



**2022**  
**TRANSPARENCY**  
**& OUTCOMES**  
**REPORT**

*TRANSFORMING AMBITION INTO IMPACT*



EDUCATION IS THE **KEY TO**  
**EMPOWERING PEOPLE**  
TO CREATE A BETTER FUTURE.

It's the foundation for a stronger, more resilient society. With education, nurses can provide vital care to their patients. Engineers can make our lives more productive. Counselors can help those struggling with mental health challenges. Teachers can inspire the leaders of tomorrow. All around the world, people's desire to achieve greater is pervasive and persistent.



## **THROUGH INCREASED ACCESS TO HIGH-QUALITY EDUCATION, WE CAN TRANSFORM AMBITION INTO IMPACT.**

At 2U, the company behind global online learning platform edX, we envision a world where learners everywhere have access to the education they need to achieve their goals. Building sustainable on-ramps to opportunity, however, is only part of the solution. To have a truly systemic impact, education must also be high-quality, affordable, and provide clear pathways to personal and professional achievement. Learning must support every career moment, evolve as the world does, drive progress, and, most importantly, produce great outcomes. We also believe educational outcomes data should be measured and shared publicly. It's an essential tool for informed decision-making, equitable policy development, and continuous improvement in service to learners.

We're focused on delivering world-class learning outcomes at scale. Guided by our founding mission to eliminate the back row in higher education, 2U has spent 15 years advancing the technology and innovation to support leading institutions in bringing excellence in education online. Our 2022 Transparency & Outcomes Report highlights how we have empowered learners, universities, employers, and governmental organizations to leverage the edX platform to change lives, communities, and the world for the better.



**FOR EVERY NURSE, TEACHER, COUNSELOR, ENGINEER, EXECUTIVE—EVERYONE EAGER TO HELP FIND SOLUTIONS TO OUR WORLD'S GREATEST CHALLENGES—ONE VITAL QUALITY THEY ALL SHARE IS AMBITION.**

Activating that ambition into lasting change takes curiosity, commitment, and the drive to keep growing. That's why providing educational opportunities that prioritize job-relevant skills and spur real progress has always been core to our mission and vision.

Throughout 2022, we expanded that vision by integrating edX—a global online learning platform developed by Harvard and MIT—into 2U. Like 2U, edX was built on the belief that online education could create a new era of access and opportunity. In bringing our mission-aligned companies together, we've accelerated our evolution into a world-leading online education company and expanded our own ambition in terms of the learners and partners we can impact.

With 2U's engine under the hood of edX, in 2022, we reached a combined total of **73 million people globally**, served over **230 partners**, and grew our content portfolio to over **4,000 digital offerings**, from free courses to boot camps to full degrees. With over **100 million visits in 2022** alone, edX.org is one of the world's top learning destinations.

Online education is no longer “a nice to have;” it's an expectation. More people than ever are using online learning to acquire new skills and advance their careers, including in burgeoning fields like generative AI. And more universities, employers, and government agencies are leveraging online education to expand their reach, train their talent, close skills gaps, and empower future generations. Ensuring that these investments generate real outcomes and lasting value for learners is pivotal.



That's where our 2022 Transparency & Outcomes Report comes in—to share important data on the impact our programs and the edX platform continue to have on **learners, universities, employers, governments,** and **society**. Divided into these five sections, our 2022 report brings together all of the critical metrics and data points from previous annual 2U Transparency Reports and edX Impact Reports into a single publication.

We've also incorporated several spotlights on our partners—from George Washington University and Netflix in the U.S. to University of Oxford in the UK to IIM Bangalore in India—to shed light on how our collaborations are driving outcomes worldwide. Additionally, the report features compelling stories of learners who have transformed their lives and careers through the power of online education in diverse fields ranging from cybersecurity to social work.

With this newly combined report, we remain committed to sharing key facts and figures that help our stakeholders evaluate and elevate online offerings, find means to drive down the cost of education, and keep meeting learners' needs. We understand the crucial role of tangible metrics in the evolution of online education. Our open approach not only fuels our pursuit of innovation but also contributes to a broader vision of shaping a more informed, effective, and resilient future for education as a whole. Leading in transparency: It's the greatest way to ensure we're providing high-quality education that makes a difference for all.

## **CHRISTOPHER** **“CHIP” PAUCEK**

CO-FOUNDER AND CEO, 2U





# ***LEARNER IMPACT:***

CREATING PATHWAYS  
TO OPPORTUNITY AT  
EVERY AGE AND STAGE

**THERE WILL BE OVER 120 MILLION NEW LEARNERS SEEKING ACCESS TO WORLDWIDE HIGHER EDUCATION BY 2030.**

**5.2M+**

**LEARNERS HAVE GRADUATED FROM OR COMPLETED EDX-POWERED PROGRAMS<sup>1</sup>**

In the U.S., nearly three-quarters of current and prospective college students say that a college education is equal to or more important than it was 20 years ago. However, only 23% believe that most Americans have access to quality, affordable education. Together with our partners, we are committed to offering all learners the skills, knowledge, and support they need at every age and stage of their lives.

<sup>1</sup>Defined as the cumulative total of all students who have graduated from or completed our offerings from inception to December 31, 2022.

## MEET **GINA**

Gina C. Des Cognets earned an MBA, held executive roles in several organizations, and spent 13 years at her alma mater in positions ranging from director of alumni engagement to chief of staff to associate dean of operations. She had seemingly done it all, yet Gina felt stuck.

Gina had always felt most alive when she was learning, so she embraced her passion and sought out a doctorate program that could train her to help organizations evolve. As a full-time executive, wife, and mom, she wanted a reputable program but was concerned about uprooting her family from their life in Vermont. That's when she discovered Vanderbilt University's online Ed.D. program powered by edX.

During the program, Gina took a leap of faith and quit her job to co-found a company offering leadership and development workshops. She also joined Boston Beer Company in a director role that developed internal talent. But it wasn't until the end of the program that she realized her ambition.

As part of her capstone project, Gina conducted an organizational analysis of Strava, a social network for athletes. She fell in love with what the company offered, and when a position for Strava's senior director of organizational development opened up, Gina secured the role.

***“I'M NOW TRULY LIVING WHAT IS A DREAM OPPORTUNITY FOR ME.”***



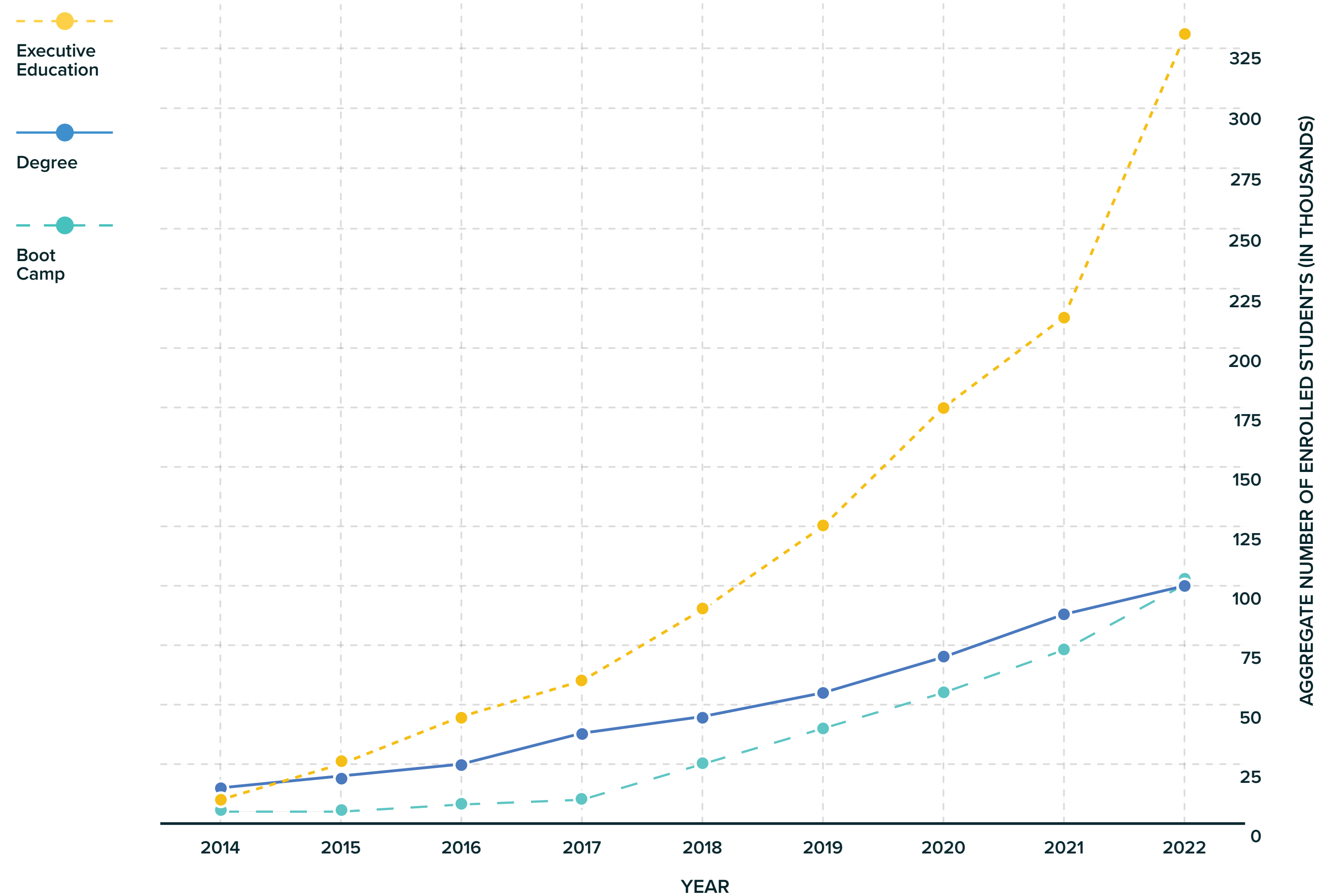


**WE MEET  
LEARNERS WITH  
THE EDUCATION  
THEY NEED  
WHEN THEY  
NEED IT MOST.**

AS OF 2022, OPEN COURSES<sup>2</sup>  
HAVE ATTRACTED

**141M+**

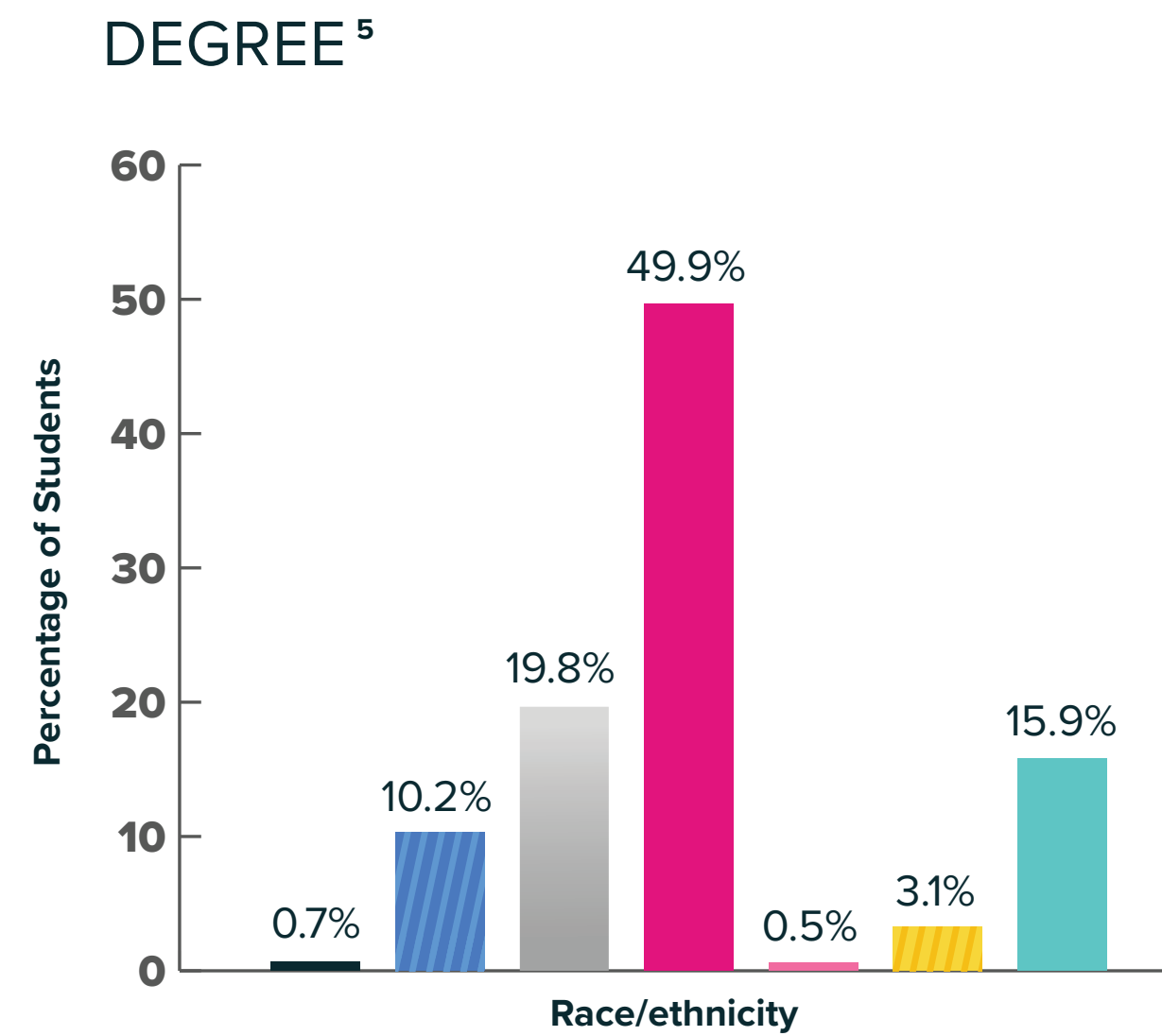
ENROLLMENTS SINCE  
INCEPTION, AND HUNDREDS  
OF THOUSANDS OF LEARNERS  
CONTINUE TO COMMIT TO  
DEGREE PROGRAMS, BOOT  
CAMPS, AND EXECUTIVE  
EDUCATION COURSES  
YEAR AFTER YEAR.<sup>3</sup>



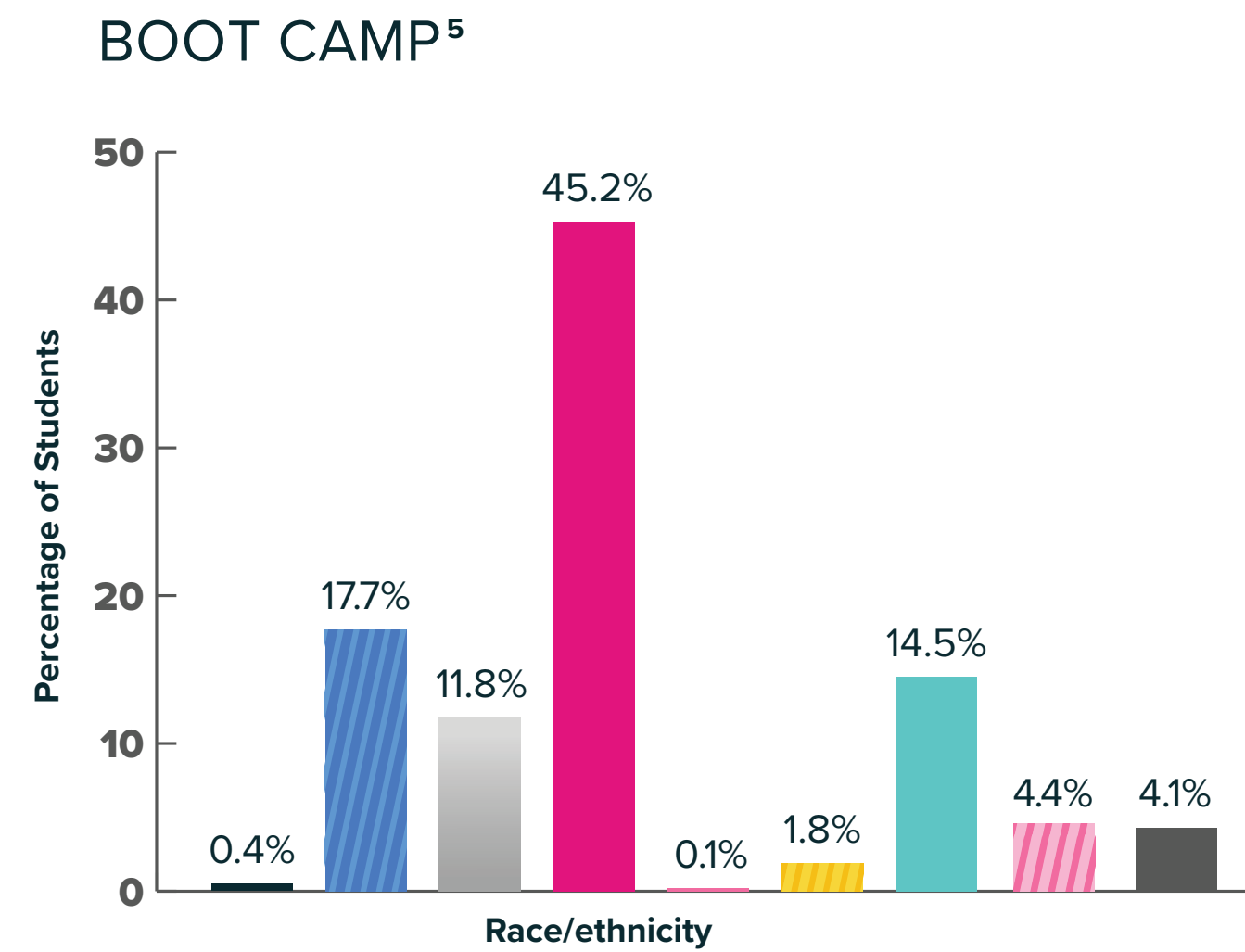
<sup>2</sup>Open courses include courses, MicroBachelors<sup>®</sup> programs, MicroMasters<sup>®</sup> programs, professional certificate programs, and XSeries programs. <sup>3</sup>Defined as the cumulative total of all students who have registered for an edX-powered educational offering from inception to December 31, 2022, excluding degree program, boot camp, and executive education students who withdrew prior to being financially obligated to pay for the offering. Please note: 2U, Inc. acquired GetSmarter in July 2017, Trilogy Education in May 2019, and edX in November 2021.

**WE BELIEVE THAT MORE EQUITABLE ACCESS TO HIGH-QUALITY EDUCATION IS THE KEY TO SOCIAL MOBILITY AND ECONOMIC SECURITY.**

In 2022, diversity in the graduate degree programs we power exceeded the national average for many groups.<sup>4</sup> This includes female (66%), Black or African American (19.8%), and Asian (10.2%) students.



- American Indian or Alaska Native 0.7%
- Asian 10.2%
- Black or African American 19.8%
- Caucasian 49.9%
- Native Hawaiian or Pacific Islander 0.5%
- Two or More Races 3.1%
- Hispanic or Latino 15.9%



- Native American or American Indian 0.4%
- Asian/Pacific Islander 17.7%
- Black or African American 11.8%
- Caucasian 45.2%
- Native Hawaiian or Other Pacific Islander 0.1%
- Two or More Races 1.8%
- Hispanic or Latino 14.5%
- Other 4.4%
- Prefer not to say 4.1%

**8.6%** 

**MILITARY-AFFILIATED STUDENTS IN EDX-POWERED DEGREE PROGRAMS<sup>6</sup>**

<sup>4</sup>U.S. Department of Education, National Center for Education Statistics, IPEDS data from Spring 2022. <sup>5</sup>Data are based on the total number of students who reported demographic data through December 31, 2022 for those programs and students to which 2U has access to the information. <sup>6</sup>Military affiliation is defined as military students (active duty, veteran, and reserve) plus dependents and spouses.

THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON, DC

# BUILDING ON-RAMPS AND **STACKABLE PATHWAYS** WITH GEORGE WASHINGTON UNIVERSITY

George Washington University (GW) first partnered with 2U in 2013 to develop an online Master of Public Health (MPH) degree program that could empower more people around the world to pursue careers in this critical field. Over the course of the partnership, the program's success has inspired the launch of an online Master of Health Administration (MHA), boot camps in eight tech disciplines, and four executive education courses. By the end of 2022, with the support of 2U, GW achieved over 9,000 enrollments across all of these programs. Approximately 46% of registered degree students belonged to underrepresented minority groups, while over 360 boot camp graduates were hired by employers such as the U.S. Department of Justice, Leidos, and Deloitte via our Career Engagement Network.

In 2022, as demand for qualified public health professionals soared, GW and 2U announced plans for the creation of a

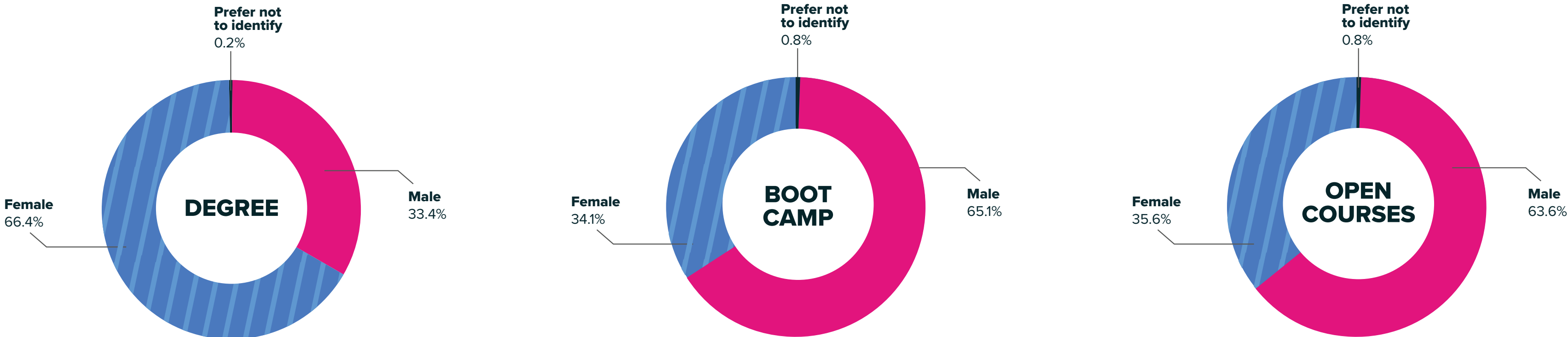
fully stackable degree pathway, which will help more learners accelerate their careers and pursue a degree in public health. The new MicroMasters® program in Public Health will give learners the option to earn credit toward the MPH@GW or use it as a standalone credential—while GW's new online Doctorate of Public Health (DrPH) will enable online learners to continue their studies beyond a master's degree.

**“2U HAS BEEN A GREAT PARTNER IN HELPING GW EXPAND ACCESS TO PUBLIC HEALTH AND HEALTHCARE MANAGEMENT EDUCATION WHEN THE NEED FOR A STRONG PUBLIC HEALTH WORKFORCE IS MORE IMPORTANT THAN EVER, IN THE U.S. AND GLOBALLY.”**

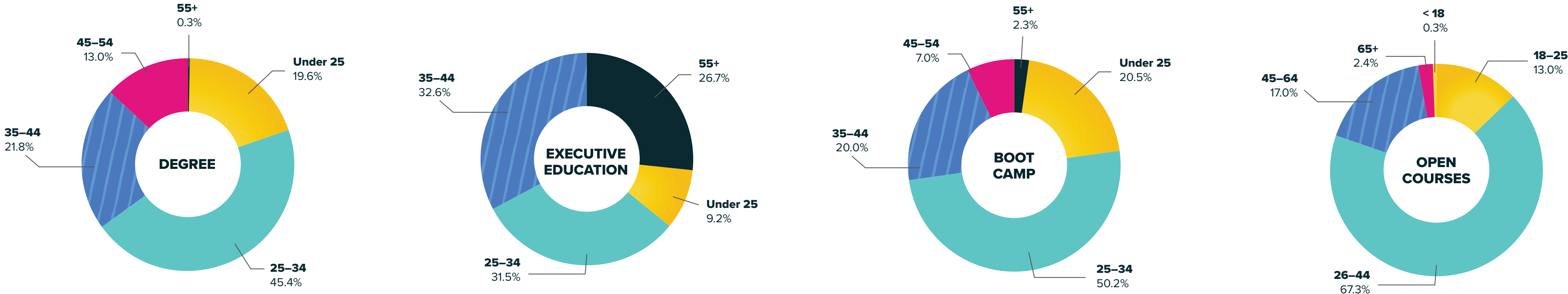
—Lynn Goldman, Dean of GW's Milken Institute of Public Health



# GENDER OF LEARNERS IN EDX-POWERED PROGRAMS<sup>7</sup>



# AGE OF LEARNERS IN EDX-POWERED PROGRAMS<sup>7</sup>



<sup>7</sup> Demographic data are self-reported by students. Data are based on the total number of students who reported demographic data through December 31, 2022 for those programs and students to which 2U has access to the information.



# EXPANDING **MISSION** AND **REACH**

WITH UNIVERSITY OF CALIFORNIA (UC), BERKELEY

Since its inception, the partnership between UC Berkeley and 2U has been driven by the university's goal to expand its impact beyond its physical campus through high-quality online programs. In 2014, we worked together to launch the university's first fully online degree: a Master of Information and Data Science (MIDS). The initial cohort attracted a diverse range of students. However, women were underrepresented, making up only 20% of the student body—a trend all too familiar in STEM fields. Recognizing this as an opportunity for improvement, we embarked on a mission to shift the dynamics. Guided by the understanding that many women felt unqualified due to the program's prerequisites and a lack of a strong background in computer science, we launched a Python

“bridge course.” The results were beyond promising. The course was a hit among female students, and the following year, women representation surged to over 50% above the national average for data science master's degrees.

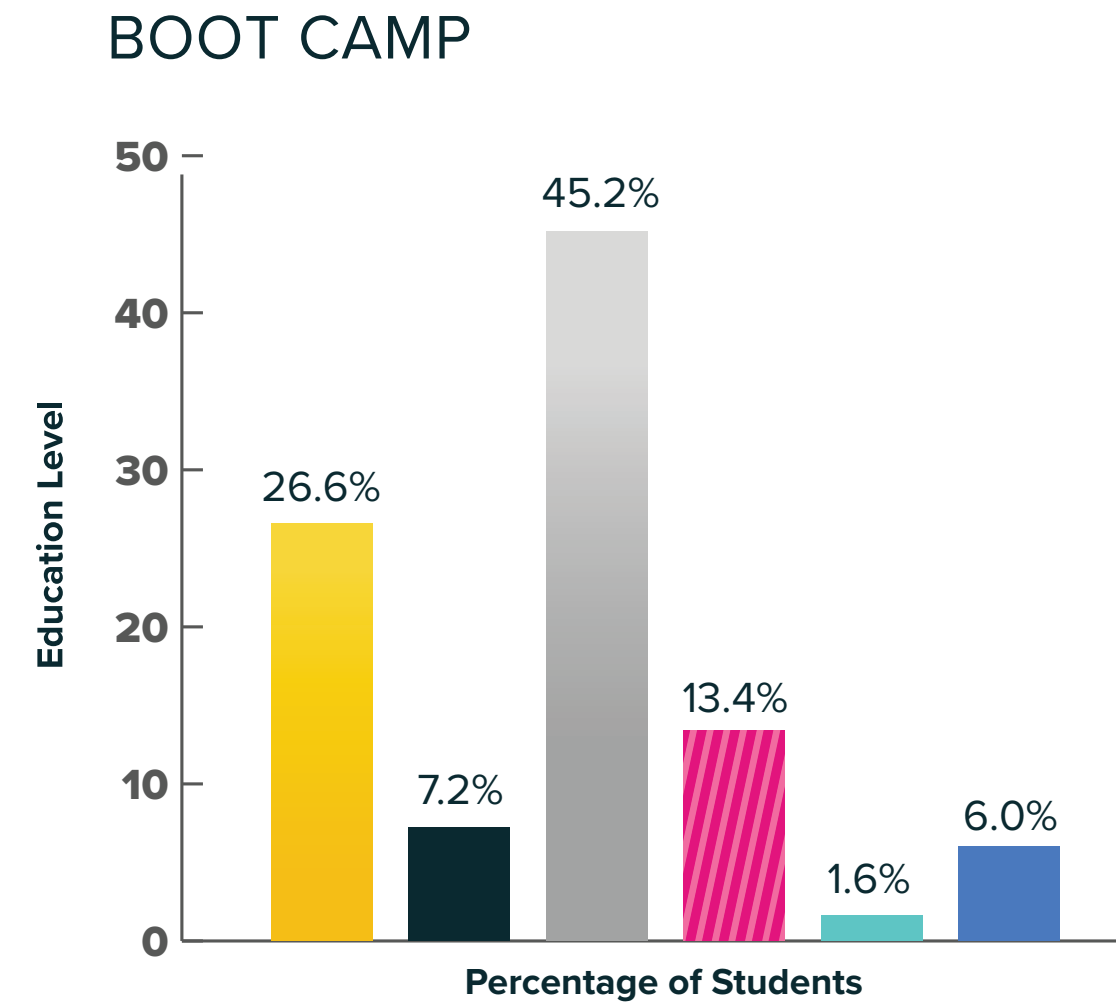
By the close of 2022, the strategic partnership between UC Berkeley and 2U had expanded to include seven boot camps, three professional certificates, and 21 open courses. The boot camps totaled over 7,400 enrollments, with graduates being hired by such companies as Google, Workday, and Accenture. In addition, for all 2022 boot camp learners, an average of 56% identified as Black and Indigenous People of Color (BIPOC) and 42% as female.

**“OUR ONLINE PROGRAMS REPORTED A 94% TERM-1 TO TERM-2 RETENTION RATE, AND HAVE, TO DATE, GRADUATED OVER 1,800 STUDENTS WHO WOULD NOT OTHERWISE HAVE BENEFITED FROM OUR SCHOOL'S EDUCATION.”**

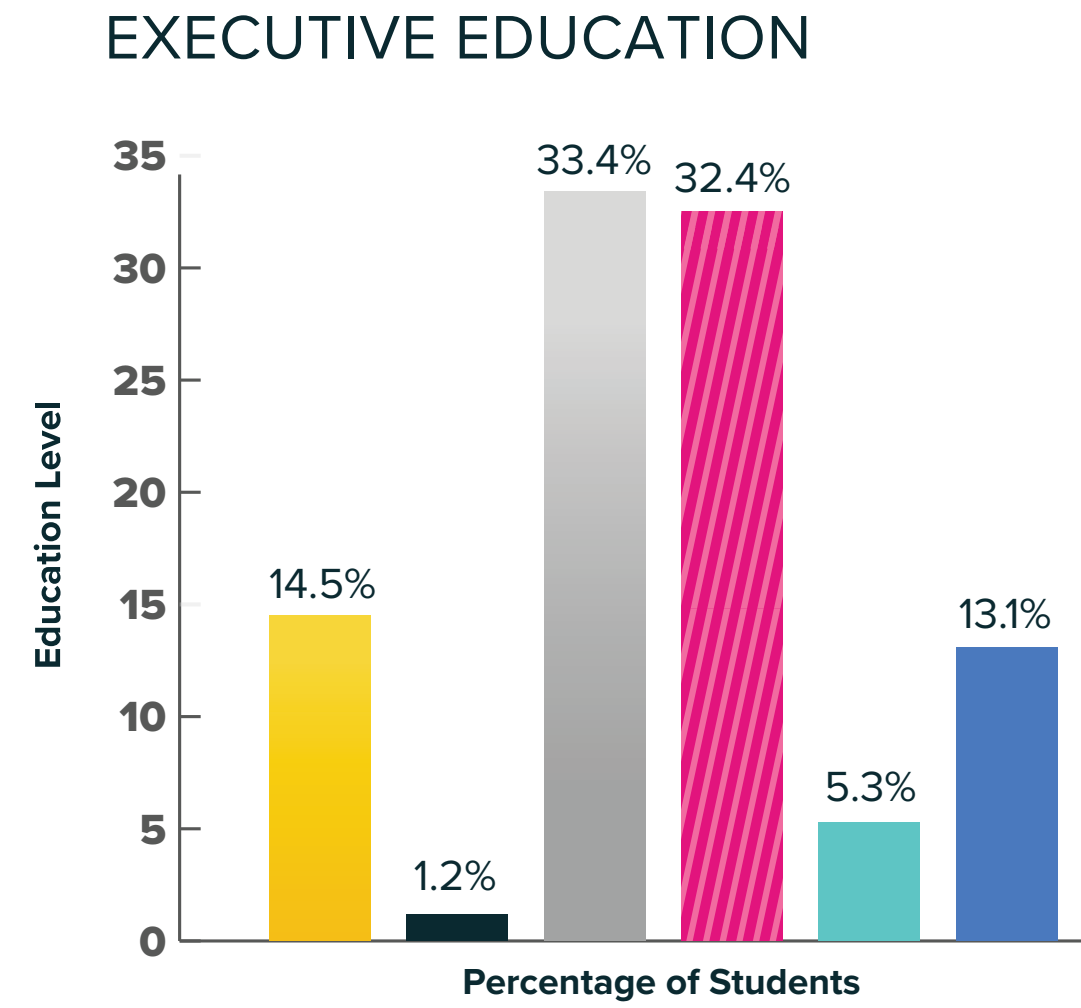
—AnnaLee Saxenian, Dean Emerita of the UC Berkeley School of Information



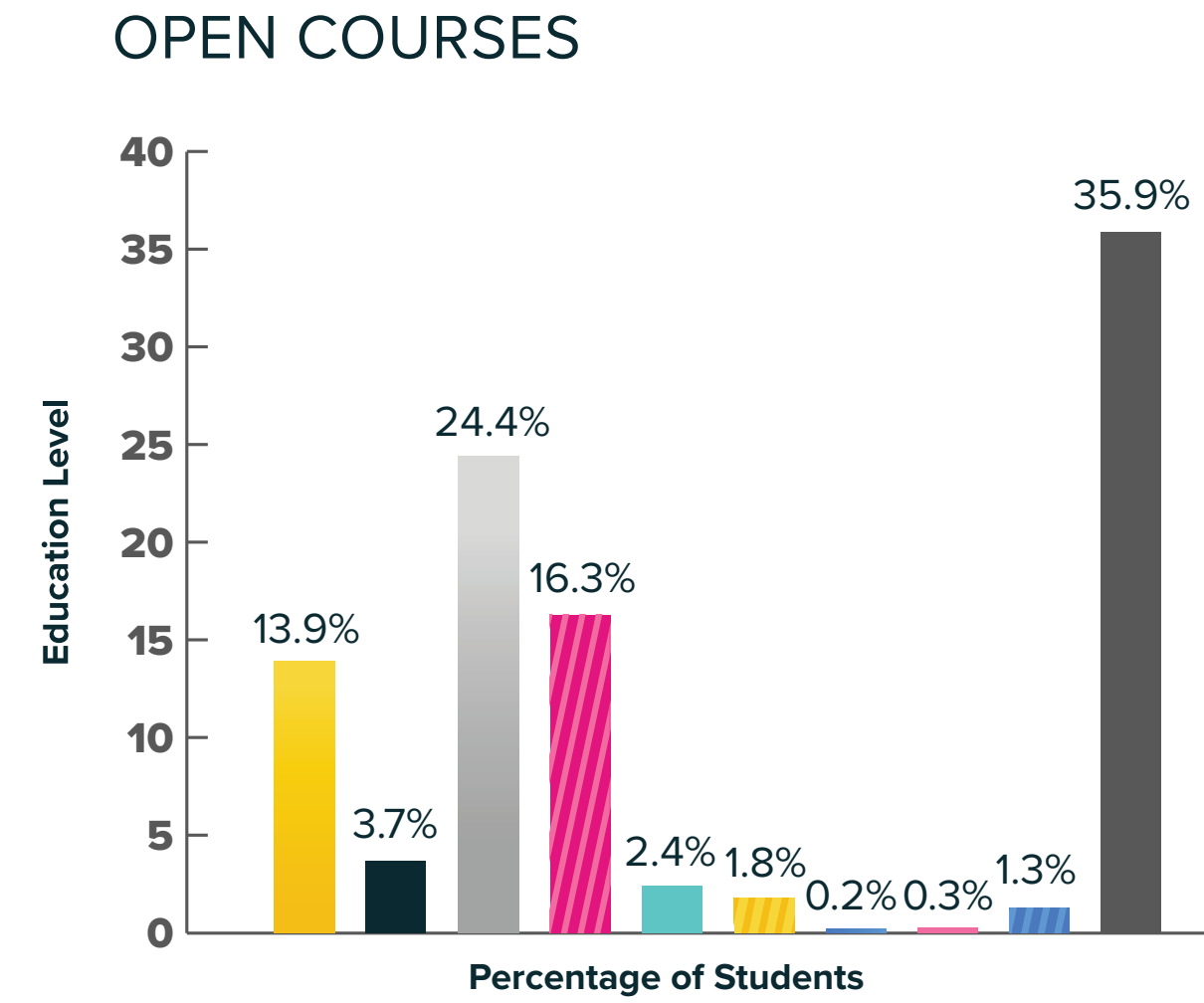
# LEVEL OF EDUCATION OF LEARNERS IN EDX-POWERED PROGRAMS<sup>8</sup>



- **High School**  
26.6%
- **Associate's Degree**  
7.2%
- **Bachelor's Degree**  
45.2%
- ▨ **Graduate Degree**  
13.4%
- **Other**  
1.6%
- **N/A**  
6.0%



- **High School**  
14.5%
- **Honor's Degree**  
1.2%
- **Bachelor's Degree**  
33.4%
- ▨ **Master's Degree**  
32.5%
- **Doctoral Degree**  
5.3%
- **Other Tertiary Qualification**  
13.1%



- **High/Secondary School**  
13.9%
- **Associate's Degree**  
3.7%
- **Bachelor's Degree**  
24.4%
- ▨ **Master's or Professional Degree**  
16.3%
- **Doctoral Degree**  
2.4%
- ▨ **Middle/Junior High School**  
1.8%
- **Elementary/Primary School**  
0.2%
- **No Formal Education**  
0.3%
- ▨ **Other**  
1.3%
- **Unknown**  
35.9%

<sup>8</sup>Demographic data are self-reported by students. Data are based on the total number of students who reported demographic data through December 31, 2022 for those programs and students to which 2U has access to the information.

**EDX-POWERED  
DEGREE PROGRAMS:**

**90%**

RETENTION RATE TERM 1 TO TERM 2<sup>9</sup>

Some of our university partners publicly report the licensure pass rates of their graduates. Examples include [Arcadia University](#), [Georgetown University](#), [Simmons University](#), [Syracuse University](#), and [University of Dayton](#).



**EDX EXECUTIVE  
EDUCATION PROGRAMS:**

**91%**

COMPLETION RATE<sup>10</sup>

**EDX OPEN  
COURSES:**

**54%**

COMPLETION RATE<sup>11</sup>



**EDX-POWERED  
DEGREE PROGRAMS:**

**73%**

GRADUATION RATE<sup>12</sup>

**BOOT CAMPS  
WITH EDX:**

**77%**

GRADUATION RATE<sup>13</sup>

<sup>9</sup> Defined as the percent of students who enroll in a graduate degree program and remain through the add/drop period in 2022 who also enroll in the second term of the graduate degree program and remain through add/drop period, excluding students on leaves of absence. <sup>10</sup> Defined as the number of students across all executive education offerings who completed a course, regardless of grade received, as a percentage of the total number of students who enroll in a course from inception to December 31, 2022. <sup>11</sup> Defined as the number of students across all open course offerings who had a passing grade, was granted a certificate, or was on the allow list for a given course from inception to December 31, 2022. <sup>12</sup> Defined as the number of students who have graduated from our degree programs, as a percentage of the total number of students who enrolled in our degree programs (and remain through the add/drop period), from inception to December 31, 2022. Only students in degree programs that started at least 3 years ago are taken into account. <sup>13</sup> Defined as the number of students who have successfully met all boot camp program requirements and received certificates by their respective cohort's end-date. Includes cohorts ending from inception through December 31, 2022.



# BRINGING **CUTTING-EDGE** RESEARCH AND **RIGOR** TO THE WORLD WITH THE UNIVERSITY OF OXFORD

In 2017, the University of Oxford’s Saïd Business School joined forces with us to deliver high-quality online programs that empower professionals around the world to gain a competitive edge, access the university’s pioneering research, and form a wide-ranging network of peers. Over the next five years, this partnership grew to include 19 online programs focused on executive education, ranging from digital marketing to AI to women’s leadership development.

In early 2022, the partnership reached a landmark figure of 25,000 online program participants from over 170 countries. Later that year, a new six-month offering was launched, building on curriculum from three of Oxford’s most sought-after online programs in leadership, strategy, and finance. By

2022’s end, over 32,000 total participants had completed an online Oxford program, with a 90% completion rate and 96% of survey-responding participants saying their course met or exceeded their expectations.

**“ENABLING OXFORD TO CREATE HIGH-QUALITY EDUCATIONAL EXPERIENCES FOR SIX WEEKS—AND AT A PRICE POINT THAT A LOT MORE PRACTITIONERS AND ORGANIZATIONS CAN AFFORD—HAS GIVEN US A NICE WAY OF OPENING DOORS TO SYSTEMIC CHANGE, WHERE A NUMBER OF ACTORS CREATE THE BEST VALUE POSSIBLE FOR A CONSUMER.”**

—Caroline Williams, Director of Open Programmes at Oxford University







AVERAGE AMOUNT OF TIME A LEARNER WHO COMPLETED AN OPEN COURSE SPENT ON THE CONTENT IN 2022

**15.6 HOURS**

TOTAL NUMBER OF LEARNING MINUTES COMPLETED IN OPEN COURSES BY LEARNERS WHO ENROLLED IN 2022

**978M+**  
**LEARNING MINUTES**

ON AVERAGE PER COURSE PER WEEK, EDX-POWERED DEGREE PROGRAMS REQUIRE APPROXIMATELY:

**106**

**MINUTES OF INTENTIONALLY DESIGNED ASYNCHRONOUS COURSEWORK**

**103**

**MINUTES OF ENGAGING SYNCHRONOUS CONTENT<sup>14</sup>**

**NET PROMOTER SCORE:**

**DEGREE:**

**44** NPS<sup>15</sup>

**BOOT CAMP:**

**48** NPS<sup>15</sup>

**EXECUTIVE EDUCATION:**

**47** NPS<sup>15</sup>

<sup>14</sup>Asynchronous and synchronous coursework constitute the required contact hours for our partners' courses. These time commitments are on average per course per week and do not necessarily include readings, assignments, projects, or group work.

<sup>15</sup> 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 executive education offering. 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, 2022.



***UNIVERSITY IMPACT:***

DELIVERING QUALITY

LEARNING EXPERIENCES

WITH LEADING INSTITUTIONS

**IN AN ERA CHARACTERIZED BY DYNAMIC CHANGE AND UNPRECEDENTED CHALLENGES, TODAY'S LEARNERS ARE ENGAGING WITH A MARKEDLY DIFFERENT EDUCATIONAL REALITY COMPARED TO THOSE OF 20 OR 30 YEARS AGO.**

WE PARTNER WITH 9 INSTITUTIONS TO OFFER

**20 DISRUPTIVELY  
PRICED DEGREES**

**UNDER \$26K**

Balancing work with part-time studies is now the norm for 38% of students, and 22% shoulder the responsibilities of parenthood alongside their education. These are not outliers, but a reflection of a new, emerging norm that necessitates a paradigm shift in our approach to higher education.

Contrary to the notion of a 'broken' system in the face of decreasing traditional enrollment rates, we instead recognize this as a clarion call for reform and innovation.

The demand is clear: Learners want an education that is flexible, affordable, and available on-demand, and also maintains the academic rigor that has established nonprofit universities as vanguards of global thought leadership.



# CREATING **AFFORDABLE, CAREER-RELEVANT PROGRAMS** FROM FREE TO DEGREE WITH THE UNIVERSITY SYSTEM OF MARYLAND

The University System of Maryland (USM), which includes most public universities in the state, first partnered with us in 2016 to help its family of institutions leverage online learning to create flexibility for students to interact with content, faculty, and learning communities in ways that best meet their needs. The partnership has grown to include over 90 open courses, three MicroMasters® programs, and over a dozen professional certificates. The University of Maryland (UMD) A. James Clark School of Engineering is one of the 12 institutions that make up the USM, offering a Professional Certificate in Product Management on edX. The program was created to address the demand for qualified professionals in one of the fastest-growing fields in the U.S.

Launched in 2021, the certificate program proved highly popular, attracting nearly 100,000 total enrollments by

the end of 2022. Its success inspired UMD in the same year to announce a competitively priced Master of Professional Studies (MPS) in Product Management, one of the first fully online graduate degrees in the field from an accredited nonprofit academic institution. The program can be completed in as little as 15 months—and with tuition set at \$25K, UMD expects to attract learners from a diverse range of backgrounds and experiences from across the globe.

**“AFFORDABILITY IS IMPORTANT FOR UMD TO MAXIMIZE EVERYONE’S OPPORTUNITY TO LEARN AND SUCCEED.”**

— James V. Green, Co-Founder and Director, Master of Professional Studies in Product Management, University of Maryland





# LAUNCHING **DISRUPTIVELY PRICED** DEGREES IN PUBLIC HEALTH AND BUSINESS WITH BOSTON UNIVERSITY

Boston University (BU) has had a long-term partnership with us since 2013, focused on accelerating its digital learning initiatives, enhancing its on-campus education through new blended experiences, and reaching new student cohorts across the globe. Over the past few years, we have worked with BU to launch an online MBA and online Master of Public Health (MPH) program, designed to reach new segments of learners around the world with a degree that can be completed in as little as 24 months.

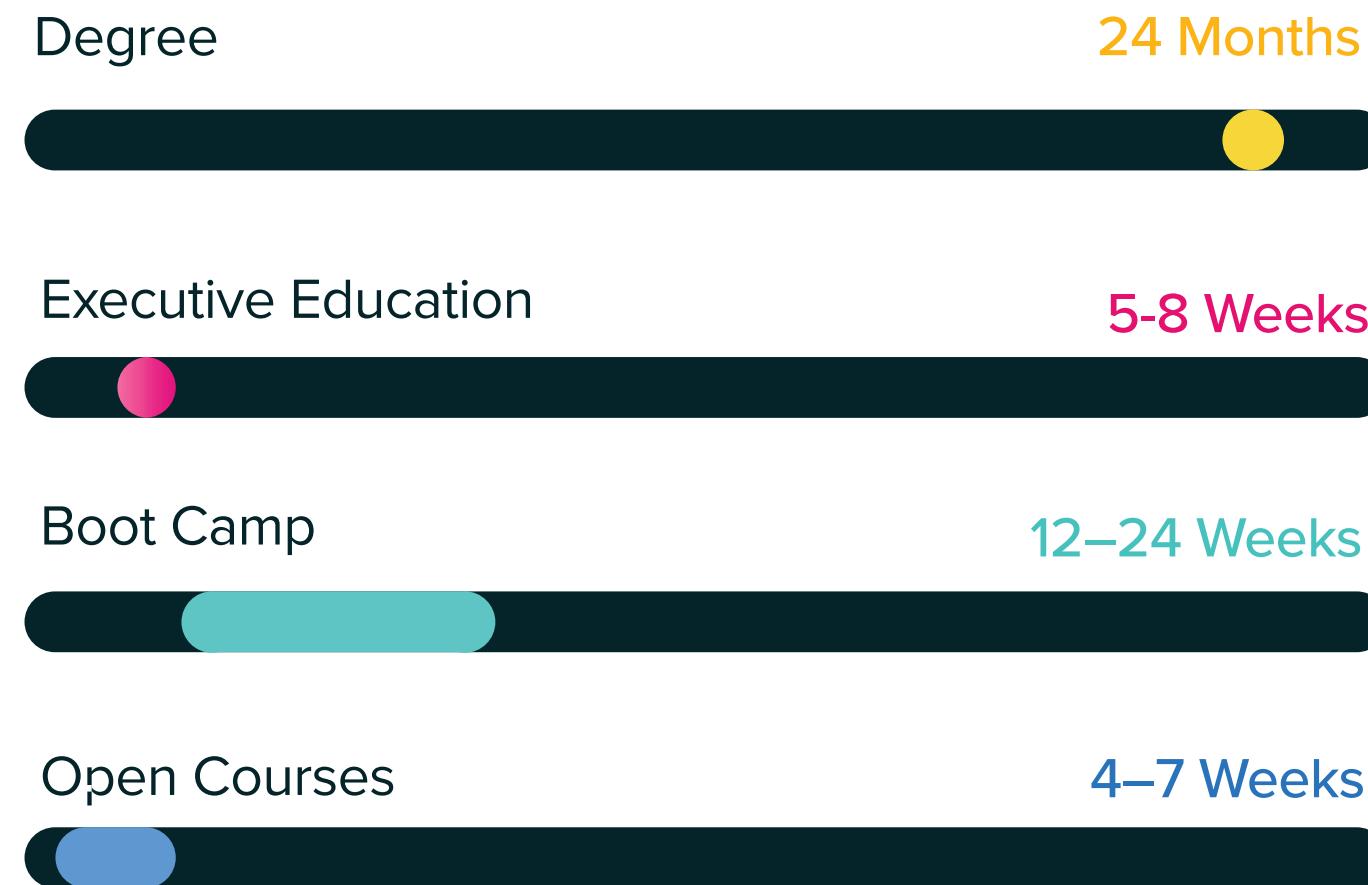
BU's online MBA, launched in 2020, is disruptively priced at \$24,000. By the end of 2022, the program scaled in size to over 1,700 enrolled students, attracting a broad demographic of learners who have years of professional work experience and are looking to advance in their careers. Of more than 300 survey-responding students from the first and second cohorts, one-third said they had been promoted or secured a better job during their first year of study—while 86% said they had been applying what they learned through the degree daily in their professional life.

Building on the success of the online MBA, BU partnered with us again to offer the online MPH degree in 2022. Priced at \$24,000, this program is part of BU's broader access mission to bring high-quality degree programs to learners anywhere in the world. Our partnership also includes non-degree offerings—a MicroMasters® program in Digital Transformation Leadership along with 17 open courses in a wide variety of business, technology, and humanities topics.

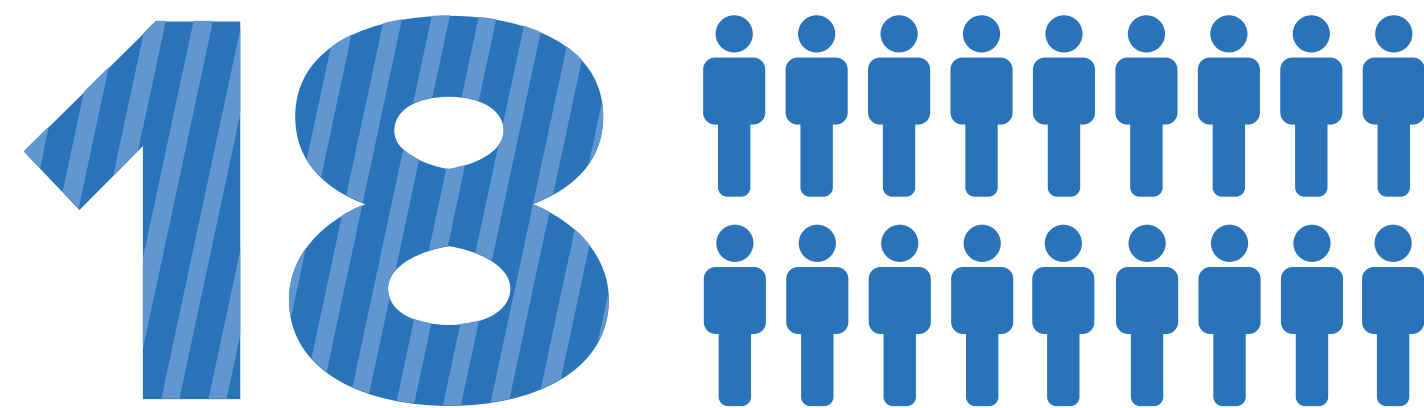
**“BOSTON UNIVERSITY IS TAKING A TRULY INNOVATIVE APPROACH TO EXPANDING ITS PROGRAMMING TO REACH MORE LEARNERS AND TO CREATE MORE PATHWAYS TO A GRADUATE EDUCATION. BOTH OUR ONLINE MBA AND ONLINE MPH PROGRAMS ARE DESIGNED FOR TODAY’S GLOBAL BUSINESS AND HEALTH PROFESSIONALS WHO SEEK THE SKILLS ESSENTIAL TO INCREASING THEIR IMPACT ON SOCIETY AND THE WORLD.”**

— Wendy Colby, Vice President and Associate Provost at BU

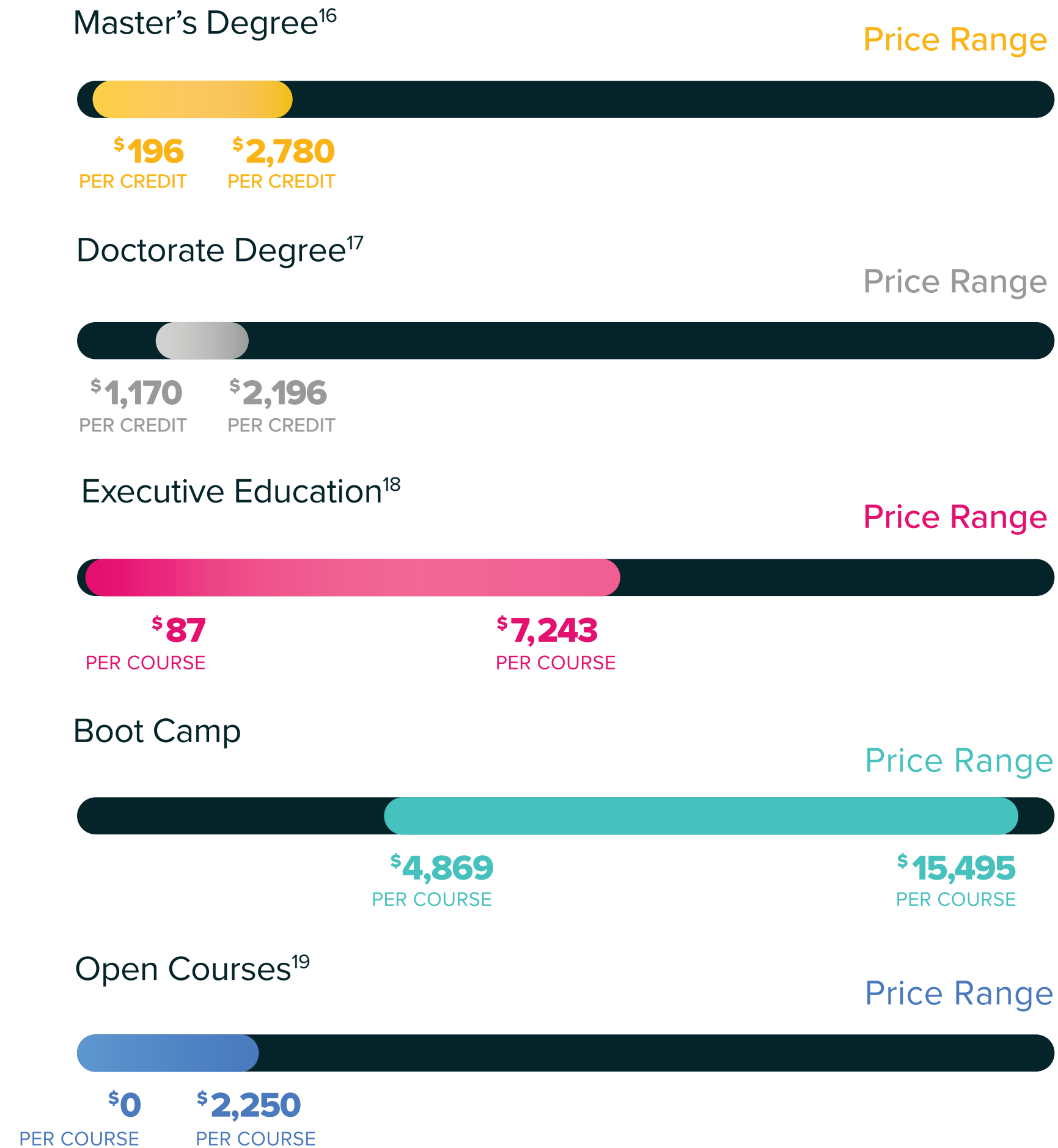
## EDX-POWERED PROGRAMS TAKE ON AVERAGE:



## 2022 AVERAGE CLASS SIZE FOR EDX-POWERED DEGREE PROGRAMS:



## EDX-POWERED PROGRAMS ARE PRICED AT:



<sup>16</sup> Based on 2022 cost per credit. edX-powered master's degrees are 46 credits on average. Degrees priced in British pound sterling (GBP) were converted to USD using a 1.22 exchange rate as of December 31, 2022. <sup>17</sup> Based on 2022 cost per credit. edX-powered doctoral degrees are 49 credits on average. <sup>18</sup> Executive education offerings priced in GBP were converted to USD using a 1.22 exchange rate as of December 31, 2022. Executive education offerings priced in South African Rand (ZAR) were converted to USD using a 0.06 exchange rate as of December 31, 2022. <sup>19</sup> Open courses priced in GBP were converted to USD using a 1.22 exchange rate as of December 31, 2022. Open courses priced in South African Rand (ZAR) were converted to USD using a 0.06 exchange rate as of December 31, 2022.



## MEET **PARVEZ**

After college, Parvez Mohsin emigrated from Venezuela to the U.S. to continue his education in New York City, earning two master's degrees and working as a museum curator. When he and his wife relocated to Nashville, TN, for her job, he struggled to find employment, eventually working at a local nonprofit providing services to area refugees. The opportunity sparked his ambition to return to school to become an expert in U.S. immigration policy and, one day, take on a leadership position at the federal level.

Parvez chose Syracuse University's online Executive Master of Public Administration (EMPA) for its top-ranked program and focus on national security. Through his studies, he

learned the ins and outs of enacting policy change. Back at his nonprofit, he was able to directly apply those lessons to secure more federal grants and land a promotion.

With the online EMPA's intensive curriculum and expedited timeline, Parvez graduated in 14 months—nearly a year faster than he had initially expected a master's degree would take. This enabled him to accelerate his dream career and secure a vice-president role in charge of refugee and immigrant services at a global nonprofit. He's now one of the organization's main conduits with key federal agencies, including the the U.S. State Department and Department of Health and Human Services.

***“I FEEL LIKE I’M HELPING TO SHAPE OUR COUNTRY’S IMMIGRATION POLICY FROM THE FRONTLINES.”***

# 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 standard traditional degree program contract,<sup>20</sup> which remained unchanged in 2022.

## **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.”

## **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.”

## **FINANCIAL AID**

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

## **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.”

## **TUITION**

“The university shall have the sole authority to set tuition for the program.”

## **ACCREDITATION**

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

<sup>20</sup> This language is drawn from 2U's standard traditional 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.





भारतीय प्रबंध संस्थान बेंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE

# PROVIDING **QUALITY ONLINE** AND **BLENDED LEARNING** WITH THE INDIAN INSTITUTE OF MANAGEMENT BANGALORE

As a top global business school, the Indian Institute of Management Bangalore (IIMB) aspires to position itself as a digital education leader, not just in India but also the world. In 2014, the Institute became India's first management school to offer open courses on the edX platform. IIMB also began offering its online courses as blended learning experiences as part of its on-campus curriculum.

While IIMB started with only four management-oriented open courses on edX—focused on business, IT, statistics, and operations topics—its online portfolio has grown to nearly 50 edX courses in total. This is in addition to four marketing-focused professional certificates that cover topics like customer relationship management and brand research strategy. Always open to innovation, the Institute was also one

of our first partners to join us in the launch of MicroMasters® programs, releasing two offerings in business management and entrepreneurship. By the end of 2022, IIMB was nearing 2 million learners on edX from over 150 countries.

**“THE WORLD IS FULL OF ENTREPRENEURS, EACH WITH A POTENTIALLY INNOVATIVE BUSINESS IDEA. WHAT THEY NEED IS THE RIGHT SKILL SET TO ENSURE THAT THEY STAY ON TRACK TO SET UP AND GROW THEIR VENTURES. THIS MICROMASTERS PROGRAM FROM IIMB IS AIMED TO DO JUST THAT.”**

— N. S. Raghavan, Chairman of IIMB's N. S. Raghavan Centre for Entrepreneurial Learning (NSRCEL) and a Co-Founder of Infosys Technologies

Together with our over 230 institutional partners, we're meeting learners with educational experiences that support every career journey. We've crafted a portfolio of free-to-degree courses and programs that marry the necessity of affordability and access with the demand for academic quality and market relevance. In 2022, over 86% of the degree programs we power were priced at or below the cost of their on-campus counterparts<sup>21</sup>.

IN 2022, WE OFFERED OVER 4,000 DIGITAL OFFERINGS, INCLUDING:

**74**

**MICROBACHELORS<sup>®</sup>  
AND MICROMASTERS<sup>®</sup>  
PROGRAMS**

**264**

**EXECUTIVE  
EDUCATION  
PROGRAMS**

**434**

**PROFESSIONAL  
CERTIFICATE  
PROGRAMS**

**197**

**BOOT CAMPS**

**3,371**

**OPEN COURSES**

**163**

**DEGREE PROGRAMS**  
INCLUDING BACHELOR'S, MASTER'S,  
AND DOCTORATE DEGREES

<sup>21</sup> Based on the 2021–2022 publicly available advertised prices listed on our partners' websites.



# OFFERING **BOOT CAMP CREDIT** TOWARD A FULL DEGREE

WITH SOUTHERN  
METHODIST UNIVERSITY

In 2014, Southern Methodist University (SMU) was looking to develop an online program that could address the growing need for data scientists and prepare professionals who can work across a range of industries. To achieve this goal, the university partnered with 2U to launch an online Master of Science in Data Science (MSDS). Two years later, SMU continued to expand its online offerings with a boot camp in coding followed by additional boot camps in data science, fintech, and cybersecurity.

Near the beginning of 2022, SMU introduced an innovative credit waiver offering learners who've previously earned a bachelor's degree the ability to apply for credit toward the MSDS program upon completion of its data science boot camp. The university plans to extend the MSDS credit waiver

to learners who've completed MIT's MicroMasters® program in Statistics and Data Science, giving learners even more affordable stackable learning pathways. By the end of 2022, the online MSDS had produced over 650 graduates, with SMU's boot camps reaching over 1,600 graduates.

**“GIVING STUDENTS THE ABILITY TO GET THEIR FEET WET IN THE BOOT CAMP BEFORE COMMITTING TO A FULL MASTER’S DEGREE—AND THEN GIVING THEM THE OPPORTUNITY TO APPLY FOR CREDIT TOWARD THE MSDS IF THEY DECIDE TO GO FURTHER—IS JUST ONE OF THE MANY WAYS THAT SMU IS HELPING STUDENTS CRAFT THEIR OWN EDUCATIONAL PATH.”**

— Peter K. Moore, Chair Ad Interim, SMU Data Science Institute

While our university partners are responsible for setting tuition prices, admissions criteria, and the credit requirements and structure of their degree-granting programs, 2U regularly invests in scholarships, fellowships, and tuition reductions to make education more affordable for students. In 2022, we increased our all-time investment in partner programs from \$1.9 billion to \$2.2 billion<sup>22</sup>. We also introduced a new,

flexible revenue share model for universities, empowering them with greater choice and customization and continuing our tradition of providing a comprehensive bundle of people- and tech-enabled services at scale. Across our portfolio of mature degree programs, our paid marketing expense was approximately 18% of the total tuition generated in 2022, a decrease from 21% in 2021<sup>23</sup>.

2U'S 2022 INVESTMENT IN SCHOLARSHIPS AND FELLOWSHIPS FOR STUDENTS IN EDX-POWERED DEGREE PROGRAMS:

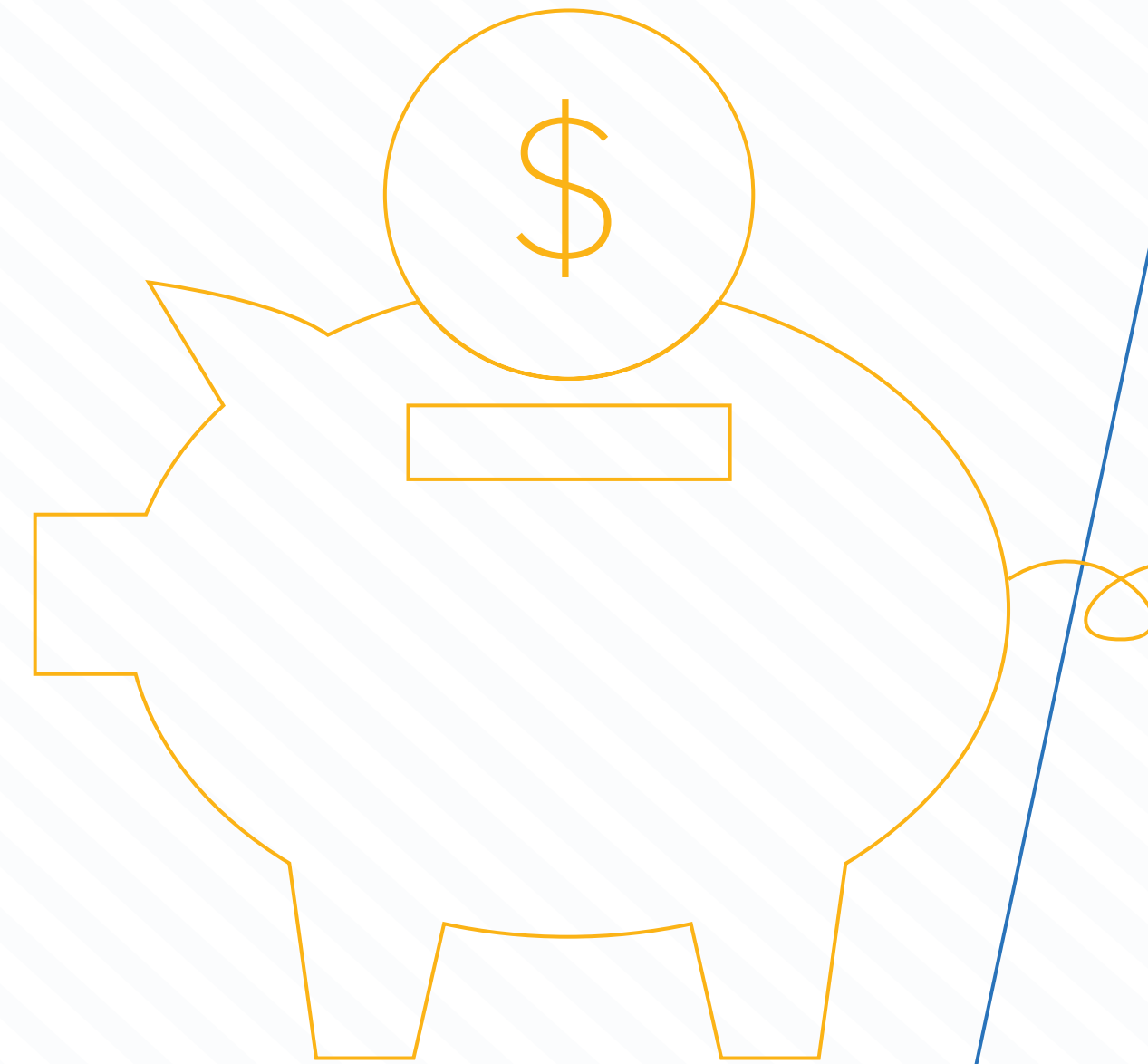
**APPROXIMATELY**

**\$34.2M**

2U'S TOTAL 2022 REVENUE DERIVED FROM TITLE IV FUNDS<sup>24</sup>:

**APPROXIMATELY**

**29%**



<sup>22</sup> Defined as the all-time (2008–2022) marketing and sales, servicing and support, and technology and content development expenses plus capitalized content development costs. <sup>23</sup> Defined as paid marketing 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. <sup>24</sup> This percentage is a good faith estimate of the proportion of 2U's total revenue derived from Title IV loans, using the Department of Education's 2022 College Scorecard Data. College Scorecard Data provides information regarding Title IV loans and conferrals at the credential and field of study level. One limitation of College Scorecard Data is that it does not clearly distinguish online from on-campus programs.



# ESTABLISHING A **WIDE-RANGING** **PORTFOLIO** OF MASTER'S DISCIPLINES

WITH SYRACUSE UNIVERSITY

When Syracuse first connected with 2U in 2014, the university had already made early efforts in online education but was interested in strengthening and globally scaling its offerings, beginning with its online MBA degree. Syracuse partnered with us to realize its vision, embracing our revenue-share partnership model that aligns incentives in the best interest of learners. Together, we launched a newly enhanced online MBA program, followed soon after by Syracuse's online Master's in Communications.

By the time we helped Syracuse launch its online Master of Social Work in 2021, a total of 18 distinct online master's degrees had been established through our partnership,

ranging from computer engineering to applied data science to cybersecurity. At the end of 2022, nearly 4,500 students had graduated from these programs.

**“A REVENUE-SHARE PARTNERSHIP PROVIDES THE CRITICAL UPFRONT INVESTMENT AS WELL AS THE ABILITY TO LAUNCH ACCREDITED PROGRAMS QUICKLY. THANKS TO THE SCALE WE’VE ACHIEVED THROUGH OUR PARTNERSHIP WITH 2U, WE WERE ABLE TO SUBSTANTIALLY REDUCE TUITION RATES FOR BOTH OUR ONLINE AND ON-CAMPUS MASTER OF SOCIAL WORK PROGRAM.”**

— Kent Syverud, Chancellor, Syracuse University



THIS **REIMAGINING OF HIGHER  
EDUCATION** IS NOT MERELY A  
REACTION TO A SHIFTING LANDSCAPE.

It is a proactive commitment to uphold education's role as a leading force of social mobility and global progress. Through these advancements, we strive to instill renewed trust in higher education, ensuring it remains accessible, relevant, and instrumental in shaping the course of individual lives and our collective future.



# ENABLING BLACK MEN TO **COMPLETE** THEIR UNDERGRADUATE DEGREE **ONLINE**

WITH MOREHOUSE COLLEGE

In early 2021, Morehouse College made a decisive move to extend its mission of educating Black men and men of color beyond the borders of its physical campus in Atlanta, GA. Recognizing that over 3.5 million Black men in America have some college credit but no degree, Morehouse and 2U saw an opportunity to provide an affordable and accessible pathway to a bachelor's degree by leveraging the power of high-quality online education.

The result was a groundbreaking online undergraduate degree completion program priced at half the cost per credit of Morehouse's traditional on-campus bachelor's degree. The program is specifically designed for students with existing college credit and adult life experience and/or who enrolled at Morehouse but left before completing

their undergraduate experience. By the end of 2022, nearly 600 students from 36 states—from Georgia to Texas to California—had enrolled in its online Bachelor of Arts in Business Administration, with the first students graduating in spring 2023.

**“WE WERE ABLE TO LAUNCH MOREHOUSE ONLINE IN HALF A YEAR. BECAUSE OF THIS SCALE AND THE BENEFITS OF THE ONLINE MODALITY, WE HAVE BEEN ABLE TO DRAMATICALLY REDUCE TUITION RATES TO HALF THE COST-PER-CREDIT WHEN COMPARED TO THE ON-CAMPUS PROGRAM.”**

— David A. Thomas, President, Morehouse College





# ***EMPLOYER IMPACT:***

GROWING TALENT  
WITH TOMORROW'S  
SKILLS, TODAY



# THE GLOBAL BUSINESS LANDSCAPE IS **AT A CROSSROADS.**

Eighty-seven percent of companies worldwide reported experiencing skills gaps or are expecting them to materialize within the next five years. Moreover, 75 million baby boomers will retire from their jobs by 2030 and, at the same time, the population of traditional college-aged students will drop by 15%, putting the onus on employers to train the next generation of workers. Filling crucial roles in a multitude of industries has increased in urgency, and technology is constantly rewriting the rules of the game. It's clear that we are at a pivotal moment to rethink and reinvest how we prepare the workforce of the future.

IN 2022, WE WORKED WITH

# 940+

ENTERPRISE CUSTOMERS

## **ENTERPRISE CUSTOMERS INCLUDE:**

**Goldman Sachs**

 cognizant

**Google**

# 42%

OF FORTUNE 500 COMPANIES ARE REPRESENTED BY LEARNERS IN EXECUTIVE EDUCATION COURSES



**NETFLIX**

The data proves that reskilling is not a luxury anymore—it's a necessity. Companies that prioritize providing pathways to internal mobility retain employees for an average of 5.4 years. That's double the retention rate of companies that don't prioritize internal mobility.

# 78%

**OF THE TOP 30 SEARCHED SKILLS ON EDX ARE EITHER TECHNOLOGY OR BUSINESS SKILLS. THE TOP 10 SEARCHES BY SUBJECT AREA IN 2022 WERE:**

- |                 |               |
|-----------------|---------------|
| 1. Python       | 6. C++        |
| 2. Excel        | 7. Psychology |
| 3. Marketing    | 8. Java       |
| 4. Data Science | 9. Finance    |
| 5. English      | 10. Sql       |





# EQUIPPING MORE EXECUTIVES WITH **IN-DEMAND SKILLS**

WITH THE INSTITUTE FOR MANAGEMENT DEVELOPMENT (IMD)

In early 2021, at the height of the pandemic, the Institute for Management Development (IMD) partnered with 2U to advance its global business school mission by announcing a suite of online executive education courses that equip professionals with high-demand, industry-relevant skills. These programs help participants develop digital transformation strategies, make connections between blockchain and finance, drive culture and performance through organizational leadership, and more.

In 2022, thanks to IMD referring us to two major employers in Southeast Asia, its digital transformation program served as the foundation for two enterprise partnerships. We custom-designed online learning programs to help Telekom Malaysia and Bank Rakyat Indonesia train members of their workforce in strategies for leading organizations through technological

change. These partnerships now bring vital skills to even more global professionals on a widespread scale. By the close of 2022, over 500 learners from over 60 countries around the world had enrolled in IMD's online offerings on edX, inclusive of our enterprise partnerships.

**“LEARNERS NEED TO DEVELOP NEW SKILLS CONTINUOUSLY. THROUGH THE EDX PLATFORM, THEY CAN DO BITE-SIZED LEARNING—A CREDENTIAL HERE, A CERTIFICATE THERE—AND THESE THINGS EVEN BUILD ON ONE ANOTHER. THERE’S A FLEXIBILITY THAT COLLABORATION WITH 2U ENABLES THAT IS INCREASINGLY DEMANDED BY BUSY PROFESSIONALS.”**

—David Bach, IMD's Dean of Innovation and Programs



## **EMPLOYERS HARNESS EDX FOR HIGH-DEMAND SKILL BUILDING FROM TOP INSTITUTIONS**

Predictions indicate that job-required skills will shift by approximately 50% by 2027. There's no question that businesses need to invest in upskilling their teams. Through edX for Business, employers are giving their people the ability to enhance their skills through rigorous courses from leading universities and institutions. Popular subject areas include project management, supply chain management, data analysis, and agile methodology.

These are the top 10 courses leveraged by employees with access to edX through their workplace in 2022:

- 1. HARVARDX:** Exercising Leadership: Foundational Principles
- 2. BERKELEYX:** Empathy and Emotional Intelligence at Work
- 3. ADELAIDEX:** Introduction to Project Management
- 4. MITX:** Supply Chain Analytics
- 5. IBM:** Analyzing Data with Excel
- 6. RITX:** Critical Thinking & Problem Solving
- 7. IBM:** Introduction to Cloud Computing
- 8. HARVARDX:** Early Childhood Development: Global Strategies for Implementation
- 9. UMD:** Applied Scrum for Agile Project Management
- 10. MITX:** Supply Chain Fundamentals

NETFLIX

INCREASING **DIVERSITY** IN **TECH**

WITH NETFLIX

Netflix first partnered with 2U in 2020 to increase representation of individuals from historically marginalized communities—primarily Black, Latinx, and Native American—both within its own workforce and the greater tech industry. Together, we created Netflix Pathways Bootcamps to deepen learners’ industry skills in tech, accelerate their job readiness, and provide them with meaningful mentorship opportunities from Netflix’s seasoned executives. The program initially focused on serving students from four Historically Black Colleges and Universities (HBCUs) and three Hispanic Serving Institutions (HSIs). These 270 students were provided with free access to online, for-credit boot camps in Java, data science, and UX/UI combined,

along with student support and career services from 2U. Top performers were offered interviews for full-time software engineer positions at the streaming services company. In addition to landing roles at Netflix, graduates of the program have gone on to tech positions at businesses like Amazon, Microsoft, Intel, Oracle, Deloitte, and Accenture.

**“TOGETHER, WE’VE PROVIDED UNIQUE ACCESS TO NETFLIX AND THE INDUSTRY AT LARGE, WITH THE AIM OF HELPING STUDENTS BUILD CAREERS AND, IN THE LONGER TERM, GENERATIONAL WEALTH FOR THEMSELVES AND THEIR FAMILIES.”**

—Joshua Gutierrez, Pathways Engagement Program Manager, Netflix

For learners eager to join organizations on the cutting edge, we offer them industry-leading career support. Through our Career Engagement Network, we provide everything from one-on-one coaching to job referrals to virtual career events with our wide-reaching employer network.

IN 2022, OUR CAREER SERVICES TEAM HAD:

**APPROXIMATELY**

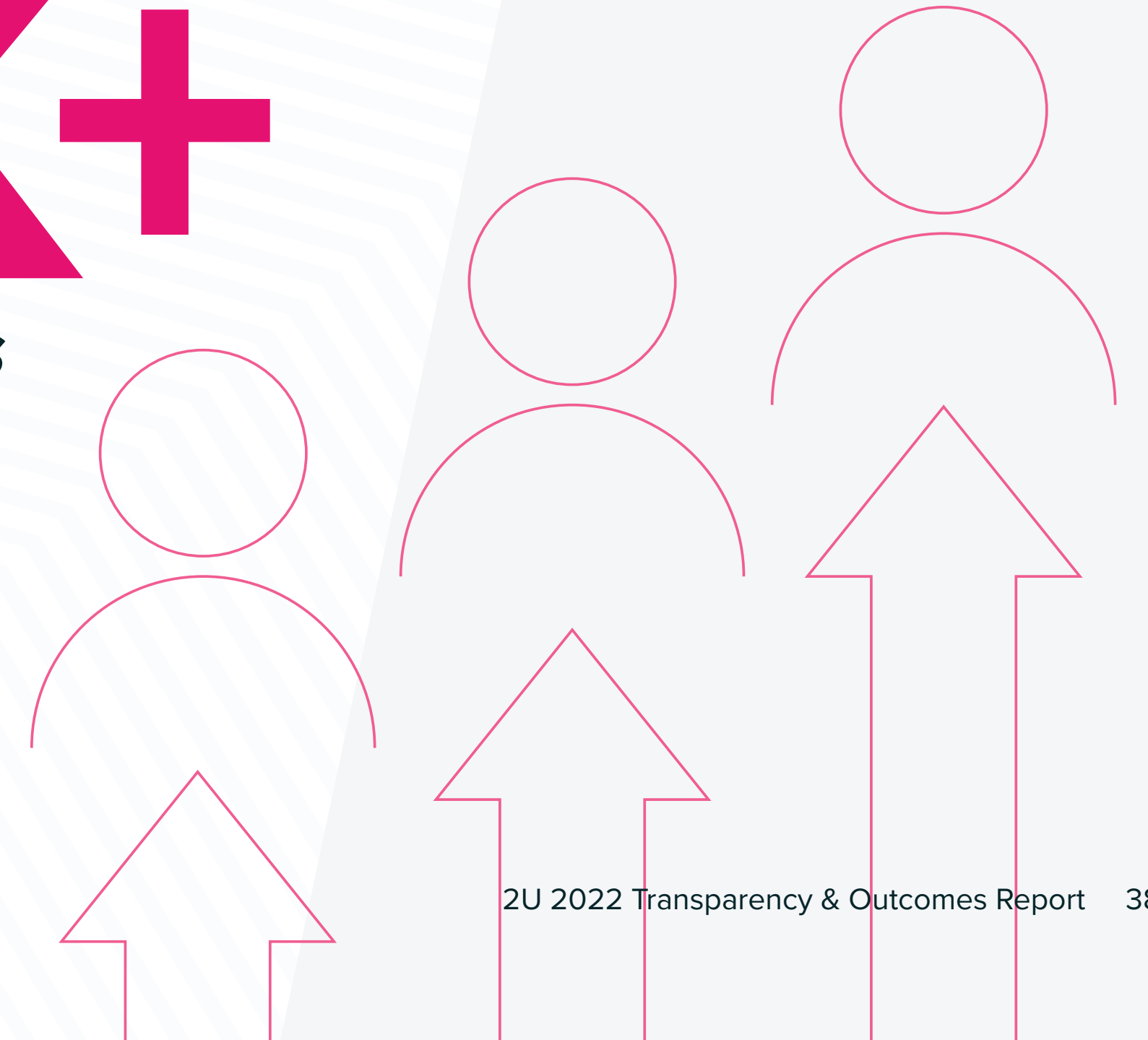
**2.4M**

**CAREER TOUCHPOINTS  
WITH LEARNERS<sup>25</sup>**

**AND COMPLETED**

**40K+**

**EMPLOYMENT REFERRALS**



<sup>25</sup> A career touchpoint means that a learner took at least one career action—used the Career Engagement Network ‘one stop shop’ resource center, subscribed to, opened or clicked a monthly career focused newsletter, attended a live career event, attended a career coaching session, or had a career material reviewed by a career advisor—in 2022.

## MEET **CLAIRE**

After taking 20 years to raise her family, Claire Davis found herself struggling to return to the workforce. When her husband suggested she might enjoy programming, she came across the University of Birmingham's Coding Boot Camp.

Claire appreciated that it was offered online, giving her the flexibility to balance coursework and her responsibilities at home. She was especially excited when she realized she could access the boot camp's "women in tech" scholarship, which covered over half of the tuition.

In the boot camp, Claire quickly developed skills for popular digital frameworks like

JavaScript, MySQL, MongoDB, Git, and more. Group projects simulated a work environment and taught Claire how to manage version control with multiple people on a single code base. And with the help of the boot camp's career services, she conquered her imposter syndrome and relished networking with other women classmates already in tech.

Two months after the boot camp, Claire became an apprentice software engineer for UCAS, a college admissions service. Just one year later, her journey landed her as a finalist for a 2022 Midlands Women in Tech Award.

***"A FEW YEARS AGO, I WOULD'VE NEVER GUESSED I'D BE A SOFTWARE ENGINEER. THE BOOT CAMP SET ME TOWARD A CHALLENGING, REWARDING CAREER."***





***GOVERNMENT IMPACT:***  
STRENGTHENING THE  
GLOBAL WORKFORCE

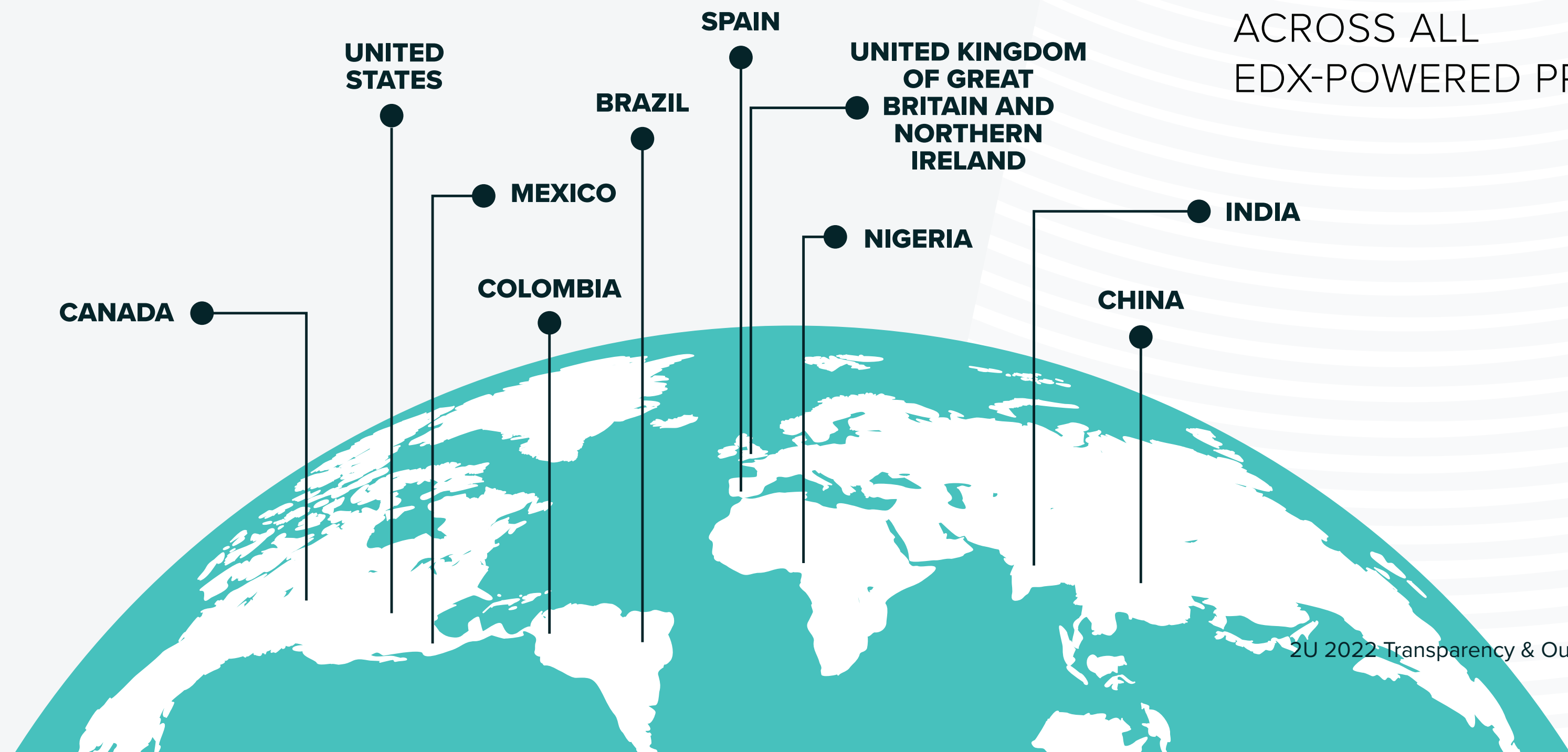


# AS WE NAVIGATE THE DIGITAL REVOLUTION, OECD ESTIMATES THAT 1.1 BILLION JOBS WILL BE RADICALLY TRANSFORMED BY TECH IN THE NEXT DECADE.

In contrast, a mere 0.5% of global GDP is invested in lifelong learning for adults. The World Economic Forum's 2023 Future of Jobs Report underscores the scale of this challenge, indicating that six out of every 10 workers worldwide will need training before 2027. Despite this pressing need, only half of these individuals have access to quality training resources today. In light of this, the role of governmental bodies becomes pivotal. They must lead the charge by championing policies and programs that empower their citizens with the skills required to drive economic growth, build a competitive workforce, and remain resilient amid conflict or crisis.

## TOP 10

**COUNTRIES BY ENROLLED STUDENTS**  
ACROSS ALL  
EDX-POWERED PROGRAMS



**THE BENEFITS TO SOLVING THE GLOBAL SKILLS GAP ARE CLEAR: DOING SO HAS THE POTENTIAL TO ADD APPROXIMATELY \$11.5 TRILLION TO GLOBAL GDP BY 2028.**

In 2022, through partnerships with governmental entities across countries like Myanmar, Ukraine, Mexico, and the UK, we developed initiatives that address the unique skills gaps required to spur meaningful economic progress, connecting citizens with the learning opportunities they need.

**30+** **GOVERNMENTAL PARTNERSHIPS**

**23** **NUMBER OF LANGUAGES IN WHICH WE OFFER CONTENT**



Department  
for Education

# CLOSING THE **DIGITAL SKILLS** GAP

WITH THE UK DEPARTMENT FOR EDUCATION (DFE)

As a way to combat the growing digital skills gap in the UK, 2U partnered with the UK DfE in 2022 to give 1,200 learners in the region no-cost access to an online boot camp in front-end web development. The DfE has pledged up to £4.8M for this multi-year program with the goal of giving UK residents the skills they need to succeed at any age or stage of their career journey.

Through our partnership with the University of Birmingham, an additional 120 learners in the West Midlands region will be able to participate in a front-end UX boot camp, offered at zero cost to them through funds from the DfE. As one of our Access Partnerships, the University of Birmingham graduated over 200 learners in coding and data analytics by the end of 2022, helping to diversify the talent pipeline in one of the UK's fastest-

growing tech sectors. Many of these learners have leveraged the program's scholarships for women and ethnic minorities, covering over 50% of tuition. Our online portfolio with the university also continued to grow in 2022 with the addition of cybersecurity and UX/UI boot camps.

**“THESE SCHOLARSHIPS HAVE BEEN A MAJOR DRIVER FOR ENROLLMENT. PEOPLE FROM VERY DIFFERENT BACKGROUNDS CAN GO FROM LEARNING INVALUABLE SKILLS IN THESE BOOT CAMPS TO BEING HIGHLY EMPLOYABLE IN A SHORT PERIOD OF TIME.”**

—Steve Allmark, Head of Postgraduate Recruitment,  
University of Birmingham

# PAVING PATHWAYS TO OPPORTUNITY WITH ACCESS PARTNERSHIPS

First piloted in 2021, Access Partnerships are a workforce development model pioneered by 2U that bring together nonprofit universities, companies, governments, and local workforce development agencies to create free or substantially cost-reduced pathways to job-relevant tech skills for marginalized or underserved communities. In 2022, we greatly expanded the number of Access Partnerships in our network, bringing free or low-cost access to technology boot camps in communities in Tulsa, Birmingham (UK), Portland, and more.

18

**NEW ACCESS  
PARTNERSHIPS  
LAUNCHED  
SINCE INCEPTION**

3,000+

**TOTAL NUMBER OF LEARNERS  
ENROLLED IN ACCESS  
PARTNERSHIP PROGRAMS  
FROM INCEPTION**



# HELPING UNDERSERVED POPULATIONS ACHIEVE GREATER ECONOMIC MOBILITY

WITH TULSA COMMUNITY COLLEGE (TCC)

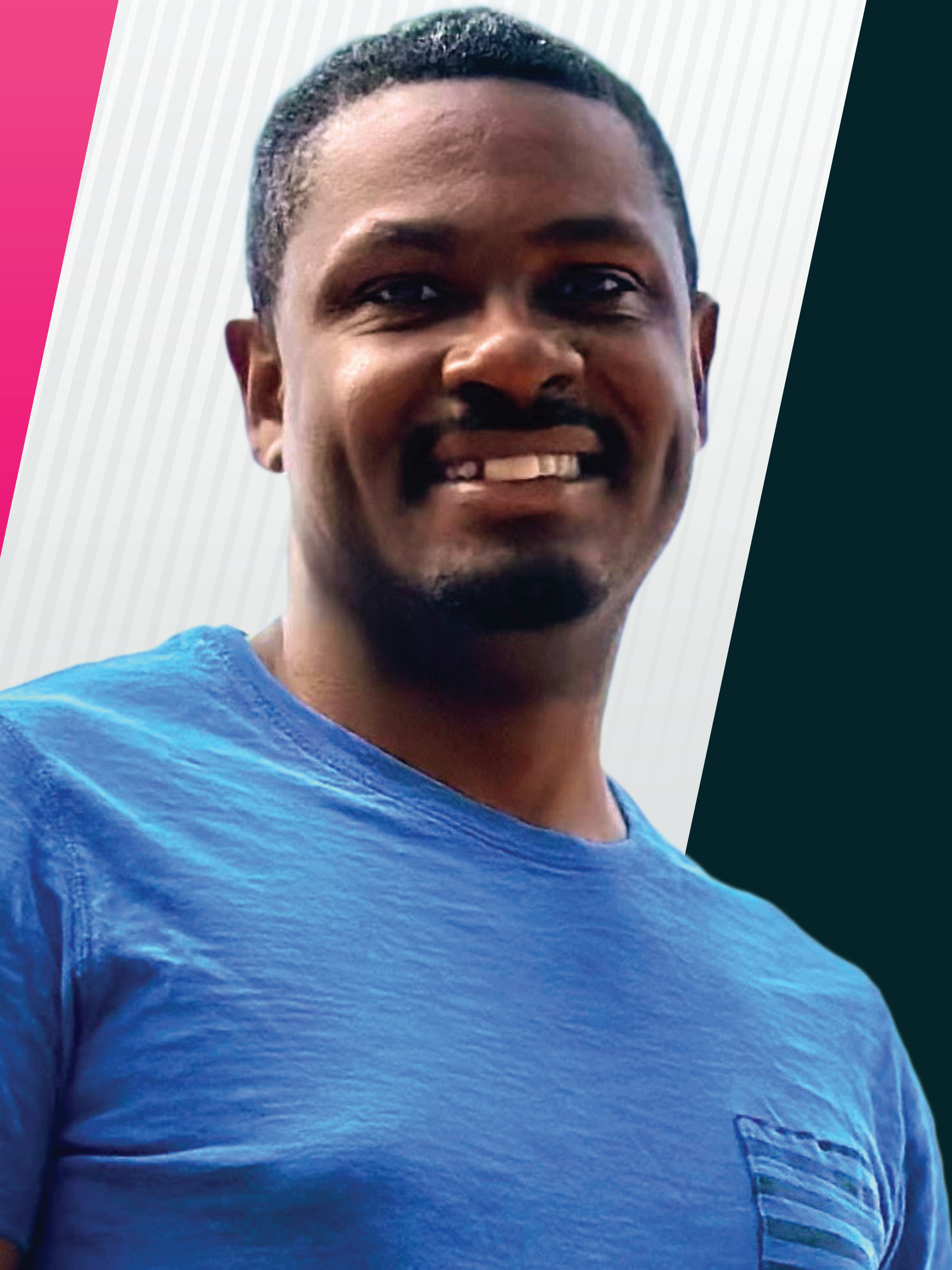
As part of our steadily growing Access Partnerships initiative, 2U joined forces with Tulsa Community College (TCC) and Tulsa Innovation Labs in 2022 to offer adult learners in the Tulsa area with a no-cost and fully supported pathway to a life-changing tech career. The program is part of the city's broader strategy to build more sustainable jobs for the future and lift up its historically marginalized communities as it moves from a once-booming petroleum industry into more tech-driven sectors.

For the program's inaugural cohorts, 40 learners from a wide variety of backgrounds—including blue-collar workers, military veterans, women re-entering the workforce, and individuals from the Cherokee Nation—enrolled part-time in TCC's online cybersecurity and data science boot camps. The cohorts achieved an 89.7% graduation rate, with many learners continuing on to a full-time paid assistantship that helps them learn on the job before becoming a permanent position.

**“TO MAKE A REAL IMPACT ON TULSA’S ECONOMY, WE KNEW WE NEEDED TO TARGET A DIVERSE RANGE OF LEARNERS AND ALSO MAKE THE PROGRAM FREE. WE LOOKED AT 2U’S BOOT CAMPS AND SAW A LOT OF SUCCESS IN THE MODEL WITH THEIR FOCUS ON INTENSIVE, SHORT-TERM SKILLS DEVELOPMENT AND CONNECTING FOLKS WITH EMPLOYERS.”**

—Pete Selden, Vice President of Workforce Development, Tulsa Community College





## MEET **MOSES**

Working in cybersecurity had been a dream of his for over a decade. Moses Athias had earned his associate's degree in computer science, completed an IT certificate program, and landed a couple of helpdesk jobs—each time getting closer to his passions but never able to make the leap.

When Moses moved from New Jersey to Tulsa, OK, for the lower cost of living and to support his young daughter, he heard about an opportunity he couldn't pass up: Tulsa Community College's online cybersecurity boot camp with edX. The program offered free tuition and comprehensive support, including childcare. As a single dad, he knew this would enable him to pursue education that would make all the difference.

Through the boot camp's industry-relevant curriculum, Moses learned everything from Linux security commands to mitigation strategies and boosted his confidence with class presentations. When it came time to apply for the program's paid apprenticeship with Conquest Cyber, he knocked the interview out of the park.

Moses is excited to keep learning on the job and see his role turn into a permanent security analyst position in three months time. One day, he'd love to be a chief of staff for security information, but for now he's glad to have finally bridged the skills gap.

***“THIS PROGRAM AFFORDED ME THE FREEDOM TO BREAK THROUGH SOCIOECONOMIC BARRIERS THAT HAVE PREVIOUSLY STUNTED MY ABILITY TO ADVANCE.”***



***SOCIETAL IMPACT:***  
MEETING THE WORLD'S  
CRITICAL NEEDS

## **SOCIETY IS FACING A *PROFOUND* *CHALLENGE.***

The mismatch between the supply and demand of skilled professionals in critical sectors is growing, leading to significant gaps in healthcare and education systems and stifling technological innovation. A large portion of the population also faces significant barriers to accessing higher education, hindering society's ability to address these pressing needs.

ACROSS THE U.S., SCHOOLS ARE  
WRESTLING WITH A SHORTAGE OF

**300K** TEACHERS  
AND STAFF,

NEARLY

**94%** OF NURSES CLAIM THERE IS A  
SEVERE OR MODERATE SHORTAGE  
OF NURSES WHERE THEY LIVE,

AND THERE WILL BE AN ESTIMATED

**15M** SHORTFALL OF  
HEALTHCARE WORKERS  
WORLDWIDE BY 2030.



GEORGETOWN  
UNIVERSITY

# DEVELOPING PROFICIENT **NURSE PRACTITIONERS FOR THE FUTURE**

WITH GEORGETOWN UNIVERSITY

For more than 12 years, Georgetown University has partnered with 2U to bring its world-renowned nursing program to learners across the U.S. and educate the healthcare workforce of the future. Together, we have created a series of online graduate degrees that brings Georgetown’s tradition of “caring for the whole person” to communities across the globe. Online nursing programs include a Master of Science in Nursing—with specializations in family nursing, women’s health, midwifery, and adult gerontology—as well as a Doctor of Nursing Practice and post-graduate certificates. Georgetown also offers 27 open courses and three professional certificates on edX in a variety of STEM and humanities topics.

Throughout our partnership, the number of graduates going into their communities to make a positive impact has

continued to grow. By the end of 2022, over 2,700 students had graduated from Nursing@Georgetown degree programs with an average board passage rate of over 96% across all programs. In total, students also clocked over 2 million clinical hours at placement sites across the country and delivered over 14,300 babies.

**“I TRULY ENJOY WORKING WITH NURSING@GEORGETOWN STUDENTS. NOT JUST BECAUSE I ALSO CAME FROM THAT PROGRAM, BUT BECAUSE I’VE NEVER HOSTED A SINGLE ONE WHO HASN’T BEEN PREPARED.”**

—Gary Foster, Nursing@Georgetown Graduate; Preceptor for 2U as the Director of Clinical Operations at Dallas Agape Clinic

We strongly believe that the key to addressing these pressing societal issues lies in expanding access to high-quality education, both domestically and globally. Our outcomes stand as proof. More than **24,800** students have graduated from our partners' edX-powered degree programs in helping hands disciplines, such as nursing, education, social work, physical therapy, and counseling.

**THESE LEARNERS WERE:**

PLACED AT ONE OF APPROXIMATELY

**120K** PLACEMENT SITES SECURED BY 2U ACROSS<sup>26</sup>

**50** STATES / **71** COUNTRIES

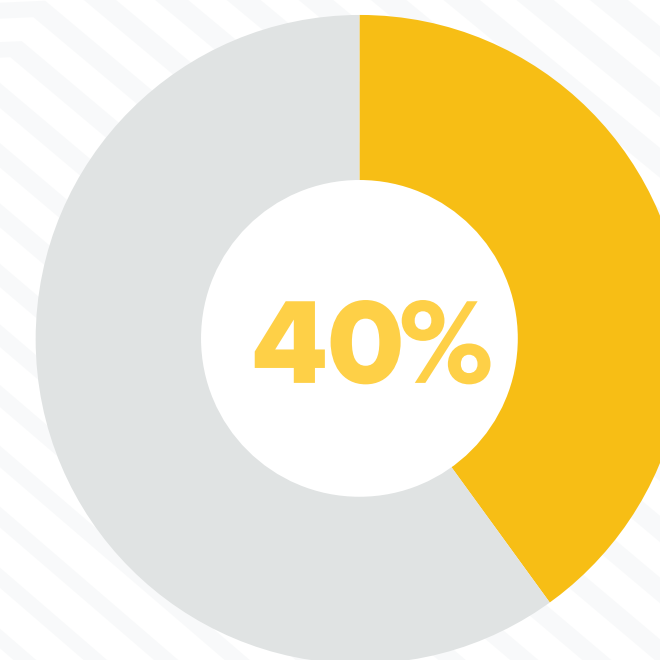
COMPLETED

**30M+** CLINICAL HOURS IN EDX-POWERED CLINICAL DEGREE PROGRAMS THAT REQUIRED AN AVERAGE **897** FIELDWORK HOURS<sup>27</sup>

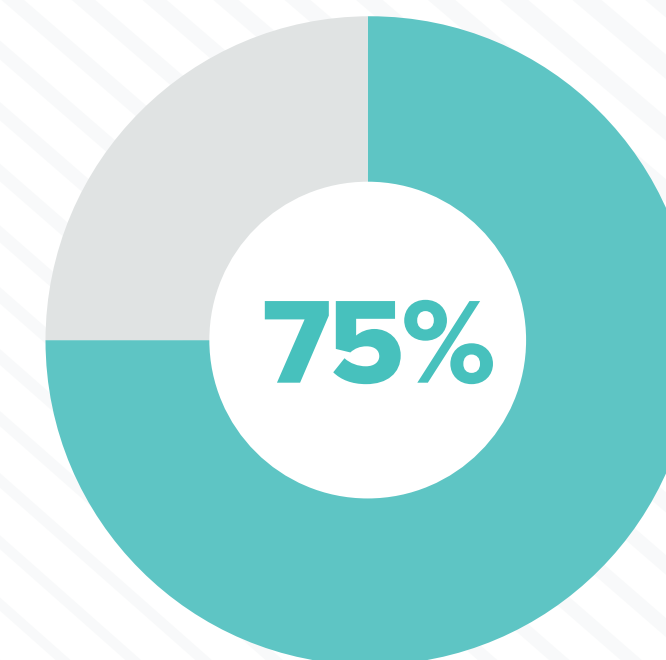
DELIVERED

**14,324** BABIES<sup>28</sup> 

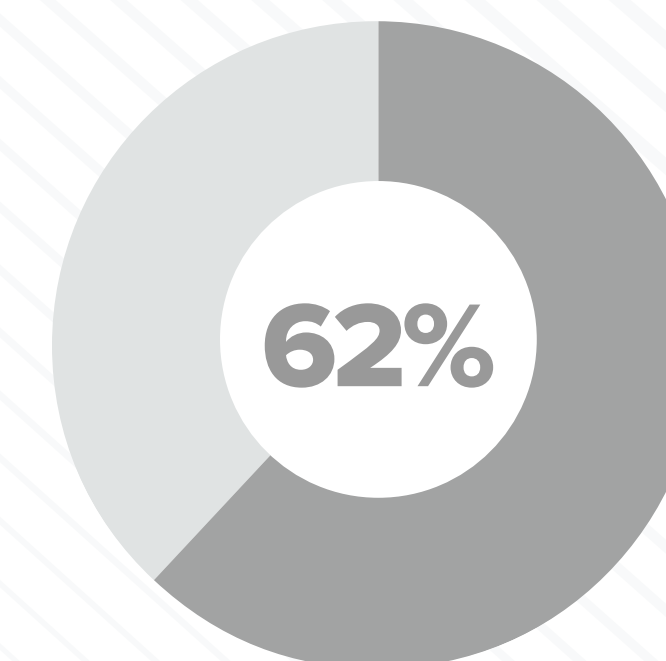
**ACCORDING TO Q4 2022 NPS SURVEYS:**



PERCENT OF STUDENTS WERE OFFERED A JOB AT THEIR PLACEMENT SITE<sup>29</sup>



PERCENT OF STUDENTS OFFERED A JOB AT THEIR PLACEMENT SITE HAVE ACCEPTED OR WOULD CONSIDER ACCEPTING<sup>29</sup>



PERCENT OF STUDENTS PLAN TO WORK IN THEIR COMMUNITY AFTER GRADUATION<sup>29</sup>

<sup>26</sup> Inception to December 31, 2022. <sup>27</sup>Inception to December 31, 2022. <sup>28</sup> Partner reported data on the number of babies delivered by Georgetown University Midwifery students, inception to December 31, 2022. <sup>29</sup>Placement outcomes data from Q4 2022 2U NPS surveys. Not all programs have NPS surveys each quarter.

## MEET COLLEEN

After getting her associate's degree in art therapy, Colleen Runge fell into several years of part-time work and customer service. Losing her job during the pandemic compelled her to pursue a bachelor's degree in social work to follow her passion for helping others. She earned her degree and found her calling—but also found the traditional on-campus experience challenging.

In continuing on with her master's, Colleen desired less commuting and a more mature and experienced group of peers. Reputation, affordability, and flexibility all mattered, leading her to Fordham's online Master of Social Work program.

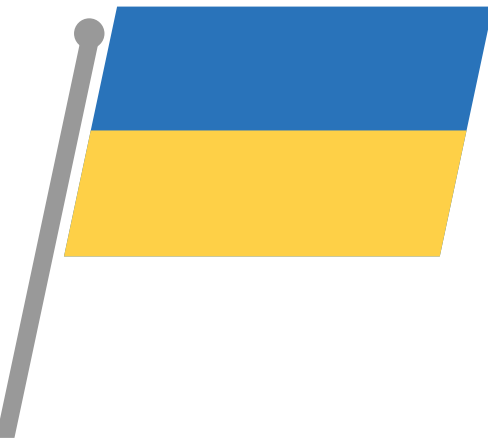
When reflecting on her experience in the program, Colleen recalls how impactful her onsite field experience was at a youth care

management organization—all coordinated by the 2U Placement team and supported by Fordham's Graduate School of Social Service. The experience helped her make connections between what she was learning in class and real-life issues facing children today, such as gun violence and mental health struggles. The nonprofit took notice of her skills, holistic healing approach, and rapport with families and offered her a full-time job starting right after graduation.

***“I’M EXCITED TO FINALLY START WORKING AS A REAL SOCIAL WORKER AND HELP OTHER PEOPLE DISCOVER THEIR OWN STRENGTHS.”***



**WE AIM TO DIRECTLY ADDRESS AND ALLEVIATE SOCIETY'S MOST PRESSING NEEDS WORLDWIDE BY BOLSTERING AND DEMOCRATIZING ACCESS TO HIGH-QUALITY HIGHER EDUCATION THROUGH THE POWER OF ONLINE LEARNING.**

**40+** 

TOTAL NUMBER OF UKRAINE RELIEF PARTNERS, OFFERING THEIR STUDENTS FREE ACCESS TO OUR ONLINE COURSES AND PROGRAMS

<sup>30</sup> In-kind and cash donations given to the IRC in 2022.

WE INVESTED APPROXIMATELY

**\$400,000**

IN THE EDUCATIONAL DEVELOPMENT OF LEADERS AT THE INTERNATIONAL RESCUE COMMITTEE WHO ARE ON THE GROUND SUPPORTING THOSE MOST AFFECTED BY CRISES.<sup>30</sup>



Due to their geographic location, IRC field staff have limited opportunities for continuing higher education, making the executive education courses we provide particularly beneficial and oftentimes life-changing.

**100%**

OF IRC EMPLOYEES SURVEYED IN 2020 AGREED THAT THE COURSE WAS RELEVANT TO THEIR WORK, AND 100% WOULD RECOMMEND TAKING AN EXECUTIVE EDUCATION COURSE TO THEIR COLLEAGUES AND FRIENDS.

# MEET ALICE

She is living her dream. Every morning, Alice Ndung'u wakes up ready to fight for justice and equality as a human rights lawyer in her hometown of Nairobi, Kenya.

Alice felt a calling to help others from a young age. After graduating college, she became an associate at a law firm in Kenya's capital city, working on pro-bono cases to help area youth avoid incarceration for petty crimes. Without her help, they would often be detained in juvenile homes or prisons.

In order to find more effective ways to help her young clients, Alice knew she needed to expand her knowledge of human rights issues. She decided to enroll in the Human Rights, Human Wrongs: Challenging Poverty, Vulnerability, and Social Exclusion course developed by SDG Academy, part of a United Nations (UN) initiative focused on global sustainable development, and powered by edX. The financial assistance she received

from edX—which covered 90% of the cost for her verified certificate—was a driving factor in her decision to enroll. And she's glad she did: The curriculum gave Alice a new lens through which to look at Kenya's challenges—and showed her how she could contribute to building a more sustainable and inclusive future for her country.

Since completing the course, Alice has increased her engagement with local organizations that support communities in need. Her goal is to help even more young people have access to free legal services.

**“IT WAS A ONCE-IN-A-LIFETIME OPPORTUNITY. THE COURSE GAVE ME DIRECT ACCESS TO GLOBAL EXPERTS IN HUMAN RIGHTS LAW.”**



# ***TRANSFORMING AMBITION INTO IMPACT***

**TOGETHER WITH OUR PARTNERS, WE'RE CREATING  
A BETTER FUTURE FOR ALL THROUGH THE POWER OF  
HIGH-QUALITY ONLINE EDUCATION.**





# 2022 Transparency & Outcomes Report

To learn more, visit [impact.edx.org](https://impact.edx.org)