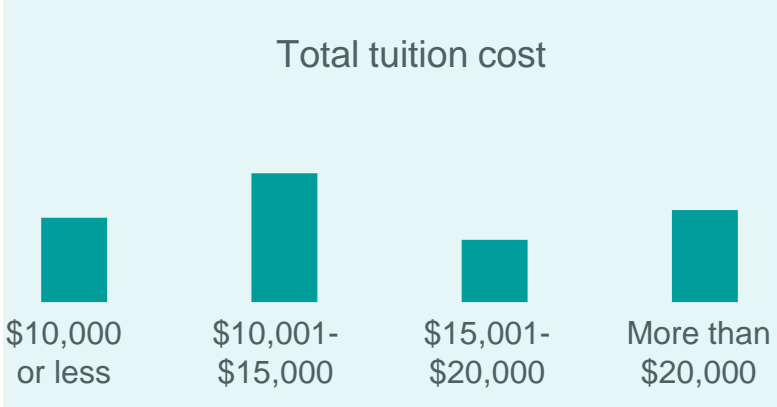


LOANS MAKE UP UNDER HALF OF DEGREE PROGRAM FUNDING, ~\$6,300 ON AVERAGE

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

Why did you choose your online degree university?

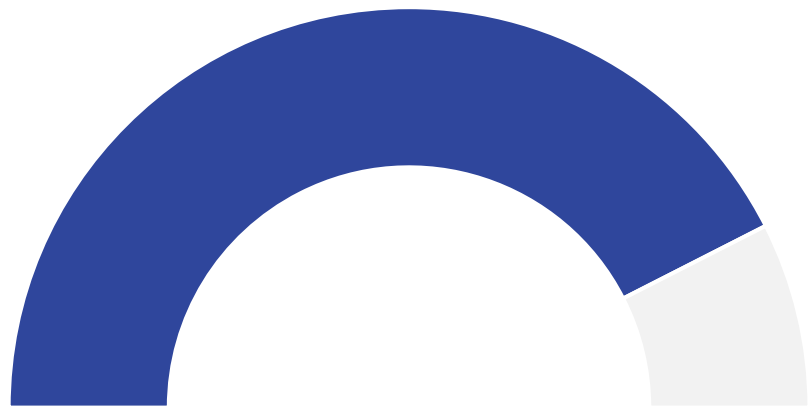
69%  
\$



41%  
24



Just 4% took 4+ years to finish

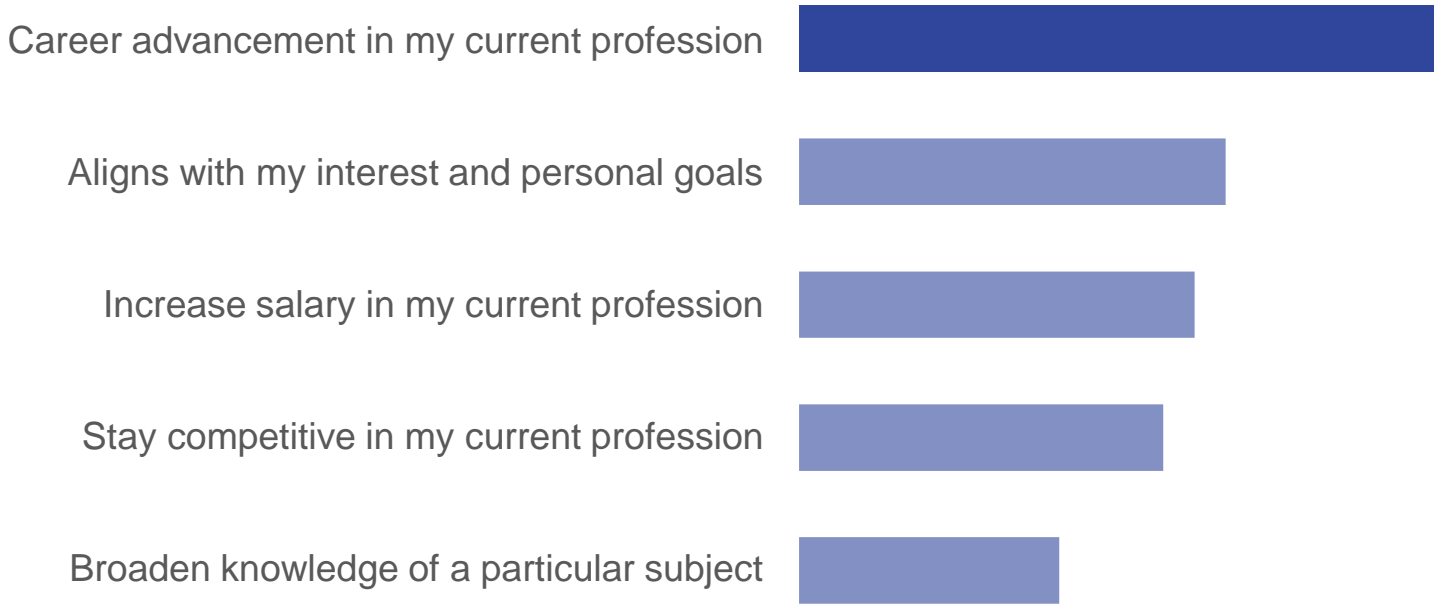




# MOST CHOSE THEIR ONLINE DEGREE PROGRAM FOR THE PROMISE OF CAREER ADVANCEMENT

A promise these programs largely deliver on

Why did you choose your online degree program?



# 67%

Findings are consistent across key verticals

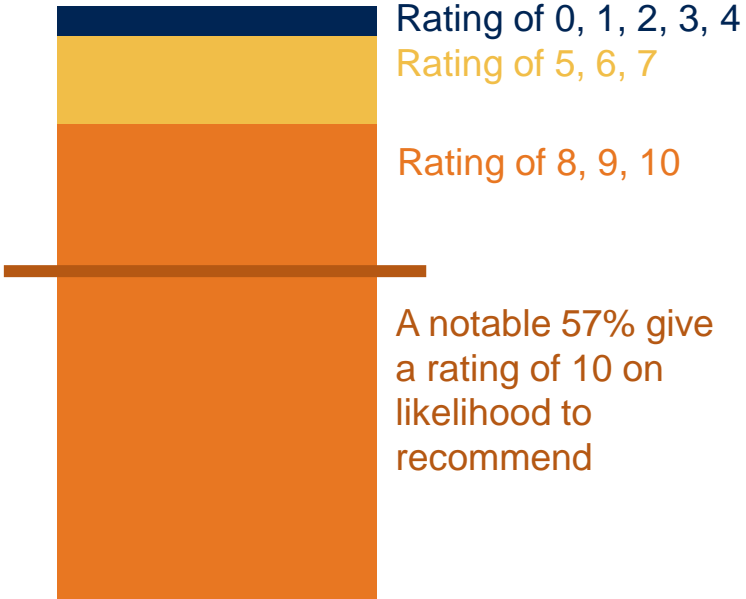
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Public Service Division Manager  
(Male, 50+)

Assistant Principal  
(Female, 30-39)

# 8 IN 10 WOULD ULTIMATELY RECOMMEND THEIR DEGREE PROGRAM

Likelihood to recommend online degree program to a friend or colleague



**81%**

“

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

University Professor  
(Female, 50+)