COLLEGE RANKINGS FOR THE ONLINE COMMUNITY: ADVANCING AND DEFINING THE NEXT RANKINGS MODEL

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2019 Online Learning Consortium - Accelerate Conference
A Brief History of College Rankings
# History of Online Rankings

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
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<tbody>
<tr>
<td>1983</td>
<td>US News Publishes first college rankings</td>
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<td>1990s</td>
<td>US News and Princeton Review cemented the use of rankings in college decisions</td>
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<tr>
<td>2000s</td>
<td>First online college rankings are published</td>
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<td>2010s</td>
<td>Online rankings expanded to meet exploding search demand</td>
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<td>Today ...</td>
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Today...

17% of students use online rankings as their primary source of information when comparing online programs.*

*2019 Online Education Trends Report, BestColleges
Our Online Rankings Methodology

All Data Comes from the National Center for Education Statistics and is Pulled Annually

50% Learner Support & Outcomes
- Admissions rate
- Enrollment rates
- Retention rate
- 6-Year graduation rate

25% Affordability
- Cost of program
- % of enrolled students taking Federal Loans
- % of enrolled online students taking Federal Loans
- Loan default rate

25% Online Competency
- # of online programs offered
- % of enrolled students taking online courses
- % Teaching online courses who have a terminal degree in their field
- % Teaching online courses required to complete online training
- Maturity of the online program
We recognize that today’s college rankings still fall short.
How can online college rankings evolve to help students make more informed decisions and find the online program that best meet their needs?
Evaluate Sessions and Win!

- Download and open OLC Conferences mobile app
- Navigate to specific session to evaluate
- Select “Evaluate Session” on session details screen (located under session type and track)
- Complete session evaluation*

*Each session evaluation completed (limited to one per session) = one contest entry

**Five (5) $25 gift cards** will be awarded
Must submit evals using the OLC Conferences mobile app or website