

# HIGHER EDUCATION & ONLINE LEARNING



## Executive MBA Gender Gap Continues to Narrow as Online Learning Grows

Earlier this year, the Executive MBA Council (EMBAC) announced the results of its 2022 EMBAC Membership Program Survey, which revealed the percentage of female enrollment grew again, reaching a new high, of 34.8 percent in 2022, compared to 33.0 percent in 2021, and to 30.1 percent in 2017.

“While not a dramatic increase, the steady growth in women attending EMBA programs is a positive signal for business schools and the business community at large,” said Michael Desiderio, executive director of EMBAC.

The results also show 86 percent of participating member programs incorporated distance learning into their curricula, compared to 55 percent in pre-pandemic 2019. Distance learning content that programs delivered synchronously increased from 34 percent in 2019 to 44 percent in 2022. In addition, more than 80 percent of participating member programs reported the use of electronic cases and books.

“EMBA programs continue to adapt to the changing needs of working professionals,” said Desiderio. “Much of that change comes from applying technology that allowed students to continue their education in the program during the pandemic in new ways that help enhance the in-person learning experience.”

And while technology is having an impact so too is coaching as it remains an integral part of EMBA programs. 89.8 percent of EMBA Programs offered executive coaching in 2022, up from 88.1 percent of EMBA Programs in 2021.

In addition to these trends, the findings also show that

the travel has made a comeback as 92% of programs included either a mandatory or optional international trip in their curricula.

“The experiential part of EMBA programs is still sought by students,” said Desiderio.

Additional insights from the 2022 EMBAC Membership Program Survey include:

- In 2022, the average age of enrolled EMBA students rose very slightly from 38 to 38.9 years.
- Students came to programs with more work and management experience, averaging 14.6 years of work experience in 2022 compared to 14 years in 2021 and 9.2 average years of management experience in 2022 compared to 8.9 years in 2021.
- The percentage of self-funded students remained flat at 56.2 percent. Meanwhile students receiving full sponsorship saw a slight increase from 15.2 percent in 2021 to 16.4 percent in 2022.
- Almost 61 percent of programs offer scholarships or fellowships, with 31 percent of EMBA students receiving scholarships or fellowships.

The EMBA Council currently includes nearly 200 colleges and universities that administer close to 300 programs in more than 30 countries worldwide. Each year, EMBAC conducts a Membership Program Survey using the current methodology annually since 2003. In 2022, the survey was conducted by Percept Research, held from May 17 to Aug. 22, and was com-

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pleted by approximately 76% of the EMBA member programs.

EMBAC advances the cause of EMBA programs by serving as a facilitator of best practice sharing and knowledge dissemination, and fostering an inclusive and diverse community among high-quality programs. EMBAC plays a thought leadership role by engaging in research that offers insights, by generating or packaging relevant content of importance and interest to the membership and industry, by advocating for the industry, and by nurturing an environment of inclusion that inspires all members and stakeholders.

To learn more about the Council and its members, visit [embac.org](http://embac.org). Prospective students should visit [executivemba.org](http://executivemba.org) for more information.

## HIGHER EDUCATION &amp; ONLINE LEARNING

# Online Programs for a New Generation

For more than two decades, emerging technology has driven online learning, but today the demands of the career changer, degree finisher and other untraditional students are shaping the higher education fully online programs offered.

According to recent surveys, most postsecondary institutions, spurred by the height of the pandemic, have online offerings. One in

10 have fully online degree programs. Affordability, institution reputation and

a quick path to completion are among the top considerations when choosing a degree program.

And the University of La Verne, which first launched online programs in 2000, aims to deliver. The private not-for-profit university located in La Verne, just 35 miles east of Los Angeles, offers 16 fully online programs including undergraduate degree completion programs, graduate professional degrees, multiple and single subject credential programs, and a teacher certificate program.

Business and organizational leadership are among the most popular programs. Meanwhile, the newest programs, which launched in fall 2022, include the Master of Arts in Teaching, Master of Health Administration, and Master of Public Administration.

## QUICK PATH TO COMPLETION

The University of La Verne offers nine online undergraduate programs. They include



child development, nursing, public and business administration, information technology and organizational management, criminal justice and criminology, and educational studies. For those with previous education, on-the-job training, and military experience, the university accepts up to 88 transfer credits toward a degree.

## AFFORDABILITY

An online program can often be a more affordable and flexible alternative to an in-person degree, especially for those juggling a job or family responsibilities.

The University of La Verne recognizes the financial challenges current and prospective students might face. In addition to assistance with navigating financial aid options, the university offers financial literacy resources and workshops as well as military discounts. It also partners with more than 100 corporations and government agencies that may subsidize tuition.

## REPUTATION

For the tenth consecutive year, U.S. News & World Report has listed the University of La Verne in its Best Online Programs Rankings.

For 2023, the university held rankings in the following four categories:

- Best Online Bachelor's Program
- Best Online Bachelor's in Business Program
- Best Online Bachelor's Program for Veterans
- Best Online MBA (Master of Business Administration) Program

"These rankings are a testament of the solid online education program that the University of La Verne has built over the past 23 years and continues to evolve to meet the needs of all our students, including those in the military and veterans," said Kerop Janoyan, University of La Verne's provost and vice president for academic affairs. "It is also indicative of our exceptional faculty and staff and their ability to make virtual connections as well as our commitment to providing an online educational experience that produces individuals ready for the workforce."

Best Online Programs rankings factor faculty credentials and training, measures of services offered remotely, available technologies, student engagement and course delivery best practices. In addition to these criteria, master's degree programs are also ranked based on student excellence. This year, more than 1,800 online bachelor's and master's degree programs were evaluated. The University of La Verne was among the top 15 California programs that earned a ranking. It is only one of three to be recognized as the best for veterans.

Learn more by visiting [laverne.edu/online](http://laverne.edu/online).

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# The Multi-Faceted Benefits of Online Learning

**W**hy do students flock to the online learning environment? With millions of 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 anytime, 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

awake and attend in increments of convenient time block, rather than rigid two or four hour stretches once or twice a week.

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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.

**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**

**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.*



## Again, Highly Ranked Online Programs

by *U.S. News & World Report, 2023*

- Best Online Bachelor's Program
- Best Online Bachelor's in Business Program
- Best Online Bachelor's Program for Veterans
- Best Online MBA Program

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University of La Verne