

# Transfer Trends 2020

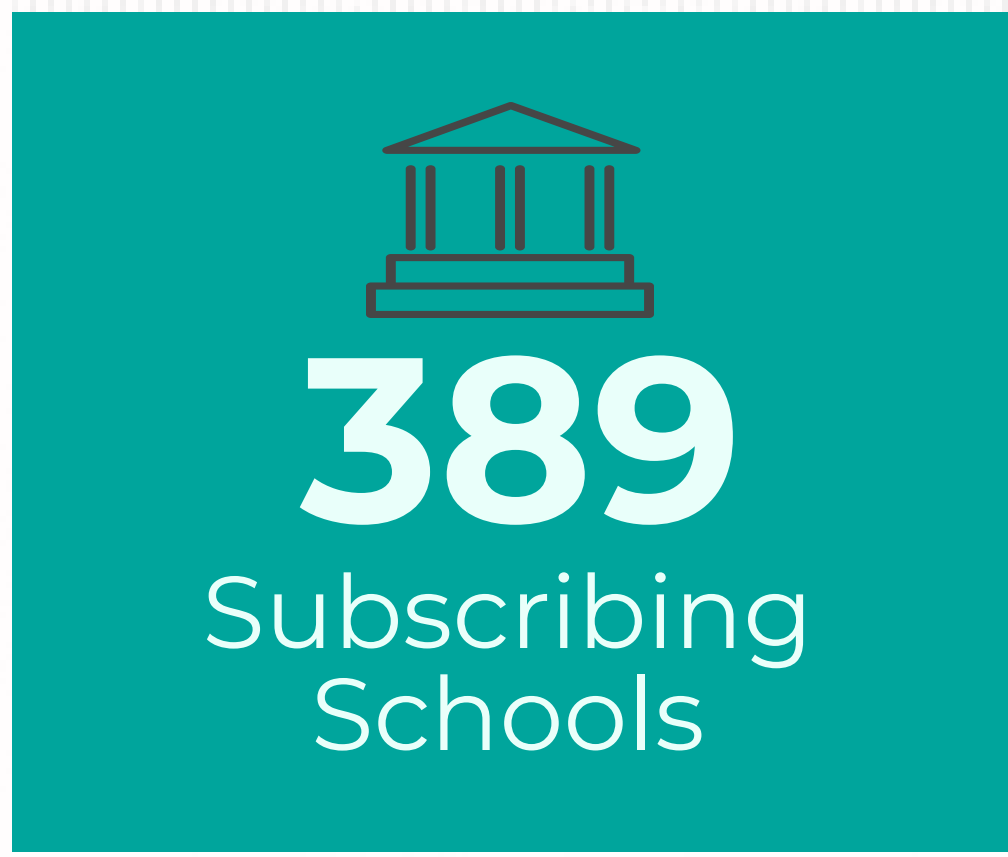
## Summary

Higher education student transfer interest is at an **all-time high** due to the pandemic.

### Transferology®



Transferology is a cloud-based solution that provides student access to millions of course-to-course and program-to-program transfer equivalencies. This information helps assist college advisors, students and parents in making informed decisions when transferring higher education credit.



### Transferology® Usage

124,105

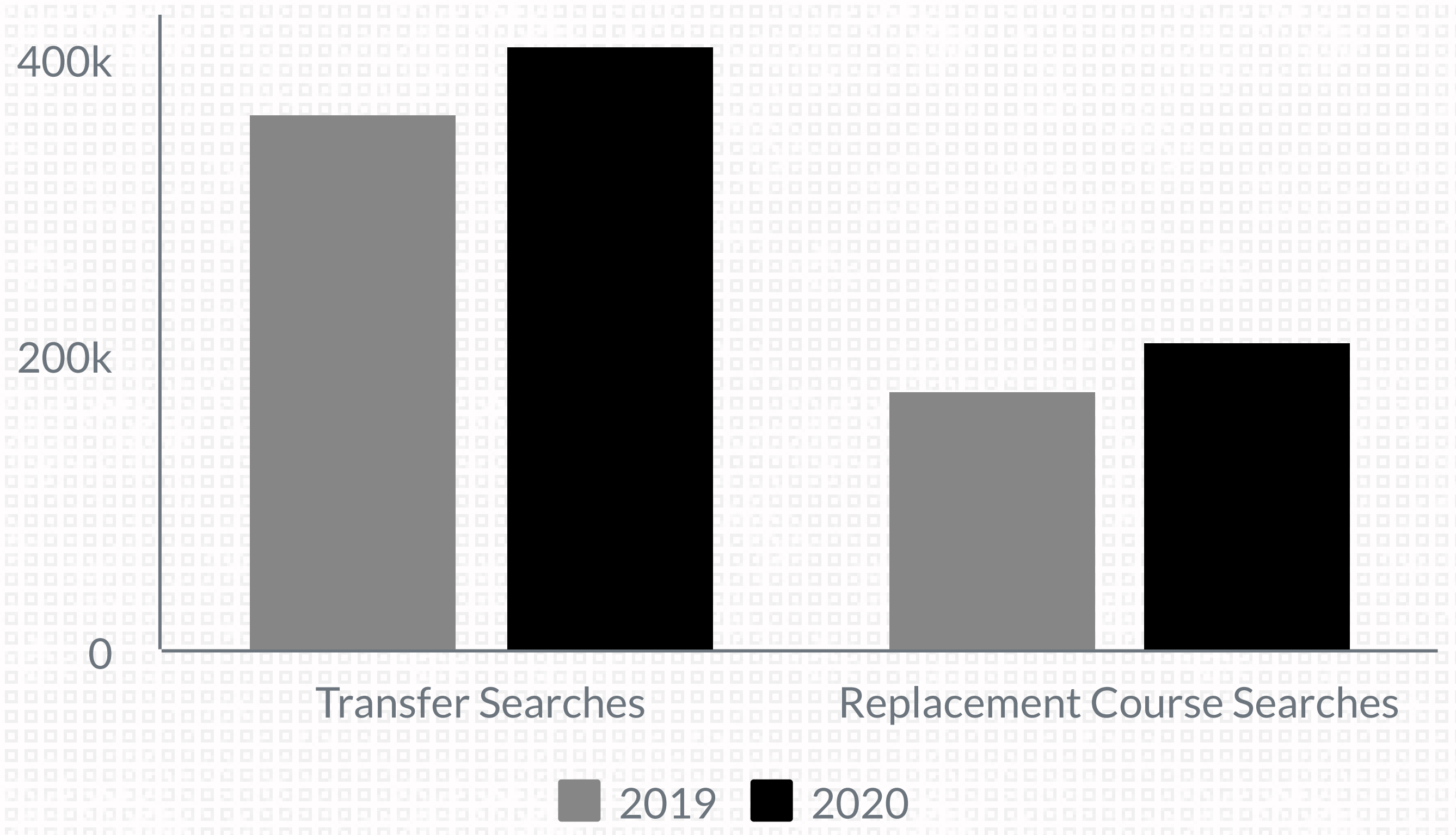
Average new searches performed each month for transferring credits to alternate institutions and for course replacements using Transferology

105,009

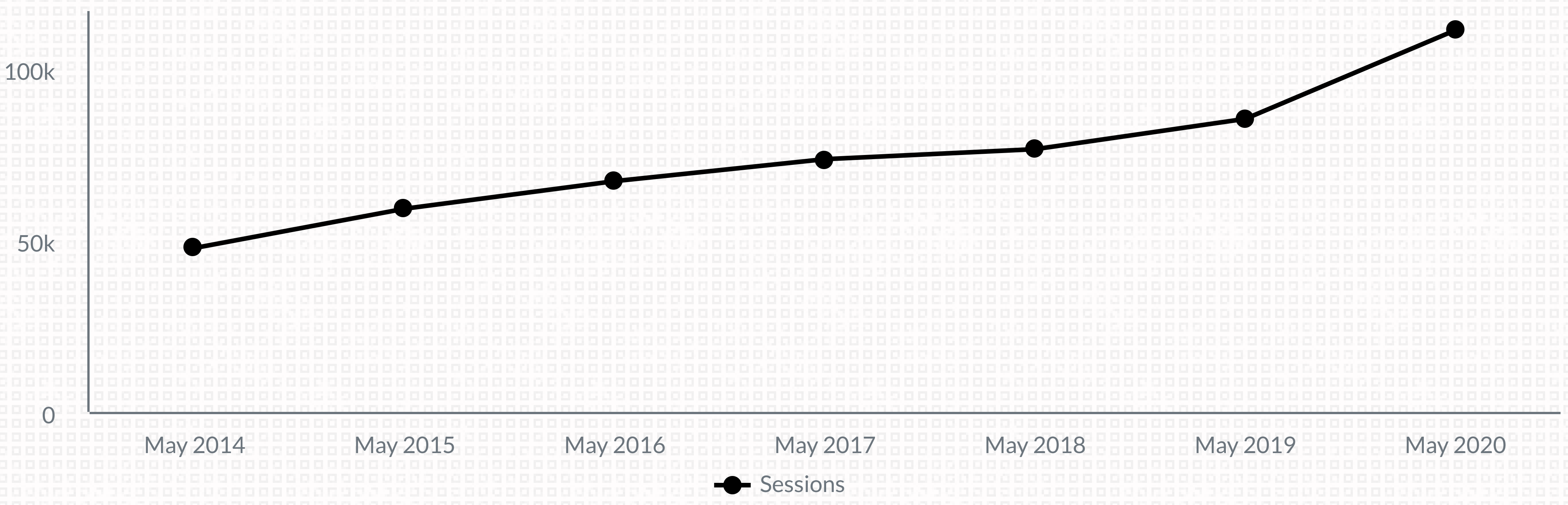
Student accounts created during the time period of March-July, the height of the COVID-19 pandemic

### Search Trends vs. 2019

Transferology experienced double-digit growth in student searches for transferring their credits to alternate institutions and for course replacements versus the same time in 2019.



### May 2020 Usage - Highest Since 2014 Launch



### Transfer Interest vs. 2019



Subscribing schools

11.1% increase



Average session length

15.7% increase



Equivalency count

17.4% increase



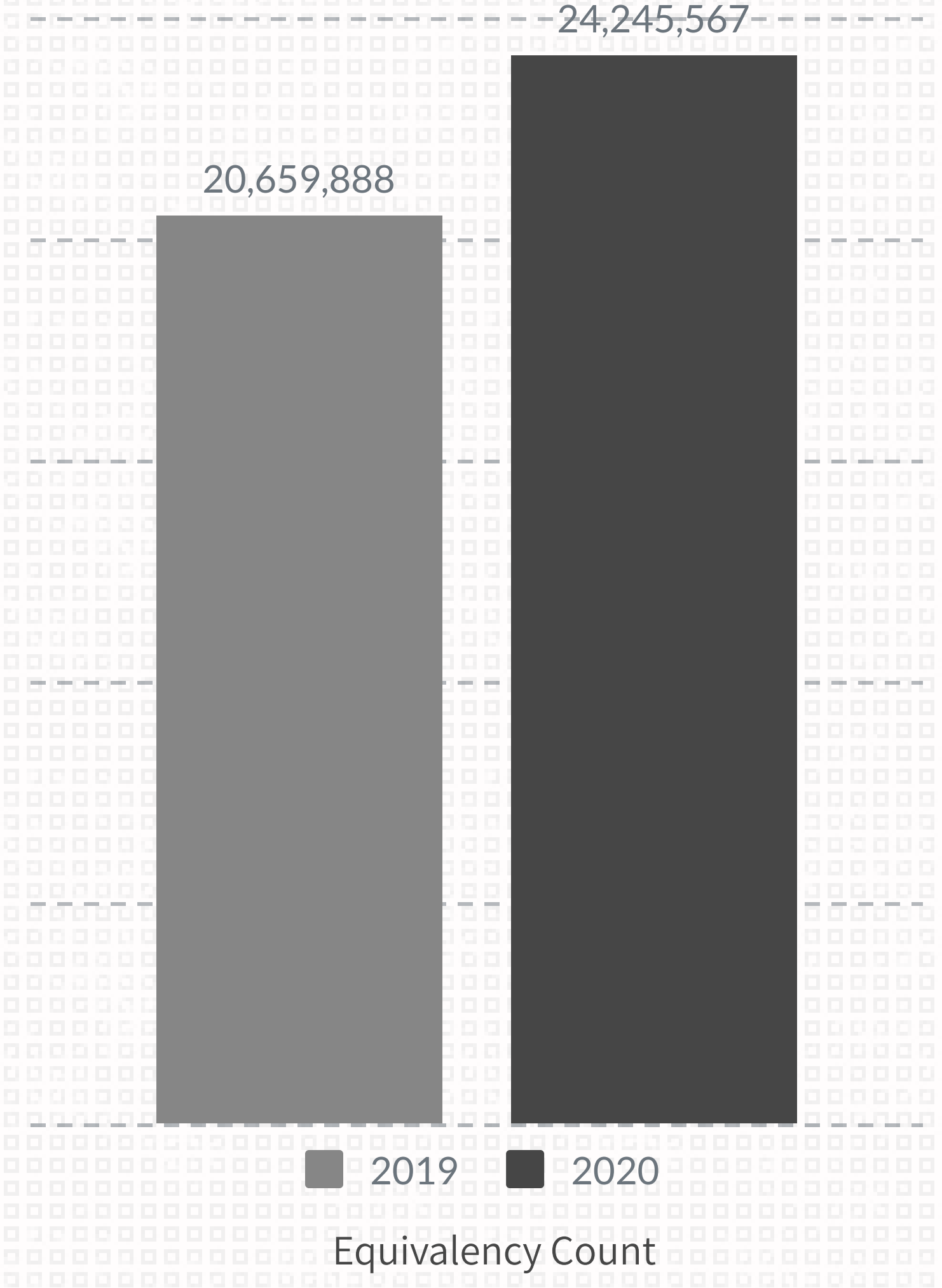
Total usage hours

14.3% increase



Courses added by students

9.6% increase



Top 9 Most Popular Courses Searched:

Advanced Placement (AP) courses



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