2019 Transparency Report
Hi, We’re 2U.

We believe in the power of great non-profit universities—now and into the future. These institutions are the clearest paths to economic and social mobility. But as the needs of our society rapidly change, universities must evolve as well.
TO MEET THE CRITICAL NEEDS OF SOCIETY, higher education must be high quality, blended and connected, relevant, accessible and affordable, and sustainable. And we believe our partnerships help universities further these important goals.

To better serve the needs of learners, non-profit universities are embracing online education—an imperative only accelerated by the COVID-19 pandemic—and partnering with companies like 2U to enable their digital transformation. According to a recent report by HolonIQ, over 770 universities are now working directly with over 200 edtech companies to deliver their online educational offerings.¹

With a growing number of adult learners choosing to pursue education online, 2U recognizes the importance to parents, students, and policymakers of providing greater transparency into our partnerships with universities as well as the quality of offerings and outcomes we deliver together.

In an effort to provide that transparency, last year, 2U committed to become the first education technology company to release a comprehensive Transparency Report focused on six key pillars:

1 University Oversight & Accountability
2 Marketplace Openness
3 Access
4 Affordability
5 Quality
6 Outcomes

We hope the data and information released in this inaugural Transparency Report will lead to a more informed dialogue about the role we play in fostering a higher education system that better meets society’s critical needs. We encourage other edtech organizations to join us in embracing the need for greater transparency by publicly releasing their own metrics.

Although the data we’ve included in our Transparency Report tells an important part of the story, it’s the voices and experiences of faculty and students themselves that bring true meaning and life to the data. We invite you to check out their stories and more at 2U.com/latest.

2U is the digital transformation partner of choice to more than 70 world-class, non-profit universities. Over the past 12 years, we have invested over a billion dollars into our partnerships through building a scalable online campus, comprehensive people- and tech-enabled capabilities, and a portfolio of market-relevant, high-quality educational offerings, including short courses, boot camps, professional certificates, and undergraduate and graduate degree programs.

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A Look at 2U in 2019

Career Curriculum Continuum

The Career Curriculum Continuum (CCC) is a 21st-century construct for lifelong learning that anchors universities at the center. Career represents the life of the student from an educational perspective. Curriculum is the entire spectrum of educational offerings institutions provide to lifelong learners. We believe unlocking the full potential of the CCC will better serve adult learners and strengthen the institutional sustainability of great non-profit universities.

<table>
<thead>
<tr>
<th>Credential (Intensity)</th>
<th>Time to Complete (Months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library MOOCs YouTube</td>
<td>0</td>
</tr>
<tr>
<td>Short Courses</td>
<td>1</td>
</tr>
<tr>
<td>Course Stacks</td>
<td>2</td>
</tr>
<tr>
<td>Boot Camps</td>
<td>6</td>
</tr>
<tr>
<td>Professional Certificates</td>
<td>2U</td>
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<tr>
<td>Undergraduate Degrees</td>
<td>2U</td>
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<tr>
<td>Graduate Degrees</td>
<td>2U</td>
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</tbody>
</table>

400+ Unique educational offerings with over 70 partners

150K+ All-time students that have graduated from or completed our offerings

215K All-time enrolled students

Defined as the cumulative total of all students that have graduated from or completed our offerings from inception to December 31, 2019. Please note, 2U, Inc. acquired GetSmarter in July 2017 and Trilogy Education in May 2019.

Defined as the cumulative total of all students that have registered for a 2U-powered educational offering from inception to December 31, 2019, excluding students that withdrew from the offering prior to being financially obligated to pay for the offering.
Our Portfolio of Non-Profit Partners

4 Partners as of December 31, 2019.
University Oversight & Accountability

We value and respect the institutional independence of our non-profit university partners. In degree-granting programs, our partners retain control over all core academic functions, which is consistent with accreditation requirements and critical to the success of our partnerships. The principles of institutional independence are also reflected in our degree program contracts.\(^5\)

**Admission Processing**

“...the university shall, in its sole discretion, determine which prospective students shall be admitted into the program based on the admissions standards.”

**Tuition**

“The university shall have the sole authority to set tuition for the program.”

**Financial Aid**

“The university shall be solely responsible for the administration of all Title IV financial aid programs and will process all requests.”

**Accreditation**

“The university will be responsible to secure and maintain any accreditations, registrations, and licensure approvals necessary to operate the program.”

**Curriculum**

“The university shall be solely responsible for the timely design, timely creation, and ongoing revision of the program curriculum.”

**Program Delivery, Development & Support**

“Every course shall be taught exclusively by the university faculty and other instructional personnel selected by the university... The university shall be responsible for the creation of a training curriculum and shall be responsible for the hiring, training, support, management, and oversight of the work of the university faculty and other instructional personnel.”

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\(^5\) This language is drawn from 2U’s standard degree program form contract and represents the spirit with which we approach our partnerships. Following negotiations with each university partner, the final, mutually agreed upon language may vary.
Marketplace Openness

A full list of 2U’s university partners, educational offerings, and services can be found at 2U.com.

Every year, 2U invests hundreds of millions of dollars into our partners’ Title IV eligible degree programs through 2UOS—a comprehensive bundle of people- and tech-enabled services and capabilities. In 2019, across our portfolio of mature degree programs, our marketing and sales expense was approximately 22% of the total tuition generated.\(^6\)

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\(^6\) Defined as marketing and sales expense for our degree programs that have been operating for at least three years as a percentage of total tuition generated from such degree programs.

\(^7\) Defined as the all-time (2008-2019) marketing and sales, servicing and support, and technology and content development expenses plus capitalized content development costs.

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3 Access

Adult learners and working professionals need greater access than ever before to high-quality online education—including degree and non-degree offerings—at different ages and stages of their lives. Our portfolio of degree and non-degree offerings are meeting this need for a diverse cross-section of learners, regardless of gender, race, age, or geography.
DEGREE PROGRAMS

2019 Student Make Up

34% Black/African American or Hispanic
70% 25 to 44 years of age
66% Female

Race/Ethnicity of Students in 2U-Powered Degree Programs

- American Indian or Alaska Native: 1%
- Asian: 11%
- Black or African American: 20%
- Caucasian: 49.5%
- Hispanic: 14%
- Native Hawaiian or Pacific Islander: 1%
- Two or More Races: 2.5%

Gender of Students in 2U-Powered Degree Programs

- Male: 34%
- Female: 66%
- Non-Binary: 0%
- Prefer not to say: 0%

Age of Students in 2U-Powered Degree Programs

- <25: 17%
- 25–34: 47%
- 35–44: 23%
- 45–64: 13%
- 65+: 0%

Demographic data are self-reported by students. Figures above are based on the total number of students that reported demographic data through December 31, 2019 for those programs and students to which 2U has access to the information. This includes race/ethnicity data for 72 percent of students, gender data for 83 percent of students, and age data for 97 percent of students. Military affiliation is defined as military students (active duty, veteran and reserve) plus dependents and spouses.

8 2019 Transparency Report
Demographic data are self-reported by students. Figures above are based on the total number of students that reported demographic data through December 31, 2019 for those programs and students to which 2U has access to the information. 74 percent of students provided race/ethnicity data, 88 percent of students provided gender data, 79 percent of students provided age data, and 89 percent of students provided level of education data.

**Race/Ethnicity of Students in 2U-Powered Boot Camps**

- Asian/Pacific Islander: 20%
- Black or African American: 10%
- Hispanic: 13%
- Native American or American Indian: 0.5%
- Other: 4%
- Prefer not to say: 6%
- White: 46.5%

**Gender of Students in 2U-Powered Boot Camps**

- Female: 31%
- Male: 69%

**Age of Students in 2U-Powered Boot Camps**

- <26: 11%
- 26–30: 32.5%
- 31–35: 24%
- 36–40: 14%
- 41–45: 5%
- 46–50: 8%
- 50+: 5.5%

**Level of Education in 2U-Powered Boot Camps**

- Bachelor’s Degree: 49%
- Associate’s Degree: 7.5%
- Some graduate coursework: 4.5%
- Graduate Degree: 16%
- High School Diploma or GED: 23%
Demographic data are self-reported by students. Figures above are based on the total number of students that reported demographic data through December 31, 2019 for those programs and students to which 2U has access to the information. 91 percent of students provided gender data and 80 percent of students provided level of education data.
Students enrolled in 2U-powered degree and non-degree offerings come from all 50 states, the District of Columbia, and over 175 countries.

18% of students who enrolled in a 2U-powered degree program did not have an equivalent degree program within 50 miles of where they live.

Zip codes for students who did not have an equivalent degree program within 50 miles of where they live.

Data is self-reported, inception to December 31, 2019.
Our non-profit university partners are responsible for setting tuition prices, admissions criteria, credit requirements, and the structure of their degree-granting programs. As part of 2U’s commitment to make these programs more affordable, we invest millions annually in scholarships and fellowships for students.

$19.5M
2019 investment in scholarships and fellowships for students in 2U-powered degree programs

38%
of 2U’s total 2019 revenue was derived from Title IV loans

Degree Programs in 2019

OVER 80%
of the degrees we power were priced at or below the cost of their on-campus counterparts.

MASTER’S DEGREE

PRICE RANGE

$851 /CREDIT

$2,592 /CREDIT

DOCTORAL DEGREE

PRICE RANGE

$1,326 /CREDIT

$1,926 /CREDIT

Non-Degree Offerings in 2019

SHORT COURSE

PRICE RANGE

$688 /COURSE

$3,871 /COURSE

BOOT CAMP

PRICE RANGE

$6,378 /BOOT CAMP

$16,964 /BOOT CAMP

12 Estimate based upon non-Title IV alternative credential revenue and analysis of College Scorecard data released by the Department of Education in 2019.

13 Based on the 2018-2019 publicly available advertised prices listed on our partners’ websites.

14 Based on 2019 cost per credit. 2U-powered master’s degrees are 43 credits on average.

15 Based on 2019 cost per credit. 2U-powered doctoral degrees are 60 credits on average.

16 Short courses priced in GBP were converted to USD using a 1.31 exchange rate as of December 2019. Short courses priced in ZAR were converted to USD using a 14.4 exchange rate as of December 2019.
The student experience across the offerings we power is grounded in 2U’s Learning Experience Framework, a research and learning science-supported approach to designing high-quality, engaging online education.

### Quality

#### On average per week, courses in 2U-powered degree programs require:

- **100 MINUTES** of intentionally designed asynchronous coursework
- **100 MINUTES** of engaging synchronous content

2019 average degree program class size

**15 STUDENTS**

On average, 2U-powered clinical degree programs require **830 HOURS OF FIELDWORK**

Nearly **14,500,000 CLINICAL HOURS** completed by students

#### NET PROMOTER SCORE

For 2U-powered degree and non-degree offerings

**52**

#### DEGREE PROGRAMS

Our partners’ degree programs are on average **25 MONTHS**

#### BOOT CAMPS

- **12–24 WEEKS**
- **30–40 HOURS**

Approximate required hours of in-classroom and out-of-classroom coursework per week

#### SHORT COURSES

- **6–10 WEEKS**
- **8–10 HOURS**

Approximate required hours of coursework per week

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1. Asynchronous and synchronous coursework constitute the required contact hours for our partners’ courses. These time commitments do not necessarily include readings, assignments, projects, or group work.
2. Inception to December 31, 2019.
3. Net Promoter Score (NPS) measures a customer’s willingness to recommend a company’s product or services. Students are asked “How likely are you to recommend [insert offering name] to a friend?” A higher score indicates that the student is more likely to recommend their program, boot camp, or short course. An NPS can range from -100 to 100 and in general, a NPS above 30 is considered excellent. NPS is a measure of advocacy rather than satisfaction. As of December 31, 2019.
Outcomes

Last year, we released our inaugural Gallup-2U Graduate Outcomes Benchmark Report, which found that alumni from 2U-powered degree programs reported having great educational experiences, great jobs, and great lives.

2U-powered degree programs have a

86% **RETENTION RATE**\(^\text{20}\)  
Term 1 to Term 2

72% **GRADUATION RATE**\(^\text{21}\)

Some of our university partners publicly report the licensure pass rates of their graduates, a few of which can be found [here](#) and [here](#).

In 2019, our **boot camp** career services team

Made 7,300+ **EMPLOYMENT REFERRALS** for our graduates

Hosted 150 **DEMO DAYS** where students showcased their work to prospective employers

Hosted 115+ **INDUSTRY SESSIONS**\(^\text{23}\)

2,500+ **UNIQUE COMPANIES** hired boot camp graduates

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\(^{20}\) Defined as the percent of students who enroll in a program and remain through the add/drop period in 2019 who also enroll in the subsequent second term of the program and remain through add/drop period, excluding students on leaves of absence.

\(^{21}\) Defined as the number of students that have graduated from our programs, as a percentage of the total number of students that enrolled in our programs (and remain through the add/drop period). Includes all students in programs that started at least 3 years ago.

\(^{22}\) Defined as the number of students across all courses and boot camps that completed a course or boot camp, regardless of grade received, as a percentage of the total number of students that enroll in a course or boot camp, from inception to December 31, 2019.

\(^{23}\) Industry sessions include tech talks, company spotlights, recruiting sessions, career paths sessions, alumni events, panels, and similar events.