# 2018 DCL and DITA Strategies

Training & Learning Survey

Q 1   Please classify your organization:

- 39.60%   Global Enterprise
- 34.90%   Small and Medium-Sized Business (SMB)
- 12.75%   Large Enterprise
- 8.72%   Higher Learning or University
- 4.03%   Federal or Government Agency

39.60%

34.90%

4.03%

8.72%

12.75%
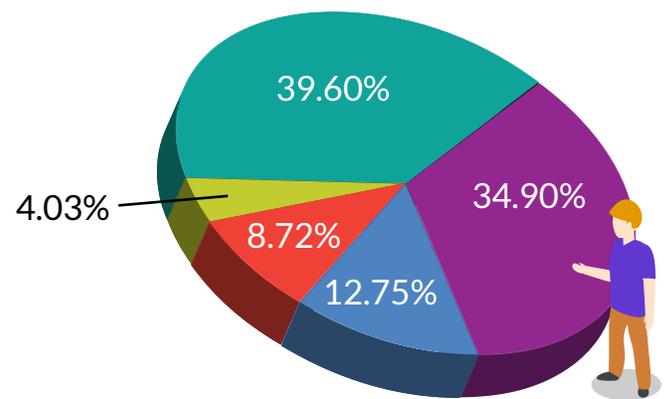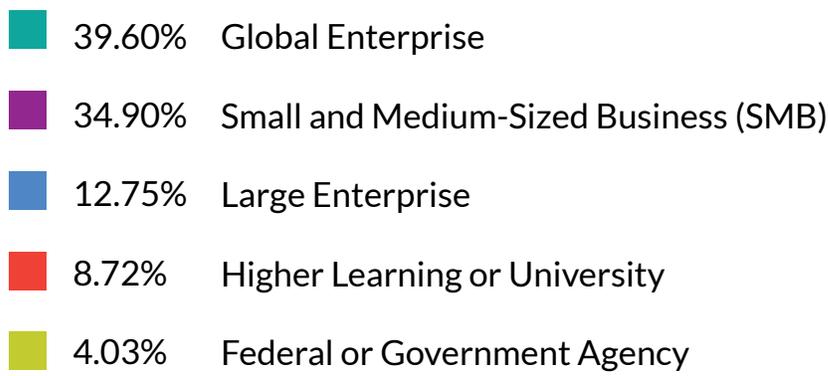
Q 2   What audience does your organization's training address?
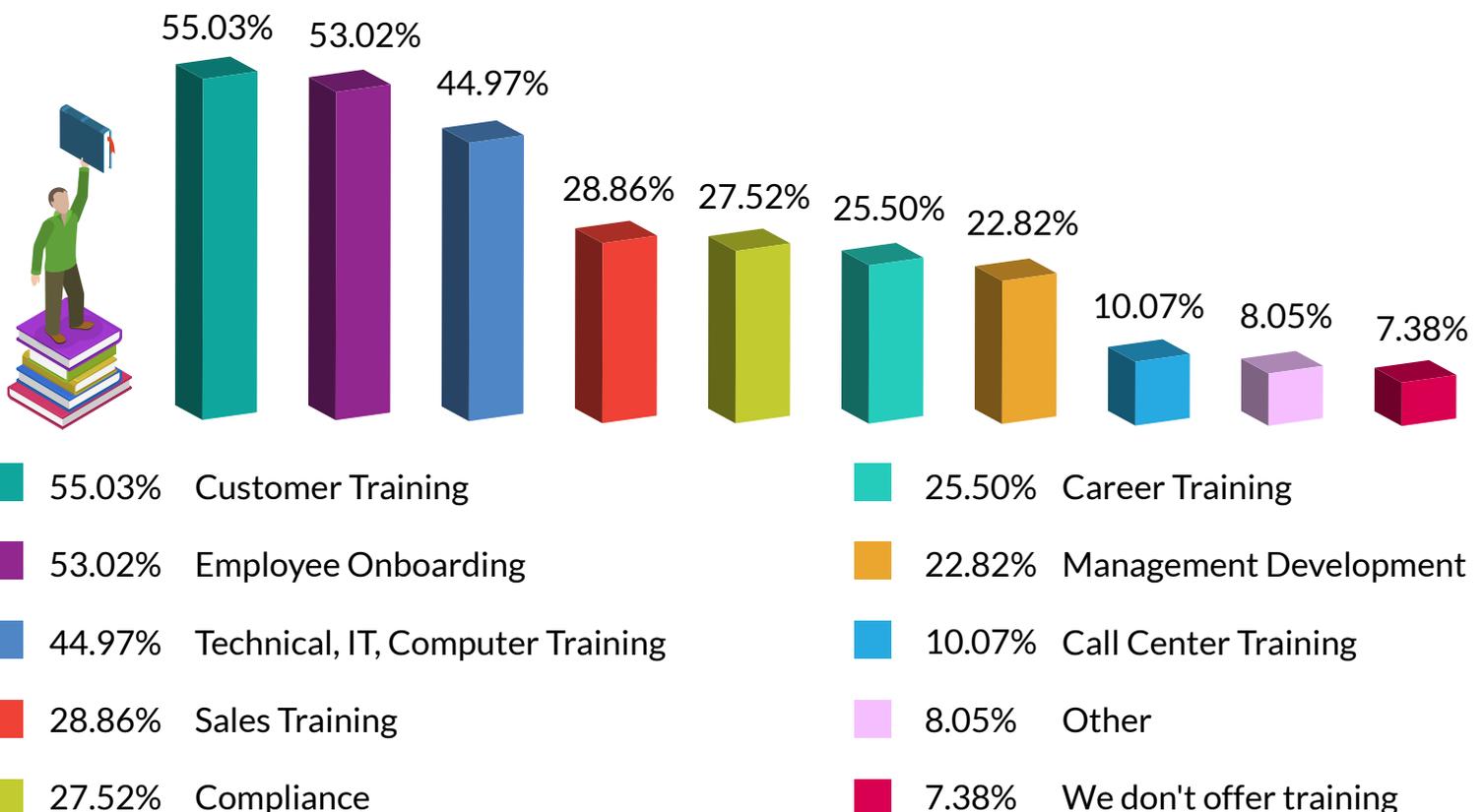
55.03%   53.02%   44.97%   28.86%   27.52%   25.50%   22.82%   10.07%   8.05%   7.38%

- 55.03%   Customer Training
- 53.02%   Employee Onboarding
- 44.97%   Technical, IT, Computer Training
- 28.86%   Sales Training
- 27.52%   Compliance

- 25.50%   Career Training
- 22.82%   Management Development
- 10.07%   Call Center Training
- 8.05%   Other
- 7.38%   We don't offer training

51.01% 49.66% 41.61% 41.61% 34.23% 17.45% 11.41%
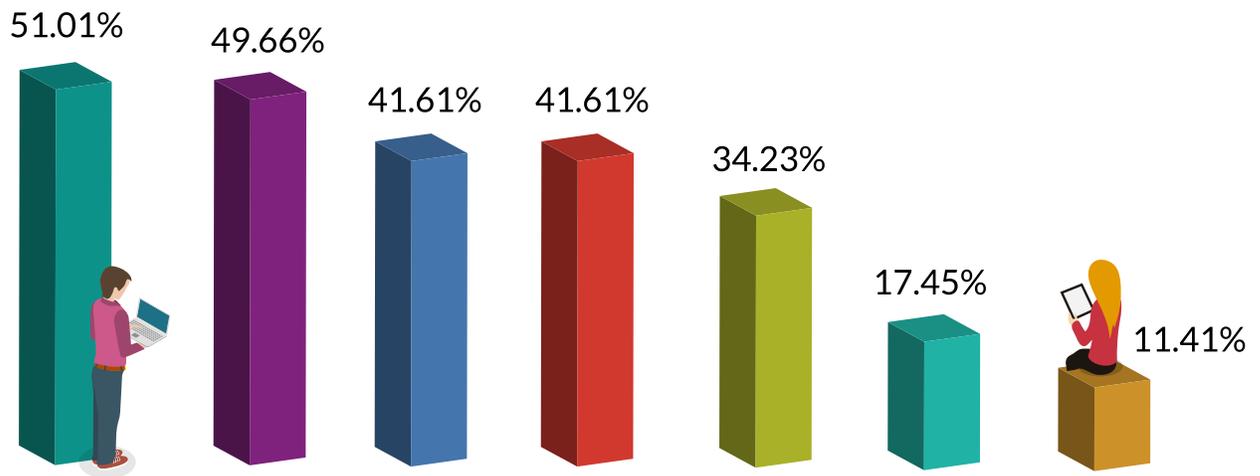
51.01% Out of date information	**34.23%** Time to market
49.66% Maintenance	**17.45%** Customer satisfaction scores on training content (internal or external)
41.61% Reduced budgets	**11.41%** Globalization (translation and ease of distribution)
41.61% Lack of analytics for measuring effectiveness of training	

6.04% 10.07% 63.76% 20.13%
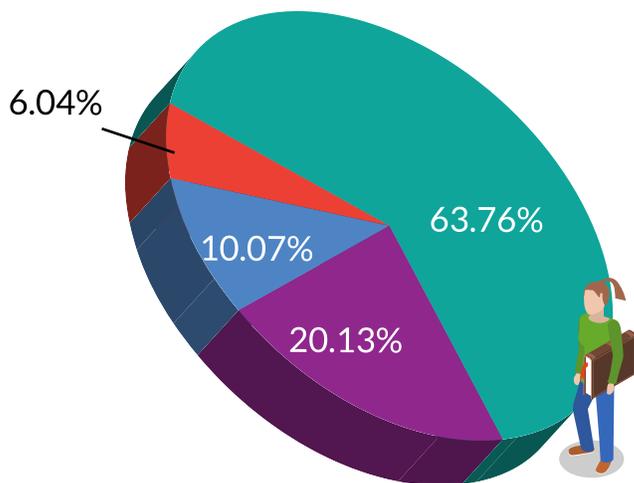
63.76% It is under the umbrella of a corporate university

20.13% It is handled by individual divisions/groups

10.07% It is developed by a third party

6.04% Other

6.71% 8.05% 67.79% 17.45%
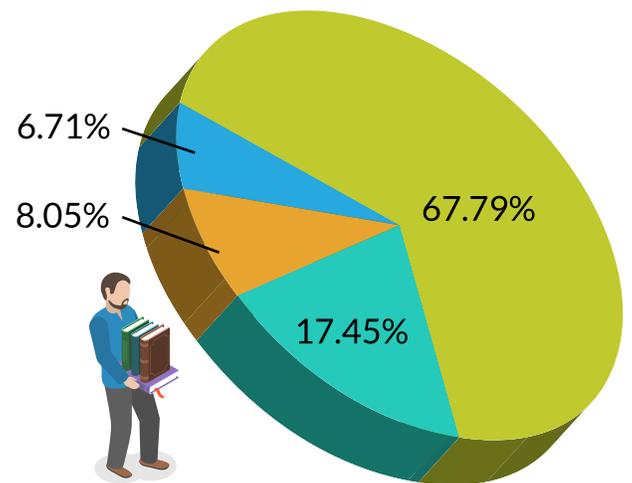
67.79% It is under the umbrella of a corporate university

17.45% It is handled by individual divisions/groups

**8.05%** It is developed by a third party

6.71% Other

## Q 6 — Does your training include assessments?
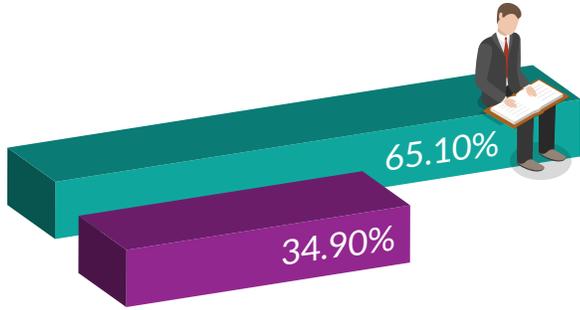
- 65.10% Yes
- 34.90% No

## Q 7 — If yes, at what level do you track the assessment?
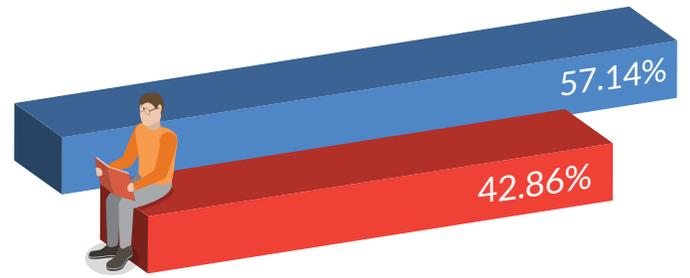
- 57.14% Course level
- 42.86% Module or lesson level

## Q 8 — If yes, do the assessments result in certification?
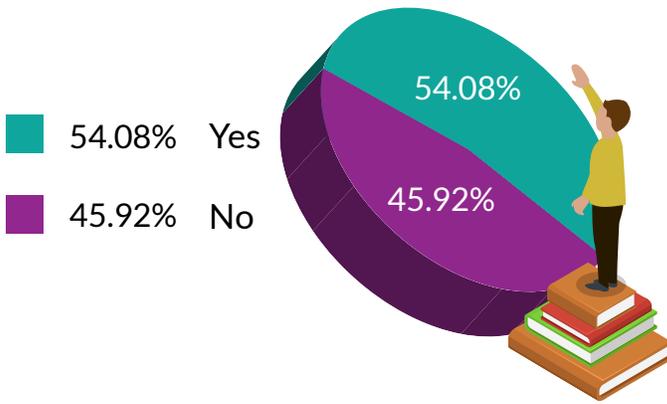
- 54.08% Yes
- 45.92% No

Q 9 — Is training in your organization a profit center?
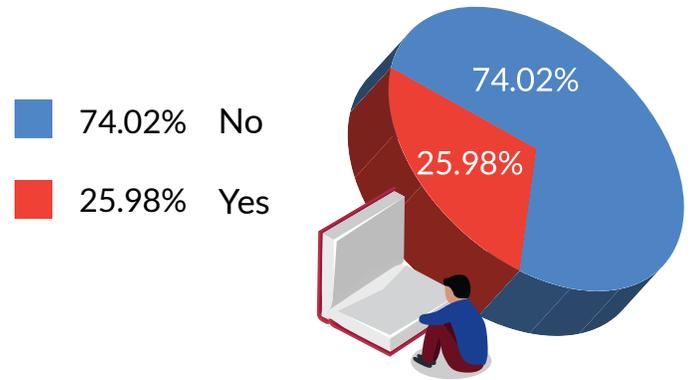
- 74.02% No
- 25.98% Yes

## Q 10 — What percentage of your training is available on-demand?
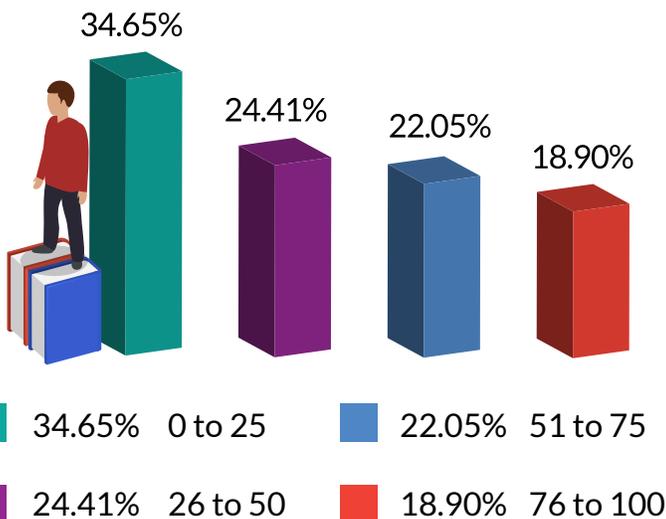
- 34.65% 0 to 25
- 24.41% 26 to 50
- 22.05% 51 to 75
- 18.90% 76 to 100

## Q 11 — How do you measure the effectiveness of your training courses?
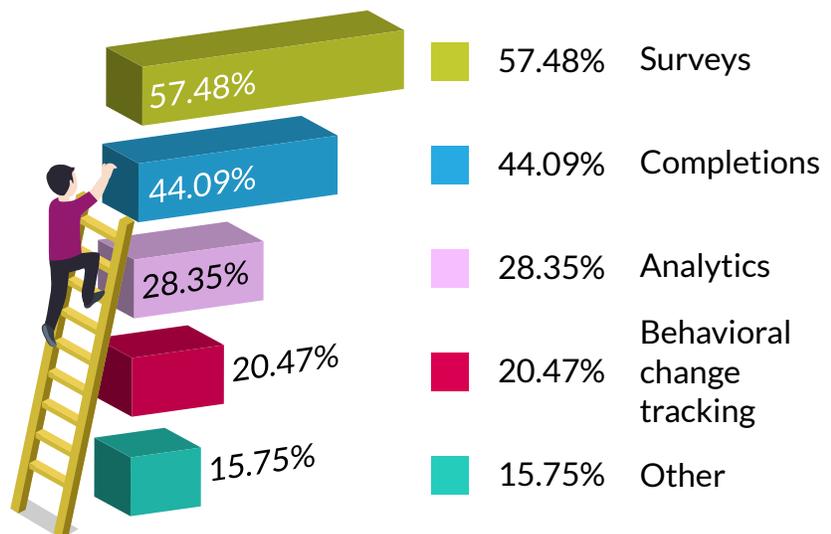
- 57.48% Surveys
- 44.09% Completions
- 28.35% Analytics
- 20.47% Behavioral change tracking
- 15.75% Other

## Q 12 How would you rate the demand for training content in your organization in the past year?

0.79%
0.79%
3.94%

49.61% Has gone up
25.20% Remains the same
19.69% Not sure

3.94% Has gone down
0.79% We don't do training
0.79% Other

49.61%
19.69%
25.20%
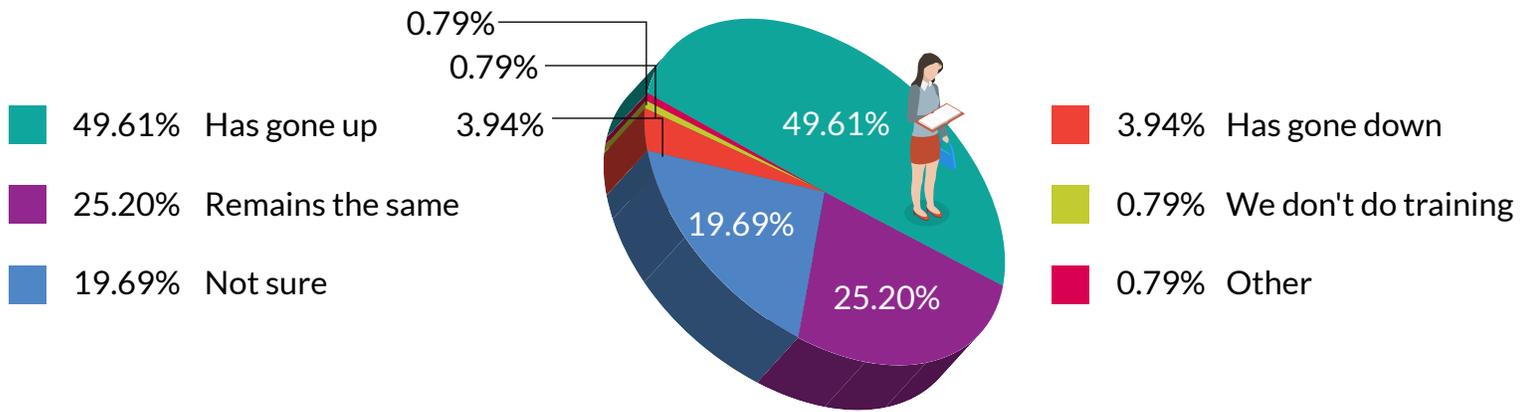
Q 13 How would you rate the demand for training analytics in your organization in the past year?

33.07% Has gone up

29.92% Not sure

24.41% Remains the same

9.45% We don't use training/analytics

3.15% Has gone down

33.07%
29.92%
24.41%
9.45%
3.15%
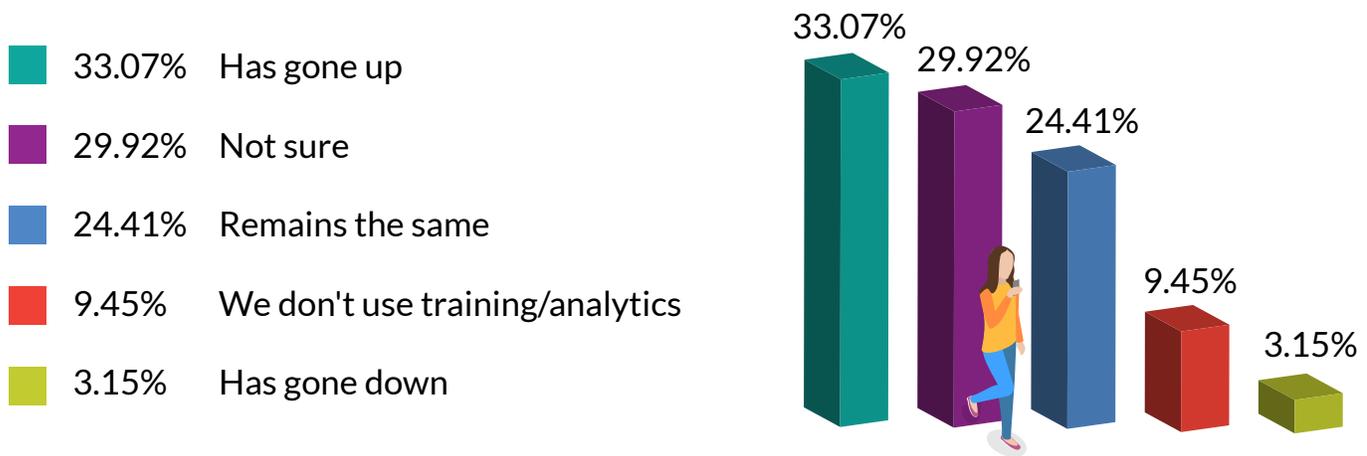
Q 14 Which organizations are responsible for preparing training materials?

60.63%
48.03%
30.71%
28.35%
22.83%
19.69%
19.69%

60.63% Sales
48.03% Marketing

30.71% Human Resources
28.35% Training

22.83% Subject Matter Experts

19.69% IT
19.69% Other
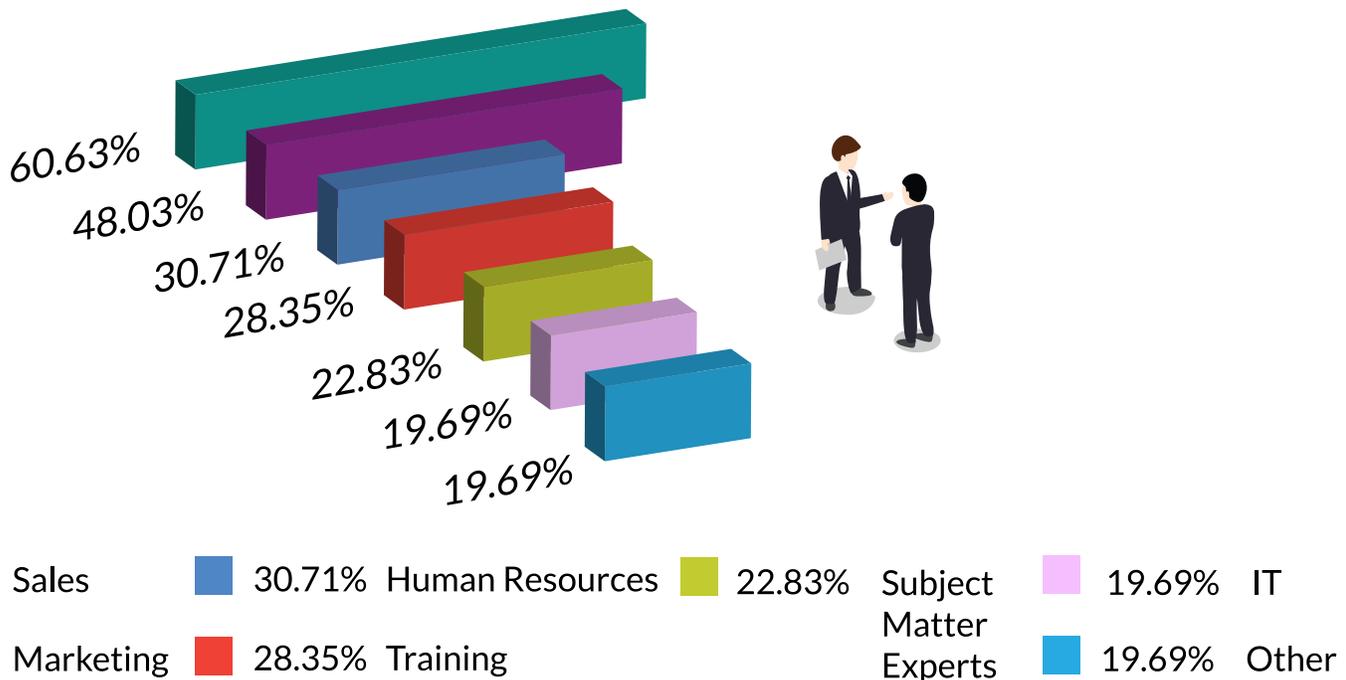
Q 15 What types of materials do you create?

85.04%
47.24%
38.58%
36.22%
26.77%
22.83%
20.47%
11.02%
8.66%
4.72%

- 85.04% Instructional materials, such as course content
- 47.24% Videos such as Flash or HTML 5
- 38.58% Instructor Guide
- 36.22% Student Guide
- 26.77% Practice Exams
- 22.83% Graded Exams
- 20.47% Syllabus
- 11.02% Other
- 8.66% Assignments such as message boards or forums
- 4.72% Flashcards
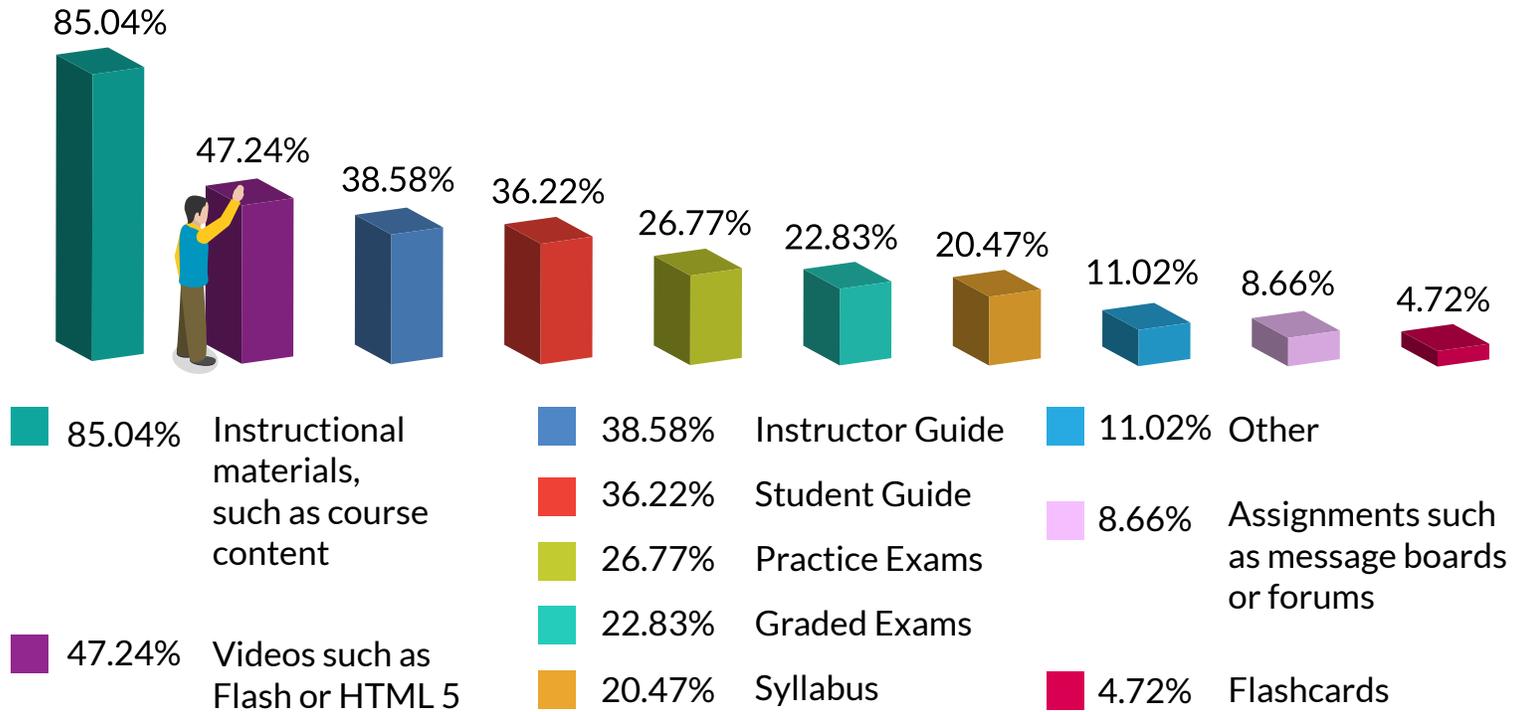
Q 16 In what format do you create the materials?

66.14%	50.39%	48.82%	29.13%	27.56%	7.09%
MS PowerPoint	PDF	MS Word	XML	Other	FrameMaker
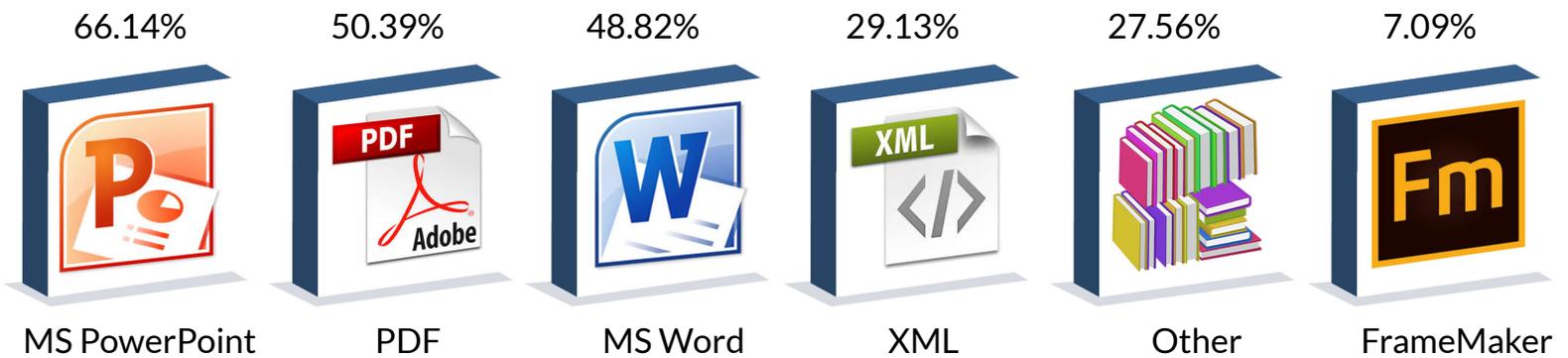
Q 17 By what method do you deliver the materials?

- 68.50% Slide presentations
- 63.78% Printed materials
- 62.99% Online courses
- 53.54% PDF
- 51.97% Videos
- 17.32% eBooks
- 11.81% Mobile apps
- 6.30% Other

63.78%
68.50%
62.99%
6.30%
11.81%
17.32%
51.97%
53.54%
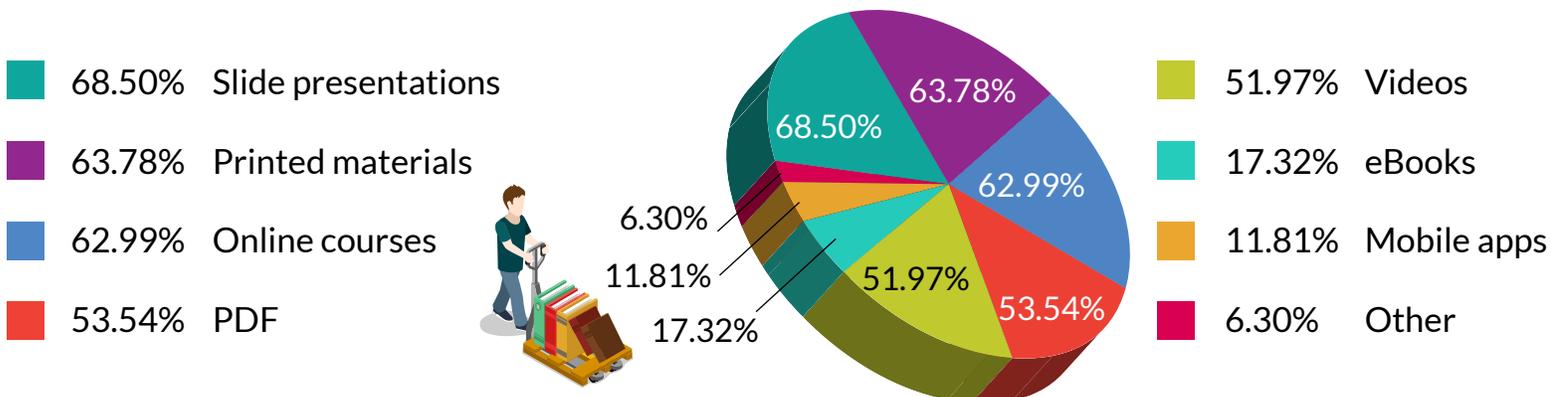
Q 18 — Is your content delivered through a Learning Management System (LMS)?

- 44.09% Yes
- 55.91% No

No | Yes
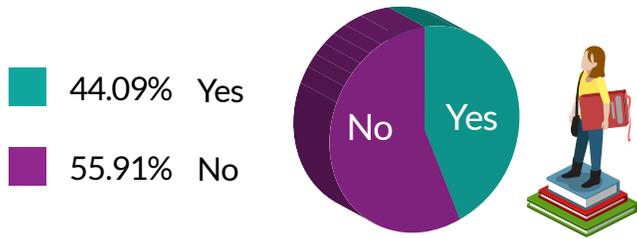
Q 19 — On what devices is the training delivered?

Desktop	Tablet	Phone	Other
92.13%	40.94%	32.28%	12.60%
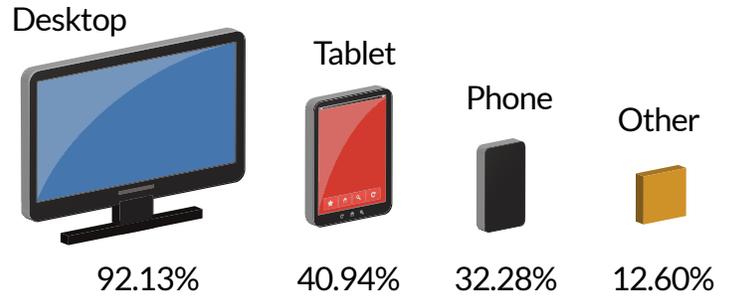
Q 20 — Is the content translated?

75.59% No

24.41% Yes

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