

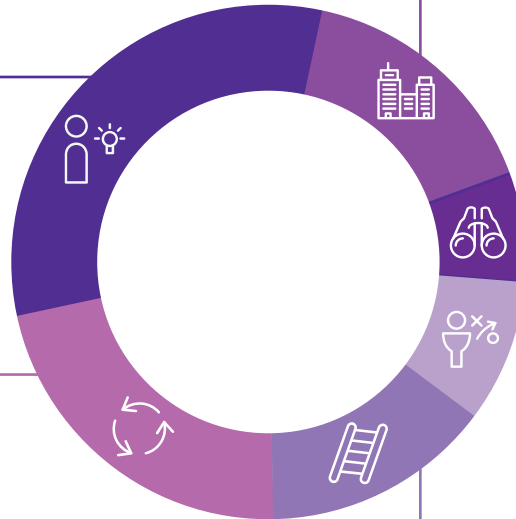
Six learner segments

31% Junior Specialists

Focused learners pursuing a credential to secure their first job in a specific field.

23% Evolving Professionals

Successful, early-stage workers seeking to expand their industry knowledge while satisfying their intellectual curiosity.



16% Campus Enthusiasts

Residential students actively participating on campus—inside and outside the classroom—who plan to start their first job after graduation.

7% Wayfinding Intellectuals

Full-time, intellectually curious students seeking to explore a broad array of disciplines and to conduct research, with strong interest in staying within academia.

9% Trajectory Transformers

Full-time workers who are skeptical about the value and outcomes of credentials but seek short, focused programs for building specific skills and being able to change careers.

14% Mid-Career Climbers

Full-time workers looking to advance in their careers by obtaining a credential in a specific skill-based area valued by their employer.