2U, Inc. Framework for OPM Transparency

We believe greater transparency into the role online program management (OPM) companies play in helping universities offer degree and non-degree programs to students is important and will help to foster a more constructive and well-informed dialogue about our industry.

With that goal in mind, 2U is announcing and embracing a framework for transparency, grounded in six core pillars: University Oversight & Accountability; Marketplace Openness; Access; Affordability; Quality; and Outcomes.

We believe this Framework for Transparency will allow universities, students, and policymakers to better understand and assess the role 2U plays in helping our non-profit university partners build high-quality educational offerings and deliver great student outcomes.

With leadership comes responsibility, and we look forward to releasing our inaugural 2U Transparency Report in 2020. We hope that other OPMs will join us in embracing the need for greater transparency in our industry by publicly releasing their own metrics.

1 University Oversight & Accountability

We value and respect the institutional independence of our non-profit university partners. In the Title IV eligible degree programs we power, our partners set the admission criteria and tuition pricing, and they manage faculty and curriculum governance. For the non-degree offerings we power, our partners exercise final approvals over instructors and curriculum. This oversight and accountability is core to our model and written into our contracts. As such, we commit to release:

- our standard contractual terms related to academic oversight and decision making control of our non-profit partners, including our responsibility to comply with all laws and regulations applicable to our services

2 Marketplace Openness

2U has always been transparent about our university partnerships and publicly listed the degree and non-degree offerings we power. Today, that is not standard practice in our industry. We believe any OPM company—whether its business is based on a tuition revenue share or fee-for-service model—should publicly disclose the existence and nature of all of its university relationships. 2U commits to disclose:

- a comprehensive list of partners and offerings we power
- a complete list of the services we contractually provide to partners
- our aggregate annual investment in partner programs
- the aggregate number of students enrolled in 2U-powered programs
- our total advertising and digital marketing spend as a percentage of tuition generated by launched programs

3 Access

2U's degree and non-degree offerings create greater flexibility and access by allowing adult learners to return to school without needing to quit their jobs or uproot their lives and families. 2U commits to disclose aggregate:

- percentages of enrolled students by gender, race, age, and geographic location, as well as data on enrollment by active-duty military and veterans

4 Affordability

The rising cost of higher education is a serious and important societal issue. All stakeholders in the higher education community, including 2U, have a responsibility to be part of the solution to this complex and growing challenge. 2U commits to disclose:

- the percentage of degree programs in our portfolio priced at or below their comparable campus-based program
- the average price, by discipline, of degree programs in our portfolio
- the average price of our non-degree offerings
- our total investment in student scholarships

5 Quality

As a brand steward to many of the world's most respected and highly ranked universities, quality is core to 2U's value proposition. 2U commits to disclose average:

- hour requirements for synchronous, asynchronous, and in-person clinical or immersive work in degree programs
- attendance rates
- student satisfaction ratings (e.g., Likert or Net Promoter Scores)

6 Outcomes

Although defining appropriate qualitative and quantitative outcome measures is complex, since people's motivations and goals for furthering their education are personal, we believe there are some consensus benchmarks. 2U commits to disclose average:

- retention, graduation and, where applicable, employment outcomes and licensure passage rates
- time to completion by offering

2U