

IAOET

Standards for Lifelong Learning



2018 Annual Report and Insights

For fiscal year October 1, 2017 to September 30, 2018
including additional data through December 2018.

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Executive Summary

The International Association for Continuing Education and Training (IACET) stakeholders have more reason to be excited about IACET. The organization is experiencing unprecedented change that is leading to a stronger, more professional organization. IACET achieved a record 84% reaccreditation rate and beat the 6-year reaccreditation average of 70% by 14%. These outstanding results are due to the changes IACET's Board has supported that include new technology, dedicated staff, and communications strategies. Herein are program updates that are expanding IACET's role in the continuing education and training (CE/T) ecosystem. As you will see from IACET's attached financial statements, its results are consistent, and the many initiatives we are working on have promise to strengthen the association. We can, however, do even better, as we look forward to an exciting year ahead.

Key Performance Indicators (KPIs)

As of September 30, 2018

KPI Historical Summary

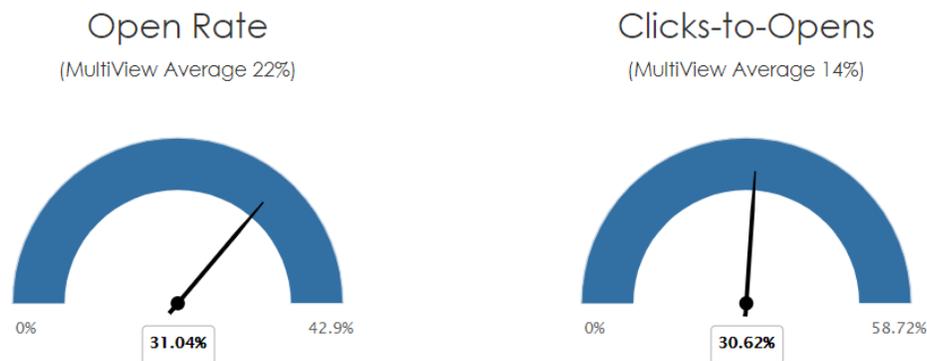
	2011	2012	2013	2014	2015	2016	2017	2018
New Standards Purchased	120	128	107	132	71	100	120	147
Renewal Standards Purchased	127	120	78	54	88	78	80	100
New/Renewal Apps Received	134	121	123	94	93	125	91	109
Total Approved Accredited Providers	100	87	113	104	66	108	82	117
5th Year APs (due to renew)	150	180	133	62	70	119	85	83
Renewal AP Applications	96	93	79	42	52	84	56	70
Retention Rate	64%	51.7%	59.4%	67.7%	74.3%	70.6%	66%	84%
Total Membership Dues Paid						417	477	516
AP Assist Webinar Attendance/Recorded Video Views					211	349	246/1,146	1114
AP Connection Webinar Attendance					485	429	1,843	1,838
AP Workshop Attendance					124	106	133	145
Adult Learning Seminar Attendees						40	70	182

Individual Memberships

IACET's individual membership numbers increased by about 10% in 2018 but remains a very small portion of IACET's overall revenue footprint. One driver for increased individual membership was the addition of certain oil and gas provider staff who joined individually since they had no option to join as an organization. IACET's Bylaws and Policies and Procedures Committee has been asked to consider alternative membership categories that will be proposed to the Board in the future to engage organizations that want IACET benefits but do not necessarily need to pursue accreditation.

IACET Newsletter KPIs

IACET's newsletter continues to be its most successful and important communications tool. **Subscribers increased by 14% in 2018 to a total of 13,269.** IACET has found that the newsletter substantially outperforms almost every other means of communications, including social media.



IACET Accreditation Workshops

Accreditation workshop attendance rose 20% in 2018 when compared with the previous three-year attendance average. Part of the increase has been due to the addition of virtual offerings. IACET's ongoing strategy is to make workshops available to the greatest number of people regardless of location. The virtual environment has proven to be a fast, simple and convenient means for people to attend from the comfort of their own office. Nonetheless, 60% of workshop participants still attended the events in person. Due to IACET using the Microtek facilities, expenses rose but not enough to dampen the results associated with the virtual technology.



Financial Statements – Balance Sheet

As of September 30, 2018

Pre-Audit

	TOTAL			
	AS OF SEP 30, 2018	AS OF SEP 30, 2017 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts	1,498,871.27	1,318,950.18	179,921.09	13.64 %
Other Current Assets	2,113.74	57,833.69	-55,719.95	-96.35 %
Total Current Assets	\$1,500,985.01	\$1,376,783.87	\$124,201.14	9.02 %
Fixed Assets	0.00	45,833.33	-45,833.33	-100.00 %
Other Assets	-5,791.97		-5,791.97	
TOTAL ASSETS	\$1,495,193.04	\$1,422,617.20	\$72,575.84	5.10 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable	8,742.06	14,332.71	-5,590.65	-39.01 %
Credit Cards	20,943.36		20,943.36	
Other Current Liabilities	8,600.99	403,339.63	-394,738.64	-97.87 %
Total Current Liabilities	\$38,286.41	\$417,672.34	\$ -379,385.93	-90.83 %
Total Liabilities	\$38,286.41	\$417,672.34	\$ -379,385.93	-90.83 %
Equity	1,456,906.63	1,004,944.86	451,961.77	44.97 %
TOTAL LIABILITIES AND EQUITY	\$1,495,193.04	\$1,422,617.20	\$72,575.84	5.10 %

IACET increased assets by 5.10% in 2018 all while continuing to invest record levels in the association's mission.

The following are the CEO's comments on IACET's financial status. The treasurer provided a complete presentation to the Finance Committee and Board of Directors.

2017 Fee Increase in Hindsight – A Year and a Half Later

The fee increases implemented July 1, 2017, have made a difference in ensuring the organization's financial position remains strong. The fee increase had no known adverse effects on accreditation rates from the evidence examined over the past year and a half. In 2018 this was a record year for IACET regarding many areas including overall retention of accredited providers. If a fee increase was going to prove detrimental, it would have happened in 2018. The takeaway from this experience is that IACET accreditation fees are not overly price sensitive. IACET's accreditation, comparatively, is one of the most cost-effective of its kind.

Budget Reallocation and Customer Service Focus

Several years ago, the Board identified the need for an IACET staff position dedicated to marketing. While the 2018-2019 budget did not include a line item for a new staff position, at the request of the CEO, the Board approved the reduction of the overall marketing budget and reallocated those funds to the staff compensation line item. This allowed IACET to hire a part-time employee who can better engage members and prospective members personally. For the past three years, IACET has participated in a record number of trade shows, conferences and expositions. The results of that effort and expense

are mixed. The sales cycle for accreditation is long, and it is difficult to gauge the results of a trade show exhibition immediately. However, refocusing on where results are tangible and measurable is prudent.

New Programs

Train-the-Trainer workshops continued to perform better than expected at 212% of budgeted revenue with slow steady growth in the United States and aggressive growth abroad, especially in Saudi Arabia.

IACET has expanded its course offerings around topics related to the IACET CE/T standard that has also contributed to strong growth in adult learning workshops.

IACET earned its first revenue from the Petroleum and Natural Gas program (PNG). **The IACET PNG Symposium** attracted more than 50 oil and gas professionals who paid a registration fee to be part of the first IACET PNG Symposium. While the PNG Symposium broke even financially, it garnered Chevron as a sponsor of next year's event. Chevron has been kind enough to donate the facility for next year's event saving IACET thousands of dollars. Thank you to one of IACET's new Board members Marie Martin who worked with Chevron to make that happen.

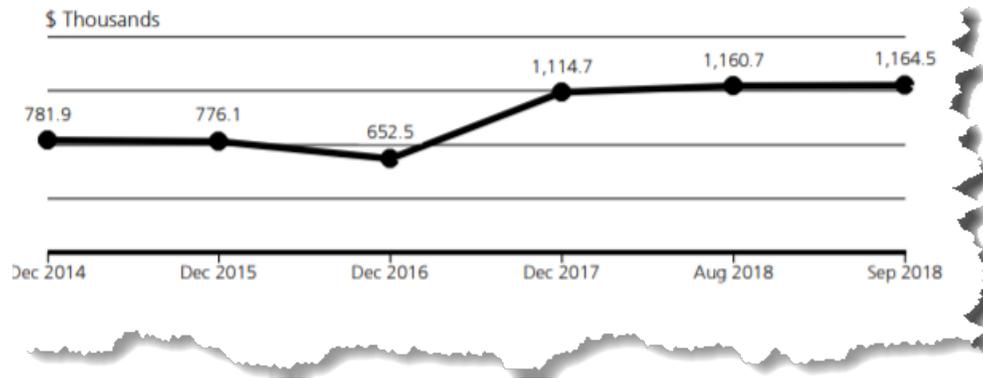


From R, Alton Payne, Tye Beard, David Von Glahn, and Joe McClary at the IACET PNG Symposium

IACET also successfully held its first **strategic planning program** for learning organizations at Atrium Health. Essentially, IACET put together a program around the strengths, weaknesses, opportunities and threats of an organization and addressed those considering the IACET standard and global trends in continuing education and training. From those sessions, stakeholders developed a specific and actionable strategic plan with facilitation from IACET.

IACET Reserve Investments

Investments were diversified in compliance with IACET policies and procedures in 2018. Although the end of the fiscal year in September 2018 showed gains, the volatile stock market affected those toward year end. However, IACET's diversification strategy protected its long-term investments, allowing the association to produce returns higher than the average association. According to the American Society of Association Executives, the average association yields only approximately 1.5% in investment revenue. IACET earns approximately 5% annual revenue depending on markets. These revenues are used to replenish the Grover Andrews Research Fund and other initiatives contributing to IACET's mission.

IACET's Diversified Reserve Portfolio Value as of September 30, 2018

Operations

Operations have been going well at IACET. We are grateful to our good staff who have gone the extra mile many times to ensure quality service to the Association. Here are some highlights from the operations side:

- Transition to Independent Management** – At the March 2018 meeting, IACET's Board authorized IACET to transition away from DMG management. The Board executed a plan under Executive Committee oversight to depart DMG and take two staff members with IACET into independent management. The plan and subsequent negotiations resulted in IACET departing DMG with two employees for a \$25,000 one-time payment. This amount was far less than what was anticipated thanks to the Executive Committee who provided timely responses to this important and productive negotiation. On September 8th, 2018, IACET transitioned its staff to a new office located at 2201 Cooperative Way, Suite 600, Herndon, Virginia 20171. Staff have already been equipped with needed technology and office equipment. All expenses are transparent to the IACET treasurer, independent bookkeeper, and auditor as a part of the monthly credit card expense report.

In addition, IACET transitioned its accounting and book keeping functions to Bruin & Associates of Wilmington, North Carolina. Bruin & Associates was chosen from among several firms after comparing overall cost, services provided and dependable testimonies from others using their service. IACET is poised to make major improvements in operational efficiencies and financial reporting with the new book-keeping services. Bruin & Associates works on terms of agreement, not a contract basis, so service can be discontinued at any time. Among other things, IACET will see improved processing for financial reports, and staff will be able to access the chart of accounts as needed and run reports online. Automating the expense reporting and credit card processing tasks will save staff hours every month. Bruin & Associates is charging less than half DMG's pricing. Regarding IACET's financial auditor, IACET will continue to use BBD in Philadelphia as we have in past years. BBD, proven to produce quality work at a very competitive price, was chosen several years ago from three proposed companies DMG recommended.

- **Association Operating Ratio Metrics** – The CEO has completed a review of the 15th edition of the *American Society of Association Executive’s Association Operating Ratio Report*. The review shows IACET generally in line with many of its peer organizations when conducting a comparative analysis on important operating ratios such as staff salaries, investment diversification, marketing budget, etc. The Operating Ratio Report is a common benchmark used to gauge an association’s position as related to as many as 1,900 other associations of similar size. The Personnel Committee has received the full written report; the Personnel Committee Chair will provide a report overview.
- **Technology Services** – IACET began to see the results of the technology invested two years ago. The new accreditation management system replaced Heuristics Learning Builder and has provided unprecedented simple access to the data housed in these systems. All data from Learning Builder have been transferred to the new system plus historical data from past provider applications.

Association Operating Ratio Metrics

The Personnel Committee completed a review of the 15th edition of the *American Society of Association Executive’s Association Operating Ratio Report*. When doing a comparative analysis on important operating ratios such as staff salaries, investment diversification, marketing budget, etc., the review showed IACET in line with many of its peer organizations. The *Operating Ratio Report* is a common benchmark used to gauge an association’s position as related to as many as 1,900 other associations of similar size. The Board of Directors received a full report from the Personnel Committee Chair on the ratios and how they compare to other associations.

Member Services

The IACET customer experience continues to improve to best meet the needs of potential and accredited providers (APs) through the chat feature, email requests for information and phone conversations. All requests are met in a timely manner, and satisfaction rates are high among providers. The following are a few anecdotal comments that have cited staffs’ excellence in customer services:

- “We were really most impressed with your clarity regarding the mission and operation of IACET.” (from a potential provider)
- “I have no words to appreciate the help and support you have provided me in this process. Thank you so very much! Keep up the good work as you don’t know how much it helps people like me.” (from a provider applying for accreditation)
- “Thank you for your hard work on the application webinar. As always, you did a great job organizing and running the webinar. You are a mainstay with IACET, and we all appreciate your hard work.” (an IACET Commissioner)

These are just a few examples of the positive feedback staff have received about customer experience. Providing detailed membership information, promoting the benefits of the IACET accreditation and informing providers of the many resources IACET provides all contribute to the purchase of the standard.

The following are details of staff efforts to provide the best customer experience to all potential and APs:

Member Service KPIs (October 1, 2017 to July 31, 2018)

- **1,033** communications by the Membership Manager with providers including chat, voice and email. This is not including any communications from the Director of Accreditation.
- **Collection of expired membership dues** - The Membership Coordinator is directly responsible for calling and collecting unpaid dues which have resulted in \$29,000 collected. To ensure past dues are being collected, staff are making APs aware of their outstanding invoices. Initially an email is sent, which is followed-up with a phone call to ensure dues are collected. Staff has been successful in collecting past dues from APs.

Below is a screen shot of the accreditation management system (AMS) feature that helps us manage our effort toward outstanding revenue collection. These types of reports were not available in an efficient means in the past. In addition, new and more dependable technology notifications help staff target only those providers who are on the fence or are not receiving electronic notifications. With the new AMS, staff have saved substantial time and refined processes for communicating on a timely basis with providers through multiple mediums (email, hardcopy letter and phone calls). Renewal letters are automatically written and printable as well as mailing labels. As you can see, the number of unpaid invoices has gone down over time as staff call to collect. In addition, hardcopy invoices are also now being sent to avoid email issues. These improved processes are contributing to better reaccreditation submissions and annual dues payments.

Unpaid Dues by Month Year

Notes

- Excludes 5th Year APs
- Late counts only include APs whose dues are not paid (ignores Annual Report Status)



	Month	# APs Due	Days
	October 2017	1	280 days overdue
	November 2017	1	250 days overdue
	December 2017	0	
	January 2018	1	188 days overdue
	February 2018	2	160 days overdue
	March 2018	1	129 days overdue
	April 2018	2	99 days overdue
	May 2018	5	68 days overdue
	June 2018	6	38 days overdue
	July 2018	7	7 days overdue
	August 2018	20	Due in 23 days
	September 2018	21	Due in 53 days
	Total	67	

IACET's new management system for handling deadlines.

Top Member Services Requests

Requests for information come in daily. The most common requests include—

1. General accreditation application questions.
2. Criteria to apply for accreditation.
3. AP benefits.
4. AP verification.
5. Account and profile updates.
6. NYC Safety training questions about OSHA or state classes taken that show the AP accreditation logo on their certificate.

Continuing educational and Training (CE/T) Accreditation

Vision for the Accreditation Program

Working together, the IACET staff and Commission will serve the CE/T needs of the global workforce with an accreditation program that is uniform, fair, transparent and timely.

- Every application will receive a review that is uniform and consistent.
- Applicants will have the ability to view the status, contact reviewers and staff easily and receive answers throughout the accreditation process.
- Applications will progress through the accreditation process in a timely manner.

The IACET Commission and its Executive Committee will focus on these key goals with staff support.

Accreditation Program Status Summary

In the past year, the CE/T accreditation program has seen useful changes, steady growth and desired improvements. The new standard and application were released at the end of 2017, the new reaccreditation application was rolled out at the beginning of 2018, and efforts to increase available resources for applicants and commissioners to tackle emerging business trends have been successful.

The most significant and systematic change to the accreditation program has been the shift from Learning Builder to the accreditation modules within the AMS. The move away from Learning Builder has allowed for greater efficiency amongst staff and the Commission through automating and removing redundant steps in the accreditation process.

The Learning Builder system required staff to check in and out the application during each phase of the Commissioner review process. The new system allows commissioners to directly communicate with the applicant through automated messaging and delivery of the application back to the applicant's work flow control. The new system also allows the applicant to communicate directly with the Commission and staff through the messaging system that also serves as an archive of the communications. New system efficiencies also include automated messaging and a system that allows commissioners to volunteer for applications when they are submitted, eliminating the need for soliciting volunteers.

In the AMS accreditation module, the renewal process has been significantly simplified. This simplification has contributed to better than expected retention and re-application numbers in 2017/2018. Currently (as of 8/7/18), AP accreditation retention is at 78%, which is higher than any time in at least the previous eight years of IACET history. Renewing applicants have expressed appreciation for the simplified renewal process. Renewal applications have been trending at a 15-day faster processing time than initial applications. One practice to ensure this simplification maintains the rigor of the accreditation process is that an AP whose accreditation is more than six months expired must use the initial application to prove compliance with the standard.

The renewal process has seen other improvements as well as the simplified application. In the spring of 2018, IACET conducted its first virtual site visit with an applicant based in South Africa. The second virtual site visit was scheduled for fall 2018 and was approved by the Commission Executive Committee

(CEC). The CEC will consider virtual site visit requests for international renewals on a case-by-case basis. This decision should result in greater satisfaction for international APs since the extra costs for site visits can be a deterrent to some. Staff will work with commissioners to develop a standing operating procedure (SOP) for such visits. Keeping expenses down for the accreditation program has remained a staff goal in 2017/2018.

Accredited Provider support has been a focus of staff and commissioners alike in the past year. IACET has seen an increase in applicant conference calls scheduled. This added service has been a significant benefit to the APs. Supporting APs through the application process and to persevere with their applications is important to staff and commissioners with phone calls proven to be a useful tool.

With changing business practices to include many more applicants and current APs using vendors and other third parties to assist with various CE/T program functions, IACET needed to provide guidance documents to ensure APs and applicants remain compliant with the standard.

In July a new document was added to the resources section of the website: [A Guide to Working with Third Parties](#). Prior document release to APs and applicants, the result of Commission, Council and staff collaboration, the Commission and Council vetted its content for accuracy. Once finalized, members of the Commission and Council led a series of conference calls in which all commissioners were invited to ask questions and discuss the guidance to ensure that reviews considered the guidance the APs would receive. The calls were taped and made available to those commissioners who could not attend live. The Commission response to the calls was very positive and will spur developing more such opportunities on a regular basis. Commissioner training will become an ongoing endeavor and one that is responsive to the needs.

Commission Training

With the new Reapplication for Accreditation rolling out at the beginning of the year, efforts were made to provide the Commission training opportunities. All commissioners were assigned a renewal application to review with the reviews then summarized. A series of follow-on calls allowed the Commission to discuss the results and clarify questions or problematic categories. This type of alignment activity is made possible through the flexibility of the AMS accreditation modules and will be repeated with the initial application for the annual training to be held in Houston.

2018 Marketing and Promotion

Below is a summary of the 2018 marketing initiatives IACET participated in and the general audience targeted—whether it be U.S. domestic or international.

OSHA Oil and Gas Safety Conference – U.S. Domestic

IACET presented at the 2018 OSHA Oil and Gas Safety Conference in Houston, Texas. The presentation addressed ensuring integrity of professional education programs. IACET’s standard and accreditation was used as the primary tool to maintain integrity. There were approximately 40-50 in attendance at the breakout session. Thanks are given to IACET Board Member Marie Martin and Vice President of Accreditation Teri Laliberte for speaking to this important group.



2018 Conference on Curriculum and Instruction – International

IACET was invited to Cairo, Egypt, with a substantial stipend to participate in this conference. IACET CEO Joe McClary made three presentations addressing the following: global trends in continuing education and training, a research summary on learning transfer and a question and answer session on open digital badges. Participating in this conference put IACET on the world stage with other leaders. Cairo University is the largest university in Egypt with more than 200,000 students and 12,000 faculty.

Association of Talent Development (ADT) – U.S. Domestic and International

IACET exhibited in Chicago at the 2018 ADT conference. This conference provided IACET with an excellent opportunity to network with APs. IACET has made participating in this exposition a priority due to the large number of potential contacts and APs to meet.

American Society of Association Executives – U.S. Domestic

IACET has never participated at this event. As the leading gathering of association executives in the world, it was a logical place to market accreditation to associations. The primary member benefits associations have today is professional development programs, all of which need IACET to meet the high standard. Unfortunately, this exposition focused on far too many meeting planners to justify future IACET expositions. In other words, the professional development contingent of associations did not attend or at least to a level that would drive IACET’s presence there in the future.

Association for Boards of Certification (ABC) – Water/Wastewater – U.S. Domestic

In 2018, IACET made three presentations (one scheduled, two unscheduled) to this group of water/waste water operators who oversee certification of water/waste water plant operators. The event was so successful that ABC invited IACET back to conduct a revenue generating train-the-trainer webinar at the next conference.

University of San Francisco Quito, Ecuador - International

IACET developed relationships with one of two accredited providers in South America in 2018 by performing a train-the-trainer workshop at the University. Numerous opportunities in South America exist but all take time and resources to develop. If IACET is to make any lasting impression in places like South America, it will have to execute a cogent, consistent long-term strategy in the region. This includes hiring contract marketers and having additional Spanish speaking Commission members who are local and can advocate for IACET.



IACET Accredited Provider from USFQ Ecuador. From (r), USFQ's Maria Jaramillo, Chancellor Santiago Gangotena, Ana Maria Novillo Rameix,

Singapore - International

At IACET's Board meeting in June, a memorandum of understanding (MOU) between IACET and CET Global was authorized. Since that time, IACET has met several times with our partners and has outlined the following initiatives happening over the next year:

- Currently working a collaboration with Singapore Quality Institute that will provide IACET a national role in helping provide quality CE/T frameworks in Singapore.
- CE/T Global is putting together an IACET Asian Taskforce that will be primarily concerned with promoting IACET and gaining acceptance for its standard in the region.



From (r) IACET Treasurer, Jim Barnes, CET Global's Thomas Yeo, IACET's Joe McClary and Daryl Lim

Representatives from CE/T Global were in Houston, Texas, to address the Board in person.

Strategic Partnerships

IACET has entered into strategic partnerships with the following organizations:

- **Site Safety and City Safety** – Both organizations sponsor the IACET awards ceremony and have done so for the past three years. They also advise us on how to maintain our regulatory relationship with the New York Department of Buildings.
- **Badgelist** – This entity provides IACET with free, quality badging webinars in compliance with our badging marketing plan. IACET provides exposure through the webinars and on our website.
- **Credly/Acclaim** – This partnership required an MOU because of the depth of the relationship on both sides. The relationship involves mutual promotion, webinar cooperation and event presentations.
- **MicroTek Training Solutions** – IACET enjoys a \$500-\$700 discount per event to host our remote workshop events. MicroTek receives recognition as our partner on our website and on

registration pages for IACET events.

- **American Association for Adult Continuing Education and Training (AAACE)** – AAACE is still providing IACET with value as part of this relationship. Most recently, AAACE and IACET will partner to offer a webinar on Micro Learning. AAACE consists of a large academic base, whereas IACET maintains a more non-academic membership. This association is being managed, not led, by an association management firm in Atlanta, Georgia. The over dependence on volunteers is leading to very little forward progress in this association. If IACET were interested, this organization, in a year or so, will be ripe for new management and direction. However, the association must realize the over dependence on tactical/non-strategic staff is leading to their attrition (no revenue growth, limited value proposition, no new value-added services).
- **Kirkpatrick Partners (KP)** – For years IACET has referenced the Kirkpatrick Four Levels of Training Evaluation in its standard. After work to develop this relationship, IACET's Board and KP agreed to an MOU where both organizations benefit from the other. The IACET Board approved this relationship in June with details available in the minutes.
- **King Saud University (KSU)** – As IACET's partner, KSU, is acting to promote IACET's accreditation and other programs to other institutions in Saudi Arabia. KSU is the largest university in Saudi Arabia, and IACET has worked hard to foster this relationship. KSU has sponsored a number of adult learning events by bringing IACET to Saudi Arabia to promote high quality CE/T standards.



KSU Faculty after an Adult Learning course.

- **Associated Contractors of New York (ACNY)** – While not formally a partner, IACET was able to arrange an ACNY workshop for more than 25 individuals. ACNY subsidized workshop costs for their members. Thanks are given to Teri Laliberte and Maria Diaz at Site Safety for helping IACET deepen its relationship with this group.
- **Continuing Professional Development (CPD) Standards** – This entity is a quasi-private sector competitor of IACET that is prevalent in Europe. What IACET is to the engineering profession, CPD is to financial services and related industries. Several phone calls and meetings at ATD

have yielded several strong partnership opportunities. The other two items under exploration include the following:

- **CPD leveraging IACET’s accreditation management system.** CPD is currently still processing applications manually and wants to explore using IACET’s system for which they would pay a fee.
- **IACET and CPD are cross walking each other’s standard to consider some type of mutual reciprocity.** Of course, these details require a lot of work and scrutiny, and the IACET Board will be informed in due course of any progress on this front. Additional details will be available in subsequent reports and/or at the next Board meeting.

Open Digital Badging Program

In March 2018, the Board suggested delaying public implementation of the Badging program until a taxonomy could be added to the standard. After the taxonomy was added in June 2018, the Board requested legal work be conducted to secure appropriate trademarks for a badging program. However, the Board suggested continuing the plan’s rollout while consultancy contracts were finalized, and attorneys were sought to complete the trademarks. The Board also approved the badging business plan that allocated funds for hiring a consultant to keep the program moving ahead. To date, three attorneys have been considered for providing IACET trademark work. Legal work is progressing, and contracts are being finalized as directed by the Board.

IACET ended 2018 with pivoting slightly to focus on revenue generation via an education initiative called the Open Digital Badge Experience. More can be viewed at iacet.org/ODBX. The Open Digital Badge Experience is designed to generate revenue while IACET finalizes legal trademarks and the badging certification program. The Board has also approved the expenditure to hire a marketing consultant to assist in promoting the event. Dr. James Willis and IACET CEO Joe McClary will develop content for the online course that will be part of the new program.

Competency-Based Learning (CBL) Standard Initiative

In May 2018, IACET presented before approximately 300 individuals as part of the Association of Talent Development’s Annual Conference. IACET exposed its competency-based learning standard via a presentation entitled “Keys to an Amazing Competency Based Learning Program.” This is thanks to Kris Newbauer who helped secure our presentation spot at this important event.

Presenters included Joe McClary and IACET consultants Jennifer Naughton and Manny Straehle. The reception was positive, and IACET exposed its CBL standards to all who were in attendance. A formal CBL business plan, very similar to that of the Open Digital Badging business plan, is being developed for the CBL program that will be distributed later. Until then, here is an outline of the plan as it is being researched today:

- (1) Position IACET to be a leader in CBL through education webinars and a curriculum for helping providers understand CBL.
- (2) Work with interested providers who would like their CBL programs “endorsed by IACET.” To date, we have several organizations who are positioning themselves to accomplish this. One of those organizations is Lennox HVAC.
- (3) Ensure the provider interested in endorsement purchases the standard and completes an application (to be developed) for recognition.
- (4) Work with the provider to become compliant and mark the provider’s program as “endorsed by IACET” once the application is completed.
- (5) Hold additional discussions in 2019 on how this work should proceed since executing a business plan was delayed due to other initiatives.

2019 Continuing Education and Training Insights

About this Report

The purpose of this report is to provide continuing education and training (CE/T) insights from survey results collected throughout 2018 from 225 IACET accredited training providers located across the globe.

Survey participants comprised numerous organizations. More than half of the CE/T providers surveyed reported their learners use IACET continuing education units (CEUs) for a professional licensure or certification process.

Top industries and professions using IACET CEUs include engineers (architectural, civil and safety), childcare, nursing and education. IACET accredited providers (Aps) come from more than 80 different industries and professions.

DO PARTICIPANTS IN YOUR CE/T EVENTS SEEK IACET CEUS FOR LICENSURE OR CERTIFICATION PURPOSES?



Learning Delivery Methods

A total of 83% of respondents reported offering learning programs in the classroom; 43% offer hybrid/blended delivery methods; and 65% offer distance learning programs.

OFFER CLASSROOM INSTRUCTION



OFFER HYBRID/BLENDED INSTRUCTION



OFFER DISTANCE EDUCATION



Competency-Based Training

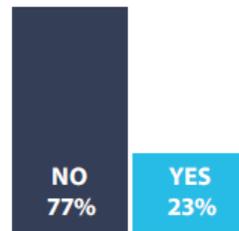
A total of 23% of respondents currently have a competency-based learning (CBL) program with 17% desiring more information about it. CBL refers to instruction, assessment and reporting based on learners demonstrating they have learned the expected knowledge and skills needed to progress through their training. An increased emphasis is placed on outcomes with less focus placed on time spent in a program. In 2018, IACET completed work on a CBL standard now available at IACET.org/CBL. IACET pursued this work because of efficiencies that can be garnered from a CBL approach.

WHERE DOES YOUR ORGANIZATION STAND IN REGARD TO IMPLEMENTING A COMPETENCY BASED TRAINING (CBT) PROGRAM?



- In development 11%**
- Have one or more now 23%**
- It is not anticipated anytime soon. 49%**
- We need to know more about how to develop a CBT program. 17%**

DOES YOUR ORGANIZATION IMPLEMENT ANY COMPETENCY BASED TRAINING (CBT) PROGRAM?



Open Digital Badges

A badge is a digital and graphical representation of an achievement, skill, quality or interest that can be earned in a learning environment. Open digital badges have grown in popularity for numerous reasons including the clarification they can bring to education and training validation. Another major advantage of open digital badges is that a learner's accomplishments do not have to reside in a learning management system but can be portable and taken with a learner when leaving a current employer. IACET began work in 2017 on a meta data standard for open digital badges. More information on IACET's work with open digital badges is available at IACET.org/ODB

IACET's survey results show badging is still relatively new to most respondents. Only 10% of respondents said they use open digital badges whereas 13% were not familiar with what a badge is.

DOES YOUR ORGANIZATION USE DIGITAL BADGES?

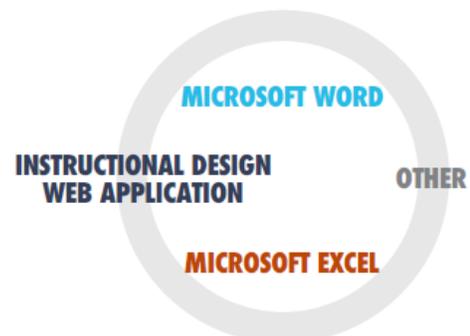


Instructional Design

Numerous instructional design models exist, but the most common across respondents is ADDIE which is an acronym for analysis, design, develop, implementation and evaluate. Top instructional design models accordingly to respondents are ADDIE, AGILE, SAM and Rapid Prototyping. A total of 23% of respondents were not aware of the specific model they used.

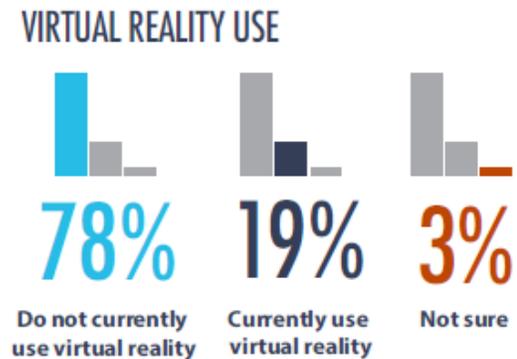
The most common tools used in instructional design according to respondents were traditional software applications like Microsoft Word® and Microsoft Excel®.

WHICH TOOLS DO YOU USE MOST IN YOUR INSTRUCTIONAL DESIGN PROCESS?



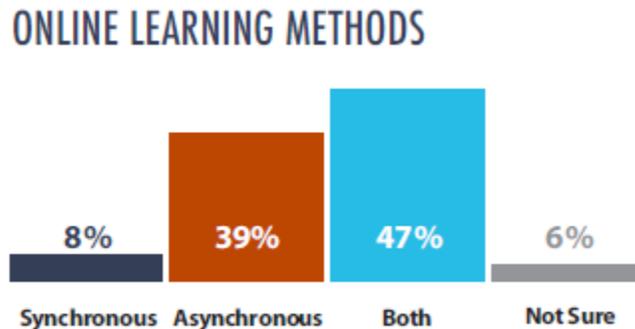
Virtual Reality

Virtual reality was once a practical impossibility for most learning organizations. However, with the advent of better and less expensive technology, 19% of respondents said they currently have learning programs that are using virtual reality and/or in the process of development. While virtual reality may be increasing in usage, 78% of respondents reported they did not currently use this type of learning technology.



Online Learning Methods

A total of 47% of respondents reported they use synchronous and asynchronous technologies in their online programs. This demonstrates the need to leverage each unique capability in the learning environment. Of those respondents who use uniquely one or the other, 39% use asynchronous, while only 8% use synchronous alone.



Integration of Social Media in Learning

While social media platforms like Facebook®, Twitter®, LinkedIn® and others have substantially grown over the past decade, use of social media platforms in adult learning environments has not been as fast according to survey respondents. Only 25% of respondents said they incorporate social media in their learning events.



Ensuring Validity and Reliability in Assessment

Validity in assessment deals with ensuring the results measure what is intended. Reliability deals with ensuring the assessment can measure the learning results consistently. A total of 84% of respondents reported they had formal processes in place within their organization to ensure assessment designs are valid and reliable.

VALIDITY ASSESSMENT



■ Respondents who have processes in place to ensure validity in their assessments.

LMS SATISFACTION

7.62%

Average
On a scale of 1-10, level of satisfaction with current LMS.

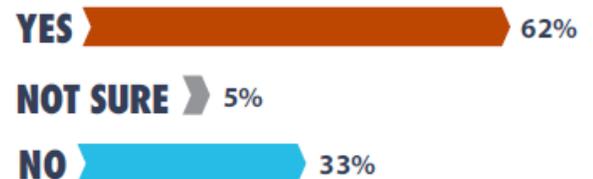
LMS Satisfaction

Making decisions about which learning management system (LMS) to use can be a daunting task. However, 73% of respondents reported they rank their satisfaction with their current LMS an 8 or above on a 10 scale with 10 being very extremely satisfied. An average of all respondents ranked satisfaction with their LMS at a 7.62 out of 10.

Instructor Development

A total of 62% of respondents reported they provide their instructors training on adult learning principles. In 2016, IACET began offering train-the-trainer programs to help instructors transfer learning. The purpose of the IACET Instructional Design and Facilitation for Adult Learning program was to help ensure subject matter experts also had knowledge and skills to apply adult learning principles in the classroom or online. More about the IACET train-the-trainer program can be found at IACET.org/AdultLearning

ARE YOUR INSTRUCTORS PROVIDED ADULT LEARNING TRAINING?



Globalization in Adult Learning

A total of 60% of respondents reported they teach learners from different countries in their courses. As IACET accredited providers continue to operate on a global stage, the international recognition IACET provides has never been more important.

DO YOU TEACH INTERNATIONAL LEARNERS?

