



UNIVERSITY OF PHOENIX TODAY

We Have Entered a Bold New Chapter in Our History

Over 36 million adults have some college but lack a degree. Making higher education accessible for working adults is more important than ever in today's rapidly evolving economy. We provide an opportunity for them to gain post-secondary credentials needed to help them advance in their careers and an opportunity to join our more than 1 million alumni.

University of Phoenix has pioneered accessible higher education for adult learners - a historically overlooked and underserved community.

In 2017, University of Phoenix transitioned from a publicly traded to a private institution. This change of ownership and leadership has enabled a renewed focus on ensuring high-quality educational outcomes for working adult students.

Our success is rooted in graduating students with the knowledge and skills that employers need. We offer

instruction affordably and provide a strong return on their educational investment through the degrees and certificates they earn, as well as prepare them for the credentials that they may accrue along the way.

This approach would not be possible without the contributions of our dedicated practitioner faculty. Our instructors average more than 12 years of teaching experience and 25 years of work experience in their roles.

WE ARE COMMITTED TO SERVING WORKING ADULTS

60%

OF STUDENTS' PARENTS DIDN'T ATTEND COLLEGE

72%

OF STUDENTS ARE CURRENTLY EMPLOYED

93.9%

OF STUDENTS ARE OVER THE AGE OF 23

65.7%

OF STUDENTS ARE WOMEN

55.9%

OF STUDENTS ARE PEOPLE OF COLOR

65.7%

OF STUDENTS HAVE DEPENDENTS

WE ARE COMMITTED TO IMPROVING OUTCOMES

We've developed an innovative system that has revamped our course structures, provides developmental coaching and offers tailored outreach and support for students close to graduation, all of which have driven an increase in student retention.

42.6%

GRADUATION RATE FOR BACHELOR'S DEGREE

2.3% increase from 2017

67.1%

RETENTION RATE* FOR BACHELOR'S DEGREE

5.2% increase from 2017

DIVERSITY

RETENTION

WE COMPLEMENT – NOT COMPETE WITH – COMMUNITY COLLEGES

Our articulation partnerships with community colleges make bachelor's programs more affordable for thousands of students. The decade-past enrollment growth, up to 400,000 students, largely driven by associate degree programs was not the right approach to best serve students. This drove our decision to eliminate more than two-thirds of our Associate of Arts degrees.

Now focused on complementing, not competing with community colleges, we have seen academic achievement rise across the University. From 2017 to 2018, we have achieved a 5.2% increase in our retention rate and a 2.3% increase in our graduation rate for our bachelor's program. Measurable student gains have also been achieved in professional competence and values, critical thinking and problem solving, communication, and information utilization.

WE ARE ADAPTING TO MEET EVOLVING STUDENT NEEDS

In 2018, we enrolled 97,200 students. We are adapting to serve our students' preference for online education coupled with campus and service center support, where most needed.

These centers will provide our online students a physical location for studying, collaborating with other students, and accessing career development resources. Ongoing career support services are a key differentiator from traditional universities. Our service centers will also serve the community, including

alumni and local employers, by providing spaces for networking and connecting on employment needs and opportunities.

Other states where student-focused service centers are planned for the future include California, Florida, Georgia, Illinois, New Jersey, North Carolina, Pennsylvania, and Washington.

Our campuses that currently accept new enrollment for on-ground instruction are primarily located in Arizona, California, Hawaii, Nevada, and Texas.

WE ARE IMPROVING AFFORDABILITY

University of Phoenix is committed to helping students earn their degrees successfully and affordably. The University's Tuition Guarantee, introduced in 2018, lowers and locks in tuition for students, making it more affordable, more predictable, and simpler to understand.

In 2018, the average bachelor's degree completion debt level dropped from the year prior to \$38,119. Our most recent cohort default rate (for 2015) for student loans was 12.3%. This is below the average for for-profit institutions.

WE ARE COMMITTED TO RESPONSIBLE MARKETING

We do not use third-party affiliate websites that collect contact information for marketing purposes.

The University's Department of Quality and Student Success (DQSS) monitors and records Enrollment Representative calls to prospective students and ensures compliance with rigorous standards of quality assurance.

We offer a Risk-Free Period Program that gives eligible students three weeks to try out the University experience during their first credit-bearing course at no cost and without incurring any debt. We also do not include mandatory arbitration clauses in enrollment agreements.

Marketing costs only represent 17% of total University spending for fiscal year 2018.

University of Phoenix has been continually accredited by the Higher Learning Commission and its predecessors since 1978.
