

A STUDY OF THE USE OF ELEARNING AMONG IITD MEMBERS

Most large organisations have recognised the value of using intuitive eLearning¹ as a tool for staff training and development. To this end many have purchased readymade eLearning content and/or content creation tools to ensure professional training is in place to support the training needs of their employees. The diversity in the use of eLearning is one of its main advantages. eLearning content can be tailor made and used in a variety of ways to meet the specific requirements of any organisation. eLearning can be used on an individual basis through self-study tutorials at the end-users desk or as part of a blended approach to learning incorporated into larger group classroom based training sessions.



This paper refers to a cross section analysis of the use of eLearning amongst a broad range of companies in the corporate sector in Ireland. It was conducted in 2014 by The Irish Institute of Training & Development (IITD) in conjunction with Enovation Solutions Ltd. Enovation is one of Ireland's foremost eLearning solutions providers with a large international client base. The companies included in the survey sample were from the following sectors:

Accountancy / Financial / Legal / Government / Public sector - National & Local / Human Resources and Training. The survey was issued to senior staff ranging from Human Resource Managers and Directors of Training and Development, to Managing Directors and business owners.

The main findings of the survey were as follows:

Of the companies surveyed, over 60% already had eLearning solutions in place, typically through the implementation of a Learning Management System², such as Moodle³, whereby components of their training was delivered in an online format.

Two things were evident across the spread of the sample, firstly eLearning solutions are currently widely used by a variety of companies across Ireland and secondly the use of such eLearning solutions within these companies is at various stages of development. Of the companies with eLearning solutions in place, over 71% identified themselves as being in the initial planning stages - i.e. talking to external expert eLearning partners about the available eLearning solutions and which would best suit the needs of their company - 18% were at the stage of selecting an eLearning partner

¹ eLearning is the use of electronic educational technology in learning and teaching.

² A Learning Management System is a software application for the administration, documentation, tracking, reporting and delivery of electronic educational technology, education courses or training programs.

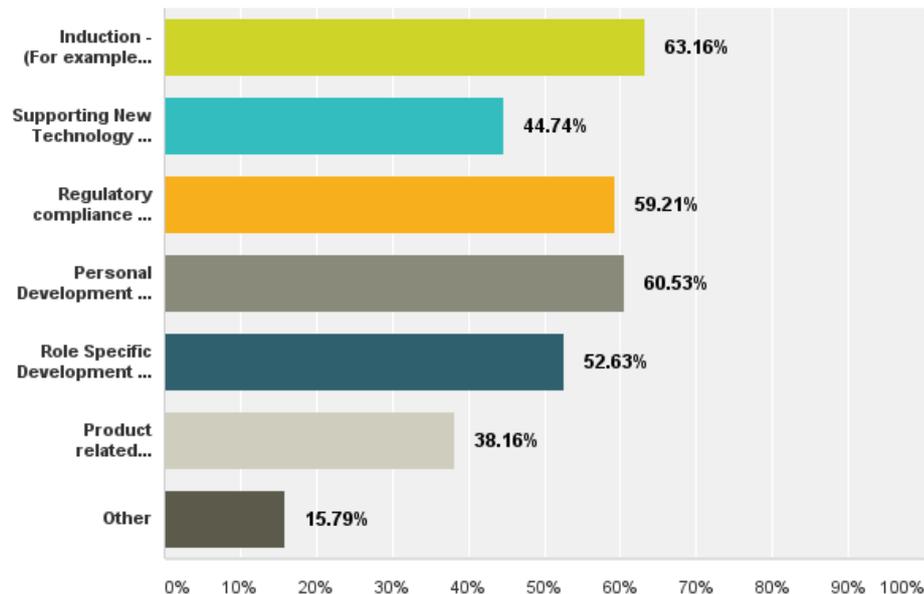
³ Moodle is a Learning Management System (LMS) that is currently used in 240 countries with 74m+ users.

and 12% were at the stage of selecting technology or developing eLearning content using content tools such as Articulate Storyline or Adobe Presenter.

As can be seen from the Graph below, the use of eLearning varied greatly among the respondents.

Q11 C.2 How do you use (or how are you planning to use) eLearning within your organisation? (Tick all appropriate)

Answered: 76 Skipped: 2



63% indicated that they use eLearning for **Induction training** such as corporate training for new employees, introductions to new departments, etc. 45% indicated that they use eLearning in **Supporting New Technology** – e.g. eLearning geared to up-skill employees in new software, operating new technology, etc. 59% indicated the use of eLearning for the purpose of delivering **Regulatory Compliance** training to staff – e.g. bringing employees up to speed on latest Health & Safety issues, or workplace behaviour or mandated training for their role etc. 61% indicated using eLearning for **Personal Development** – e.g. eLearning that helps employees develop personal skills, e.g. Managing people, courses in motivational skills, negotiation, etc. Finally 52% indicated using eLearning for **Role Specific Development** – e.g. eLearning geared towards providing specific work-related skills for employees

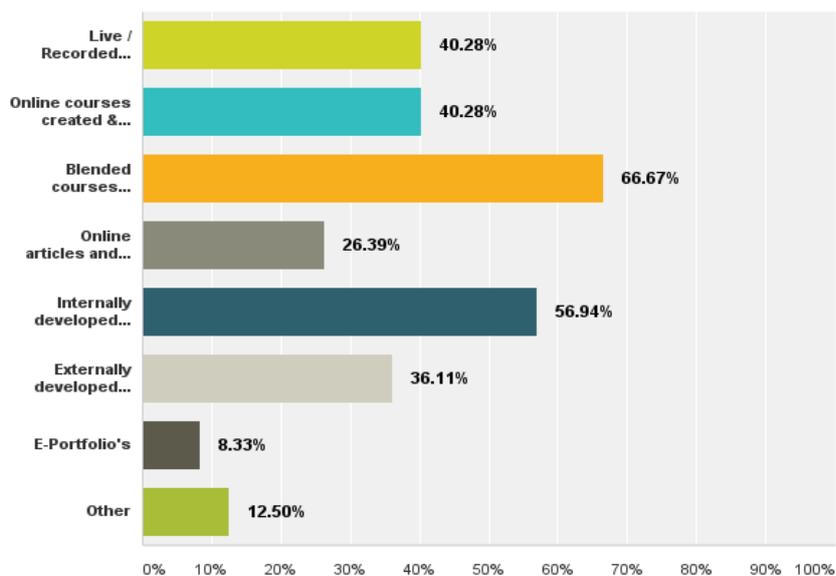
Half of those surveyed have engaged with and outsourced eLearning development to Expert External Content Providers and Content Developers. The use of such external expertise is viewed as a low cost, rapid solution for the development of eLearning materials and the implementation of a Learning Management Solutions within companies. This may include generating and managing the content for their websites and/or collaborating in building course material for training programs such as Induction training and Regulatory Compliance. This is typically in situations where they may not have the internal resources or experience to implement their e-Learning or Content Management plans or may simply prefer to have one vendor handle everything for them.

Approximately 48% of the companies surveyed indicated that up to a third of their training is currently being delivered online. Online training delivers real benefits for staff development such as a variety of content that is available anytime & anywhere, cost effectiveness, progress tracking and ease of updating of content.

The Graph below highlights the types of eLearning activities being used by the companies surveyed. 67% indicated that they used 'Blended Courses' which take place both online and in the classroom. 57 % indicated that they used internally developed online courses. 40% indicated the use of Live / Recorded Webinars and Online courses created & hosted by third parties. 26% indicated the use of eLearning to give staff access to online articles and whitepapers and over 30% of the companies reported that the use of eLearning forms part of an active talent management strategy within their organisation.

Q15 C.6 What types of eLearning activity do you use? (Tick all appropriate)

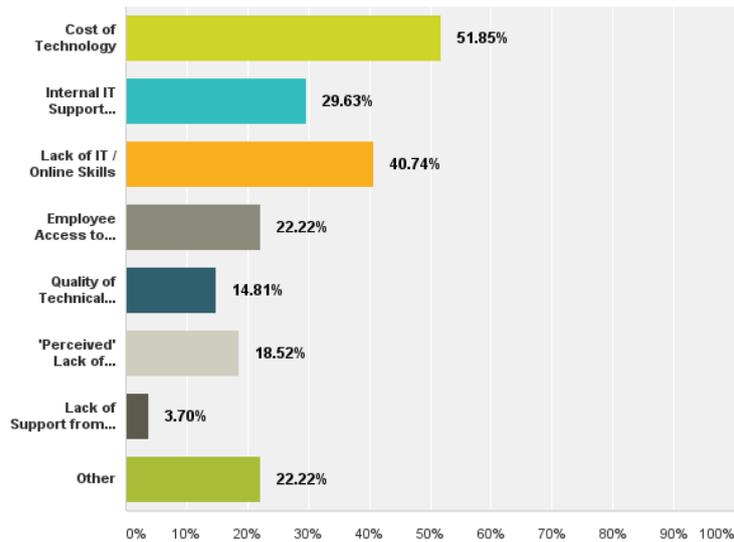
Answered: 72 Skipped: 6



When asked what were the perceived barriers to the adoption of eLearning most of the respondents indicated the cost of technology or the lack of internal IT support for their initiatives. Interestingly – as can be seen in the graph – the lack of relevant skills were also highlighted as a potential barrier by more than 40% of respondents.

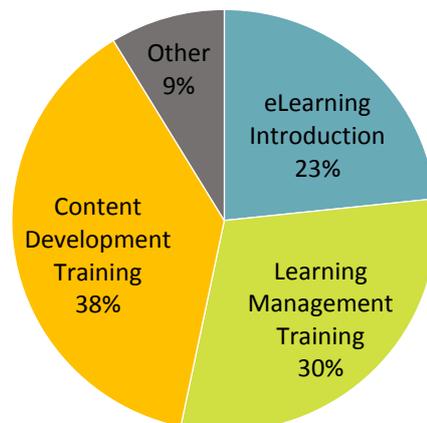
Q9 B.2b What are seen as the major barriers to adopting eLearning?

Answered: 27 Skipped: 51



To address this skills deficit many respondents identified the areas in which they would like more training. The IITD in association with Enovation Solutions will be working together to organise training events in the coming months aimed at improving skills in these areas.

Q18 C.9 In order to improve our service to you, in what areas would you like to see IITD offering training/workshops? (Tick all appropriate)



In conclusion, Learning Management Systems, which incorporate eLearning content, save companies and instructors valuable time and money by enabling them to easily manage the training of large groups of learners / staff through a web-based environment with anytime, anywhere accessibility. Our survey shows that the majority of companies are using or considering the use of eLearning for various purposes. By far the most popular system in use was **Moodle** with 35.5% of respondents saying that this was the platform in use in their organisation.

One of the key barriers highlighted was lack of knowledge and lack of online / ICT skills amongst their staff. Engagement with external expert eLearning partners can help to bridge this gap and propel the use of eLearning and staff knowledge along with building higher levels of customer satisfaction, market share and profitability.

About our Partner

Enovation Solutions are one of Ireland's largest eLearning solutions providers with a range of solutions, based on Moodle, designed to meet the CPD, personal development and Compliance training needs of their client companies. For more information visit their website www.enovation.ie or see their [brochure](#).