

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%