

HOW DO EMPLOYERS VIEW ONLINE DEGREES?

ONLINE DEGREES = TRADITIONAL DEGREES

Employers View Online Degrees and Traditional Degrees Equally

When online degrees meet three vital criteria, they are viewed as equal to traditional degrees by employers and recruiting professionals.

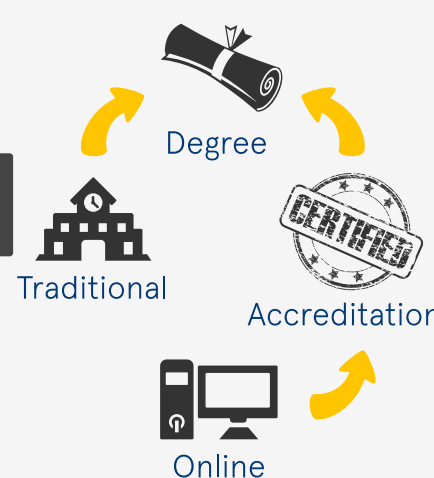
1



Accreditation must be regional.

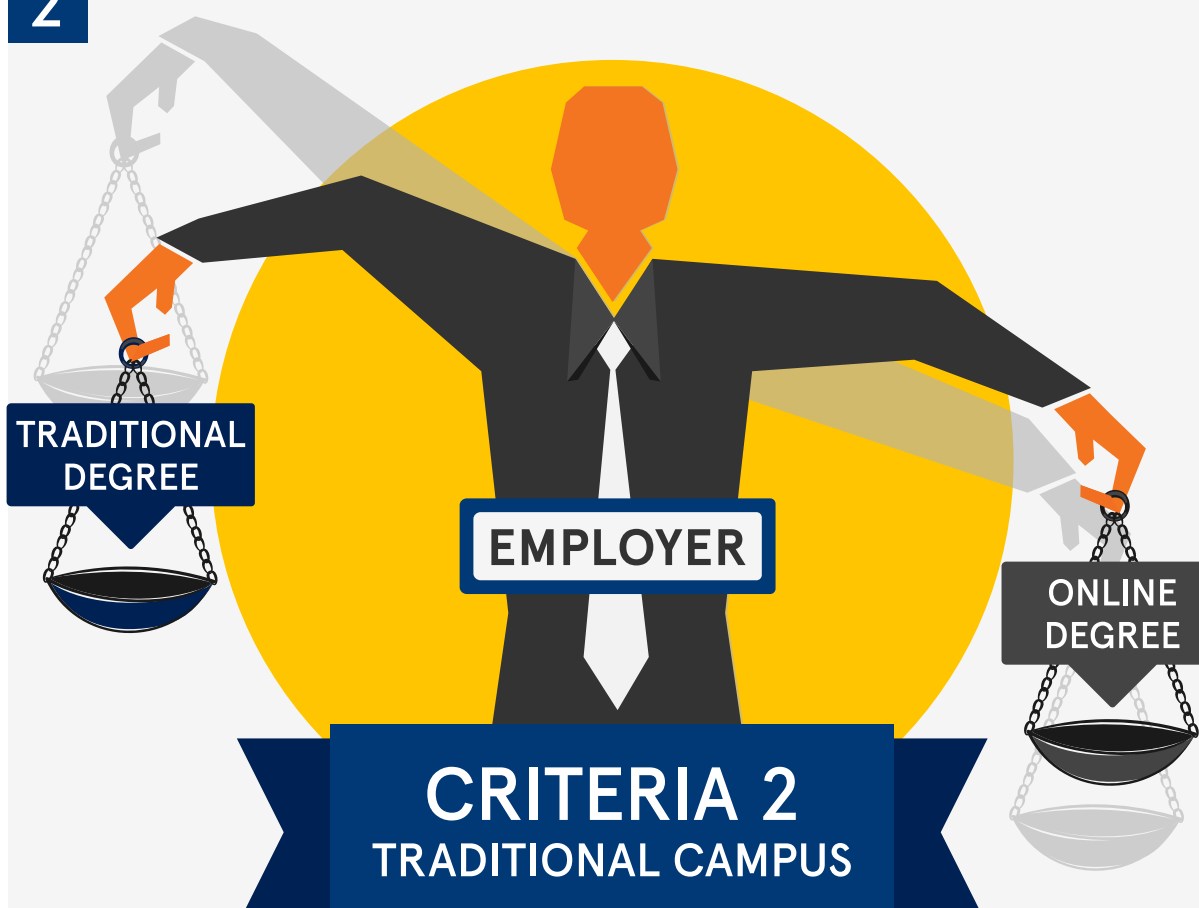


U.S. News & World Report [USNWR] will only include regionally accredited programs in their annual list of **Best Online Bachelor's and Master's Degree Programs**.



Out of the executives who believe online degrees are equivalent to traditional degrees, **ALL say that accreditation is a major factor that makes online degrees more credible.** [Zogby International Survey and InsideHigherEd.com]

2



Out of the **top 10 online bachelor's programs** in the U.S., **ALL have a traditional campus.** [USNWR]

76% of academic leaders believe online degrees are **equal to traditional degrees**



BUT...

If the college has a **traditional campus**, this rises to **89%**.



If the college is **online only**, this falls to **70%**.



[Sloan Consortium Study]

When hiring managers evaluate education credentials, **favorability of online degrees increased with brick and mortar universities:**

: FAVORABILITY :

If it is an **online only university:**



If it is a **brick and mortar university** offering online learning:



Brick-and-mortar universities often make no separation between their programs and the type of degree awarded. [Society for Human Resource Management (SHRM)]

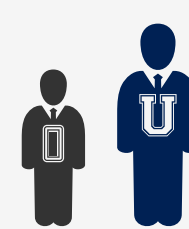


HR directors and CEOs believe degrees have more value if they come from **institutions that also have campus-based programs** than from institutions that are online only. [Zogby International Survey and InsideHigherEd.com]



Majority of hiring managers say that **online degrees are more accepted from an established traditional college** than an internet-only university. [Vault.com]

3



HR directors and CEOs value online degrees from **"well-known" colleges** more than those from lesser known institutions. [Zogby International Survey and InsideHigherEd.com]



"A lot of hiring decisions are made based on **name recognition and reputation.**" [Margaret Fiester, SHRM's operations manager - Time Magazine]



Out of the top 5 online bachelor's programs, **ALL FIVE** had a traditional campus that had been established for **107 years or more.** [USNWR]



When hiring managers were asked what factors give value to an online MBA, the majority listed **school recognition** as a top factor. [Online Journal of Distance Learning Administration]

1 ACCREDITATION

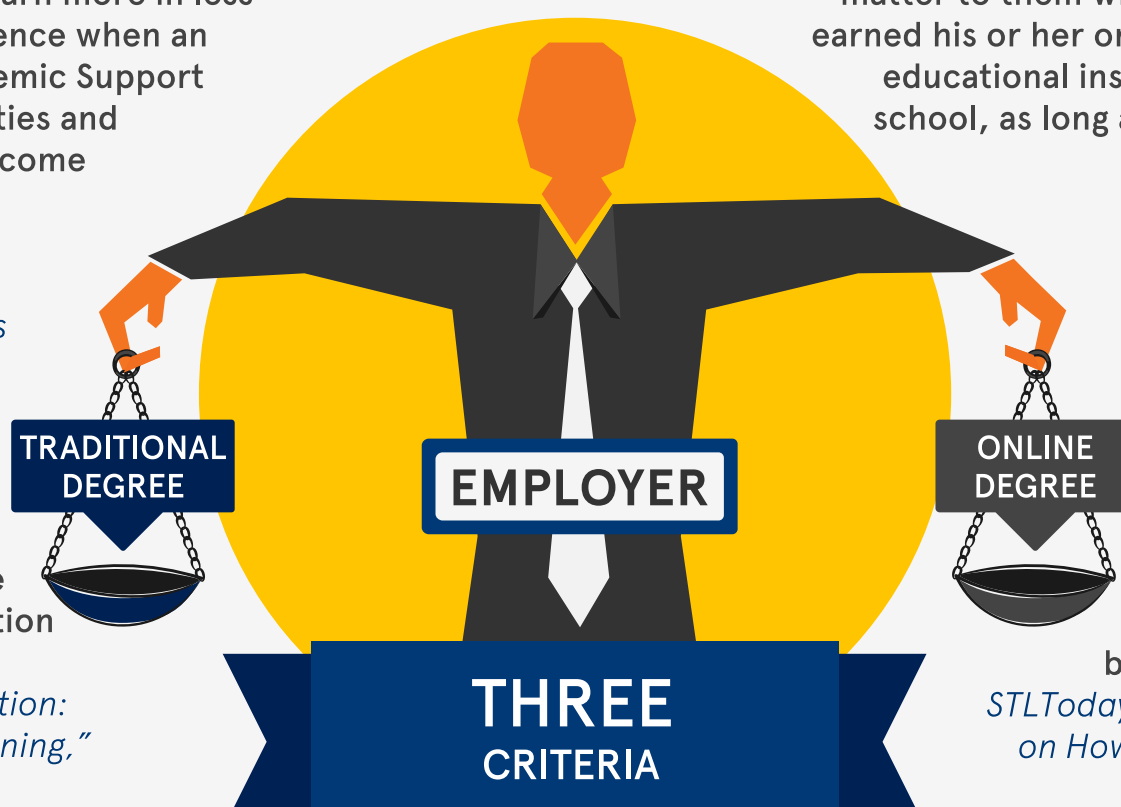
2 TRADITIONAL CAMPUS

3 ESTABLISHED BRAND

"Online students can be better retained, experience greater course satisfaction, and learn more in less time with greater ease and confidence when an online course is linked to an Academic Support System and is designed with activities and information that assist them to become a collegial group and learn more effectively and efficiently."

Christ, F.L. - "Achieving student retention, satisfaction, and success through online pedagogy." A presentation at TechEd Long Beach

"Almost all types and sizes of institutions show a steady increase in the importance of online education in their long-term strategy." Sloan Consortium Study "Online Nation: Five Years of Growth in Online Learning," October 2007



"All 20 of the employers interviewed said it did not matter to them whether a job candidate had earned his or her online MBA from a for-profit educational institution or a not-for-profit school, as long as the degree program was properly accredited." Online Journal of Distance Learning Administration

"Mercy Health, which employs about 10,000 in the St. Louis region, said it does not differentiate between candidates with degrees from online programs and those from brick-and-mortar schools." STLToday.com, "Employers Weigh In on How they View Online Degrees"

It's not **how** you earn your degree, it's **where** you earn your degree.