

University Oversight  
& Accountability  
Marketplace Openness  
Quality

## 2019 Transparency Report

Access  
Affordability  
Outcomes



# 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.<sup>1</sup>



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.

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](https://2u.com/latest).



Christopher "Chip" Paucek  
Co-Founder & CEO

<sup>1</sup> HolonIQ, "770 Universities, 200 OPMs, Bootcamps and Pathways," October 2020.  
<https://www.holoniq.com/markets/higher-education/770-universities-200-opms-bootcamps-and-pathways/>

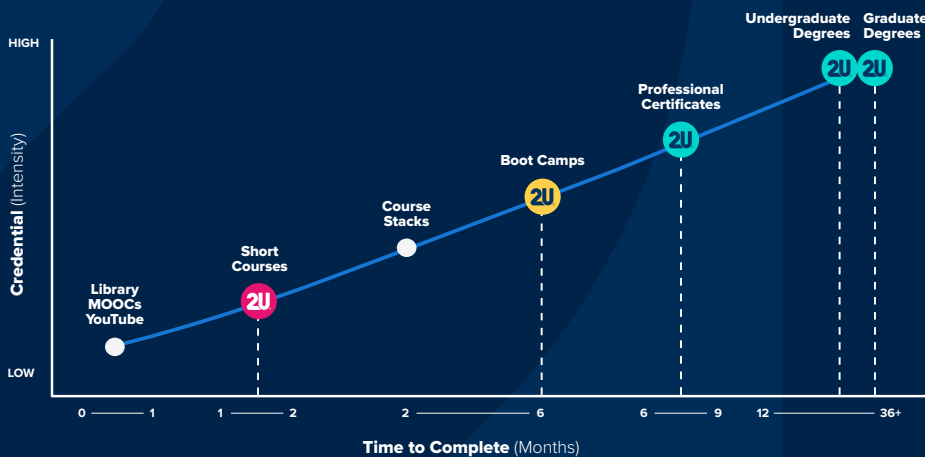
# A Look at 2U in 2019

## 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.

# 400+

Unique educational offerings with over 70 partners



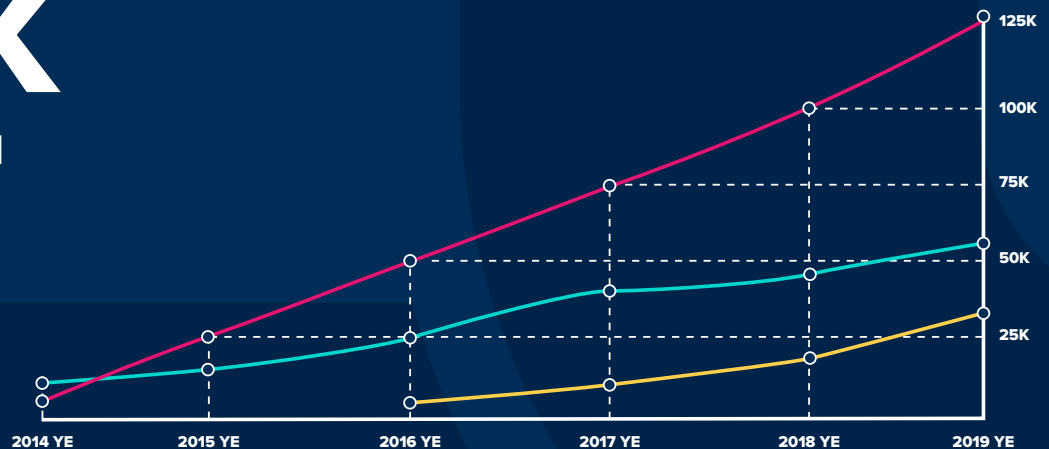
# 150K+

All-time students that have graduated from or completed our offerings<sup>2</sup>

# 215K

All-time enrolled students<sup>3</sup>







































































— Degree Programs  
— Short Courses  
— Boot Camps



<sup>2</sup> 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.

<sup>3</sup> 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<sup>4</sup>

 AMERICAN UNIVERSITY	 ARCADIA UNIVERSITY	 Baylor University	 BUTLER UNIVERSITY	 Carleton UNIVERSITY	 CASE WESTERN RESERVE UNIVERSITY	 COLUMBIA ENGINEERING	 Emerson COLLEGE
 FORDHAM UNIVERSITY	 THE GEORGE WASHINGTON UNIVERSITY	 GEORGETOWN UNIVERSITY	 Georgia Tech Professional Education	 HARVARD UNIVERSITY	 JOHNS HOPKINS UNIVERSITY	 THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE	
 MONASH University	 NYU STEINHARDT	 Northwestern University	 PEPPERDINE UNIVERSITY	 RICE	 RIT Rochester Institute of Technology	 RUTGERS	 Simmons UNIVERSITY
 SMU	 ST. JOHN FISHER COLLEGE	 Syracuse University	 Tecnológico de Monterrey	 Tufts UNIVERSITY	 UCL	 THE UNIVERSITY OF ADELAIDE	 THE UNIVERSITY OF ARIZONA Continuing and Professional Education
 UNIVERSITY OF BIRMINGHAM	 Berkeley UNIVERSITY OF CALIFORNIA	 UC DAVIS	 UCI Division of Continuing Education	 UCLA Extension	 UCR Extension Professional Studies	 UC San Diego EXTENSION	 UNIVERSITY OF CAMBRIDGE
 UNIVERSITY OF CAPE TOWN	 UCF	 UCONN SCHOOL OF ENGINEERING	 University of Dayton	 UNIVERSITY OF DENVER	 KU LIFELONG & PROFESSIONAL EDUCATION	 UNIVERSITY OF LONDON	 MANCHESTER 1824 The University of Manchester
 DIVISION OF CONTINUING & INTERNATIONAL EDUCATION	 UNIVERSITY OF MINNESOTA Driven to Discover	 University of New Hampshire	 THE UNIVERSITY OF NORTH CAROLINA at CHAPEL HILL	 UNC CHARLOTTE Continuing Education	 UNIVERSITY OF OREGON	 OXFORD	 Penn
 RICHMOND School of Professional & Continuing Studies	 USC University of Southern California	 USB Executive Development	 THE UNIVERSITY OF SYDNEY	 TEXAS	 UTSA The University of Texas at San Antonio	 UNIVERSITY OF TORONTO SCHOOL OF CONTINUING STUDIES	 PROFESSIONAL EDUCATION THE UNIVERSITY OF UTAH
 PROFESSIONAL & CONTINUING EDUCATION UNIVERSITY OF WASHINGTON	 THE UNIVERSITY OF WESTERN AUSTRALIA	 UNIVERSITY OF WISCONSIN extended campus	 VANDERBILT UNIVERSITY	 Washington University in St. Louis	 Yale		

# 1 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.<sup>5</sup>

## 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

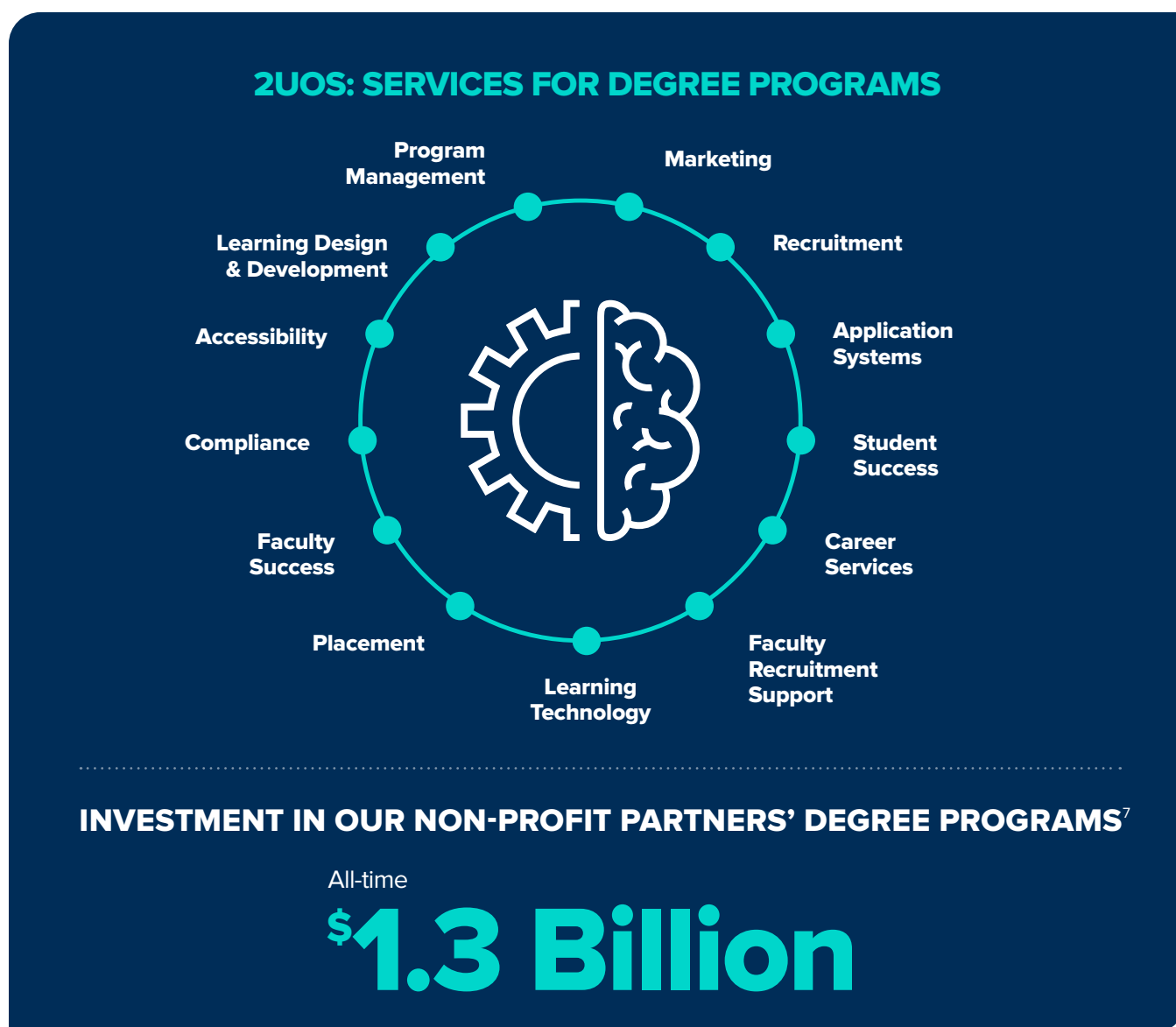
“Every course shall be taught exclusively by the university faculty and other instructional personnel selected by the university... The university shall be responsible for the creation of a training curriculum and shall be responsible for the hiring, training, support, management, and oversight of the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

<sup>5</sup> 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.

## 2 Marketplace Openness

A full list of 2U's university partners, educational offerings, and services can be found at [2U.com](https://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.<sup>6</sup>

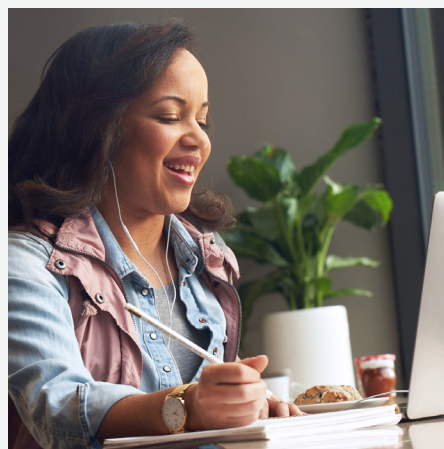


<sup>6</sup> Defined as marketing and sales expense for our degree programs that have been operating for at least three years as a percentage of total tuition generated from such degree programs.

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

### 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<sup>8</sup>

**34%**

Black/African American  
or Hispanic

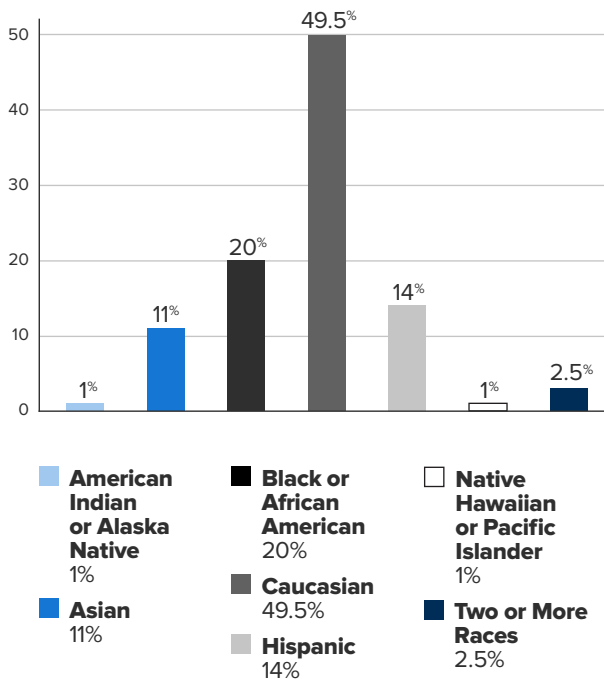
**70%**

25 to 44 years of age

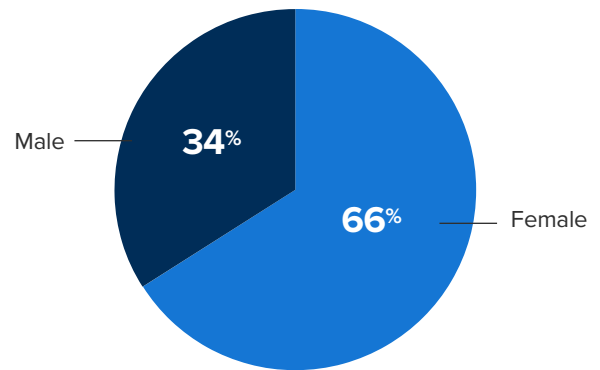
**66%**

Female

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

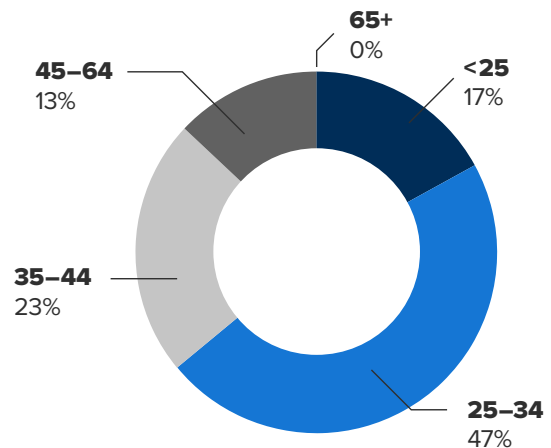


### Gender of Students in 2U-Powered Degree Programs



Non-Binary: 0%  
Prefer not to say: 0%

### Age of Students in 2U-Powered Degree Programs



**8% MILITARY-AFFILIATED**

<sup>8</sup> 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.

## BOOT CAMPS

2019 Student Make Up<sup>9</sup>

**23%**

Black/African American  
or Hispanic

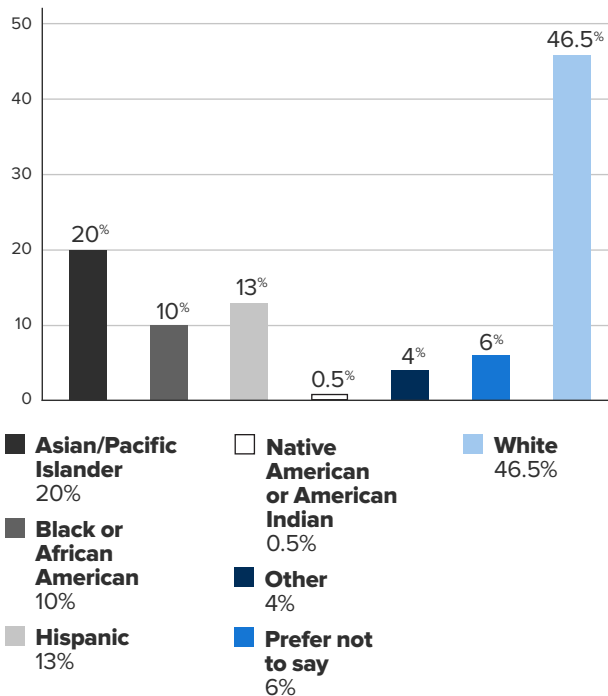
**19%**

over the age of 40

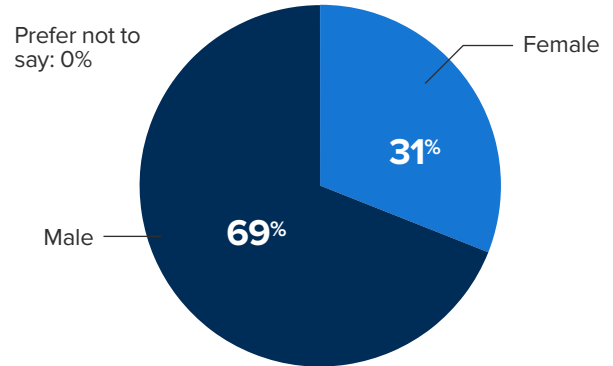
**30%**

did not have a  
bachelor's degree

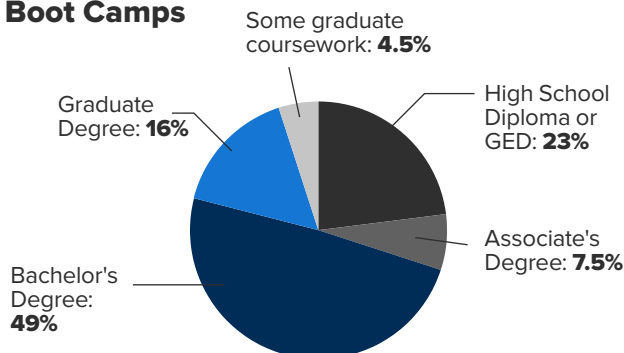
### Race/Ethnicity of Students in 2U-Powered Boot Camps



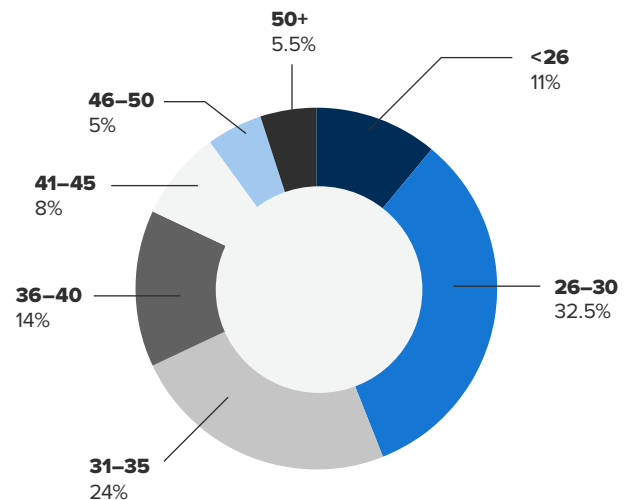
### Gender of Students in 2U-Powered Boot Camps



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



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



<sup>9</sup> 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.

## SHORT COURSES

2019 Student Make Up<sup>10</sup>

**80%**

30 to 60 years of age

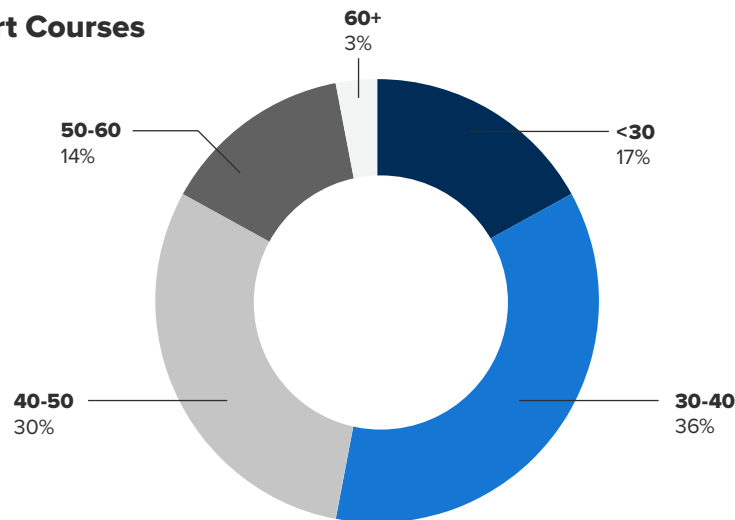
**20%**

did not have a bachelor's degree

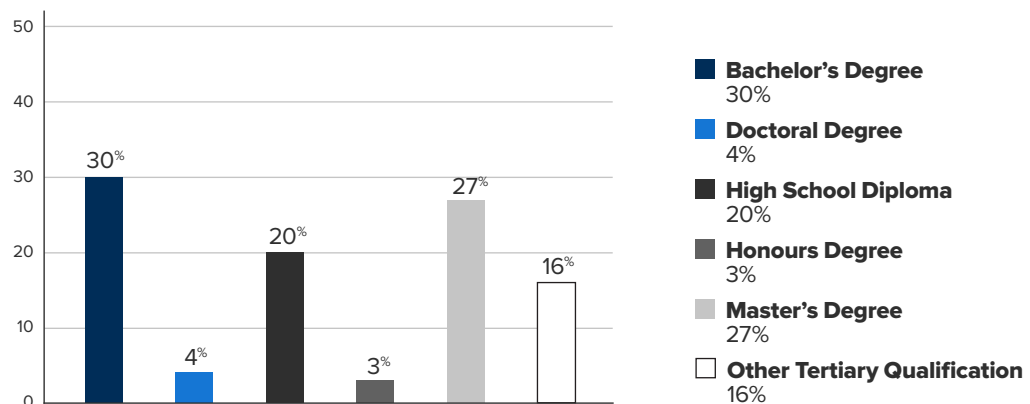
**27%**

had a master's degree

### Age of Students in 2U-Powered Short Courses



### Level of Education in 2U-Powered Short Courses

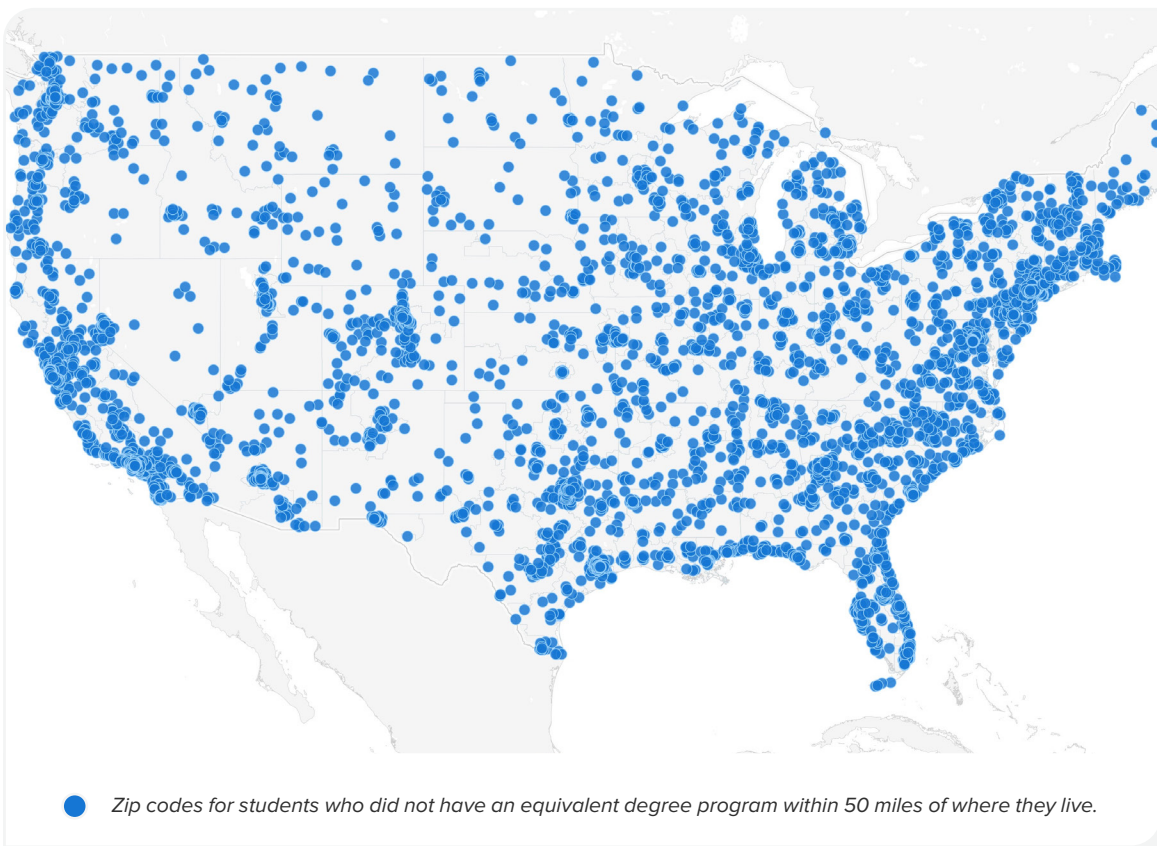


<sup>10</sup> Demographic data are self-reported by students. Figures above are based on the total number of students that reported demographic data through December 31, 2019 for those programs and students to which 2U has access to the information. 91 percent of students provided gender data and 80 percent of students provided level of education data.

## GEOGRAPHY

Students enrolled in 2U-powered degree and non-degree offerings come from all 50 states, the District of Columbia, and over 175 countries.<sup>11</sup>

**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.**



STUDENTS IN 2U-POWERED OFFERINGS COME FROM

**50** **175+**  
STATES COUNTRIES

<sup>11</sup> Data is self-reported, inception to December 31, 2019.

## 4 Affordability

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

APPROX

**38%**

of 2U's total 2019 revenue was derived from Title IV loans<sup>12</sup>

### Degree Programs in 2019

OVER **80%**

of the degrees we power were priced at or below the cost of their on-campus counterparts.<sup>13</sup>

#### MASTER'S DEGREE<sup>14</sup>

PRICE RANGE



#### DOCTORAL DEGREE<sup>15</sup>

PRICE RANGE



### Non-Degree Offerings in 2019

#### SHORT COURSE<sup>16</sup>

PRICE RANGE



**\$688** **\$3,871**  
/COURSE /COURSE

#### BOOT CAMP

PRICE RANGE



**\$6,378** **\$16,964**  
/BOOT CAMP /BOOT CAMP

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

<sup>13</sup> Based on the 2018-2019 publicly available advertised prices listed on our partners' websites.

<sup>14</sup> Based on 2019 cost per credit. 2U-powered master's degrees are 43 credits on average.

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

<sup>16</sup> 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.

On average per week, courses in 2U-powered degree programs require.<sup>17</sup>

**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<sup>18</sup>

**NET PROMOTER SCORE**<sup>19</sup>

**52**

for  
2U-powered  
degree and  
non-degree  
offerings

**DEGREE PROGRAMS**

Our partners' degree programs are

**25** MONTHS  
on average

**BOOT CAMPS**

**12–24**  
WEEKS

**30–40**

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

**SHORT COURSES**

**6–10**  
WEEKS

**8–10**

Approximate required hours of coursework per week

<sup>17</sup> 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.

<sup>18</sup> Inception to December 31, 2019.

<sup>19</sup> 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.

## 6 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**<sup>20</sup>  
Term 1 to Term 2

**72%** **GRADUATION RATE**<sup>21</sup>

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

<sup>20</sup> 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.

<sup>21</sup> 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.

<sup>22</sup> 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.

<sup>23</sup> Industry sessions include tech talks, company spotlights, recruiting sessions, career paths sessions, alumni events, panels, and similar events.

**90%** average course **COMPLETION RATE**<sup>22</sup>  
for our short courses  
and boot camps

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**<sup>23</sup>

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



To learn more, visit:  
[2U.com/approach/transparency](https://2U.com/approach/transparency)

2019 Transparency Report