





# Value Chain of Higher Education

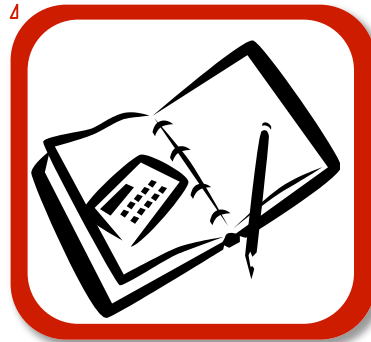
STUDENTS



AFFILIATION



FACULTY

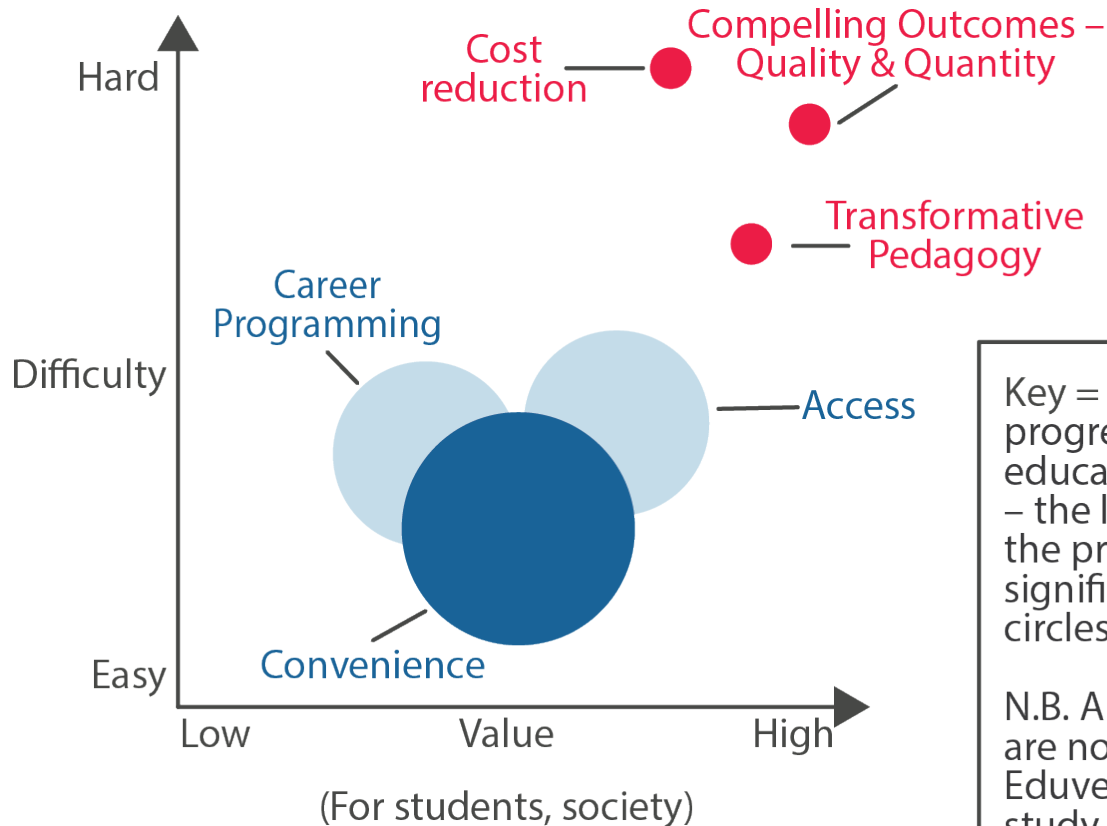


CURRICULUM



CREDENTIALS

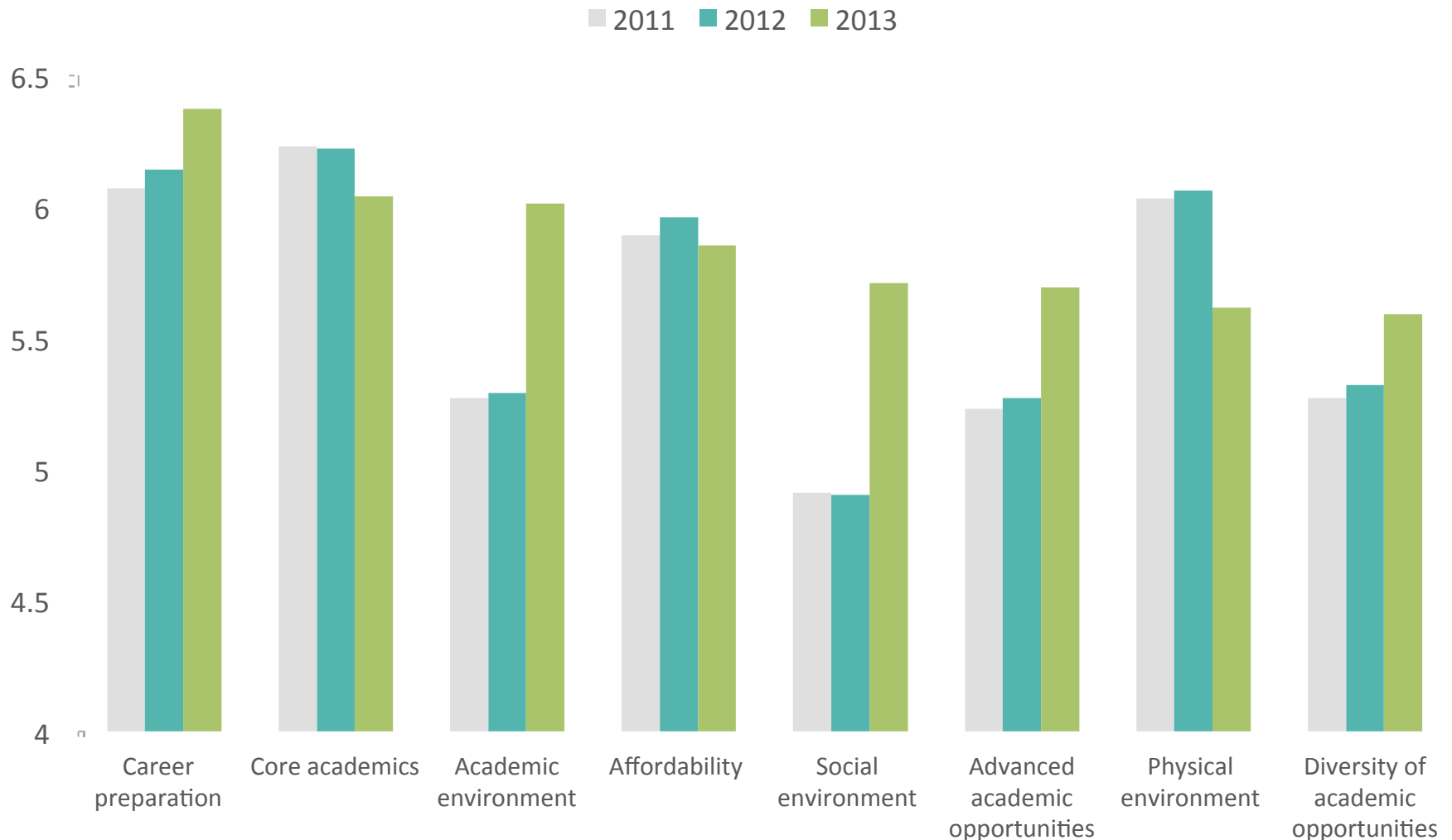
# Evolution of Online



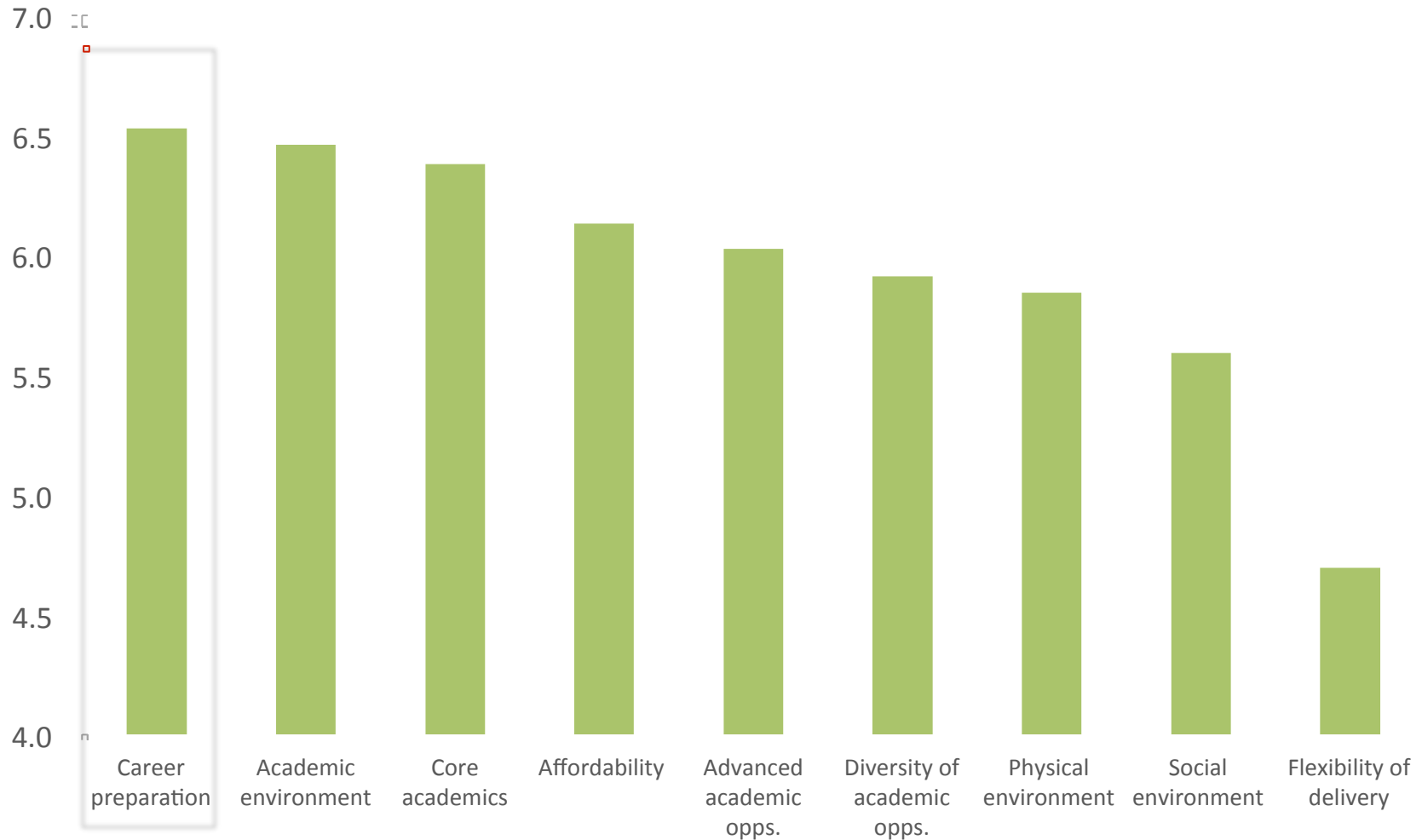
Key = Circle size indicates relative progress made by online higher education on a particular objective – the larger the circle, the greater the progress. Blue circles denote significant progress, while red circles indicate modest progress.

N.B. All coordinates are notional and estimated by Eduventures based on extensive study of this market over time.

# The Prospective Student Perspective



# The Parent Perspective



# The Alumni Perspective

## Alumni Event Ranking: Last Year's Event Attendance vs. Next Year's Event Preference

Rank	Last Year Attendance	Rank	Next Year Preference	Position
#1	Athletic events	#1	Regional alumni events	↑
#2	Campus visits	#2	Athletic events	↔
#3	Regional alumni events	#3	Networking events	↑
#4	Reunions	#4	Professional seminars	↑
#5	Homecoming	#5	Career development for current students	↑
#6	Networking events	#6	Faculty lectures or webinars	↑
#7	Recruitment of prospective students	#7	Reunions	↓
#8	Career development for current students	#8	Campus visits	↓
#9	Volunteer activities	#9	Recruitment of prospective students	↓
#10	University-sponsored conference	#10	Volunteer activities	↔

Choose from the following options to begin searching for colleges of interest to you by:

 College Location

 Type of College

 My Area of Interest

 Popular Criteria

MY AREA OF INTEREST

Degree & Major



MY AREA OF INTEREST

Occupation



COLLEGE LOCATION

Zip Code



TYPE OF COLLEGE

Size

MY AREA OF INTEREST

Awards Offered

COLLEGE LOCATION

State

HELP

About the Scorecard

TYPE OF COLLEGE

Campus Setting



COLLEGE LOCATION

Region

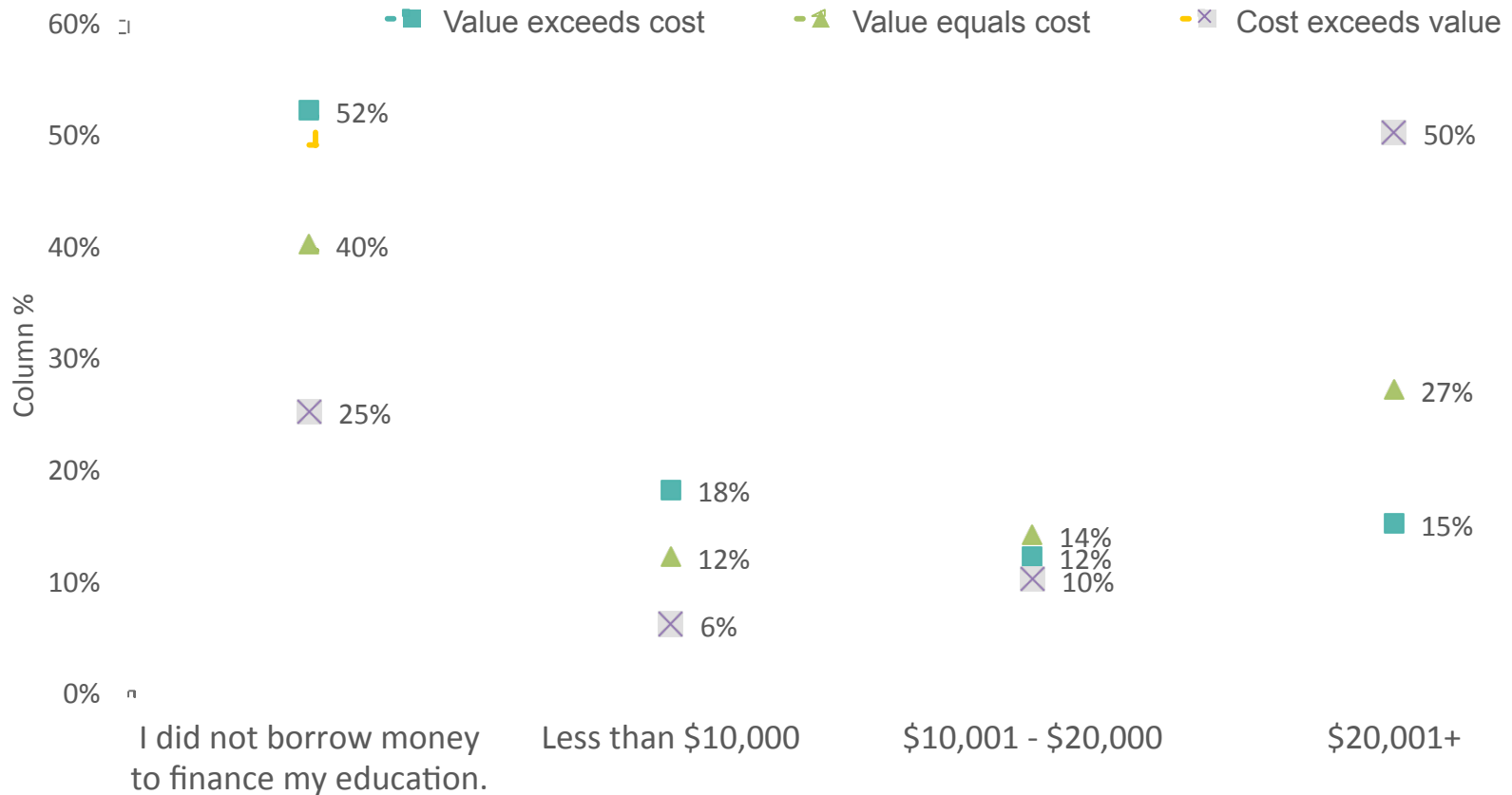


TYPE OF COLLEGE

Distance Education



# As Student Loan Debt Increases, Likelihood to Say “Cost Exceeds Value” Increases









# Thank you.

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