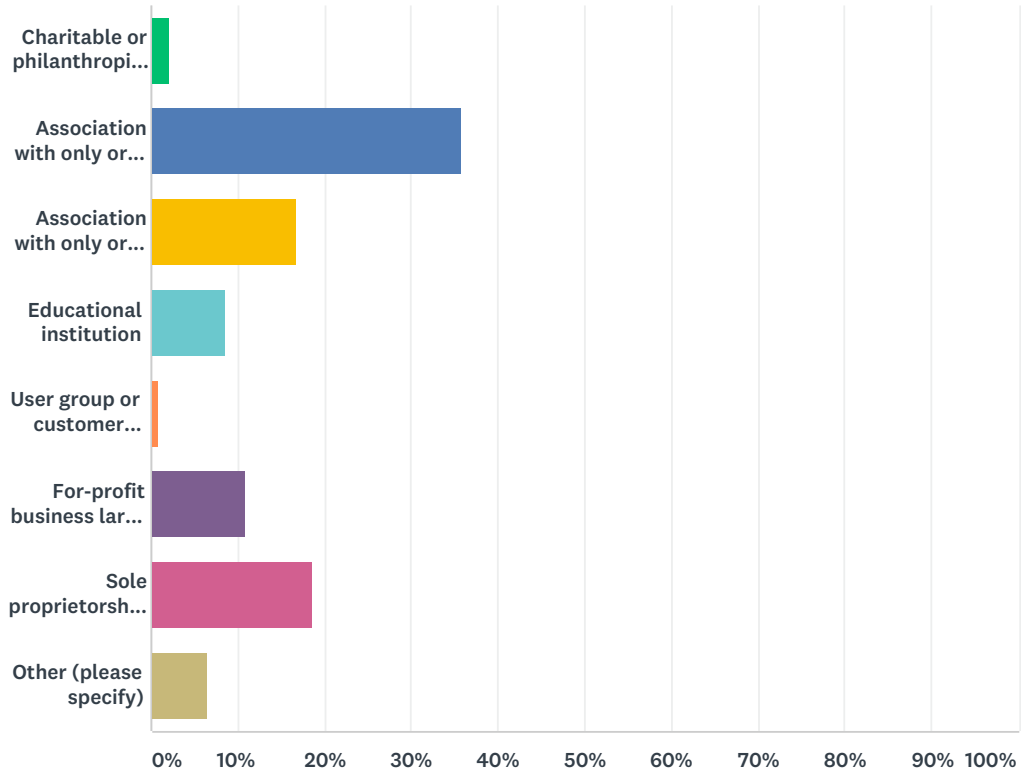


## Q2 Which of the following best characterizes your organization?

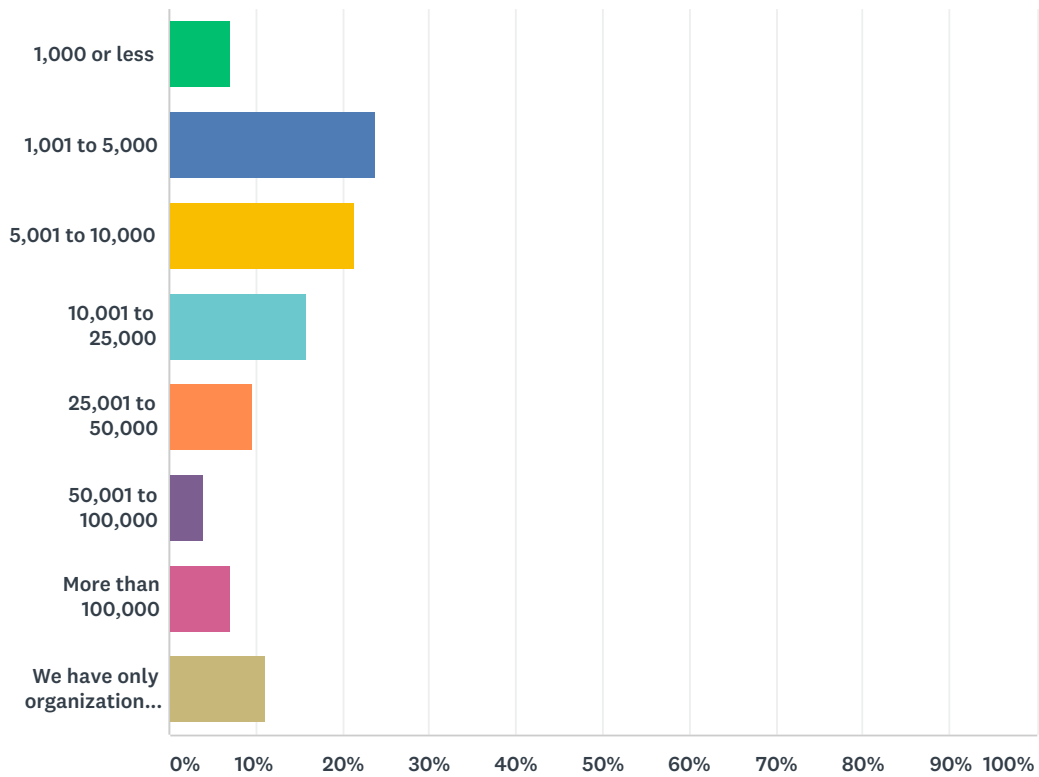
Answered: 246 Skipped: 4



ANSWER CHOICES	RESPONSES	
Charitable or philanthropic organization	2.03%	5
Association with only or primarily individual members (e.g., professional society)	35.77%	88
Association with only or primarily organizational members (e.g., trade association)	16.67%	41
Educational institution	8.54%	21
User group or customer community	0.81%	2
For-profit business larger than one person	10.98%	27
Sole proprietorship (including single-person LLC)	18.70%	46
Other (please specify)	6.50%	16
<b>TOTAL</b>		<b>246</b>

### Q3 How many active individual members does your organization currently have?

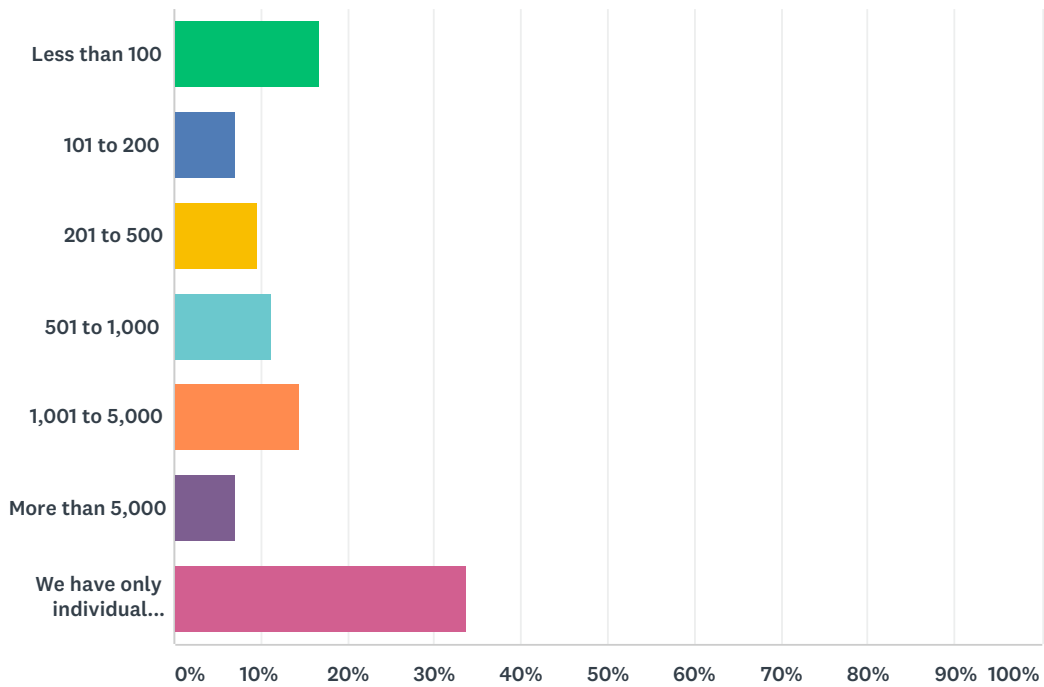
Answered: 126 Skipped: 124



ANSWER CHOICES	RESPONSES	
1,000 or less	7.14%	9
1,001 to 5,000	23.81%	30
5,001 to 10,000	21.43%	27
10,001 to 25,000	15.87%	20
25,001 to 50,000	9.52%	12
50,001 to 100,000	3.97%	5
More than 100,000	7.14%	9
We have only organizational members.	11.11%	14
<b>TOTAL</b>		<b>126</b>

## Q4 How many active organizational members does your organization currently have?

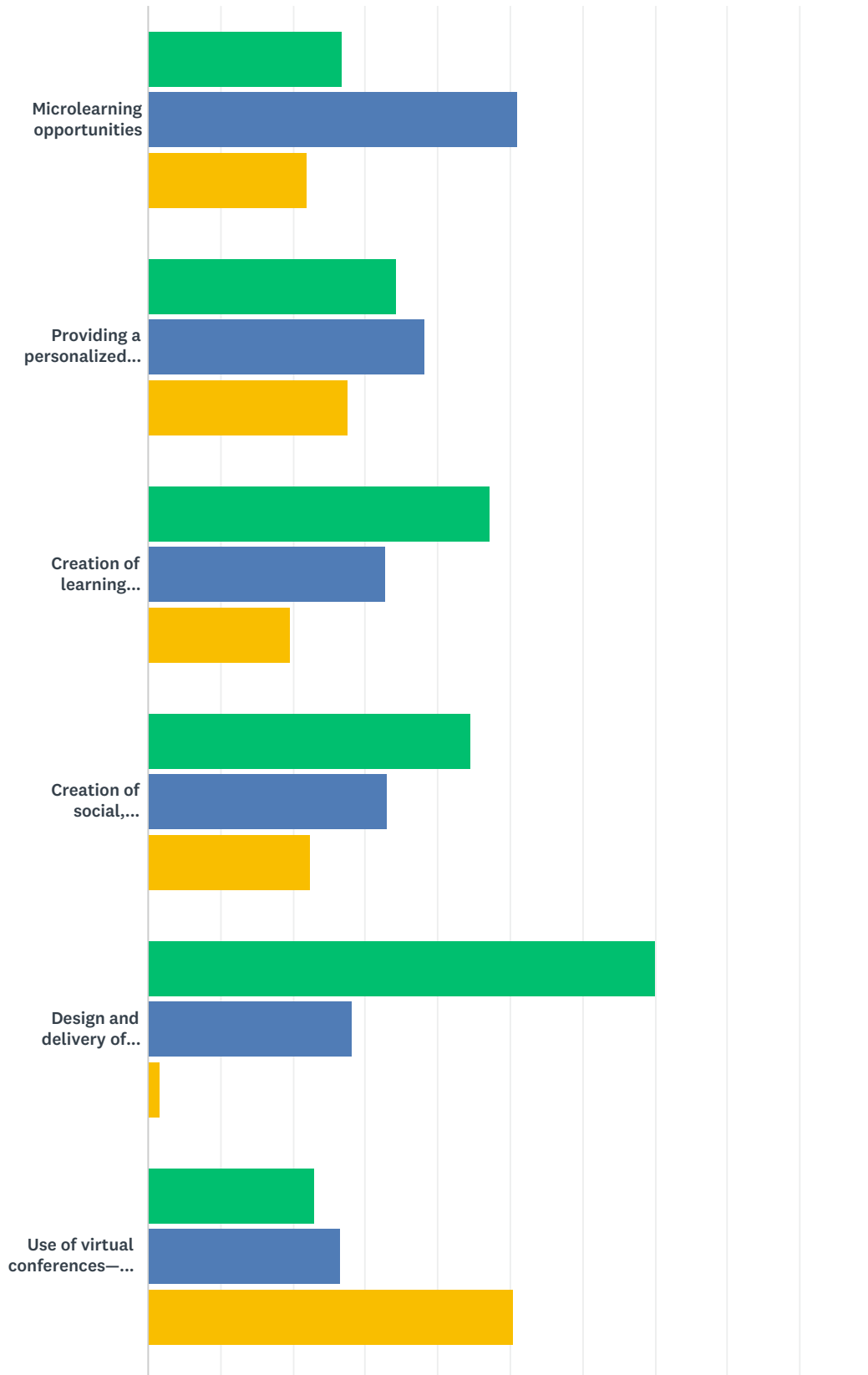
Answered: 125 Skipped: 125



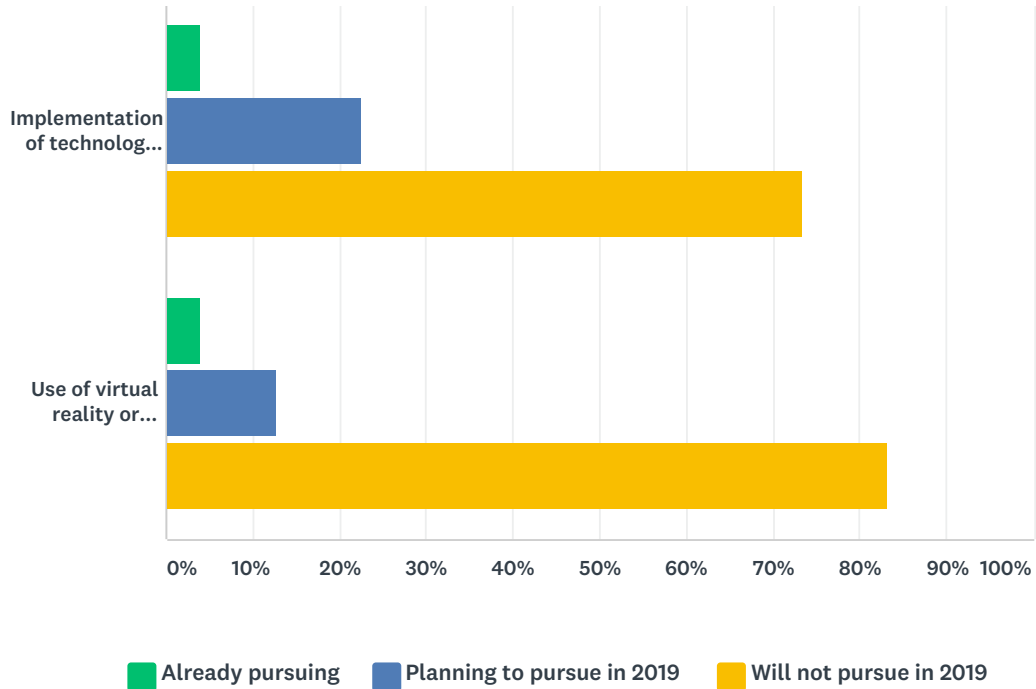
ANSWER CHOICES	RESPONSES	
Less than 100	16.80%	21
101 to 200	7.20%	9
201 to 500	9.60%	12
501 to 1,000	11.20%	14
1,001 to 5,000	14.40%	18
More than 5,000	7.20%	9
We have only individual members.	33.60%	42
<b>TOTAL</b>		<b>125</b>

### Q5 Please indicate your organization's status with respect to each of the following areas.

Answered: 231 Skipped: 19



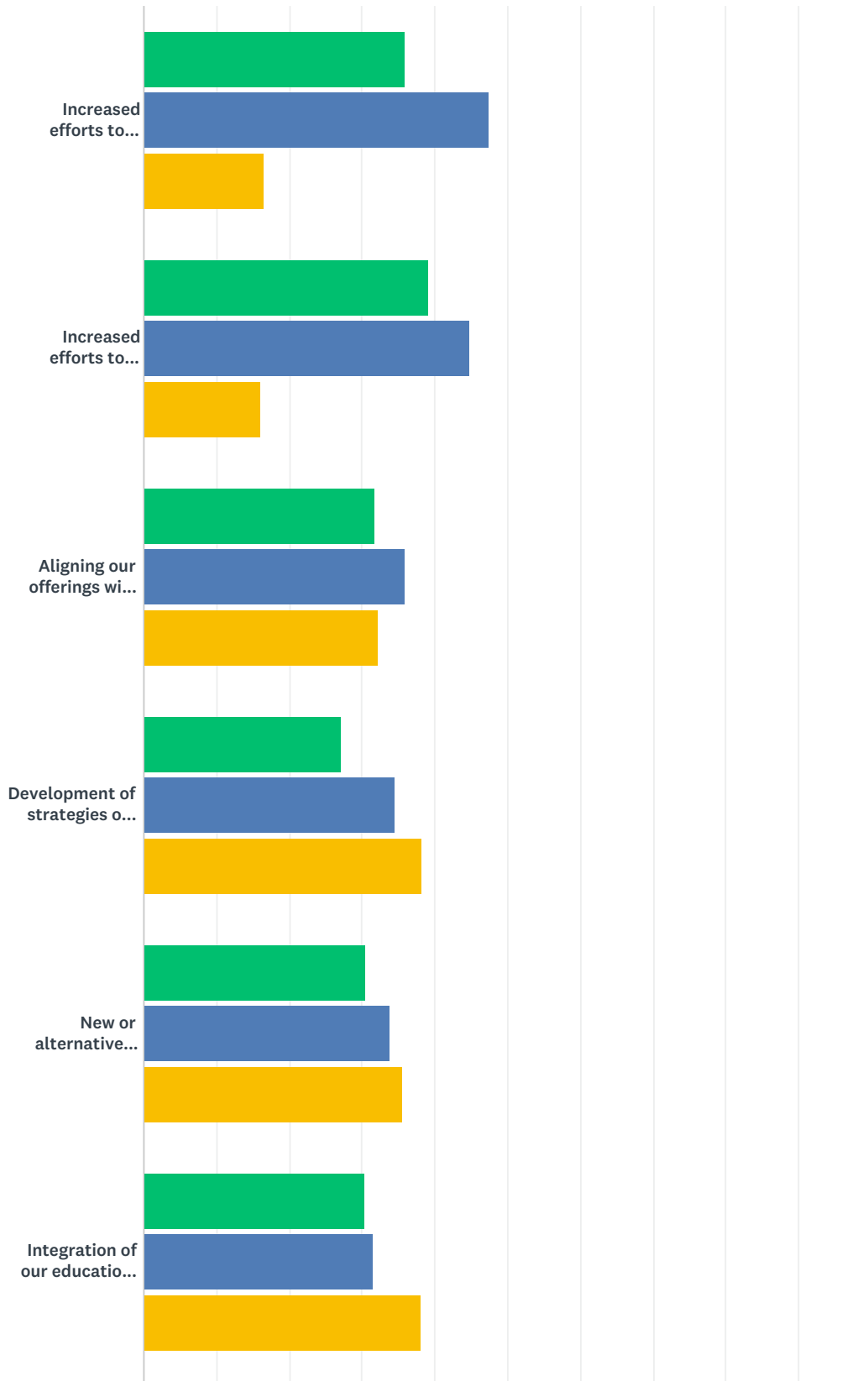
## Learning & Trends Survey



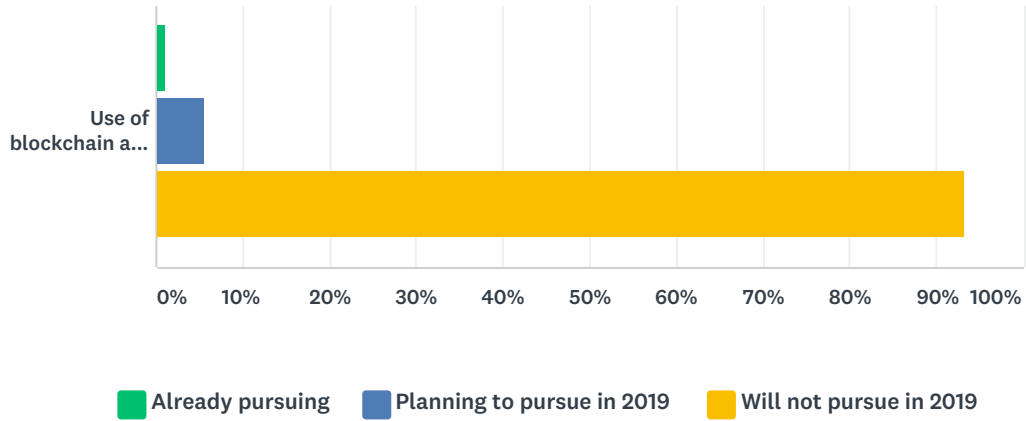
	ALREADY PURSUING	PLANNING TO PURSUE IN 2019	WILL NOT PURSUE IN 2019	TOTAL
Microlearning opportunities	26.87% 61	51.10% 116	22.03% 50	227
Providing a personalized learning experience	34.22% 77	38.22% 86	27.56% 62	225
Creation of learning experiences that blend online elements with face-to-face elements	47.37% 108	32.89% 75	19.74% 45	228
Creation of social, informal, or peer-to-peer learning experiences	44.49% 101	33.04% 75	22.47% 51	227
Design and delivery of higher-quality or higher-impact learning experiences	70.00% 161	28.26% 65	1.74% 4	230
Use of virtual conferences—i.e., an online event similar to a traditional face-to-face conference, not just a single Webinar	23.01% 52	26.55% 60	50.44% 114	226
Implementation of technologies that leverage artificial intelligence to support or enhance learning	3.98% 9	22.57% 51	73.45% 166	226
Use of virtual reality or augmented reality to provide new learning experiences or enhance existing experiences	3.98% 9	12.83% 29	83.19% 188	226

### Q6 Please indicate your organization's status with respect to each of the following areas.

Answered: 217 Skipped: 33



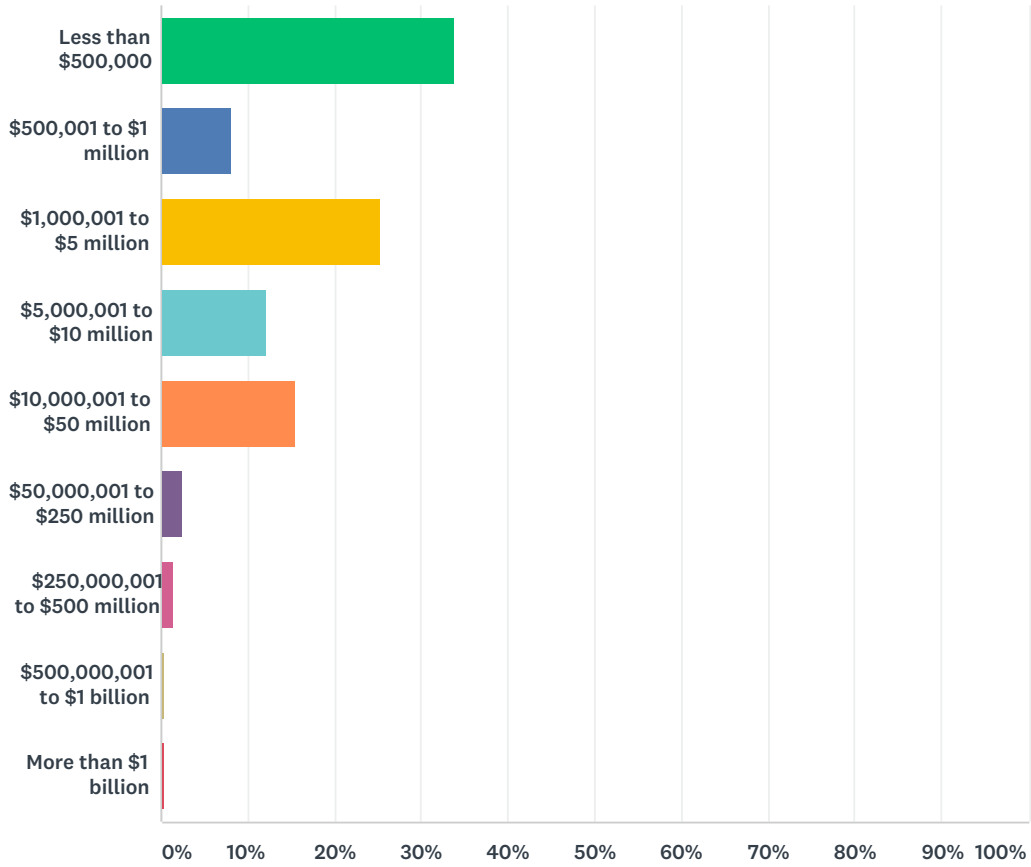
## Learning Business&nbsp;Trends Survey



	ALREADY PURSUING	PLANNING TO PURSUE IN 2019	WILL NOT PURSUE IN 2019	TOTAL
Increased efforts to gather and analyze data that demonstrates the impact or effectiveness of the learning experiences we offer	35.94% 78	47.47% 103	16.59% 36	217
Increased efforts to gather and analyze data to inform new product decisions or improve existing products	39.17% 85	44.70% 97	16.13% 35	217
Aligning our offerings with specific career or job paths relevant to our learners—e.g., through a competency model, learning pathways, or targeted curricula	31.78% 68	35.98% 77	32.24% 69	214
Development of strategies or tactics to help combat declining enrollments, downward price pressure, or “commoditization” of our educational offerings	27.10% 58	34.58% 74	38.32% 82	214
New or alternative approaches to credentialing, including certificate programs, microcredentials, and digital badges	30.56% 66	33.80% 73	35.65% 77	216
Integration of our educational offerings into the learning and development programs of employers in our field or industry or into general workforce development needs	30.23% 65	31.63% 68	38.14% 82	215
Use of blockchain as an approach to managing learner records	0.94% 2	5.66% 12	93.40% 198	212

### Q8 What is your organization's annual revenue (in U.S. dollars)?

Answered: 206 Skipped: 44



ANSWER CHOICES	RESPONSES	
Less than \$500,000	33.98%	70
\$500,001 to \$1 million	8.25%	17
\$1,000,001 to \$5 million	25.24%	52
\$5,000,001 to \$10 million	12.14%	25
\$10,000,001 to \$50 million	15.53%	32
\$50,000,001 to \$250 million	2.43%	5
\$250,000,001 to \$500 million	1.46%	3
\$500,000,001 to \$1 billion	0.49%	1
More than \$1 billion	0.49%	1
<b>TOTAL</b>		<b>206</b>