

Viv Cole Associates

Accountancy e-learning Census 2006: Fact Sheet

The numbers in bold are the averages from this year's survey, where 1= strongly disagree, 2 = disagree, 3 = neither agree/ disagree, 4= agree, 5 = agree strongly, 0 = no opinion.

1. e-learning is not considered to be an effective substitute for face to face training **1.4**; this implies a continuing commitment to traditional training methods.
2. However the use of e-learning for technical topics is gaining credibility our staff prefer covering technical training by e-learning **3.4** (2004: 2.7)
3. Those who have off-the-shelf content are not satisfied that it is meeting their needs **2.3**. This was attributed to outdated production standards and patchy relevance to their staff
4. Firms are getting better at measuring e-learning usage but still have difficulty measuring Return on Investment
5. Traditional culture supports face to face training **2.6** (2004: 2.7) – hence the drive for using e-learning tends to be cost/ trackability/ marketing
6. Larger firms have a wider range of e-learning technologies and topics in; this reflects that the business case is easier to make with a larger headcount.
7. Tools such as Articulate are being used more extensively in larger firms to allow basic e-learning content to be self-authored
8. Firms are recruiting/ redeploying their in-house staff to be dedicated to e-learning. Although from a low base 2005 saw a 28% increase in headcount and a further 55% is anticipated in 2006.
9. Greater level of satisfaction with e-learning suppliers **4** (2004: 3.3). This reflects better performance from suppliers and the culling of the least well performing
10. Budgeted e-learning spend is anticipated to increase slightly from 2005 levels (£68/head) in 2006.