

# Coronavirus Impact on the Education Vertical

Coronavirus may have sent students home early, but on the other side of this crisis is a chance for a reimagining of “traditional” education: skill-specific online courses, shorter degree timelines, and a combination of community college, online, and four-year institution education programs.



## How to Adjust Messaging



Be mindful of cost: advertise low-cost and flexible learning options, as well as free trials.



Be sensitive to the changes and mindful of coming off tone-deaf; offer hope and promise of a better future.



Advertise the advanced nature of or improvement of your online learning program capabilities; many students are disillusioned with “Zoom learning.”

**69%**

Over-communicate: 69% of college students who say their institution’s COVID-19 communications are fair or poor have a worse opinion of the school than they did before the pandemic hit.  
(SimpsonScarborough)



Offer free or discounted online textbooks or tools to help offset costs of learning further.

## Technology Adjustment and Rise of Online Education

Online learning works well for specific skills and second careers/career pivots, but many institutions are still working out the kinks. Dedicated online institutions like Coursera and Udacity got it right. Meanwhile, incorporating more technology into learning overall will be permanent post-COVID.

**\$1,200**

Udacity courses take most students four to six months to complete, if they put in 10 hours a week. The average cost is \$1,200.

(New York Times)

**\$200M**

Before the pandemic hit, Coursera projected growth of 30% this year to more than \$200 million.

(New York Times)

**10%**

Fewer than 10% of Coursera students pay for courses; they take them free.

(New York Times)

**5.9%**

Education providers will increase their tech budgets by 5.9%.  
(Forrester)

**69%**

Cengage has seen a 55% increase in the number of students who have signed up for free subscriptions to its online textbooks.  
(New York Times)

The New York Times predicts that faculty will permanently incorporate online tools (to which many are being exposed for the first time) into conventional classes.

## Online Learning and Community Colleges Will Fare The Best

### Students Are Willing to Move Online

Those that do offer online courses are ahead of the game, offering cost-saving convenience and safety.

**1/3** About a third of surveyed students plan to enroll in an online college post-COVID.  
(SimpsonScarborough)

**1/2** More than half of American adults who expect to need more education or training after this pandemic say they would do it online, according to a survey of 1,000 people.  
(Strada Education Network)

**15%** 15% College students who, when given the option to finish their degree online or complete their degree in-person, want to finish online.  
(SimpsonScarborough)

**41%** Minorities are disproportionately affected by the financial impact of the coronavirus crisis: 41% (vs. 24%) of minority high school seniors won't attend college in the fall and 18% (vs. 13%) will finish college online.  
(SimpsonScarborough)

### Traditional Colleges Need to Improve Their Online Learning

If traditional colleges plan to permanently adopt online learning, they have some learning to do themselves. Part of the issue is the time and resources it takes to build out a successful online course; COVID left many scrambling to catch up, exposing weaknesses.

**75%** of students said they don't think they're receiving a quality learning experience  
(OneClass via New York Times)

**67%** of college and graduate students said they didn't find online classes as effective as in-person ones  
(niche.com poll via New York Times, April)

### Cost-Saving Community Colleges Will Grow (Even More) in Popularity

There is already a growing trend of students starting college by way of a community college first to complete general requirements before transferring into a more rigorous four-year institution. For those financially strained after the crisis, the community college choice is a no-brainer, even for the remainder of school, as well.

**26%** of college students said they were unlikely to return to their current college or university in the Fall.  
(SimpsonScarborough)

**5%** of high school seniors and 4% of current college students say they will enroll at a different institution  
(SimpsonScarborough)

**1/2** Nearly half of surveyed students plan to attend a community college due to the crisis  
(SimpsonScarborough)