Changing Course: Ten Years of Tracking Online Education in the United States

Survey by I. Elaine Allen and Jeff Seaman, Babson Survey Research Group, based on interviews from over 2,800 Chief Academic Officers (CAOs) and academic leaders. Infographic by Pearson Learning Solutions.

What are Chief Academic Officers planning for MOOCs in 2012?

- MOOCs are a sustainable method for offering courses.
- MOOCs are important for institutions to learn about online pedagogy.
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Current academic leader opinions of MOOCs

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Is online learning strategic?

- CAOs perceive online education to be critical to the long-term strategy of their institution.

How many students are learning online?

- Year-over-year the number of online enrollments steadily increased.
- Credentials for MOOC completion will cause confusion about higher education degrees.

What percent are working with others on a MOOC?

- Faculty acceptance of online education and the barriers to widespread adoption.
- Lower retention rates in online courses is seen as a growing barrier to widespread adoption.

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Does it take more faculty time and effort to teach online?

- 45% of CAOs agree that it takes more faculty time and effort to teach an online course than a face-to-face course.

Are student learning outcomes comparable?

- CAOs heavily weighted the faculty lack of acceptance as a barrier to widespread adoption.
- Lower retention rates in online courses is seen as a growing barrier to widespread adoption.

Faculty acceptance of online education and the barriers to widespread adoption

- From 2002 to 2012 academic leaders have reported little change in faculty acceptance of online education.
- Of academic leaders surveyed reported online learning outcomes to be the same, somewhat superior or superior in 2012.

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The tenth annual survey, a collaborative effort between the Babson Survey Research Group and the College Board, is the leading barometer of online learning in the United States. Based on responses from over 2,800 academic leaders, the complete survey report, “Changing Course: Ten Years of Tracking Online Education in the United States” is available at http://sloanconsortium.org/publications/survey/changing_course_2012.