

The Blended Learning Best Practices Survey was conducted between February 10th and March 5, 2003. A total of 192 people completed the survey.

1. Is your organization using Blended Learning for the creation and/or delivery of educational content?

No	14.8%
Yes	85.2%

2. If you do not use (or do not plan to use) Blended Learning, which of the following best reflects your situation?

Time demands and development cycles too short to produce Blended Learning solutions	33.3%
Don't know enough about using Blended Learning	28.6%
Restricted budget	14.3%
Management resistance or negative mindset	9.5%
Facilities or training locations are inappropriate for Blended Learning	4.8%
Never heard of Blended Learning	4.8%
We don't have expertise in our group to develop alternative media delivery	4.8%

3. If you use Blended Learning, which of the following apply to your experience with it? (Select all that apply)

High Return on Investment	27.3%
Low Return on Investment	5.8%
High learner value/impact -- effectiveness greater than for non-blended approaches	73.6%
Low learner value/impact -- effectiveness equal to or less than for non-blended approaches	2.5%
More effective than classroom training alone	76.0%
Less effective than classroom training alone	1.7%
Learners like it	68.6%
Learners don't like it	3.3%
Learners aren't even aware they are participating in Blended Learning	42.1%
Takes less time to develop than a non-blended program	7.4%
Takes longer to develop than a non-blended program	56.2%
It's more difficult to administer a Blended Learning program	38.0%

4. For what kind of education/training do you use Blended Learning solutions? (Select all that apply)

Management Skills	31.4%
General Business Skills	29.8%
Specific Business Skills (e.g. Claims adjuster)	28.1%
Product Specific Information	27.3%
End-user/Desktop Application	24.8%
Professional/Continuing Ed/In-service	22.3%
Other Technical Topics	21.5%
Higher Ed Courses & Topics	15.7%
Sales	15.7%
Customer Service	14.9%
IT Languages/Programming	14.9%
Information Systems	14.0%
Interpersonal Skills	12.4%
Languages	10.7%
Regulatory/Manufacturing	10.7%
K-12 Courses & Topics	7.4%
External Customer/Agent	6.6%
Military Training	5.0%
Employee Orientation	1.7%
Remedial Skills for Adults	1.7%

5. From the following list of Blended Learning components, select ALL THOSE THAT YOU USE in the Blended Learning solutions you create and/or deliver. (Select all that apply)

Classroom Instruction	75.2%
Interactive Web-based Training	66.9%
Self-paced content	66.1%
Email based communication	62.0%
On-line references	61.2%
On-line testing	56.2%
Print-based workbooks	50.4%
On-line pre-course work	47.9%
On-line job aids	43.8%
Virtual classroom	43.8%
Threaded discussion	43.0%
Collaboration software (i.e. NetMeeting - Centra - etc.)	41.3%
Video presentations	39.7%
Interactive Computer-based Training (CD-ROM)	39.7%
Print-based job aids	38.8%
Distance Learning	33.9%
On-line mentoring	32.2%
On-the-job-training	30.6%
Chat-room	28.1%
In-person mentoring	28.1%
Web-based peer community	28.1%
Knowledge Management System	26.4%
Audio (cassettes & CDs)	19.0%
Instant message	15.7%
Peer review	14.0%
Listserv	12.4%
Video recording of learners for feedback	7.4%
Closed Circuit TV courses or course modules	4.1%
Special programs at trade schools - community colleges - or universities	3.3%
Internships that guarantee employment with your organization upon completion	2.5%
Teleconference	2.5%

6. Number of components used

1 to 5 different components	13.4%
6 to 10 different components	36.5%
11 to 15 different components	23.8%
16 to 20 different components	14.1%
21 to 25 different components	0.02%

7. From the following list of Blended Learning components, select those that you MOST FREQUENTLY COMBINE as key components in the Blended Learning solutions you create and/or deliver. (Select up to 5)

Classroom Instruction	51.2%
Interactive Web-based Training	43.8%
Email based communication	38.0%
Self-paced content	29.8%
Threaded discussion	27.3%
Collaboration software (i.e. NetMeeting - Centra - etc.)	23.1%
Virtual classroom	23.1%
Print-based workbooks	22.3%
On-line testing	18.2%
On-line pre-course work	17.4%
Interactive Computer-based Training (CD-ROM)	14.9%
On-line references	14.0%
On-line job aids	13.2%
Video presentations	13.2%
Distance Learning	10.7%
On-line mentoring	10.7%
In-person mentoring	9.9%
Chat-room	9.1%
Web-based peer community	9.1%
On-the-job-training	8.3%
Print-based job aids	8.3%
Listserv	5.0%
Knowledge Management System	4.1%
Audio (cassettes - CDs)	1.7%
Closed Circuit TV courses or course modules	1.7%
Instant message	1.7%
Special programs at trade schools - community colleges - or universities	1.7%
Video recording of learners for feedback	0.8%

8. How do you determine which components to use when providing a Blended Learning solution?

Front-end analysis	50.41%
Client tells you what they want	15.70%
Available technology	14.05%
Other	4.13%
Budget	7.44%
Work environment	5.79%
All of the above	

9. Of the total number of courses you create and/or deliver, what percentage are Blended Learning solutions?

0 to 20	33.9%
21 to 40	15.7%
41 to 60	21.5%
61 to 80	10.7%
81 to 100	18.2%

10. If you incorporate self-paced, pre-work into your Blended Learning solutions, how do you ensure/verify that learners have completed that pre-work? (Check all that apply)

Testing	56.2%
Classroom questioning	35.5%
LMS-controlled	29.8%
We don't	19.8%
Instructor perception	19.0%
Manager involvement	15.7%
Gating mechanism (block learner from taking next step until mastery is demonstrated)	14.0%
Student contracts	14.0%
Consequences	8.3%
Incentives	7.4%
Other	4.1%

11. On average, what percentage of your learners completes the self-paced pre-work?

0 to 20%	27.3%
21 to 40%	7.4%
41 to 60%	15.7%
61 to 80%	27.3%
81 to 100%	22.3%

12. Have you tried to measure the effectiveness of your Blended Learning initiatives?

No	49.6%
Yes	50.4%

13. How do you measure the effectiveness of your Blended Learning solutions?

Measure an increase in skills/knowledge	59.0%
Measure an impact on job performance	29.5%
Measure an impact on bottom line	4.9%
Level One	3.3%
Level One, Two, and Three	3.3%

14. Do you use Blended Learning for a single event or course that may be delivered once or repeated multiple times, or for ongoing extended courses that are delivered over a period of weeks or months?

Both	49.6%
Single Courses	25.6%
Extended courses	24.8%

15. In Blended Learning programs you create and/or deliver, do learners have access to the content and resources after the class is over?

Yes, unlimited	49.6%
Yes, but limited by time	43.8%
No	6.6%

16. What is/was your biggest obstacle in implementing a Blended Learning approach?

Lack of budget	19.0%
Choosing the right strategy	12.4%
Lack of senior management buy-in	12.4%
Inability of developers and/or trainers at our disposal	11.6%
Inadequate technical infrastructure	9.1%
We have no obstacles	8.3%
Learner readiness/preparedness	7.4%
Lack of learner buy-in	4.1%
Unable to measuring results	3.3%
Learner buy-in	2.5%
Time to develop	2.5%
Learner interest	1.7%
Unavailability of facilities or training locations	1.7%
No Obstacles	1.7%
Ability of developers and/or trainers at our disposal	0.8%
Lack of learner interest	0.8%
Unavailability of eTrainers	0.8%