

# WHO IS THE Online College Student?

Students who choose fully online programs have unique motivations, needs, and preferences. From how they research programs to their career goals, the characteristics and behaviors of online college students hold the key to building successful online programs.

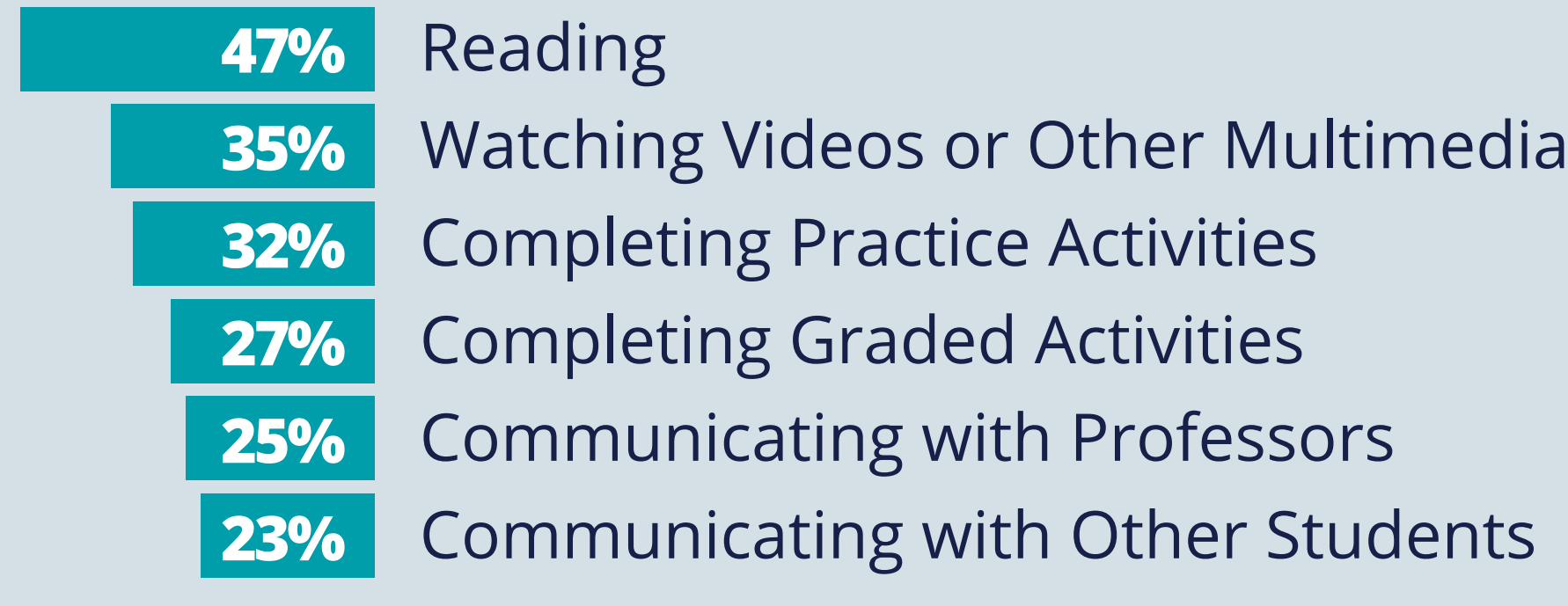
*Online College Students 2020* explores the traits of online learners. Review some highlights from the report below.



## Wants to Learn On-the-Go

**74%** of online students want to use mobile devices for their programs

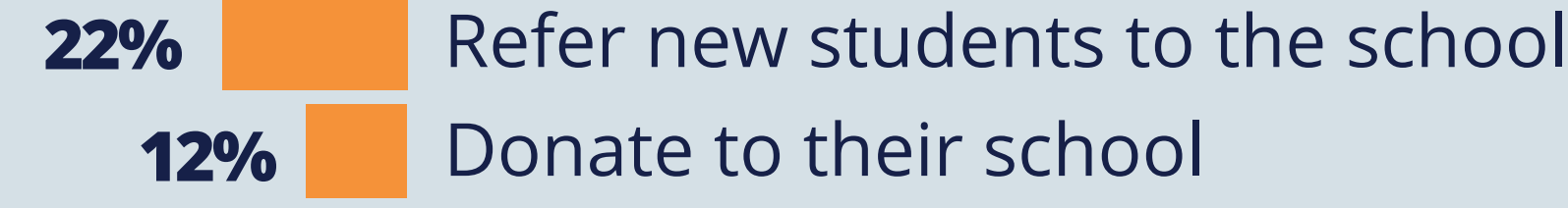
Students use mobile devices (phones or tablets) to complete various activities.



## Feels Pride in Their School

**36%** of online learners consider the reputation of schools or programs as important when enrolling

Students continue their relationships with their alma maters after graduation.



## Expects Speed

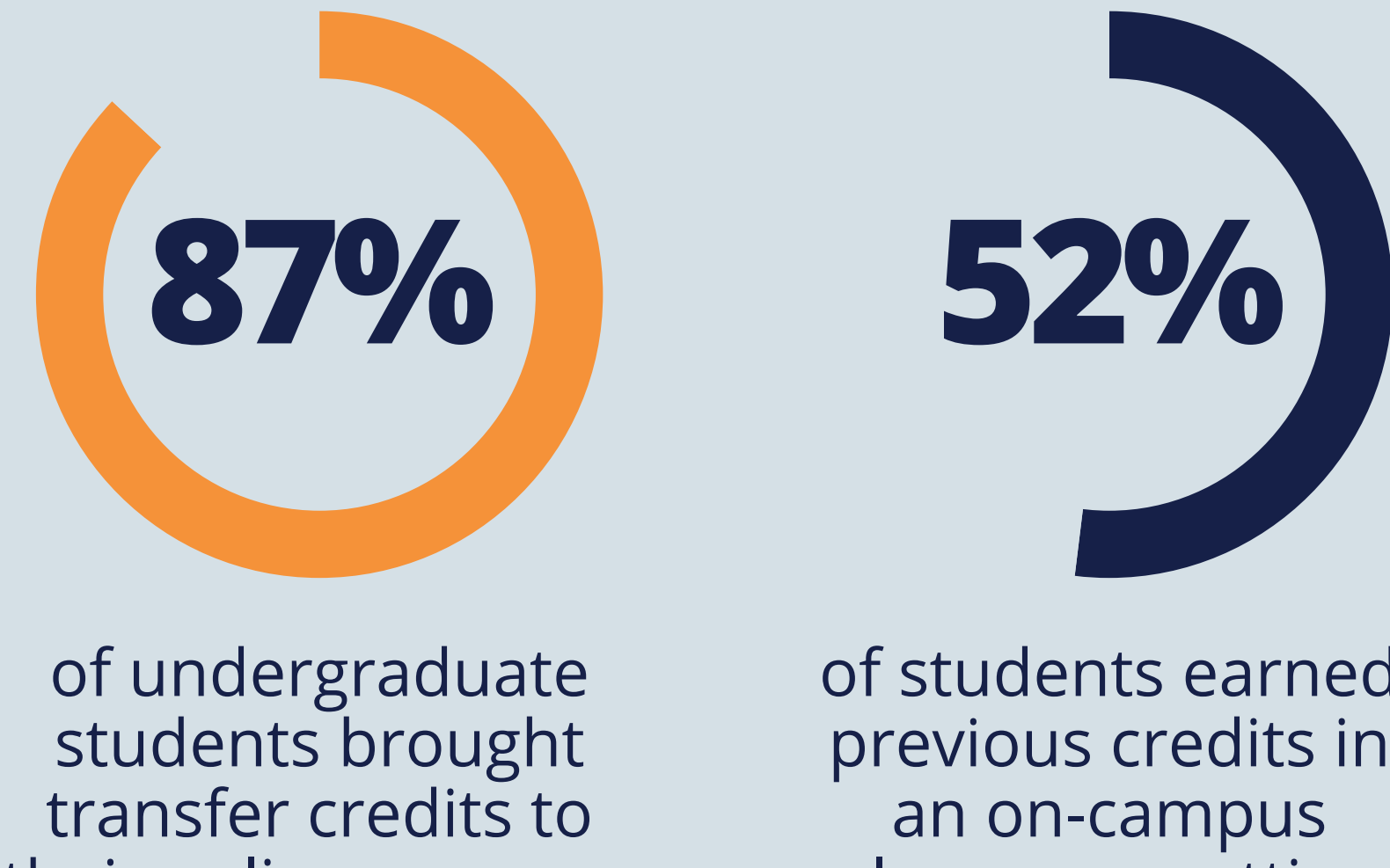
**47%** of online college students submit prospective online college students applications within four weeks of beginning their searches

Online students expect speed throughout the process. They value the acceptance of transfer credits and the ability to complete their programs quickly and flexibly.



## Has Transfer Credits

Most online college students have previous college credit they would like to transfer.



## Uses Career Services

**NEARLY HALF** of online college students use at least one career service offering.



## Views Online Learning as a Top Option

**52%** of online students would continue searching for a school with the right online program rather than settling for an on-campus program

DOWNLOAD YOUR COPY OF  
*Online College Students 2020*

To continue exploring the changing world of the online college student, download *Online College Students 2020*. The ninth-annual report examines significant trends and findings about the behaviors, preferences, and experiences of online learners.