2020 Transparency Report

LAST YEAR, we released our inaugural transparency report, a first for our industry, in an effort to foster "a more informed dialogue" about our business and the value we deliver to our partners and their students. Since then, we have seen many other companies join us in releasing their own reports. We believe this growing commitment to transparency is a positive step forward for our industry and the broader higher education community. And now that 2U and edX have come together, we look forward to continuing to lead the way on transparency.

Building on the foundation of last year's 2019 report, our new 2020 Transparency Report once again focuses on **six key pillars:**

1. **University Oversight and Accountability**
2. **Marketplace Openness**
3. **Access**
4. **Affordability**
5. **Quality**
6. **Outcomes**

With the emergence of COVID-19 in the spring of 2020, online education took center stage, becoming more relevant and necessary than ever. In the face of this new and complex reality, we helped our partners continue to deliver high-quality education. At a moment when much of higher education struggled to make the transition online, the stability and continuity our partnerships provided universities and students was itself a powerful testament to the value we deliver. But as our latest Report demonstrates, the positive impacts of our partnerships in 2020 extended far beyond just ensuring that our partners' online programs continued to run smoothly during COVID.

Here are just a few highlights from the Report that help tell a more complete story of our impact:

- Average term one to term two retention across our partners' online degree programs **increased** to 90% in 2020 from 86% in 2019;
- Over 85,000 **new students** enrolled in a degree or non-degree program across our portfolio of 500+ offerings;
- Sales and marketing expense as a percentage of total tuition dropped from 22% to 18%. At the same time, we estimate that our percentage of revenue from **Title IV funds** decreased from 38% to 31%;
- The **number of students of color increased** across our partners' boot camps (49%) and degree programs (50%), creating more diverse pipelines of talent in high-demand disciplines and fields of study;
- Thousands of students—aspiring nurses, counselors, and teachers—completed **over 3.5 million hours** of virtual and in-person field placements helping care for and educate people in communities across all 50 States; and
- According to the 2020 Gallup-2U Graduate Alumni Outcomes Study, 97% **of alumni reported having a positive career outcome** as a result of their online degree.

As demonstrated by our Gallup degree program alumni research, we believe that measuring career outcomes is a critical part of fostering transparency. In keeping with this belief, in 2022, Gallup will release a new report focused specifically on the career outcomes of over 4,000 graduates from our partners' boot camp programs.

As we look to the future, and to furthering our commitment to transparency, we are excited about what 2U and edX can accomplish together. For the past several years, edX has released its own Impact Report, including the latest edition, which was just published.

Over the past 18 months, the world has come to realize that online education and digital transformation are central to the future of higher education. 2U and edX are committed to helping deliver that future—it's core to our shared mission of unlocking human potential by providing everyone, regardless of geography, access to high-quality, affordable online education. And next year, we look forward to sharing a newly reimagined impact and transparency report that showcases the key ways in which we are living up to this promise of expanding access and opportunity for all.

Christopher "Chip" Paucek
Co-Founder & CEO

A look at 2U in 2020

In 2020, the COVID-19 pandemic reshaped our lives and changed higher education forever. Through this trying time, we doubled down on our commitment to provide world-class support and services to our partners and their students, and we expanded into the undergraduate degree market for the first time in our history.

Our Offerings

500+

Unique educational offerings with 75+ partners

220K+

Students have graduated from or completed our offerings[1]

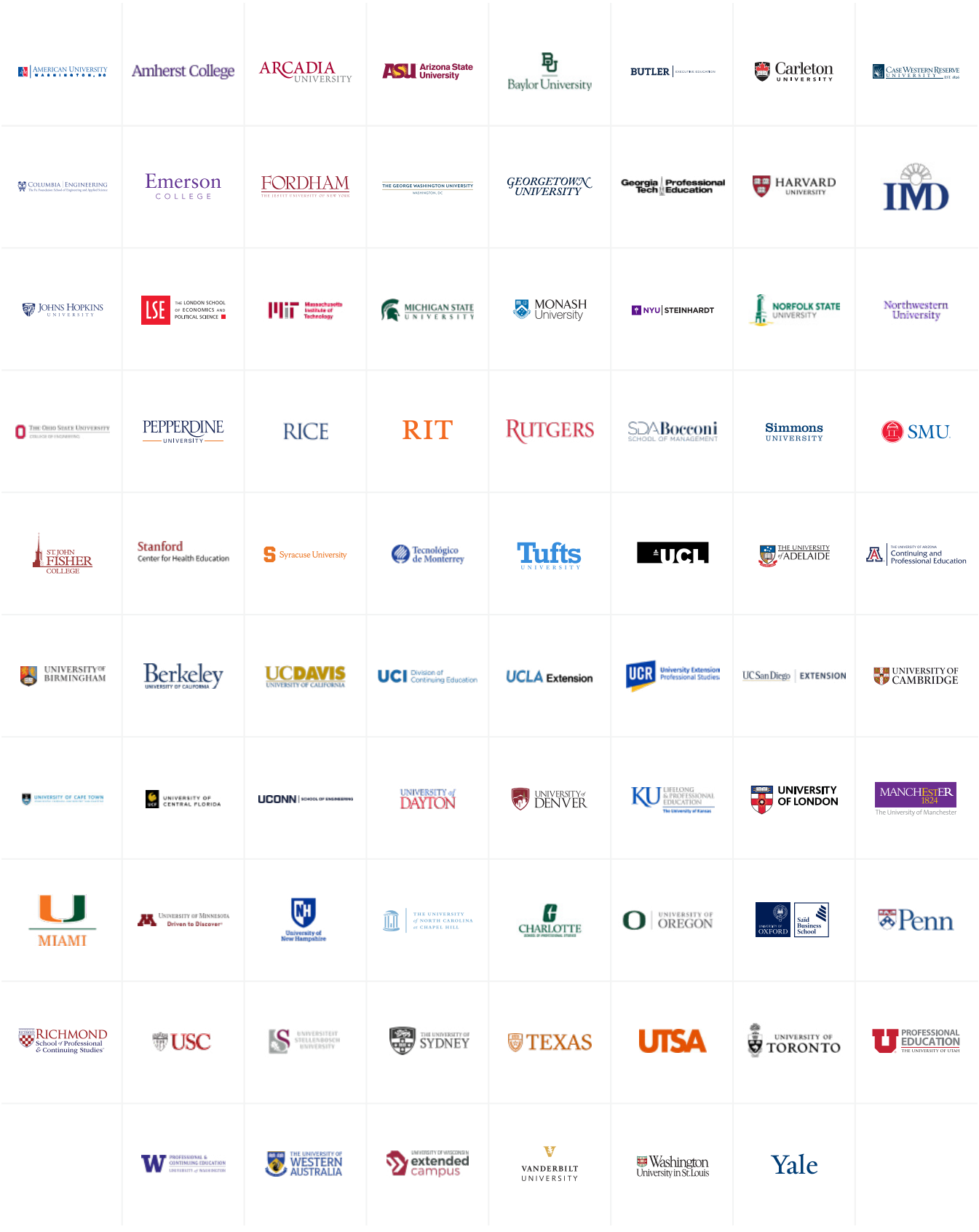
300K+

Students have enrolled in our offerings[2]

[1] Defined as the cumulative total of all students that have graduated from or completed our offerings from inception to December 31, 2020. Please note: 2U, Inc., acquired GetSmarter in July 2017 and Trilogy Education in May 2019.

[2] Defined as the cumulative total of all students that have registered for a 2U-powered educational offering from inception to December 31, 2020, excluding students that withdrew from the offering prior to being financially obligated to pay for the offering.

Our Portfolio of Nonprofit Partners in 2020[3]



3 Partners as of December 31, 2020.

1 University Oversight and Accountability

We value and respect the institutional independence of our nonprofit university partners. In degree-granting programs, our partners retain control over all core academic functions, which is consistent with accreditation requirements and critical to the success of our partnerships. The principles of institutional independence are also reflected in our degree program contracts,[4] which have remained unchanged in 2020.

Admission Standards and Decisions

> "...the university shall, in its sole discretion, determine which prospective students shall be admitted into the program based on the admission standards."

Tuition

> "The university shall have the sole authority to set tuition for the program."

Financial Aid

> "The university shall be solely responsible for the administration of all Title IV financial aid programs and will process all requests."

Accreditation

> "The university will be responsible for securing and maintaining any accreditations, registrations and licensure approvals necessary to operate the program."

Curriculum

> "The university shall be solely responsible for the timely design, timely creation and ongoing revision of the program curriculum... the university shall be solely responsible for the ongoing review and revision of the program curriculum."

Program Delivery, Development, and Support

> "Every course shall be taught exclusively by the university faculty and other instructional personnel selected by the university... The university shall be responsible for the creation of a training curriculum and shall be responsible for the hiring, training, support, management and oversight of the work of the university faculty and other instructional personnel."

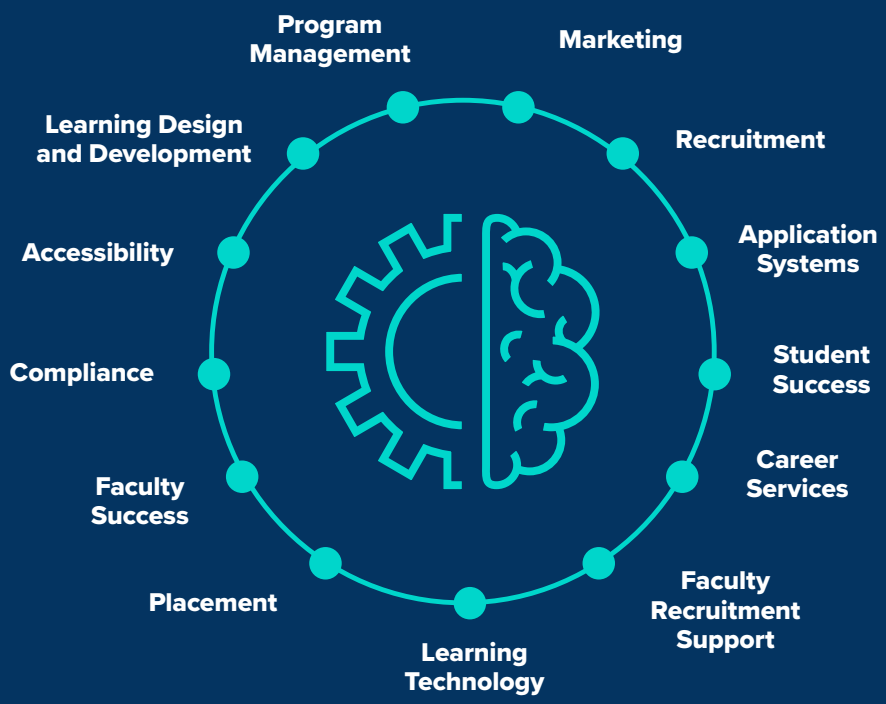
[4] This language is drawn from 2U's standard degree program form contract and represents the spirit with which we approach our partnerships. Following negotiations with each university partner, the final, mutually agreed upon language may vary.

2 Marketplace Openness

A full list of 2U's university partners and educational offerings can be found at 2U.com.

In our inaugural 2019 Transparency Report, we shared the comprehensive bundle of people- and tech-enabled services we provide to our university partners as well as our investment in their programs. We continue to provide those same services and investments today. In 2020, across our portfolio of mature degree programs, our marketing and sales expense was approximately 18% of the total tuition generated.[5]

SERVICES FOR DEGREE PROGRAMS



INVESTMENT IN OUR NONPROFIT PARTNERS' DEGREE PROGRAMS[6]

All-time **$1.6 billion**

[5] Defined as marketing and sales expense for our degree programs that have been operating for at least 3 years as a percentage of total tuition generated from such degree programs.

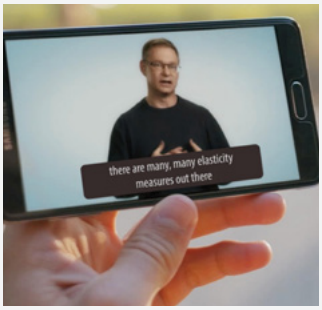
[6] Defined as the all-time (2008–2020) marketing and sales, servicing and support, and technology and content development expenses plus capitalized content development costs.

3 Access

With COVID-19 changing the way we work and live, adult learners and working professionals require greater access than ever before to high-quality online education. Our portfolio of degree and non-degree offerings is meeting this need for a diverse cross-section of learners, regardless of gender, race, age, or geography.

Since inception, 2U-powered degree and non-degree offerings have served students from all 50 states in the United States and the District of Columbia, as well as over 175 countries.[7]

Pictured below: An example of an accessibility function—captioning—that is available for asynchronous coursework.



Pictured right: Jeffrey Jenkins, a graduate of the 2U-powered @WashULaw degree program. Read about his experience on our website.

[7] Data is self-reported, inception to December 31, 2020.

DEGREE PROGRAMS

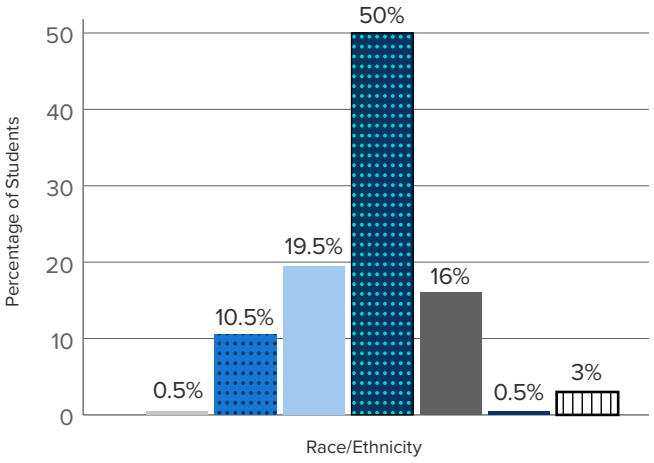
2020 Student Makeup[8]

50%
Black, Indigenous, People of Color

68%
25–44 years of age

66%
Female

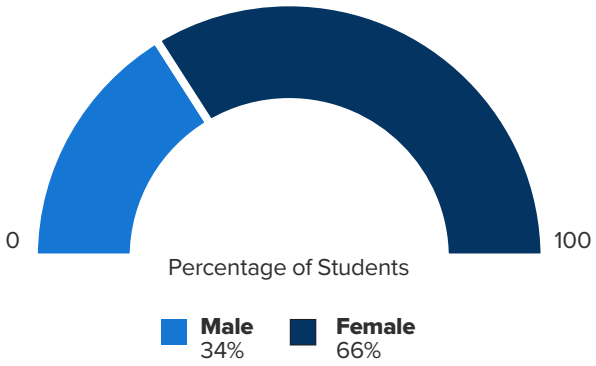
Race/Ethnicity of Students in 2U-Powered Degree Programs



- **American Indian or Alaska Native** 0.5%
- **Asian** 10.5%
- **Black or African American** 19.5%
- **Caucasian** 50%
- **Hispanic** 16%
- **Native Hawaiian or Pacific Islander** 0.5%
- **Two or More Races** 3%

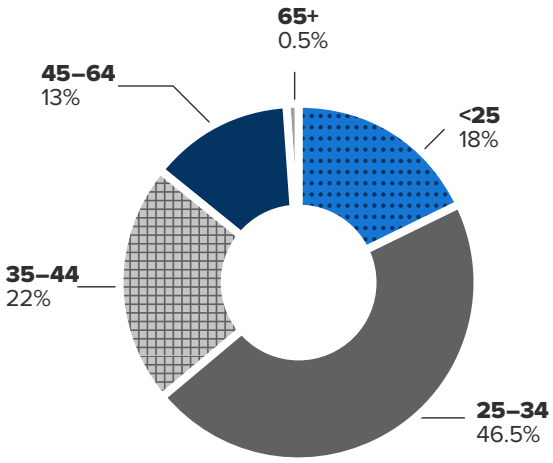
8.3% MILITARY-AFFILIATED STUDENTS

Gender of Students in 2U-Powered Degree Programs



Not visualized:
Non-Binary: 0%, **Prefer not to say:** 0%

Age of Students in 2U-Powered Degree Programs



[8] Demographic data are self-reported by students. Figures above are based on the total number of students that reported demographic data through December 31, 2020 for those programs and students to which 2U has access to the information. This includes race/ethnicity data for 75 percent of students, gender data for 84 percent of students, and age data for 97 percent of students. Military affiliation is defined as military students (active duty, veteran, and reserve) plus dependents and spouses.

BOOT CAMPS

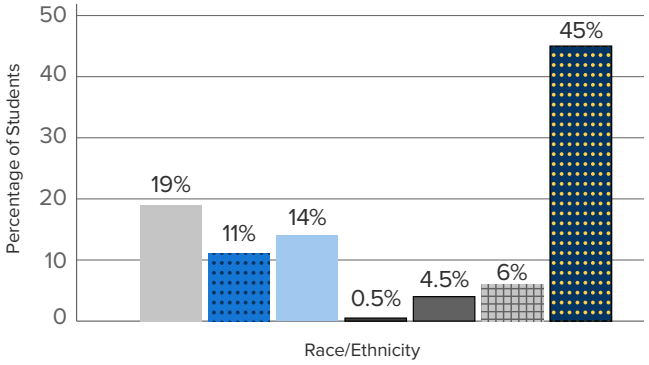
2020 Student Makeup[9]

49%
Black, Indigenous, People of Color

20%
over the age of 40

31%
did not have a bachelor's degree

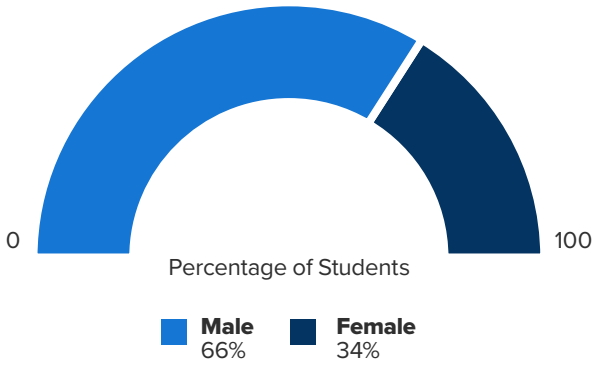
Race/Ethnicity of Students in 2U-Powered Boot Camps



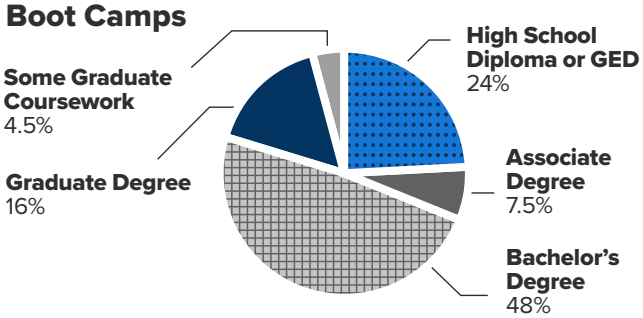
- **Asian/Pacific Islander** 19%
- **Black or African American** 11%
- **Hispanic** 14%
- **Native American or American Indian** 0.5%
- **Other** 4.5%
- **Prefer Not to Say** 6%
- **White** 45%

Not visualized: **Two or More Races:** 0%, **Native Hawaiian or Other Pacific Islander:** 0%

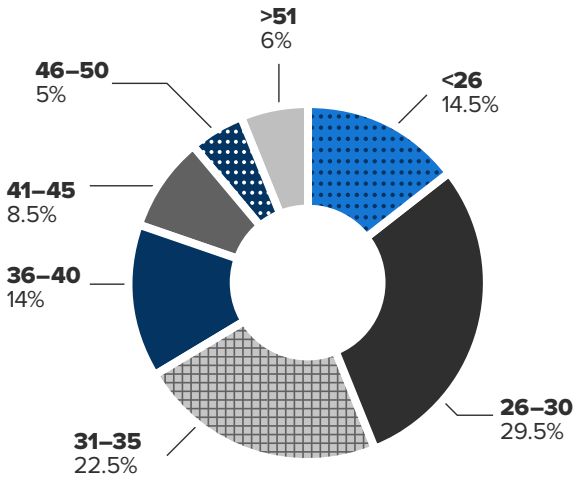
Gender of Students in 2U-Powered Boot Camps



Level of Education in 2U-Powered Boot Camps



Age of Students in 2U-Powered Boot Camps



[9] Demographic data are self-reported by students. Figures above are based on the total number of students that reported demographic data through December 31, 2020 for those programs and students to which 2U has access to the information. 78 percent of students provided race/ethnicity data, 90 percent of students provided gender data, 85 percent of students provided age data, and 90 percent of students provided level of education.

SHORT COURSES

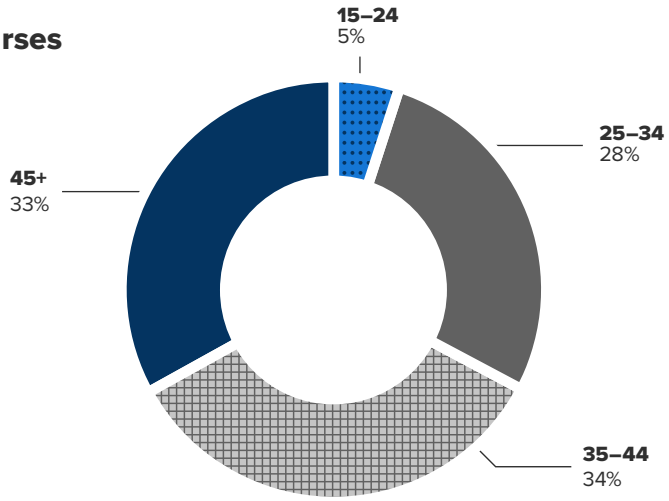
2020 Student Makeup[10]

62%
25–44 years of age

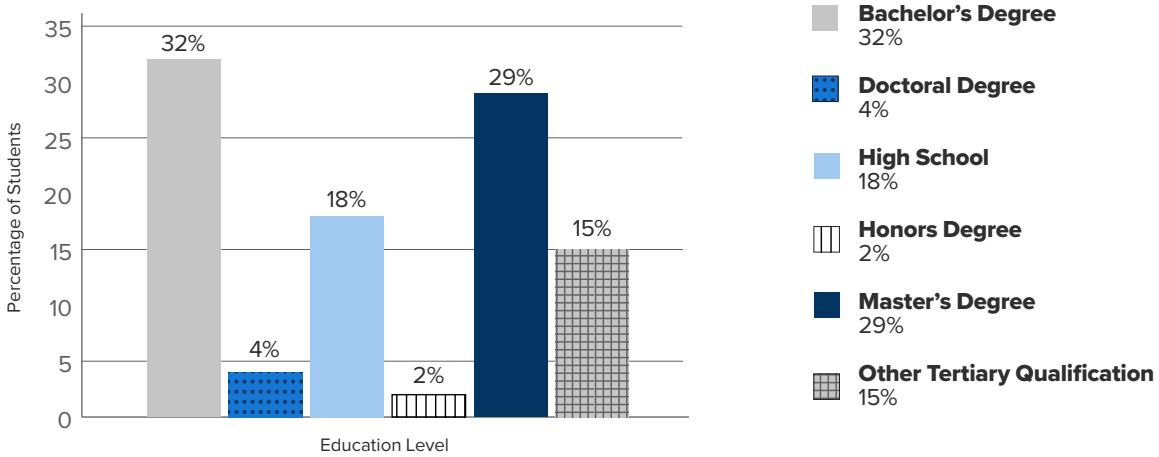
20%
did not have a bachelor's degree

29%
had a master's level degree

Age of Students in 2U-Powered Short Courses



Level of Education in 2U-Powered Short Courses



[10] Demographic data are self-reported by students. Figures above are based on the total number of students that reported demographic data through December 31, 2020 for those programs and students to which 2U has access to the information. 92 percent of students provided gender data, and 82 percent of students provided level of education data.

4 Affordability

Our nonprofit university partners are responsible for setting tuition prices, admissions criteria, and the credit requirements and structure of their degree-granting programs. As part of 2U's commitment to make these programs more affordable, we invest millions annually in scholarships, fellowships, and tuition reductions for students.

$32M

2020 investment in scholarships and fellowships for students in 2U-powered degree programs

$3M

2020 boot camp scholarship fund to expand access for historically underrepresented populations

APPROX **31%** of 2U's total 2020 revenue was derived from Title IV funds[11]

Degree programs in 2020:

OVER **80%**

of the degrees we power were priced at or below the cost of their on-campus counterparts.[12]

MASTER'S DEGREE[13] PRICE RANGE

$352 PER CREDIT — $2,592 PER CREDIT

DOCTORATE DEGREE[14] PRICE RANGE

$1,326 PER CREDIT — $2,139 PER CREDIT

Non-degree offerings in 2020:

SHORT COURSE[15] PRICE RANGE

$665 PER COURSE — $4,301 PER COURSE

BOOT CAMP PRICE RANGE

$5,170 PER BOOT CAMP — $14,745 PER BOOT CAMP

[11] Estimate based upon non-Title IV alternative credential revenue and analysis of College Scorecard data released by the Department of Education in 2020.

[12] Based on the 2019–2020 publicly available advertised prices listed on our partners' websites.

[13] Based on 2020 cost per credit. 2U-powered master's degrees are 47 credits on average. Degrees priced in British pound sterling (GBP) were converted to USD using a 1.34 exchange rate as of December 2020.

[14] Based on 2020 cost per credit. 2U-powered doctoral degrees are 63 credits on average.

[15] Short courses priced in GBP were converted to USD using a 1.34 exchange rate as of December 2020. Short courses priced in South African Rand (ZAR) were converted to USD using a 0.07 exchange rate as of December 2020.

5 Quality

We work hand in hand with our partners to ensure a high-quality experience for students. At a time when many students experienced emergency remote education, students in 2U-powered programs engaged in offerings grounded in 2U's Learning Experience Framework, a research- and learning science-supported approach to designing high-quality, engaging online education.

On average per week, 2U-powered degree programs require:[16]

100 MINUTES of intentionally designed asynchronous coursework

100 MINUTES of engaging synchronous content

2020 average class size:

14 STUDENTS

On average, 2U-powered clinical degree programs require

849 HOURS OF FIELDWORK

18M+ CLINICAL HOURS completed by students all-time[17]

NET PROMOTER SCORE[18]

53 DEGREE PROGRAMS

51 BOOT CAMPS

50 SHORT COURSES

DEGREE PROGRAMS

Our partners' degree programs are **25** MONTHS on average

BOOT CAMPS

Take between **12–24** **WEEKS** to complete.

Require approximately **30–40** **HOURS** of in-classroom and out-of-classroom coursework per week.

SHORT COURSES

Take between **6–10** **WEEKS** to complete.

Require approximately **8–10** **HOURS** of coursework per week.

16 Asynchronous and synchronous coursework constitute the required contact hours for our partners' courses. These time commitments do not necessarily include readings, assignments, projects, or group work.

17 Inception to December 31, 2020.

18 Net Promoter Score (NPS) measures a customer's willingness to recommend a company's product or services. Students are asked "How likely are you to recommend [insert offering name] to a friend?" A higher score indicates that the student is more likely to recommend their program, boot camp, or short course. An NPS can range from -100 to 100 and in general, an NPS above 30 is considered excellent. NPS is a measure of advocacy rather than satisfaction. As of December 31, 2020.

6 Outcomes

When students win, we win, and by coming together with our partners, we deliver life-changing outcomes. In 2020, we published our Gallup-2U Graduate Alumni Outcomes Study and look forward to publishing our 2021 report with Gallup on the outcomes we are delivering in the boot camp programs.

In 2020, 2U and Gallup found that:[19]

97% **of all 2U-powered degree alumni achieved a positive career outcome after graduating.**

whether it was finding a more fulfilling career, changing careers, getting a promotion, earning more money, or attaining more up-to-date and relevant skills.

94% **Black alumni**

97% **first-generation alumni**

achieved a positive career outcome after graduating.

53% of 2U-powered degree alumni say their salaries have increased since graduation.

65% of 2U-powered degree alumni report that they achieved their goal for attending graduate school.

2U-powered **degree programs** have:

90% **RETENTION RATE**[20] term 1 to term 2

72% **GRADUATION RATE**[21]

Some of our university partners **publicly report the licensure pass rates** of their graduates, which can be found here and here.

91% average course **COMPLETION RATE**[22] for our **SHORT COURSES**

2U-powered **boot camps** have:

79% **GRADUATION RATE**[23]

11K **EMPLOYMENT REFERRALS** completed by our career services team in 2020.

19 Gallup, *Positive Career Outcomes and Equitable Experiences: The 2020 Gallup-2U Graduate Alumni Outcomes Study*, 2021.

20 Defined as the percent of students who enroll in a program and remain through the add/drop period in 2020 who also enroll in the second term of the program and remain through add/drop period, excluding students on leaves of absence.

21 Defined as the number of students that have graduated from our programs, as a percentage of the total number of students that enrolled in our programs (and remain through the add/drop period), from inception to December 31, 2020. Only students in programs that started at least 3 years ago are taken into account.

22 Defined as the number of students across all short courses that completed a course, regardless of grade received, as a percentage of the total number of students that enroll in a course from inception to December 31, 2020.

23 Defined as the number of students that have successfully met all program requirements and received certificates by their respective cohort's end-date. Includes cohorts ending from January 1, 2020 through December 31, 2020.

To learn more, visit
2U.com/Approach/Transparency

2020 Transparency Report