

Higher Education &

ONLINE LEARNING



Executive MBA Programs See Increases in Gender Diversity and Distance Learning

Female enrollment highest ever, continuing upward trend toward closing the gender gap

The Executive MBA Council (EMBAC) recently announced the results of its 2020 EMBAC Membership Program Survey, which revealed an increase in distance learning options among executive education programs – with 73.9% of schools now reporting offering some form of distance learning compared to just 55.3% in 2019.

“While the percentage of schools offering some form of distance learning has been increasing slightly each year since 2016, the big jump from 2019 to 2020 is evidence that EMBA programs responded quickly to the impact of the pandemic,” said Michael Desiderio, executive director of EMBAC.

The results also show that more than nine out of 10 programs are now utilizing electronic delivery of course materials, and more than three out of four programs purchase cases electronically, an increase of more than seven percentage points since 2016. This substantial increase shows how Executive MBA (EMBA) programs around the world have adapted since the start of the coronavirus pandemic.

“Despite the challenges brought about by the current global pandemic, the value of EMBA programs has never been higher,” said Desiderio. “Executive MBA programs equip students with the knowledge and skills needed to navigate times of

uncertainty. And while working professional education programs have certainly been impacted by the coronavirus, the amount of inquiries, completed applications received, and applications accepted have trended slightly upward since 2016, showing continued demand for such programs even during challenging times.”

In addition to these trends, the findings also show that the percentage of female enrollment in EMBA programs is at its highest ever – now reaching 32% in 2020, compared to 29.7% in 2016. This year-over-year increase continues the upward trend toward closing the gender gap in executive education programs.

As for pricing, the total cost of programs has remained nearly flat at an average of \$82,883, and the trend toward more self-funded students and fewer fully funded students continues in 2020, with nearly 54% of students self-funding compared to 41.2% in 2016. Across all EMBA programs, female students are slightly more likely to be self-funded than male students and are also less likely to receive funding from their employers. The findings show that 54% of women report having received no funding from their employers as compared to 51.4% of men.

Additional insights from the 2020 EMBAC Membership Program Survey include:

- A vast majority (91.5%) of EMBA programs offer career services to help students manage their career and program goals.

- For industries in 2020, healthcare/pharma/biotech made up the highest category – at 12.7% – where incoming students are currently employed. Year-over-year, this category continues to outpace others with technology next in line at 9.8%.

- Nearly 18% of students received full sponsorship in 2020, which is down from 22.5% in 2016.

Historically, a majority of people apply to EMBA programs to enhance their skills, gain new business perspectives, and further their career trajectories. This remains true, with the average age of EMBA students remaining at 38 years old with approximately 14 years of work experience and about nine years of management experience. The collective experience of students is clearly significant and leads to a level of discussion and engagement that is not easily replicated by other programs.

The EMBA Council currently includes 200 colleges and universities that administer 300 plus programs in more than 30 countries worldwide. Each year, EMBAC conducts a Membership Program Survey using the current methodology annually since 2003. In 2020, the survey was conducted by Percept Research, held from May 5 to Aug. 17, 2020, and was completed by approximately 85.1% of the EMBA member programs.

To learn more about EMBAC and its members, visit embac.org; prospective students should visit executivemba.org for more information.

HIGHER EDUCATION & ONLINE LEARNING

The Evolving World of Continuing Education and Fully Online Certificates

Today's global professionals realize career development means regularly updating knowledge and skills with continuing education. Increasingly, they look for programs that help them demonstrate proficiency in high-demand skills like project management or data analysis. Or they decide to leverage their current work experience and add new knowledge, soft skills, and professional networks.

Flexibility to pivot to new and emerging careers is essential. To achieve their goals and stand out in any industry, professionals need an education partner that provides world-class

instruction, a rigorous curriculum, and opportunities to build a network with local, national, and global colleagues.

When choosing an educational program, here are key questions: Does the program offer direct interaction with instructors, sometimes referred to as "instructor-led" courses vs. "self-paced" curricula? Are there options for accessible and convenient online formats using universal design to address diverse student learning needs? Do student support services provide opportunities to expand a professional network and engage in career planning?

A powerful example of an institution responsive to the needs of both individual professionals and employers is UCLA Extension with the launch of UCLAxOnline.

UCLAxOnline presents the next evolution in online continuing higher education. This major initiative offers high-demand certificates enhanced around innovative learning technologies combined with an interactive and immersive experience. UCLAxOnline uses the latest research to incorporate effective instructional design models that enhance the learning experience and peer engagement.

Designed to help professionals progress in their careers, UCLAxOnline offers the convenience of studying anytime and is optimized by direct interaction.

FOCUS ON THE END-USER

UCLAxOnline certificates are instructor-led with multimedia functionality and are dynamic and effective. The asynchronous format offers students the flexibility to study, complete assignments, and balance existing careers



and family commitments by engaging with the instructor and other students based on their schedules.

Instructors are another component of any online certificate. In the case of UCLA Extension, there are two advantages at play. First, courses are taught by accomplished instructors who are industry experts and practitioners approved by UCLA. Instructors share invaluable practical information and industry connections. Second, UCLAxOnline is structured to ensure student engagement. Of course, the focus in any online program is to give students knowledge, practice, skills, and support.

Open enrollment at UCLA Extension allows busy professionals to study part-time and enroll in one course a quarter. Or students can choose to accelerate their studies with enrollment in 2-3 courses per term. UCLAxOnline aspires to offer educational "access to all."

CAREERS IN DEMAND, ADDITIONAL BENEFITS

The UCLA Extension initiative launches 11 enhanced certificates in professions or

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specialties currently in high demand, such as accounting, business and management of entertainment, college counseling, data science, GIS & geospatial technology, human resources management, personal financial planning, project management, and sustainability, and the user experience (UX). Additional certificates are added every quarter.

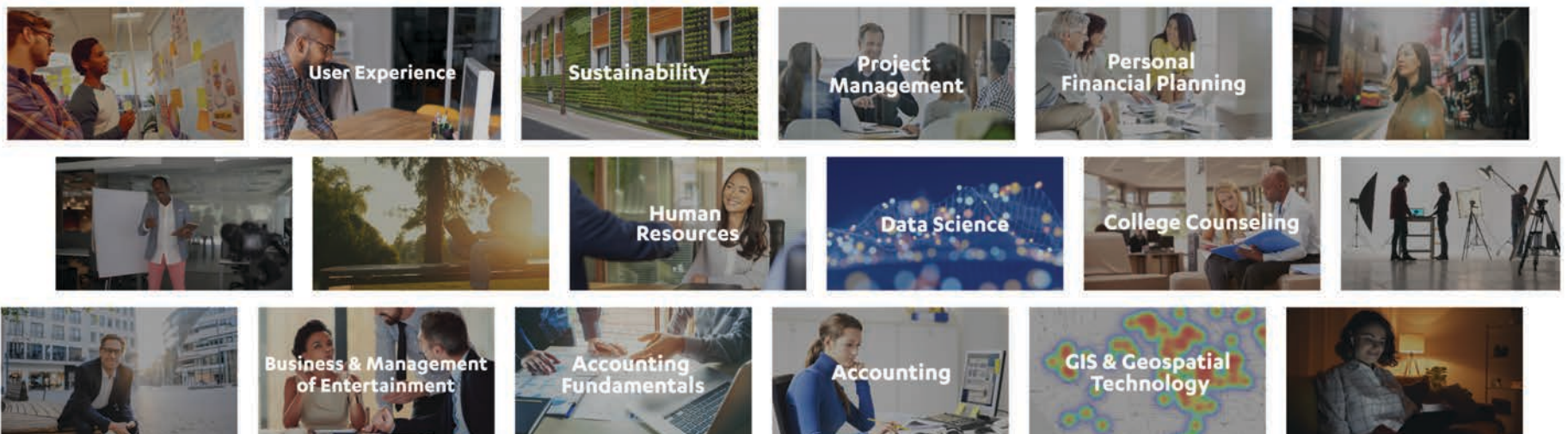
The resources of a top university are leveraged for UCLAxOnline. Students who complete UCLA Extension certificates can participate in workshops, networking events, career counseling services, job search resources, and access membership in UCLA Alumni Association.

UCLA Extension certificates also come with the added benefit of a Bruin Promise: a bold commitment to lifelong learning, professional development, and personal enrichment for all UCLA graduates.

Established university-based continuing education programs have delivered consistent results to adult learners everywhere. The new UCLAxOnline launches at a time when the nature of work is changing the economic outlook for careers.

This fall, the re-imagined age of effective online learning for professionals emerges.

Learn more at uclaextension.edu/uclaxonline.



Fully online

certificates for today's global professionals

UCLA Extension's bold new initiative, UCLAxOnline, seeks to reimagine online learning through an immersive and highly interactive experience created for today's global professional.

This fall, starting September 20, UCLA Extension will offer 11 enhanced, fully online certificates that can be taken from anywhere in the world.

But that's just the beginning. Our offerings will expand every quarter.

201850-21

Learn more at
uclaextension.edu

UCLA

Extension

HIGHER EDUCATION & ONLINE LEARNING

At the Leading Edge of Online Education

This fall marks the five-year milestone of the groundbreaking launch of USC Gould School of Law's online Master of Studies in Law (MSL) program. In that time, the innovative program has drawn non-lawyer professionals from a diverse range of industries and sectors – including business, finance, media, entertainment, human resources and health care, among others – who have expanded their career expertise with an essential legal education.

EDUCATION SPOTLIGHT

WHAT SETS THE MSL PROGRAM APART?

Offered through USC's Gould School of Law, ranked among the top 20 law schools nationwide, the MSL degree is specially designed for non-lawyers interested in understanding legal issues related to their professional fields.

Students have the convenience of completing the degree 100% online, and the flexibility to study part-time — making the MSL an ideal format to balance the demands of work schedules. No LSAT or GRE test is required; and no prior law degree is required either.

The MSL degree enables graduates to redefine their role with a thorough understanding of the law. It also applies to a variety of career goals and business areas — from contracts and compliance, to finance and HR, to cybersecurity and IP. The MSL program provides students important skills and a working knowledge of

the law to amplify their career impact.

DOES THE MSL PROGRAM OFFER INDUSTRY-SPECIFIC TRACKS?

MSL students can customize their educational experience to meet their individual goals, by pursuing certificates aligned with their field. These certificate programs can be completed at no additional cost, as a part of your MSL education.

Industry-specific certificate programs include:

- Business Law
- Entertainment Law and Industry
- Privacy Law and Cybersecurity
- Human Resources Law and Compliance
- Financial Compliance
- Compliance
- Health Care Compliance

In addition, the MSL program recently expanded its online Entertainment Law and Industry Certificate with new course offerings that cover Dealmaking in the Entertainment Industry; Digital Media Transactions; Music Law in Practice; and Negotiation Skills.

HOW IS THE ONLINE STUDENT EXPERIENCE?

The online experience is interactive and flexible. Much of the online coursework and learning activities may be completed at your convenience. Each class also offers live sessions, where students attend classes together virtually in real time, enhancing the learning experience.

CORPORATE PARTNERSHIP OPPORTUNITIES

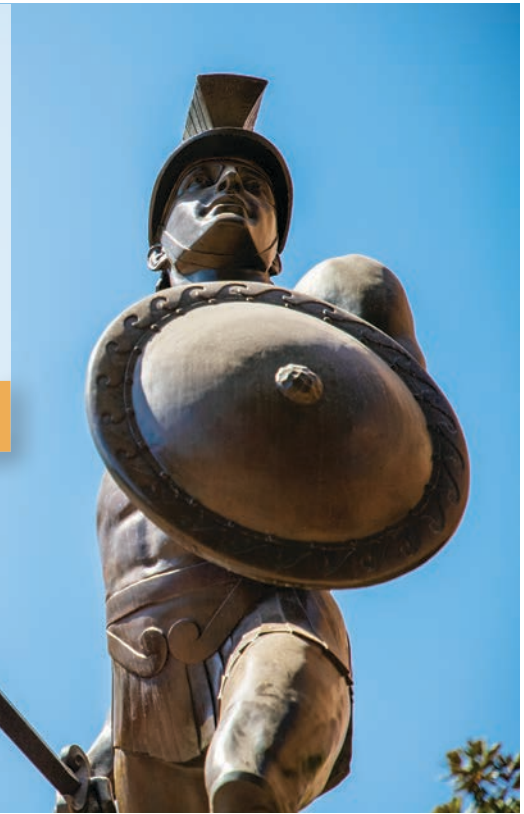
USC Gould partners with numerous organizations that offer scholarship savings for employees. Benefits also include personalized application support and individual academic advising.

To explore partnership opportunities, or to learn more about partner benefits, please contact USC Gould at corporatecustomed@law.usc.edu or visit bit.ly/usc-corporate-ed.

ARE SCHOLARSHIPS AVAILABLE?

Yes, USC Gould considers all applications for scholarships automatically. An additional application is not required for scholarship consideration.

To learn more about the USC Gould School of Law's innovative MSL program, visit bit.ly/usc-law-msl.



Master of Studies in Law

Online master's degree for non-lawyer professionals


- > Flexible, online format
- > No GMAT, GRE or LSAT required
- > No prior law degree required
- > Scholarships available

Legal education to strengthen your organization from the inside out.

Specialize In: Business Law - HR Law and Compliance - Privacy Law and Cybersecurity - Entertainment Law - Financial Compliance - Health Care Compliance - Compliance

To find out more, visit <https://bit.ly/usc-law-msl>

USC Gould
School of Law



TOM HSIEH
EMBA, '04

Ignite: opportunity

On a Wing and a Prayer

Tom Hsieh pivoted quickly. His new aero-commuter company would avoid Southern California gridlock by flying over it. As the company was poised to launch, the pandemic hit. No one was commuting. At least not in California. Tom quickly moved his operation to Alaska, where commuting is not a luxury but a critical necessity. And once the pandemic is in the rearview mirror, Tom's company will return to SoCal stronger than ever. In the face of adversity, Tom sees opportunity.

Ignite Opportunity. Explore CGU.



To read more about Tom and other CGU success stories, go to cgu.edu/ignite



Claremont Graduate University

#carrytheflame

The Silver Lining of Online Learning

Why do students flock to the online learning environment? With over five million students enrolled in online schools and universities (and that number was growing 30% per year even before the pandemic struck), there are many compelling arguments for attending a cyber classroom.

1. Students can “attend” a course at any time, from anywhere. This means that parents can attend to their children, then sit down to class; working students can attend classes no matter what their work schedule might be, folks that travel for business or pleasure can attend class from anywhere in the world that has internet access.

2. Online learning enables student-centered teaching approaches. Every student has their own way of learning that works best for them. Some learn visually others do better when they “learn by doing.”

3. Course material is accessible 24 hours a day seven days a week. Students have the ability to read and re read lectures, discussions, explanations and comments. Often spoken material in the classroom passes students by due to a number of distractions, missed classes, tiredness or boredom.

4. In an online environment, attendance to class is only evident if the student actually participates in classroom discussion. This increases student interaction and the diversity of opinion, because everyone gets a say, not just the most talkative.

5. Online instructors come with practical knowledge and may be from any location

across the globe. This allows students to be exposed to knowledge that can't be learned in books and see how class concepts are applied in real business situations.

6. Using the internet to attend class, research information and communication with other students teaches skills in using technologies that will be critical to workers in the 21st century business community that works with colleagues globally and across time zones.

7. Participating online is much less intimidating than “in the classroom.” Anonymity provides students a level playing field undisturbed by bias caused by seating arrangement, gender, race and age. Students can also think longer about what they want to say and add their comments when ready. In a traditional class room, the conversation could have gone way past the point where the student wants to comment.

8. Because online institutions often offer “chat rooms” for informal conversation

between students, where student bios and non class discussions can take place, there appears to be a increased bonding and camaraderie over traditional class environments.

9. The online environment makes instructors more approachable. Students can talk openly with their teachers through online chats, email and in newsgroup discussions, without waiting for office hours that may not be convenient. This option for communication provides enhanced contact between instructors and students.

10. Online course development allows for a broad spectrum of content. Students can access the school's library from their PCs for research articles, ebook content and other material without worries that the material is already “checked out.”

11. Students often feel that they can actually listen to the comments made by other students. Because everyone gets a chance to contribute, students are less irritated with

those that “over contribute” and can ask for clarification of any comments that are unclear.

12. Over 75% of colleges and universities in the U.S. offer online degree programs, with online degrees as respected as “on the ground” degrees. (Lewis)

13. Online classrooms also facilitate team learning by providing chatrooms and newsgroups for meetings and joint work. This eliminates the problems of mismatched schedules, finding a meeting location and distributing work for review between meetings.

14. Students often comment that online learning lets them attend class when fully awake and attend in increments of convenient time block, rather than rigid two- or four-hour stretches once or twice a week.

15. Because there are no geographic barriers to online learning, students can find a diversity of course material that may not be available to them where they live or work. This is especially true for professional training such as medical billing training or purchasing training and for students in remote rural areas that cannot support college or vocational training centers.

While “brick and mortar” institutions will never be eliminated, it's easy to see why a growing number of people are attending class in the cyber world. They may be reasons of accessibility, flexibility or quality, all compelling and contributing to the attractiveness of this mode of learning.

Information Provided by WorldWideLearn.

Online learning enables student-centered teaching approaches.
Every student has their own way of learning that works best for them.
Some learn visually others do better when they “learn by doing.”



People. Planet. Profit.

#Guided by Purpose

Explore a *new* approach to business with our Sustainable Social Impact MBA and DBA programs.