# Welcome to Today's WCET Webcast

June 24, 2025

The webcast will begin shortly.

There is no audio being broadcast at this time.

An archive of this webcast will be available on the WCET website next week.



## Welcome!

- Slides can be downloaded via the link in chat.
- Please use the Question box for questions and Chat for other information exchange.
- Slides, recording, and shared resources will be emailed to attendees.

#### **Kim Nawrocki**

Assistant Director, Events and Programs WCET <u>knawrocki@wiche.edu</u>

## Accessibility Commitment

WCET is committed to creating inclusive and accessible materials. Our slides are designed with high-contrast visuals, large text, and descriptive alt text for images.

You can scan the QR code to download the slides on your phone if you prefer.

If you need the slides in an alternative format or additional accommodations, please let us know. We value your feedback to make our content accessible for everyone.





## Using Modern Students' Voices to Inform Your Online Ecosystem

June 24, 2025

## Hosted in partnership with:



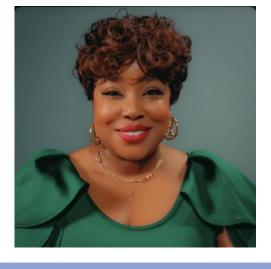
## Today's Moderator

#### **Melody Buckner**

Associate Vice Provost, Digital Learning Initiatives and Online University of Arizona



## Speakers





Director, Academic Program Strategy Risepoint



#### **Timothy Wall**

Dean, School of Education, Health, and Human Services Northwest Missouri State University

## Agenda

- About Risepoint & Northwest Missouri State University
- Using Modern Students' Voices to Inform Your Online Ecosystem: 2025 Voice of the Online Learner
  - Consistent themes
  - Emerging findings
  - Takeaways for university leadership
- Online journey: Northwest Missouri State University
- Q & A

Risepoint helps universities grow by expanding access to affordable, workforce-focused programs that deliver high ROI for students.



## Academic Partnerships + = Risepoint Wiley

Wiley University Services

## **Our scale and impact**

Since inception, we have supported over 750,000 students, worked alongside over 22K instructors, and launched over 25K courses. Currently, we:

<b>M</b>	Serve over 100 university partners	We are:
	Support over 100,000 students	1500 +
	Talk to over <b>1,000,000</b> prospective students	
2.02	Work alongside over <b>1,400 faculty members</b>	employees strong, representing <b>40</b> states and <b>5</b> countries.
	And support over <b>2,000 programs</b>	



## NORTHWEST

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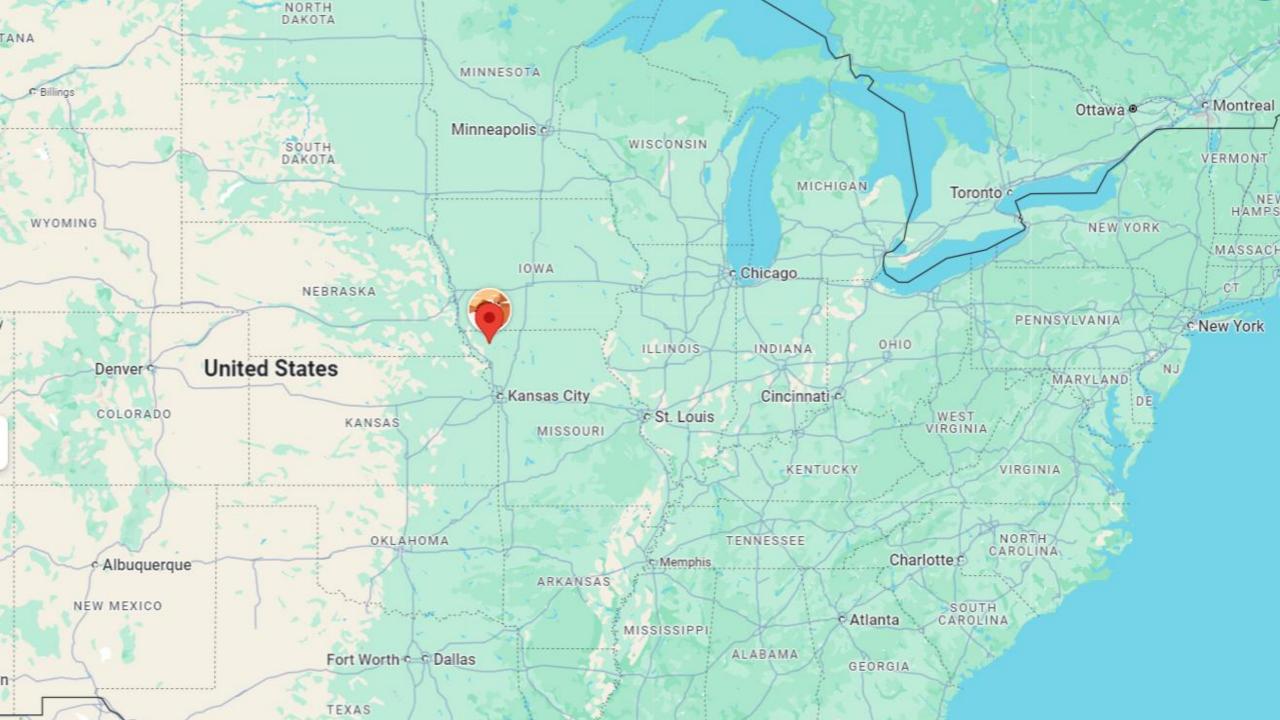
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MISSOURI STATE UNIVERSITY



## **About the institution**

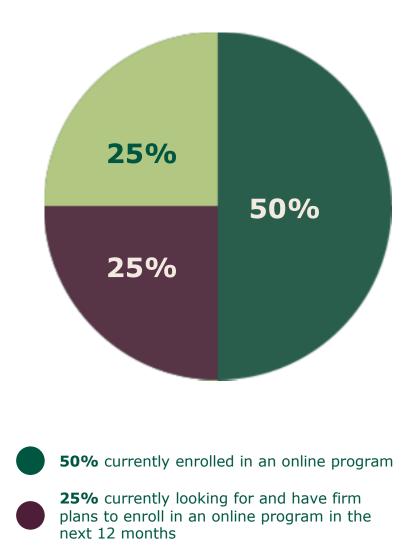
- Rural, 12,000 in Maryville community
- Approximately 7,000 students in 2016
- Now 9,500 students in 2024
- Founded as a teacher training normal school in 1905
- Known for educator preparation, agriculture, and business...and athletic success
- Two-time winner of McAuliffe Award (excellence and innovation in educator preparation) 2006, 2018



### **2025 Voice of the Online Learner:** Using Modern Students' Voices to Inform Your Online Ecosystem

### **2025 Voice of the Online Learner**

Based on insights from 3,778 learners across the U.S., the report reflects a postpandemic "new normal" shaped by economic uncertainty, technological disruption, and shifting learner mindsets.





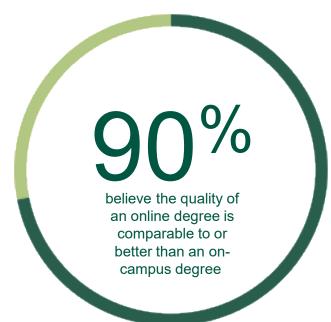


## Who are online learners?

Juggling multiple personal and professional responsibilities, online learners are hard-working adults who are determined to advance in their careers.



# Who are online learners? (cont.)





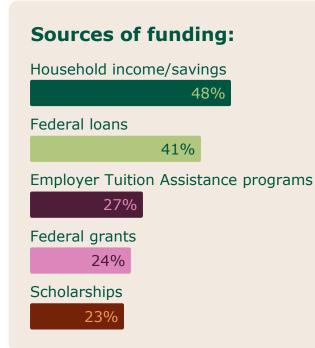


# Consistent themes

## **Consistent themes**

### Affordability is the top factor

### Flexibility is essential for working adults



# 76%

of online learners successfully complete their programs without interruption



## **Consistent themes (cont.)**

### Learners pick modality first

80%

chose modality first (online vs. hybrid or inperson) 71%

would not choose to attend an institution if the program desired wasn't offered online

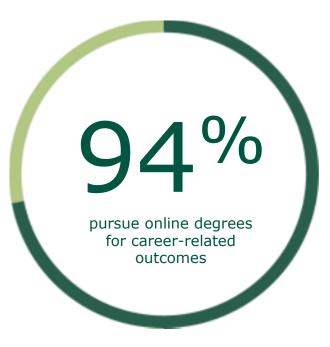


## **Consistent themes (cont.)**

Most learners choose local



**Career advancement is the primary motivator** 





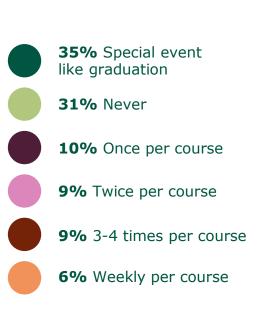
# **Emerging findings**

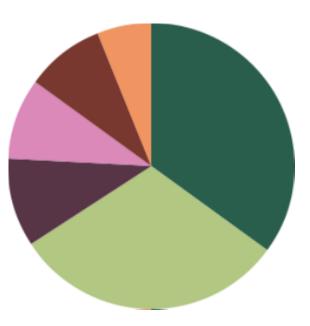
## **Increased interest in connection and academic support**

### Reasons for visiting campus

66%

of learners do not want to visit campus as part of coursework



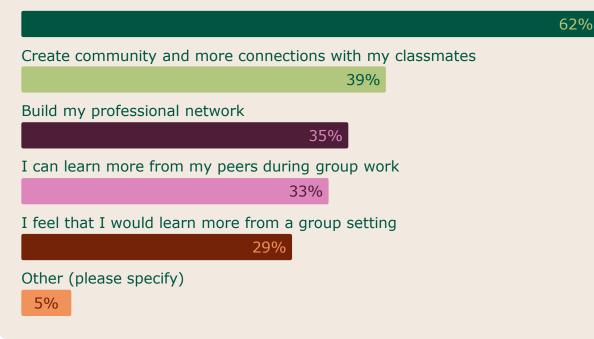




## Increased interest in connection and academic support (cont.)

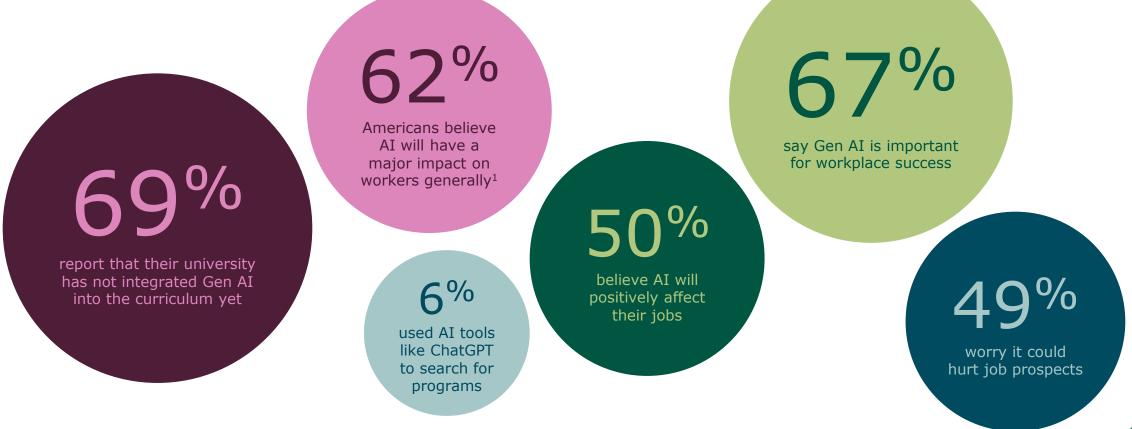
#### **Reasons for logging on for a synchronous session**

The instructor can explain complex topics and answer questions better in a live session





# Learners know Gen AI will change their jobs — and they need help



1. www.pewresearch.org/short-reads/2023/11/21/what-the-data-says-about-americans-views-of-artificial-intelligence/

# Few job changes and more labor market jitters

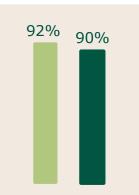
94%

pursuing online degrees for career-related outcomes 75%

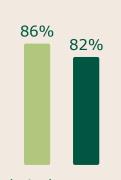
 agree that a bachelor's degree is now expected by most employers and an advanced degree is necessary to improve career prospects

72%

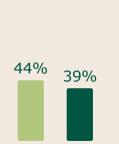
believe a college degree is necessary for career advancement in today's world



Report a career impact that they attribute to their degree program



See their degree as very important in achieving their career goals



2024

2025

Received a salary increase



# Interest but some uncertainty about non-degree programs

#### **Top credential types:**



### Stackable credentials are still not well understood:

There is a clear opportunity for universities to raise awareness about how certificate programs can build toward full degrees.

> of learners cited stackability toward a degree as a key reason for pursuing alternative credentials



# Takeaways for university leadership

## **Takeaways for university leadership**

- 1. Affordability, ROI, and flexibility
- 2. Employer connections
- 3. Learner connection and support
- 4. Generative AI
- 5. Lifelong learning



## Conclusion

Today's online learners are practical, career-focused, and increasingly modality-agnostic. They value flexibility and ROI, but also seek connection, support, and clear pathways to advancement. While traditional motivators remain strong, new challenges—like AI integration and credential confusion are reshaping expectations.

To stay relevant, institutions must evolve alongside learners: blending flexibility with engagement, embedding AI literacy, and clarifying lifelong learning pathways. The future of online education lies in meeting learners where they are—and where they're going.

### Online Journey: Northwest Missouri State University

#### Northwest Missouri State University-Evidence of Impact #3

#### 2016-2017 Statewide Comparison of Northwest Candidates' Teaching Performance (N=294);

Engaging P-12 Students in Subject Matter; Differentiating Lessons;

Effectively Managing Classroom Behavior; and Using Assessment Data to Improve Student Learning



Note: Data collected from Cooperating Teacher and University Supervisor assessment of candidate performance in culminating 12-week clinical experience

## **On-campus laboratory school**

How to transition from M-T night classes to asynchronous, high-quality, inventive graduate education while retaining essence of Northwest?





# Established institutional goals aligned with growth



## A vision for graduate education

Believe that our organizational viability hinges on offering effective, relevant, renovated, affordable, and agile graduate Education coursework which is:

- Taught extraordinarily well face-to-face AND/OR
- Delivered with student needs in mind, including:
  - Online, asynchronous, reaching beyond Missouri
  - Not beholden to DESE and state licensure restrictions
  - With excellent marketing and recruiting support

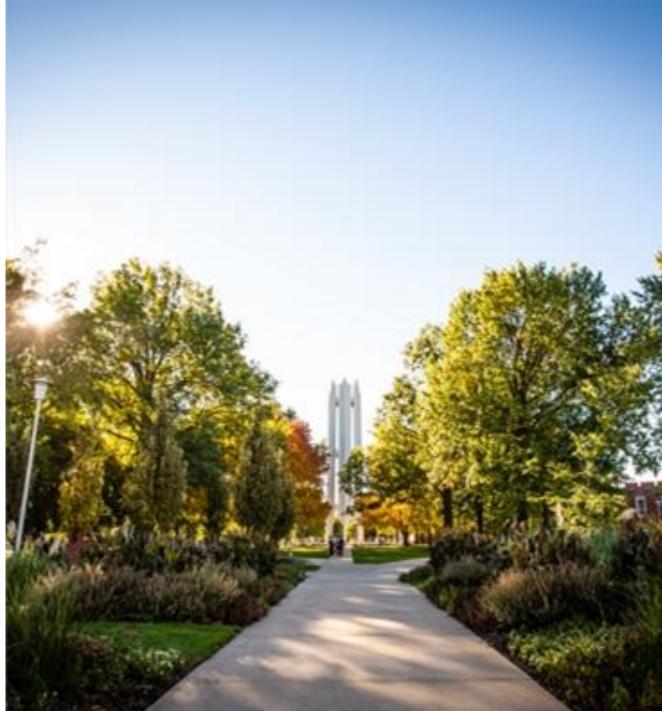
#### How do we offer what we offer our on-ground students in terms of:

- Engagement
- Care
- Support

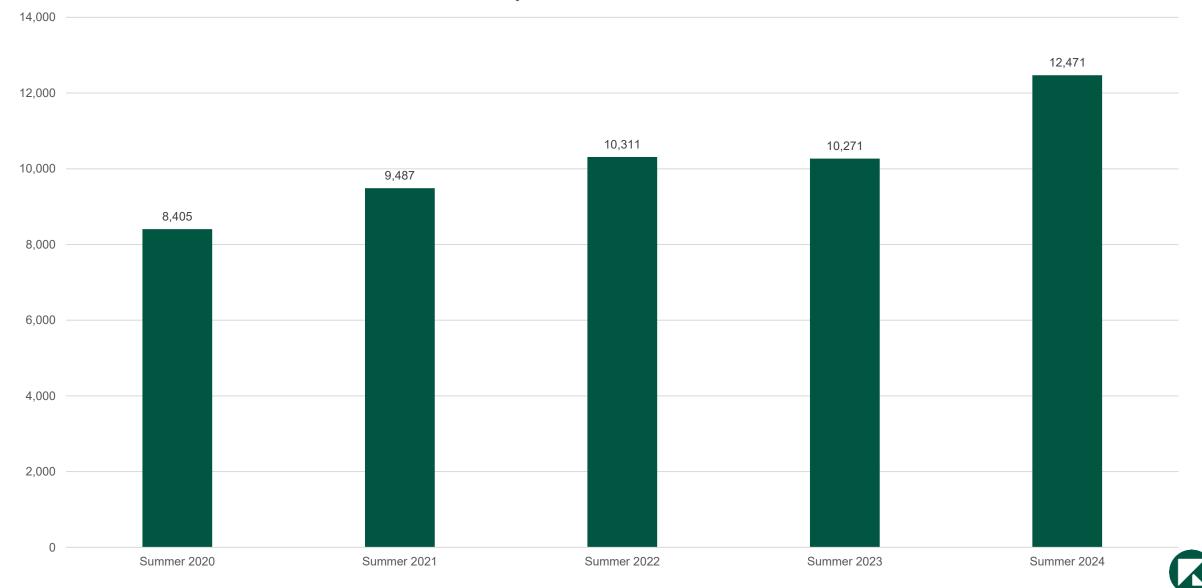


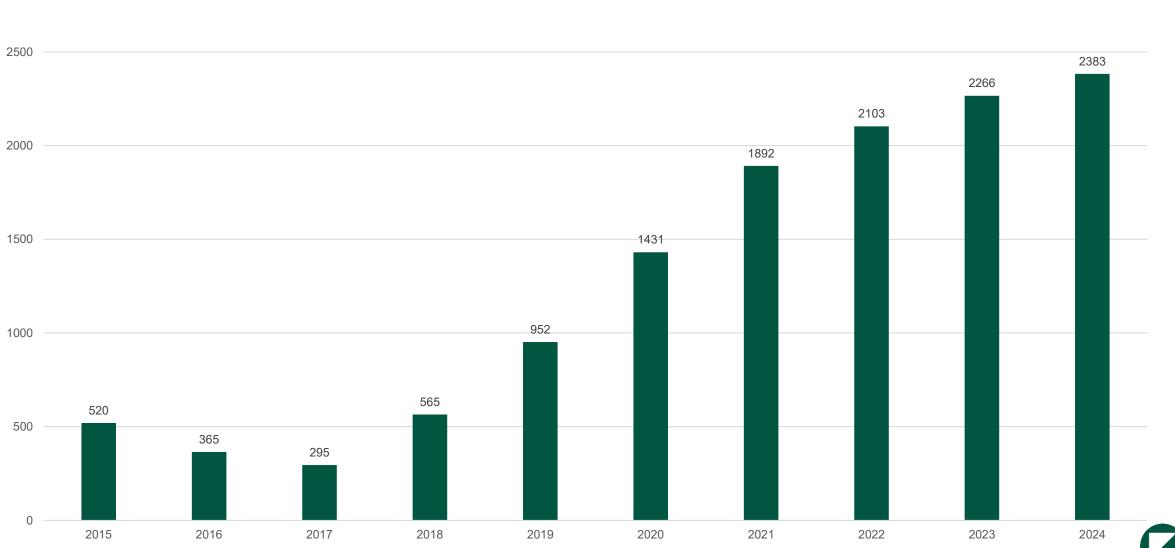
Dr. Wall Zoom #1 sp 2024

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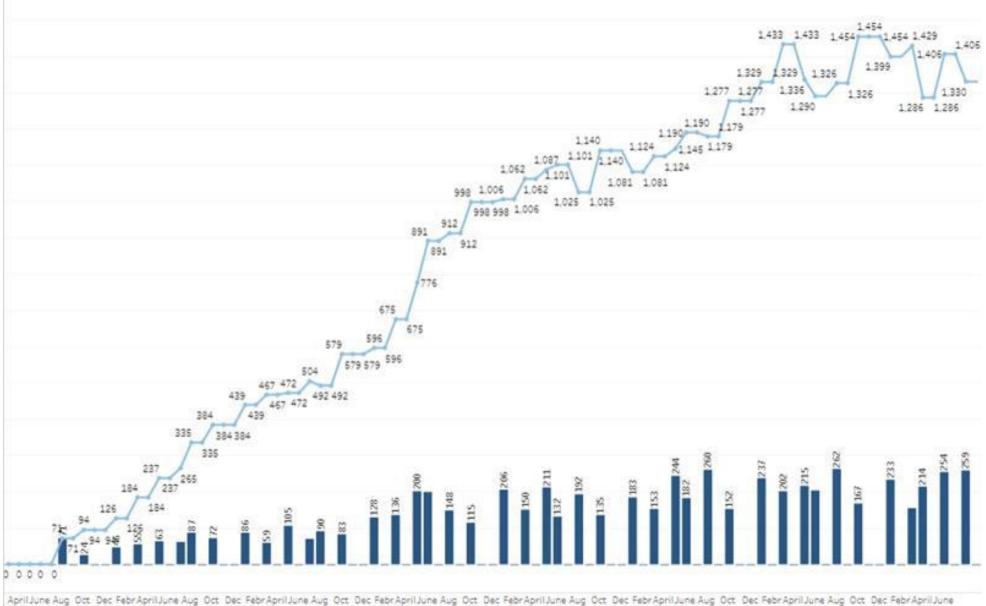
#### Total School of Education SCH by Summer, 2020-2024





3000

Enrollment Summary - Northwest Missouri State University



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### Risepoint

## Thank you

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## Additional Information and Resources

The webcast recording will be available in the next week: <u>wcet.wiche.edu/events/webcasts</u>.

Visit <u>wcet.wiche.edu</u> to explore our Policy and Practice work, Events, Membership, and Sponsorship.

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Learn more about the benefits of joining our community: <u>wcet.wiche.edu/join-us</u>



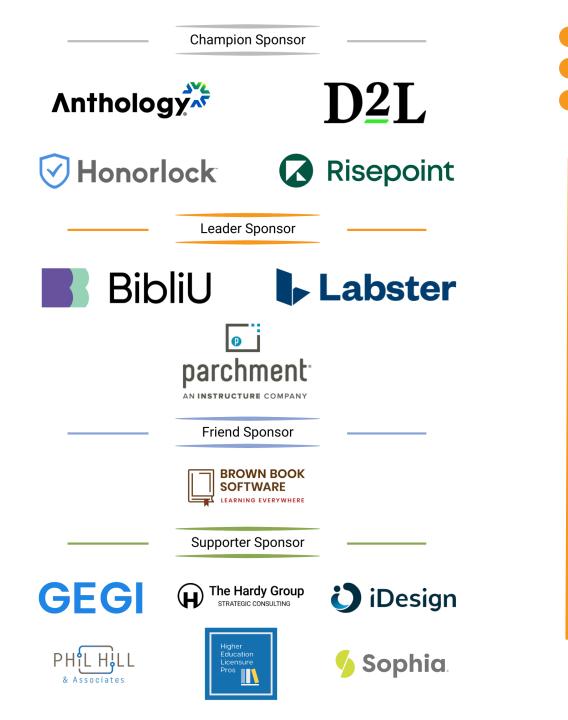
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WCET 2025: October 21-23 SAN Coordinators: October 20 ASWE Rise: October 23-24

## bit.ly/wcet-2025

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#### Thank you for attending!

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