

Questions & Answers



Who is Zovio?

We are an education technology services company partnering with higher education institutions and employers to bring them innovative, personalized solutions that help learners and leaders achieve their aspirations. Being an education technology services company means three key things:

1. The services we provide are focused around **education**. We start with higher education institutions and then it becomes much more. We help businesses close the growing skills gap between what they need to have done and what their workers can actually do. In addition, we offer services directly to learners to help them get the most out of their educational opportunities, whether they are working toward a formal degree, certification, or microcredential.
2. The **technology** part of who we are is where things get interesting. We are focused on creating simple, intuitive, and personalized user experiences that make it easier for learners to succeed with their education. By using advanced data and analytics, we can better understand learner preferences to make interactions more personal and effective. We continually invest in technology and data analytics to keep us leading in this education technology space.

One of the exciting things we're working on is a personalized higher education data platform that leverages our size (we're already one of the largest education technology service providers out there) and the wealth of learner lifecycle data we've gathered for more than 10 years to offer a data-first suite of solutions to institutions with different modalities of education delivery.

3. The **service** side is where Zovio shines. We are focused on creating simple, intuitive, personal, and purposeful learning experiences. We've worked hard to understand how students learn, how they live, how they work, and how to help them make progress in their lives. We've developed key technologies and services over the years, and by working with strong partners, we're blending artificial intelligence and machine learning capabilities in ways we believe have never been tried before in the education space.

What does the name Zovio mean?

Our name comes from a combination of the Greek word "sophos," which means "intelligent" or "wise," and the Latin prefix "vi" as in the word "visionary"—a combination that says a lot about our aspirations. Our distinctive symbol reflects this concept and is the embodiment of limitless possibilities. Crafted from a core shape that implies a data set, it can be reimagined graphically in countless innovative ways. The negative space within the symbol suggests a Z—serving as a monogram for our brand and speaking to our accessibility and openness.

How do you think Zovio's model of higher education (remote, online, flexible learning) compares to more traditional higher education offerings?

Each model serves a different type of student and their needs. The flexible schedule of an online learning experience is ideally suited to adult students who may be juggling school with work, active military, or family responsibilities. Some students opt for a more traditional program because they seek a different experience.

Zovio is proud of the online programs we offer our students, who come from all walks of life. Zovio's corporate clients value our education model as well and work with Zovio to offer their employees the benefit of an education from Ashford University and other educational providers free of loan debt. Zovio is focused on providing a great experience for learners and corporate partners.

Results from the 2018 National Survey of Student Engagement (NSSE) show that Ashford's senior-level students rated their experience at Ashford significantly higher than students did at other NSSE-participating institutions, with 93% of Ashford students evaluating their entire educational experience as "excellent" (58%) or "good" (35%). Additionally, when Ashford students were asked if they would go to the same institution they are now attending if they could start over again, 88% responded "definitely yes" (55%) or "probably yes" (33%), which also is significantly higher than the corresponding responses from other NSSE-participating institutions.

How will Zovio's services help address the skills gap crisis in the United States?

Currently, there are 44 million "middle skills" jobs in the United States that require skills beyond a high school degree but not a four-year college degree. By partnering with higher education institutions and employers, we'll be able to develop skills-based solutions that provide the kind of training necessary to succeed in these jobs. Our subsidiaries, Learn@Forbes and Fullstack Academy, are examples of innovative skills-based learning solutions that already address the skills gap.