



2024 OUTCOMES

Insights into learner progress, program performance,
and the reach of limitless learning



IN 2024, LEARNERS FACED **A FAST-SHIFTING LANDSCAPE**

A cooling economy created new pressures around job security, while AI reshaped the skills employers expect—making digital fluency, adaptability, and continuous learning core to career resilience. The World Economic Forum projected that 44% of workers will need new skills by 2028, and the CHLOE 10 Report pointed to renewed momentum in online learning, with nearly 9 in 10 colleges planning to accelerate digital program expansion. In a year marked by uncertainty, education became a stabilizing force to help people stay current, competitive, and confident about their future.

At 2U, we saw this demand. Millions of learners turned to edX for flexible, career-relevant pathways to build new skills and deepen expertise. Learners made meaningful progress across degree programs, executive education, and open courses—reflecting sustained engagement and persistence across learning stages.

As the pace of change accelerates, outcomes will become increasingly important. This fact sheet reaffirms the commitment we made in 2020 to share key data, offering a focused view of the impact achieved across the 250+ universities and companies we partner with and the 5,300+ digital offerings we deliver together. The story of 2024 is one of adaptation—by learners seeking stability, institutions expanding access, and employers redefining workforce needs. Looking ahead, we remain committed to meeting that moment: helping more people grow in their lives and careers, supporting partners as they navigate what comes next, and advancing our mission to make learning limitless so anyone, anywhere can keep pace with a world that never stops changing.

OUR REACH AT A GLANCE



93M+

LEARNER NETWORK¹



250+

PARTNERS SERVED



5,300+

DIGITAL OFFERINGS

GLOBAL IMPACT, MEASURED IN LEARNERS

NUMBER OF LEARNERS WHO HAVE GRADUATED OR COMPLETED PROGRAMS²



Degree

72K+



Executive Education

384K+

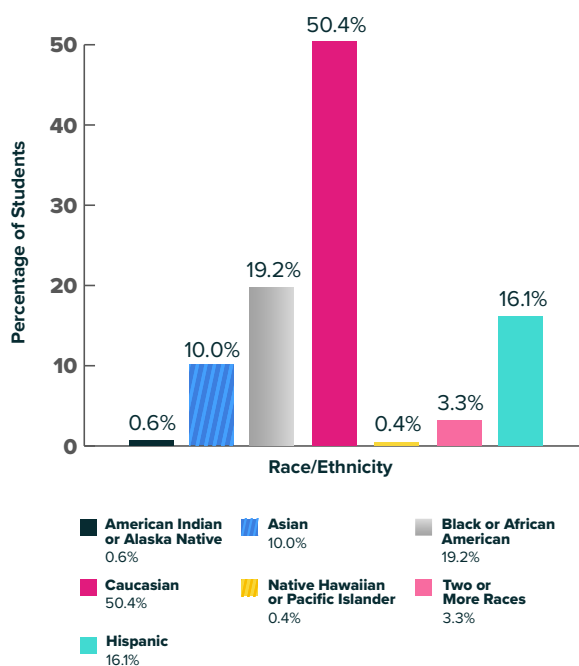


Open Course

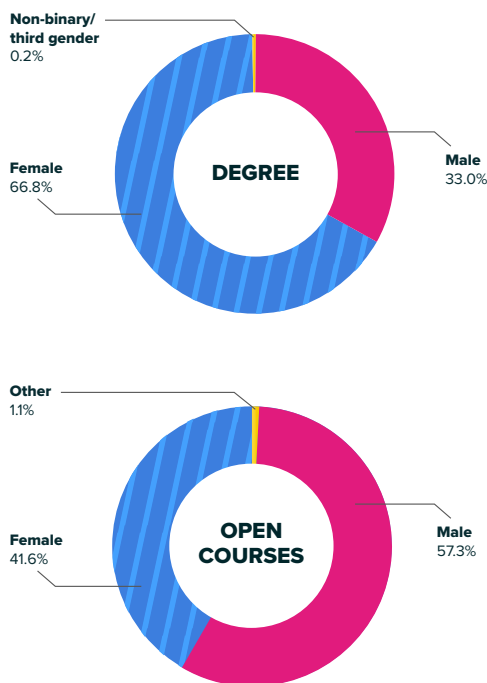
6M+

DIVERSITY OF LEARNERS:

DEGREE³



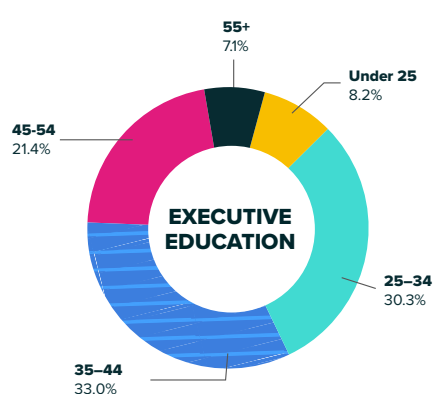
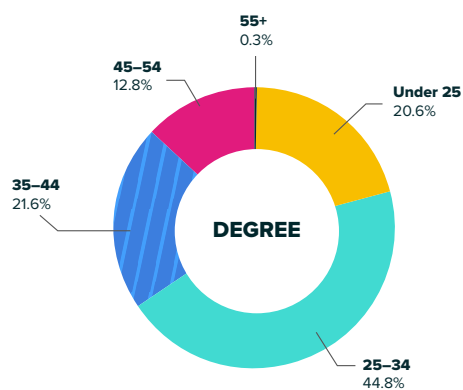
GENDER OF LEARNERS⁴:



MILITARY-AFFILIATED
STUDENTS IN
DEGREE PROGRAMS⁵

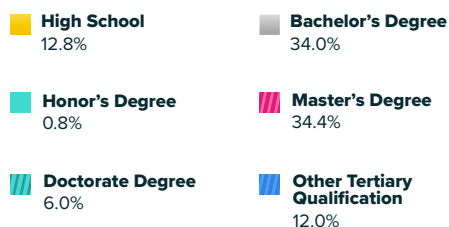
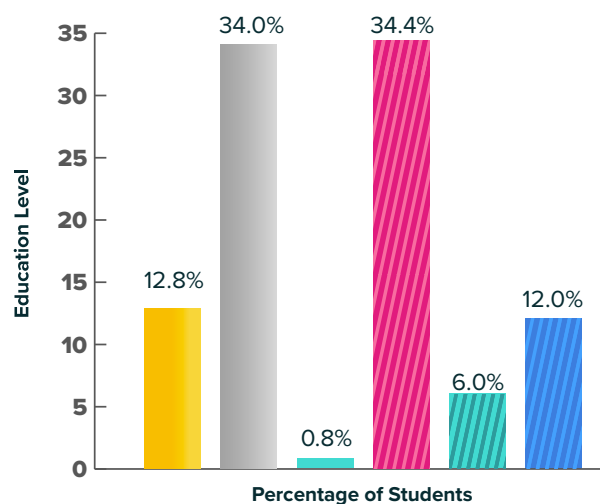
9.6%

AGE OF LEARNERS⁶:

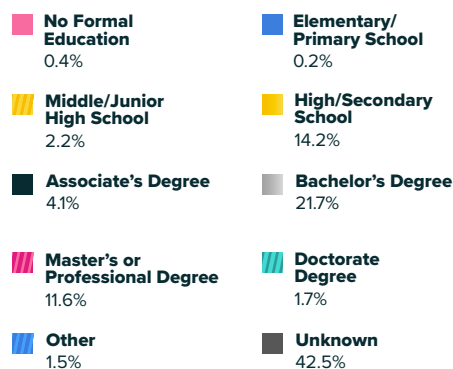
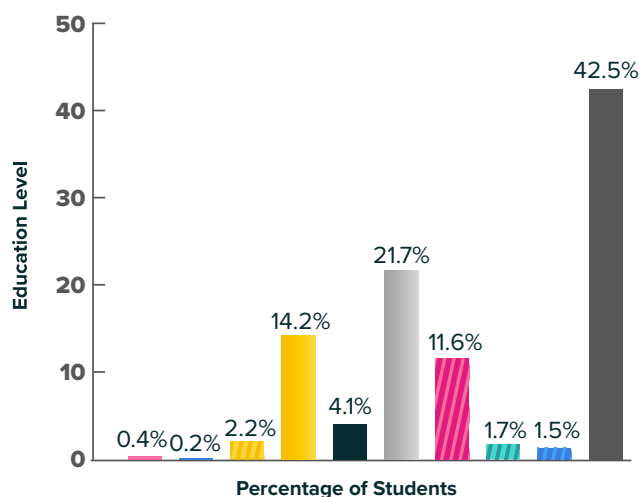


LEVEL OF EDUCATION OF LEARNERS⁷:

EXECUTIVE EDUCATION



OPEN COURSES



**DEGREE PROGRAM
RETENTION RATE
TERM 1 TO TERM 2**

86%

COMPLETION / GRADUATION RATES:



**DEGREE
PROGRAMS⁸:**

70%

ALL-TIME GRADUATION



**EXECUTIVE
EDUCATION⁹:**

90%

ALL-TIME COMPLETION



**OPEN
COURSES¹⁰:**

54%

ALL-TIME COMPLETION

**ALL-TIME CLINICAL HOURS COMPLETED
IN LICENSURE-BASED PROGRAMS:**

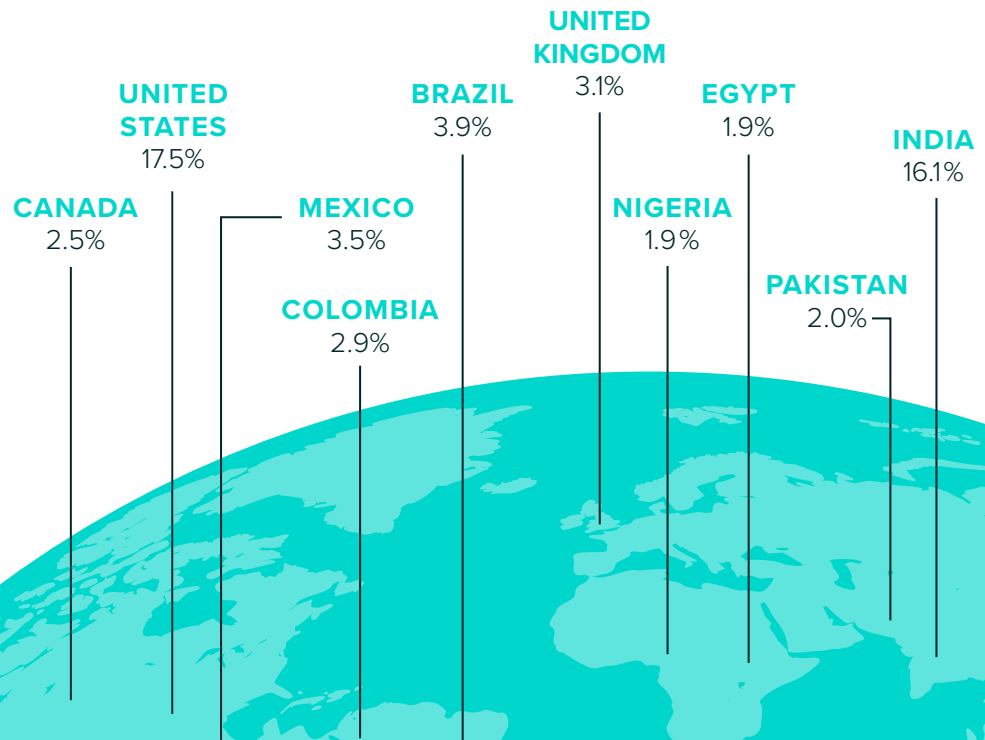
33M+

**ALL-TIME BABIES
DELIVERED¹¹:**

20,523

TOP 10

COUNTRIES BY ENROLLED
STUDENTS ACROSS ALL
2U-POWERED PROGRAMS



22

NUMBER OF
LANGUAGES IN
WHICH CONTENT
IS OFFERED

IMPACT ACROSS PARTNERS

NET PROMOTER SCORE¹²:

45 ACROSS DEGREE
PROGRAMS AND
EXECUTIVE EDUCATION

NUMBER OF ENTERPRISE PARTNERS¹³

182

LEARNERS ACROSS LICENSURE-BASED DEGREE PROGRAMS WERE PLACED AT ONE OF¹⁴:

139K+ ACROSS **50**
PLACEMENT SITES SECURED BY 2U¹⁶ STATES

2U-POWERED PROGRAMS ARE PRICED AT:

MASTER'S DEGREE¹⁵

\$70–\$5,576 PER CREDIT

DOCTORATE DEGREE¹⁶

\$920–\$20,180 PER CREDIT

EXECUTIVE EDUCATION¹⁷

\$495–\$7,813 PER COURSE

OPEN COURSES¹⁸

\$5–\$3,599 PER COURSE

BUILDING SKILLS FOR A COMPETITIVE WORKFORCE

788K+

LEARNERS ENGAGED WITH XPert,
OUR SUITE OF TOOLS AND FEATURES
THAT LEVERAGE AI TO HELP IMPROVE
LEARNER OUTCOMES

284K+

XPert LA
CONVERSATIONS

Xpert LA is our AI-powered personal tutor
embedded in the course environment

504K+

XPert DISCOVER
CONVERSATIONS

Xpert Discover provides program recommendations tailored
to where a learner is on their education journey

70%

OF THE TOP 30 SEARCHED SKILLS ON EDX ARE EITHER
TECHNOLOGY OR BUSINESS SKILLS. THE TOP 10
SEARCHES BY SUBJECT AREA IN 2024 WERE:

SEARCHES BY SUBJECT AREA IN 2024 ACROSS EDX:

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

TOP 10

OPEN COURSES LEVERAGED BY EMPLOYEES
WITH ACCESS TO EDX THROUGH THEIR
WORKPLACE IN 2024:

- | | |
|---|---|
| 1. Harvard: CS50's Introduction to Computer Science | 6. Harvard: CS50's Introduction to Artificial Intelligence with Python |
| 2. Harvard: CS50's Introduction to Programming with Python | 7. Davidson: Excel for Beginners |
| 3. IBM: Python Basics for Data Science | 8. IBM: Introduction to Web Development with HTML5, CSS3, and JavaScript |
| 4. IBM: Machine Learning with Python: A Practical Introduction | 9. Harvard: Introduction to Data Science with Python |
| 5. Doane: Business Writing Techniques | 10. IBM: Introduction to Cloud Computing |

TOP 10

EXECUTIVE EDUCATION COURSES LEVERAGED
BY EMPLOYEES WITH ACCESS TO EDX THROUGH
THEIR WORKPLACE IN 2024:

- | | |
|--|---|
| 1. MIT: Artificial Intelligence: Implications for Business Strategy | 6. University of Toronto: Healthcare Leadership |
| 2. Oxford: Artificial Intelligence Programme | 7. Oxford: Executive Leadership Programme |
| 3. University of Cambridge: Business Sustainability Management | 8. Stanford: Psychology for High Performance |
| 4. Yale: Women's Leadership Program | 9. LSE: Data Analysis for Management |
| 5. University of Cambridge: Business and Climate Change: Towards Net Zero Emissions | 10. Yale: Corporate Sustainability Management: Risk, Profit, and Purpose |



ABOUT ***THIS REPORT***

Our outcomes reporting was designed in 2020 to help learners, institutions, and policymakers better understand and assess the value that responsible education technology providers like 2U play in building innovative, high-impact education that delivers great student outcomes. Now in its sixth year, the reporting continues to offer insights on how 2U and its partners expand access to quality education to everyone, everywhere.

The data shared in this report reflects 2U's operations inception to December 31, 2024 or for calendar year 2024, as specified, unless otherwise noted. The data in this report may contain figures that are approximated or rounded based on the best measurements we have available to us. For student demographic data, figures included in this report are based on the total number of students that self-reported demographic

TOGETHER WITH
OUR PARTNERS,
**WE'RE MAKING
LEARNING
LIMITLESS.**

Learn more at 2U.com/approach/transparency

FOOTNOTES

- 1 Includes each individual that registers with a unique email as a registered learner on edX.org (adjusted to remove spam, test accounts and cancellations) plus learners that express interest in one of our offerings by completing a lead form across our web properties. Learner Network is not intended as a measure of active engagement. Those within the Learner Network are individuals that register on edX.org or complete a lead form in a particular period. Inception to December 31, 2024.
- 2 Defined as the cumulative total of all students who have graduated from or completed our offerings from inception to December 31, 2024.
- 3 Data are based on the total number of students who reported demographic data through December 31, 2024 for those programs and students to which 2U has access to the information.
- 4 Demographic data are self-reported by students. Data are based on the total number of students who reported demographic data through December 31, 2024 for those programs and students to which 2U has access to the information.
- 5 Military affiliation is defined as military students (active duty, veteran, and reserve) plus dependents and spouses.
- 6 Demographic data are self-reported by students. Data are based on the total number of students who reported demographic data through December 31, 2024 for those programs and students to which 2U has access to the information.
- 7 Demographic data are self-reported by students. Data are based on the total number of students who reported demographic data through December 31, 2024 for those programs and students to which 2U has access to the information.
- 8 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, 2024.
- 9 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, 2024.
- 10 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, 2024. Only students in degree programs that started at least 3 years ago are taken into account.
- 11 Partner reported data on the number of babies delivered by Georgetown University Midwifery students, inception to December 31, 2024.
- 12 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 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, 2024.
- 13 Total number of distinct enterprise customers with a revenue booking date in the last 12 months as of December 31, 2024.
- 14 Inception to December 31, 2024. Sites (includes schools, facilities, agencies) where we have either placed program students or have agreement to place program students for a specified period of time. USCMSW: Sites that have had a placement confirmed (or equivalent) in the past. GUMSN & SCMSN: Sites that have had a placement confirmed (or equivalent) in the past, or where the contract status has a value that would allow a student to be placed there in the future. Sites that have had a placement confirmed (or equivalent) in the past. USCMT: Sites that have had a placement confirmed (or equivalent) in the past, or where the contract status is in a status that would allow a student to be placed there in the future. Degrees priced in British pound sterling (GBP) were converted to USD using a 1.25 exchange rate as of December 31, 2024. Based on 2024 cost per credit. 2U-powered doctoral degrees are 58 credits on average.
- 15 2U-powered master's degrees are 58 credits on average. Degrees priced in British pound sterling (GBP) were converted to USD using a 1.25 exchange rate as of December 31, 2024.
- 16 Based on 2024 cost per credit. 2U-powered doctoral degrees are 58 credits on average.
- 17 Executive education offerings priced in GBP were converted to USD using a 1.25 exchange rate as of December 31, 2024. Executive education offerings priced in South African Rand (ZAR) were converted to USD using a 0.05 exchange rate as of December 31, 2024.
- 18 Open courses priced in GBP were converted to USD using a 1.25 exchange rate as of December 31, 2024. Open courses priced in South African Rand (ZAR) were converted to USD using a 0.05 exchange rate as of December 31, 2024.