

Training Challenges Survey Series

Learning Measurement

June 11, 2007

 Training Outsourcing.com
Business Strategies for Learning

expertus®

Training Challenges Survey Series

#6 Learning Measurement

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Survey Results

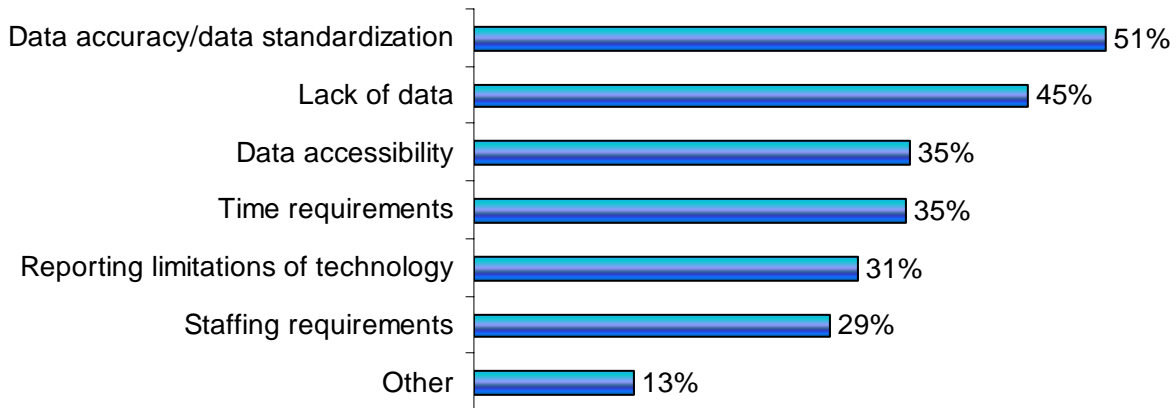
The final survey in the Training Challenges Survey Series, conducted by Expertus and TrainingOutsourcing.com, focused on the challenges related to learning measurement. The survey was launched in April 2007; more than 300 survey responses were collected. Approximately 37% of respondents were from companies with more than 5,000 employees; 22% were from companies with 1,000 to 5,000 employees, and about 40% of respondents were from companies with fewer than 1,000 employees.

Survey Highlights

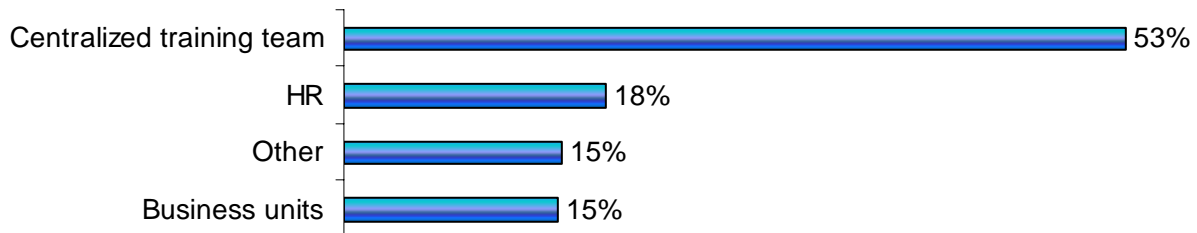
- The survey found a high level of dissatisfaction (81% of respondents) with LMS reporting capabilities. Integration issues (49%) and limited standardized reports (54%) were the two biggest problems cited. Other specific areas of dissatisfaction identified included limitations in data collection (48%), customization requirements (47%), and usability (46%).
- More survey respondents say their companies rely on internally developed software or spreadsheets or manually compiled reports for learning metrics than on LMS-generated reports.
- According to the survey, the overall biggest challenge to training measurements was data accuracy and standardization (cited by 51% of respondents), followed by lack of data (45%), and data accessibility (35%).
- Only 43% of respondents currently include performance measurements – such as revenues per sales representative or number of resolved calls per representative – in regular reports. However, when asked what data would be most important to include in regular measurement reports if accessibility were not an issue, 76% of respondents listed performance-related measurements and 53% listed business-based costs. Almost 77% of respondents say their current measurements fall short in providing meaningful intelligence for business planning.
- The primary users of training measurements, according to respondents, are business unit executives and managers (69%), followed by HR (57%), and C-level executives (28%).
- Most companies still focus on learning-related metrics such as course completions (84%), registrations (57%), and learner costs (49%).
- Current training metrics are used most frequently to support learning-related decisions such as course offerings (77%), class scheduling (63%), and budgeting (60%).
- The data sources most frequently used for measurement reports are LMSs (55%), HR systems (47%), and performance systems (31%).

Learning Measurement Survey

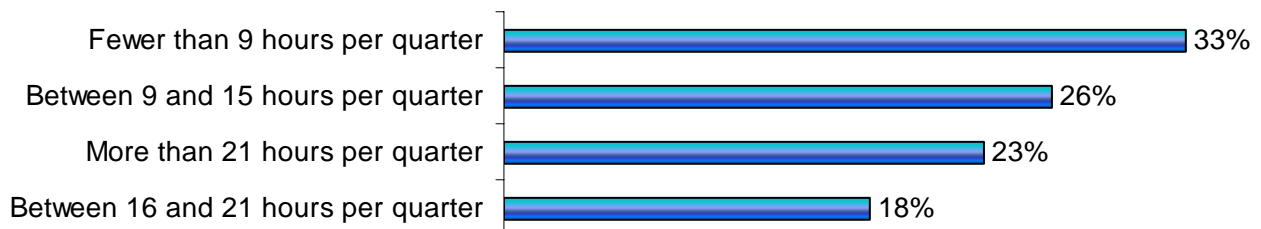
1. What are your biggest challenges when it comes to training measurements?



2. Who is responsible for training measurements in your organization?



3. Approximately how much staff time is spent on compiling measurements and reports?

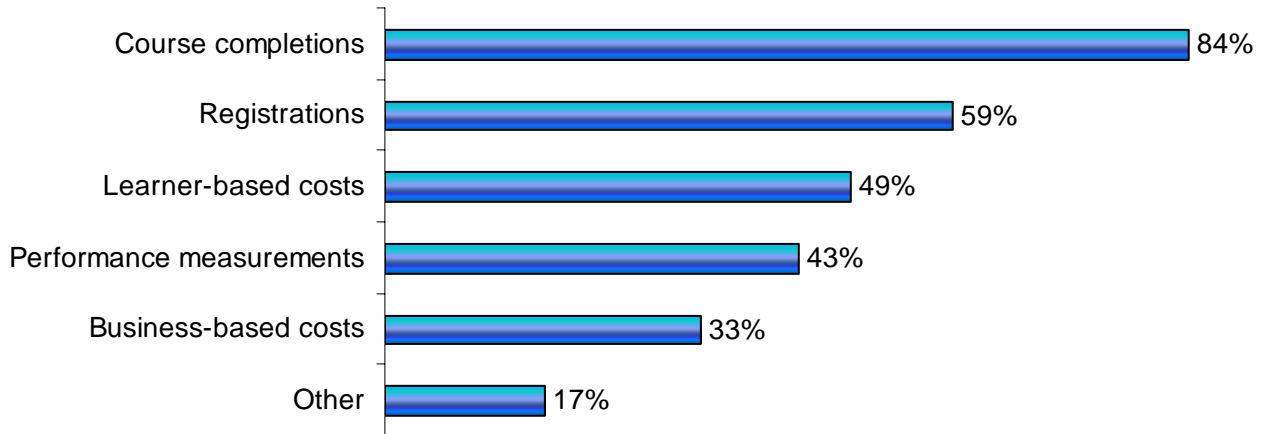


Learning Measurement Survey

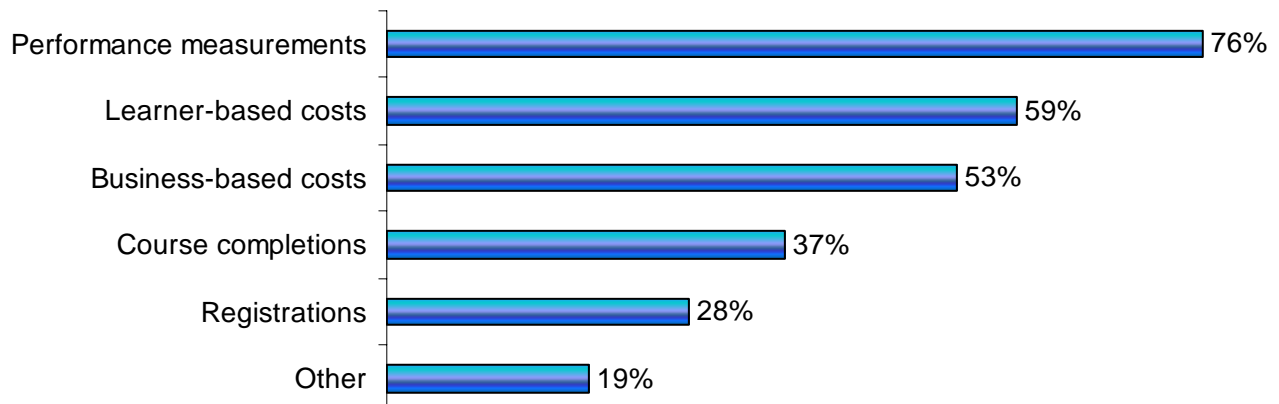
4. Who uses training measurements?



5. What kinds of things are you currently measuring?

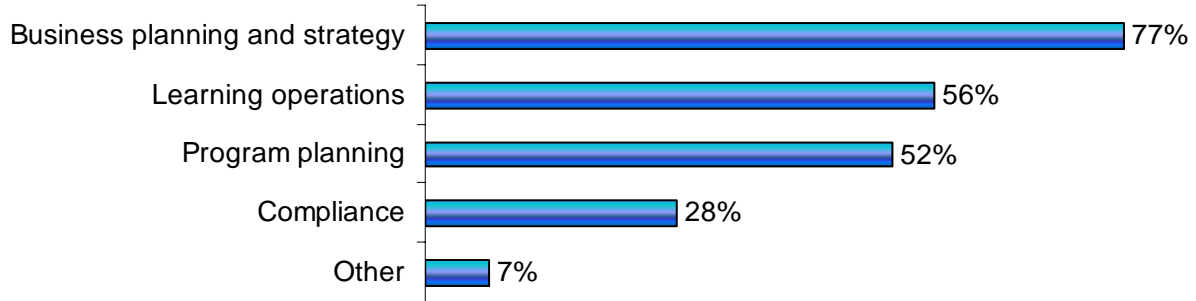


6. What kinds of things would you like to measure, if they were efficiently available?

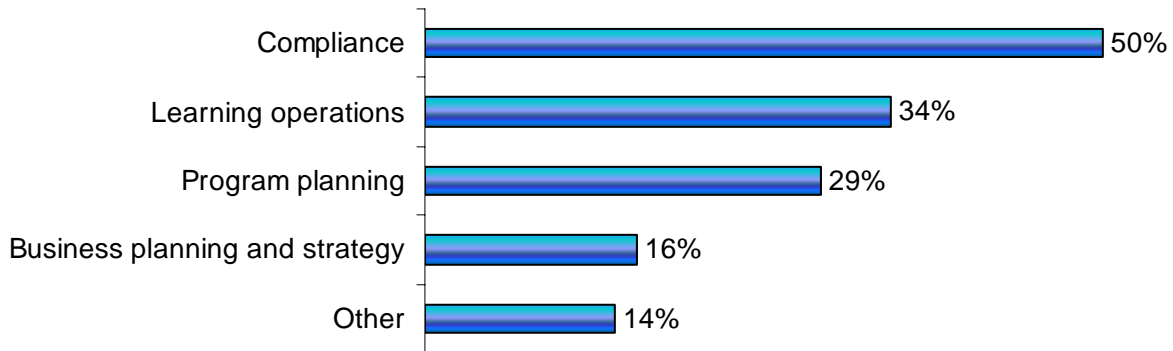


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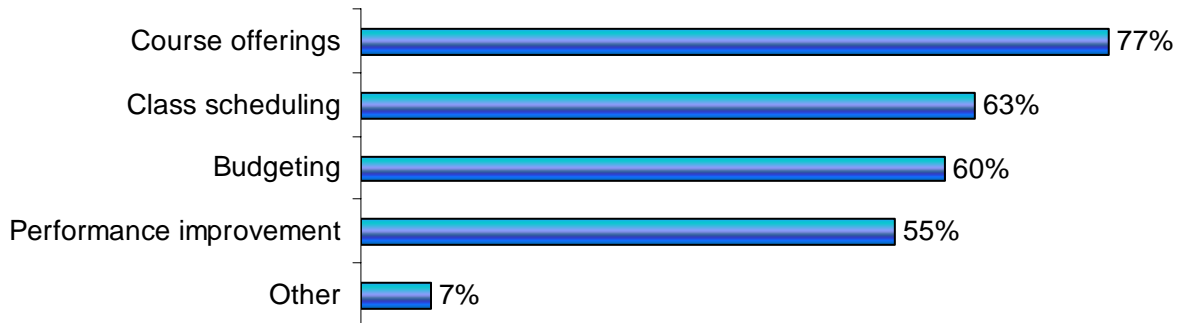
7. In what areas, if any, do available measurements fall short in providing the intelligence needed for important decisions?



8. In what areas do you have all of the information you need?

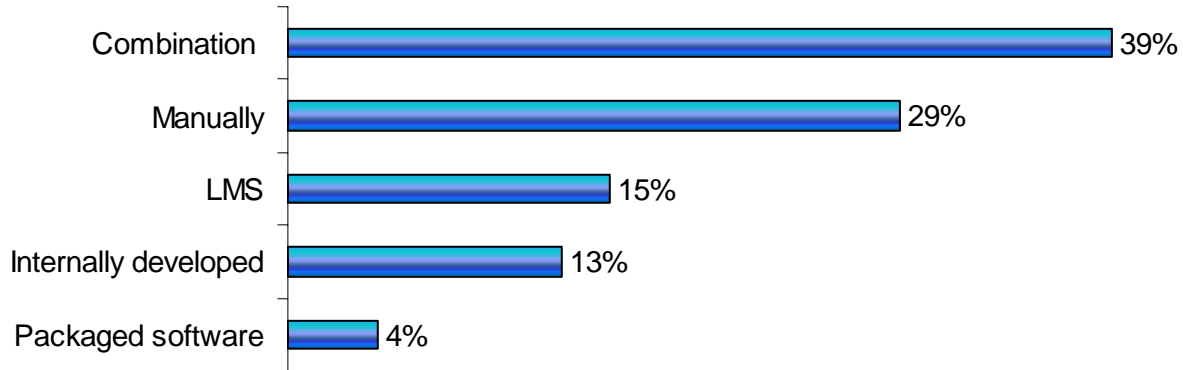


9. What kinds of decisions do training measurements support in your organization?



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10. How do you currently compile and create reports?



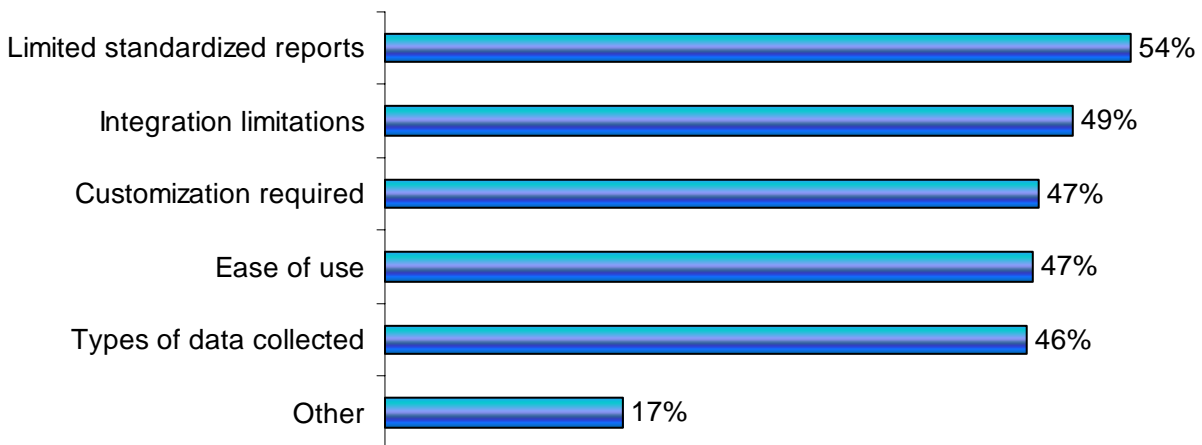
11. Do you produce a training dashboard for senior and/or line-of-business management?



12. Are you satisfied with the reporting capabilities of your LMS?

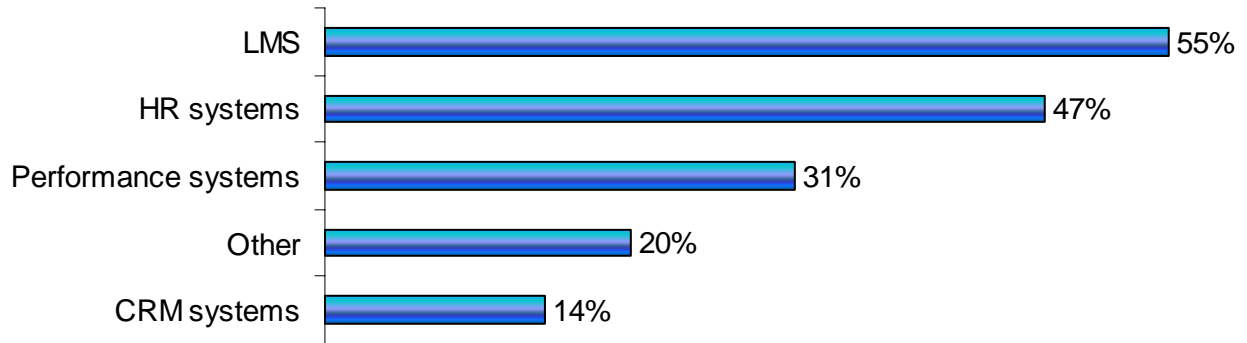


13. If no, what are your dissatisfactions?



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14. From what sources do you pull data routinely to measure training?



15. Survey Respondent Company Size

