

# Curriculum Design and Development SIG

## May 2014





# 2013 Business Survey

- Organization
  - Reporting structure
  - Size of different teams
  - Globalization versus regional
- Financials
  - Revenue by delivery type, audience
  - Expenses for different education parts
  - Gross and operating margin
- Quality (level 1 to Level 4)
- Sales
  - Average deal sizes for different services and sales models
  - Bundling with products
- Training Portfolio and Development
  - Product coverage
  - Aligning product and training development
  - Localization
- Delivery
  - Classroom
  - Instructor internal/external
- Partner
  - Details about partnership models
- Certification
  - Objectives
  - Volume and regional distribution
  - Certification Level



# Questions Covered

## Demographics

### Training Portfolio and Development

Who identifies/funds/manages new offerings? (2013 v 2011)

What % of your products have training coverage? (2013 v 2011)

When is CDD first involved? (2013)

How many FTEs do you have dedicated to CDD? (2013 v 2011)

% of total budget dedicated to CDD? (2013 v 2011)

Three main ways you gather information (2013 v 2011)

% of portfolio originated in other departments (2013)

When is training required – 5 different audiences (2013 v 2011)

Into which languages do you translate? (2013 v 2011)

Materials usually translated first (2013 v 2011)

How much of the portfolio is in different modalities? (2013)

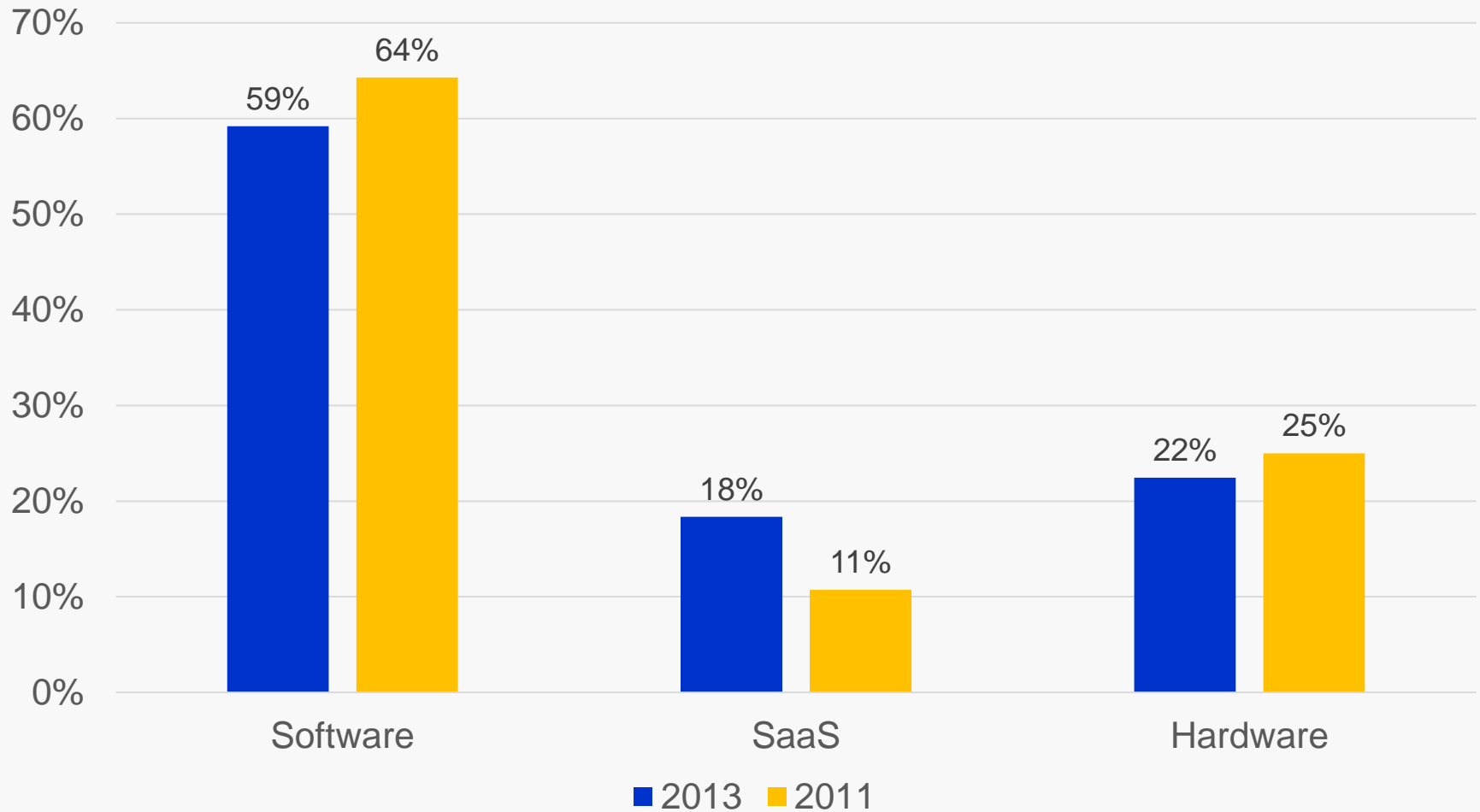
How much is SCORM compliant? (2013 v 2011)

Average development ratio by modality (2013 v 2011)

How often do you update courses? (2013)

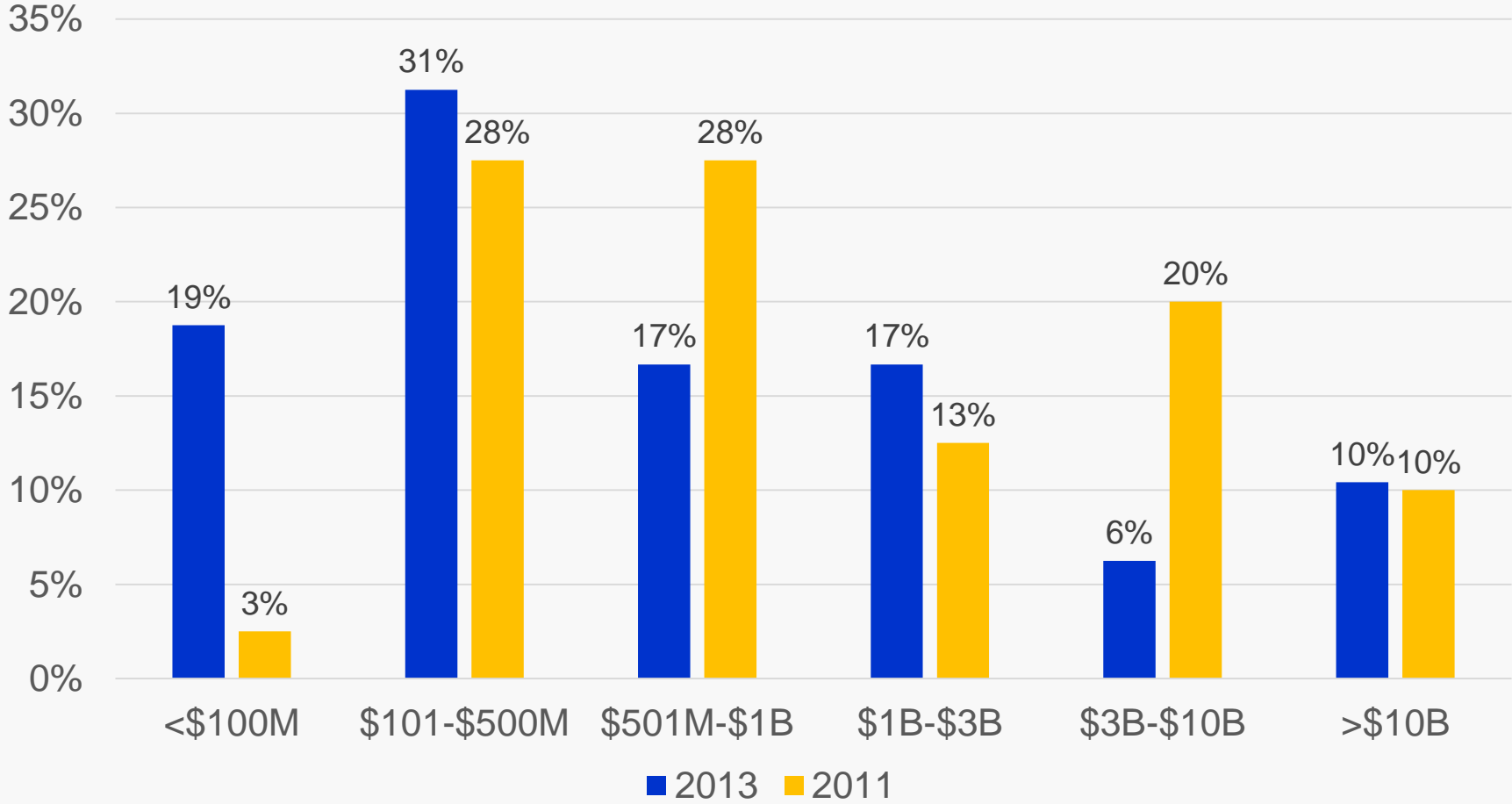


## Company's Business



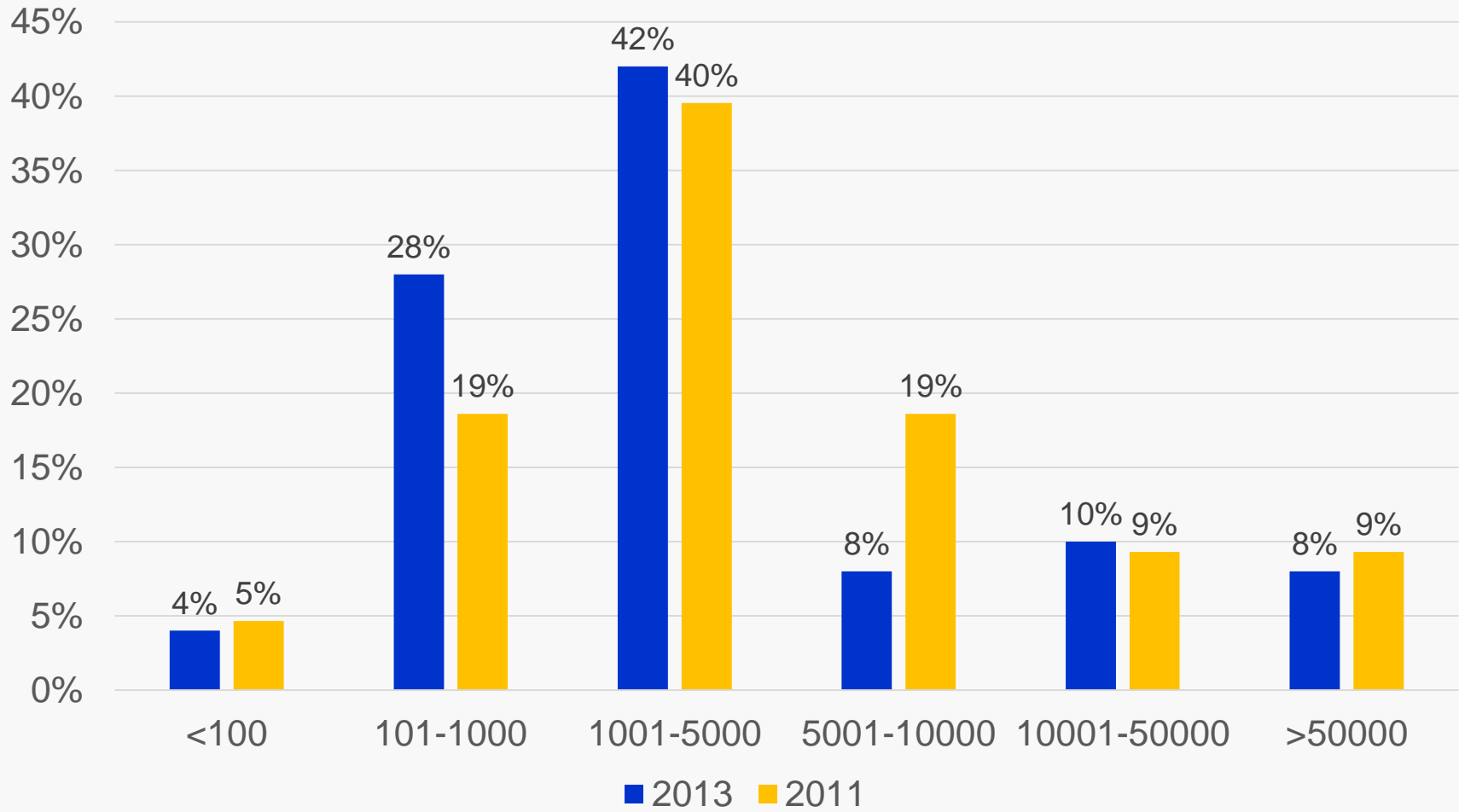


# Company's Revenue



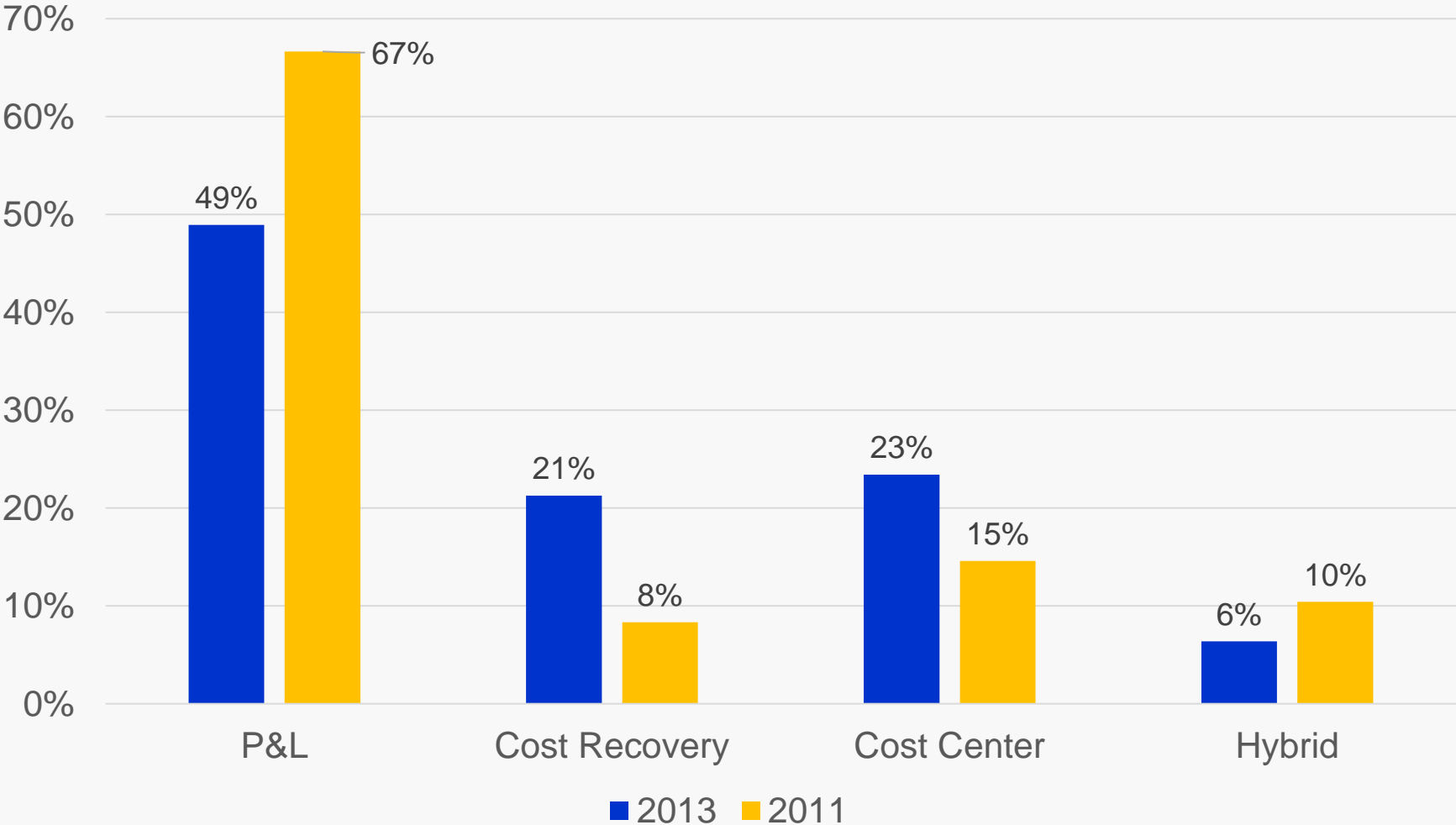


## Company's Headcount





# Education Business Model





## Education Business Model

**Profit Center** (expectation is to make a profit - may have a margin target to achieve)

**Cost Recovery** (expectation is to sell enough training to at least break even on expenses)

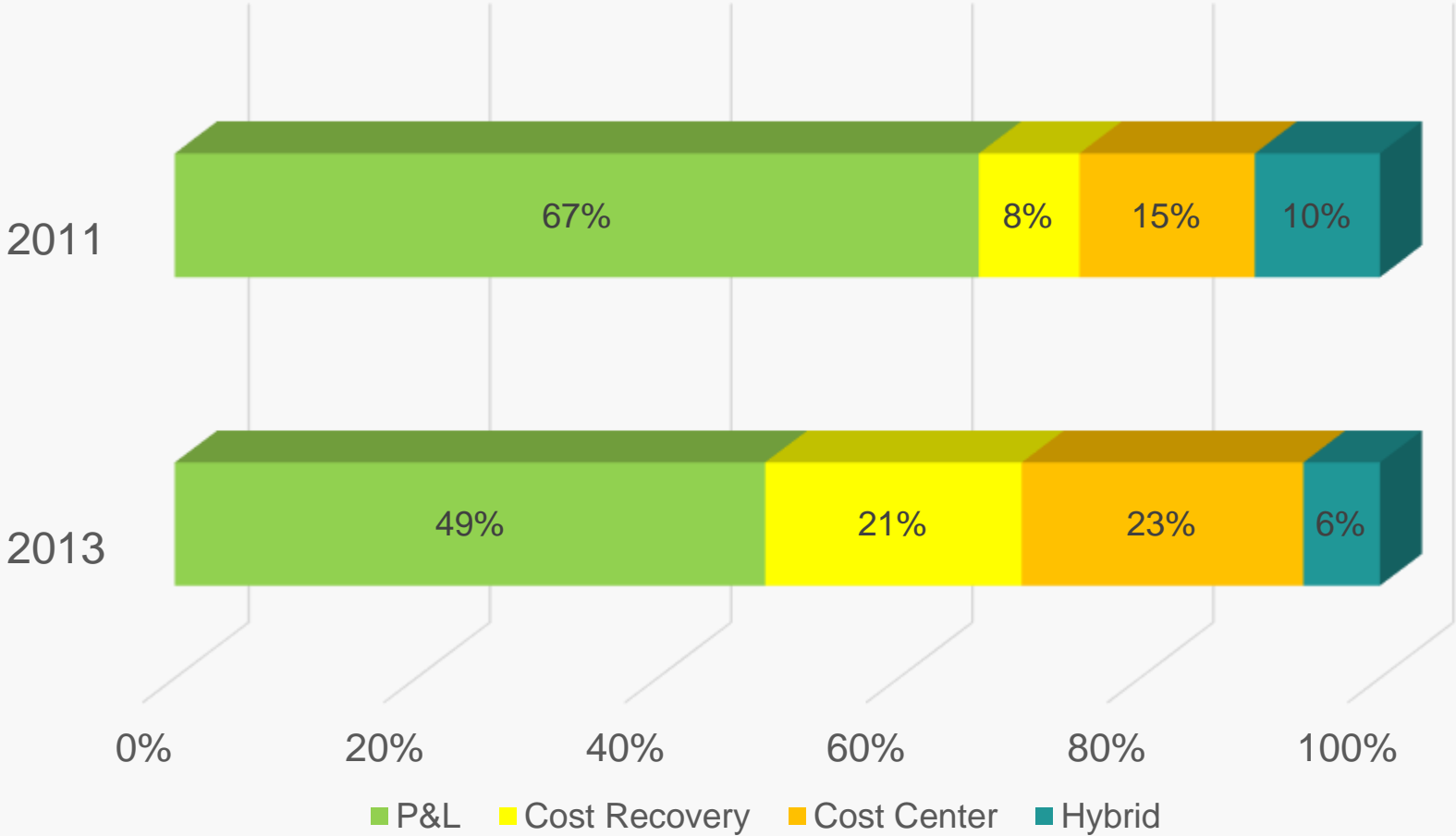
**Cost Center** (expectation is to provide non-education revenue benefits - for example better trained employees and partners)

**A hybrid** depending upon the education business unit



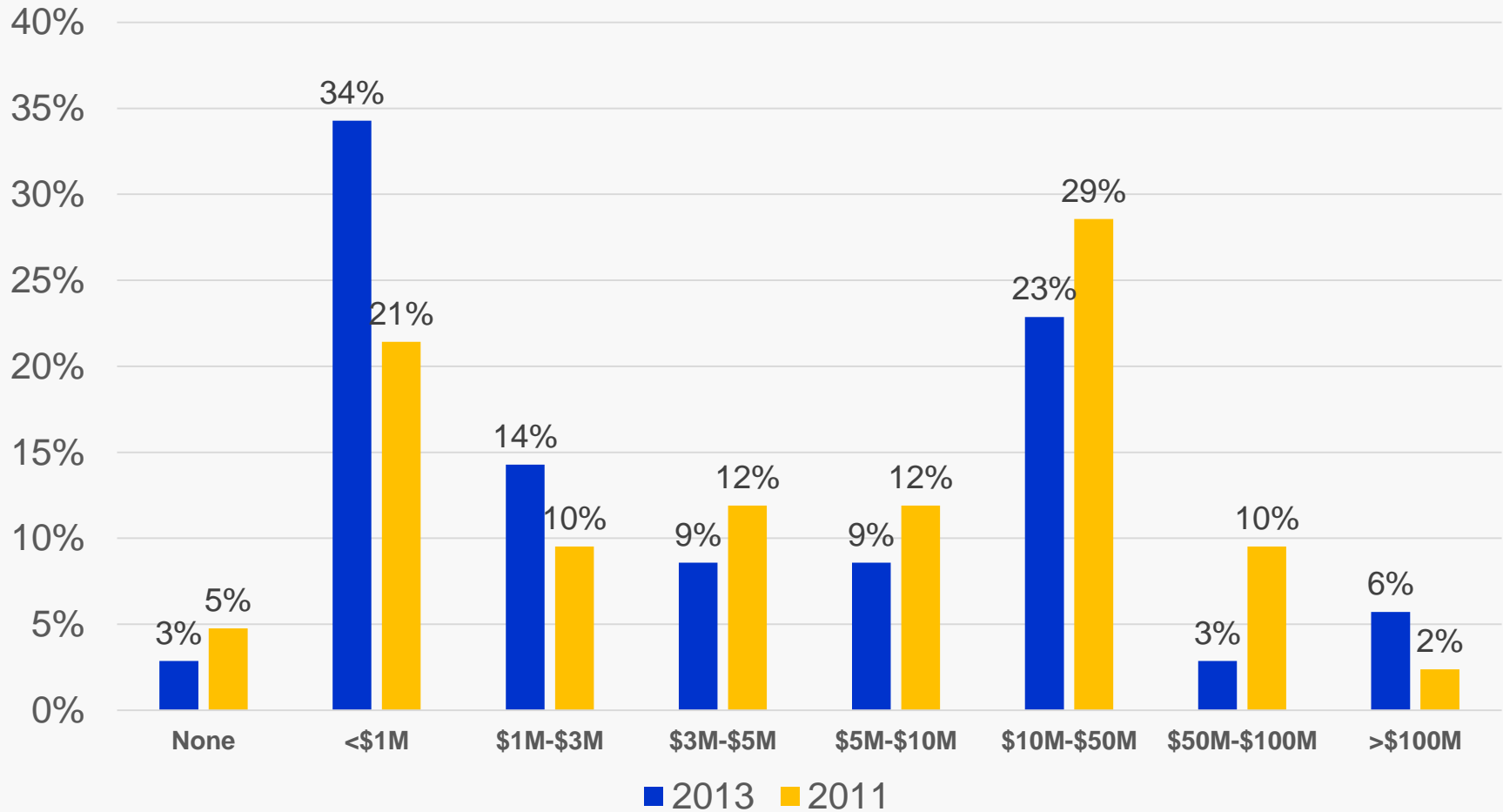


# Education Business Model



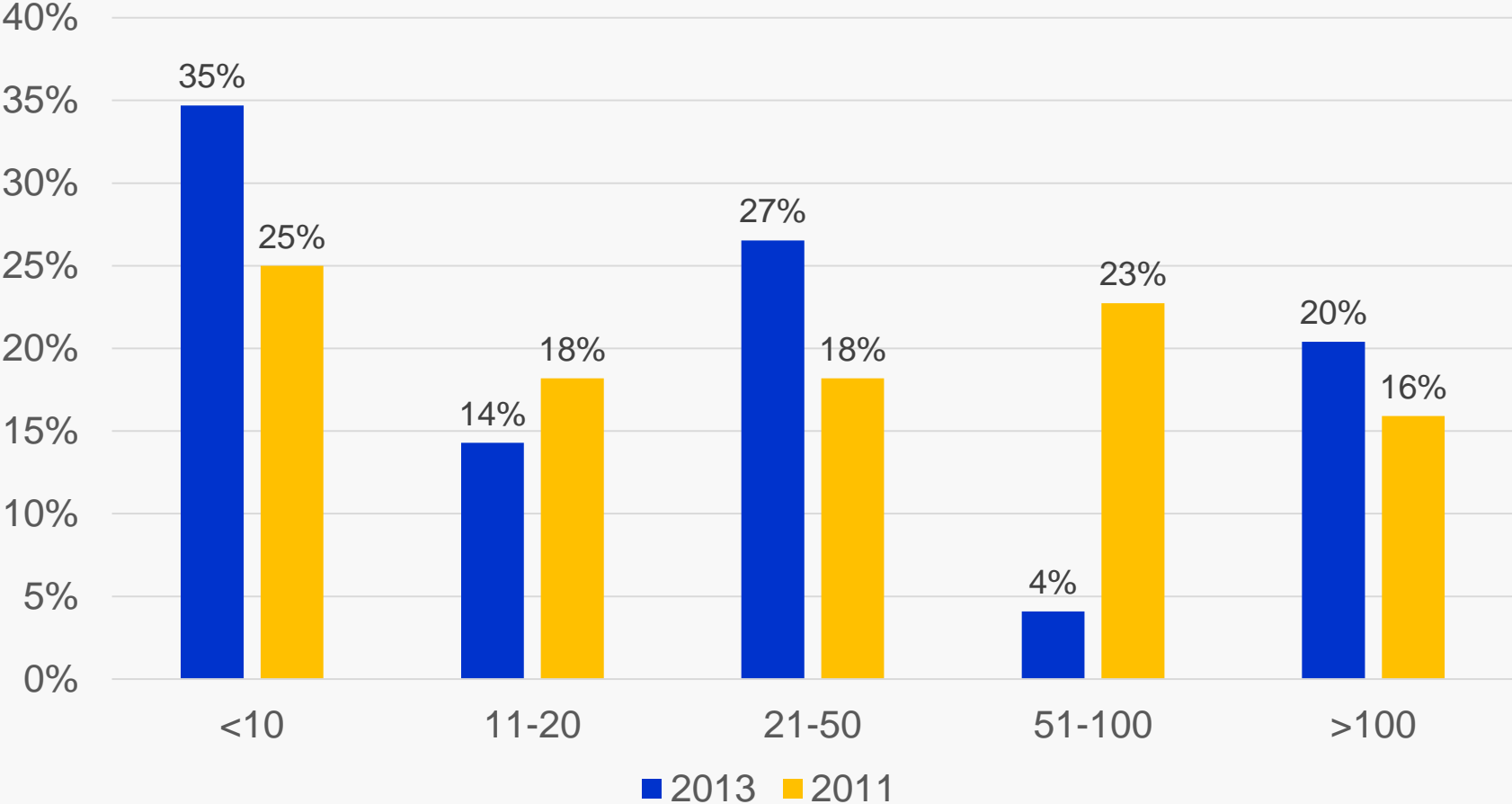


## Education Revenue



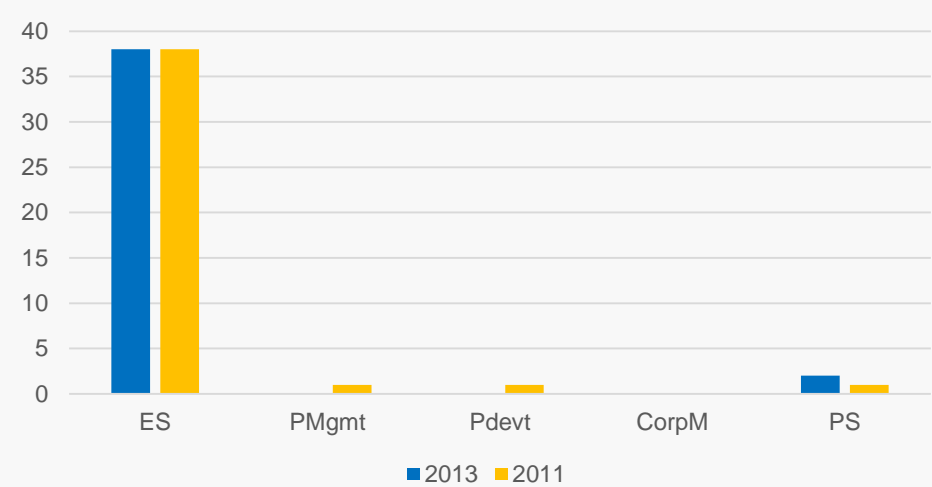


# Education Headcount

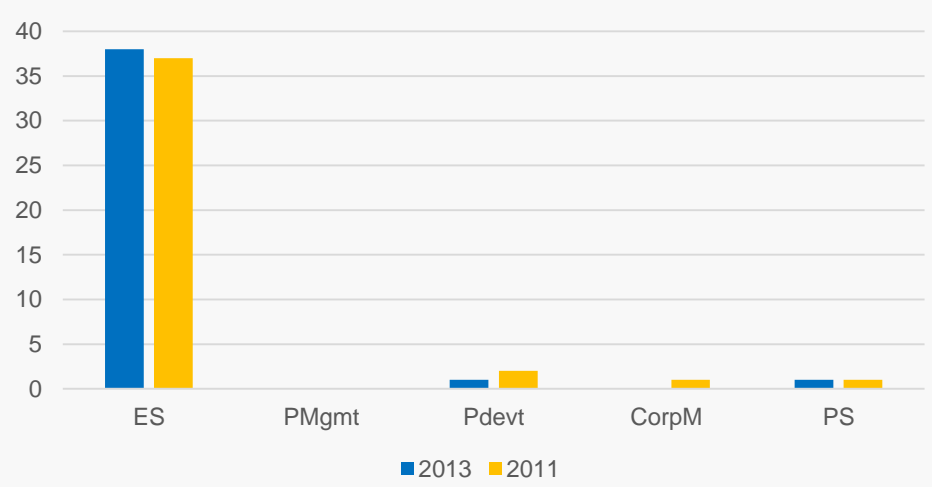




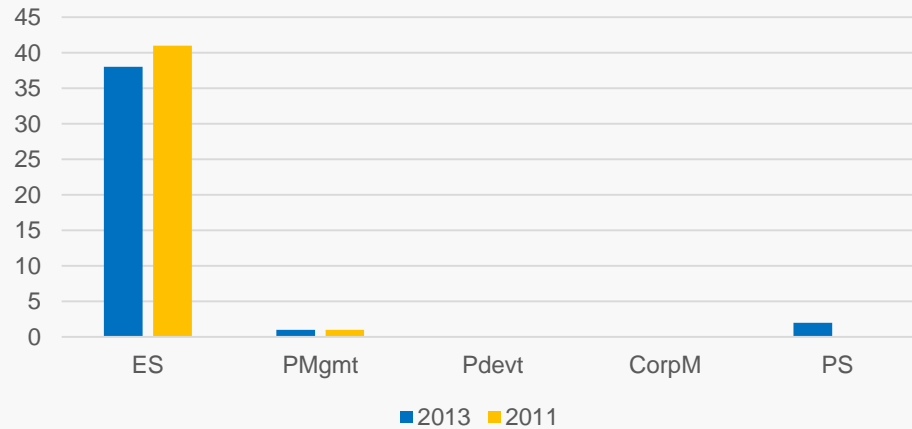
### Who identifies/defines new offerings?



### Who funds new offerings?

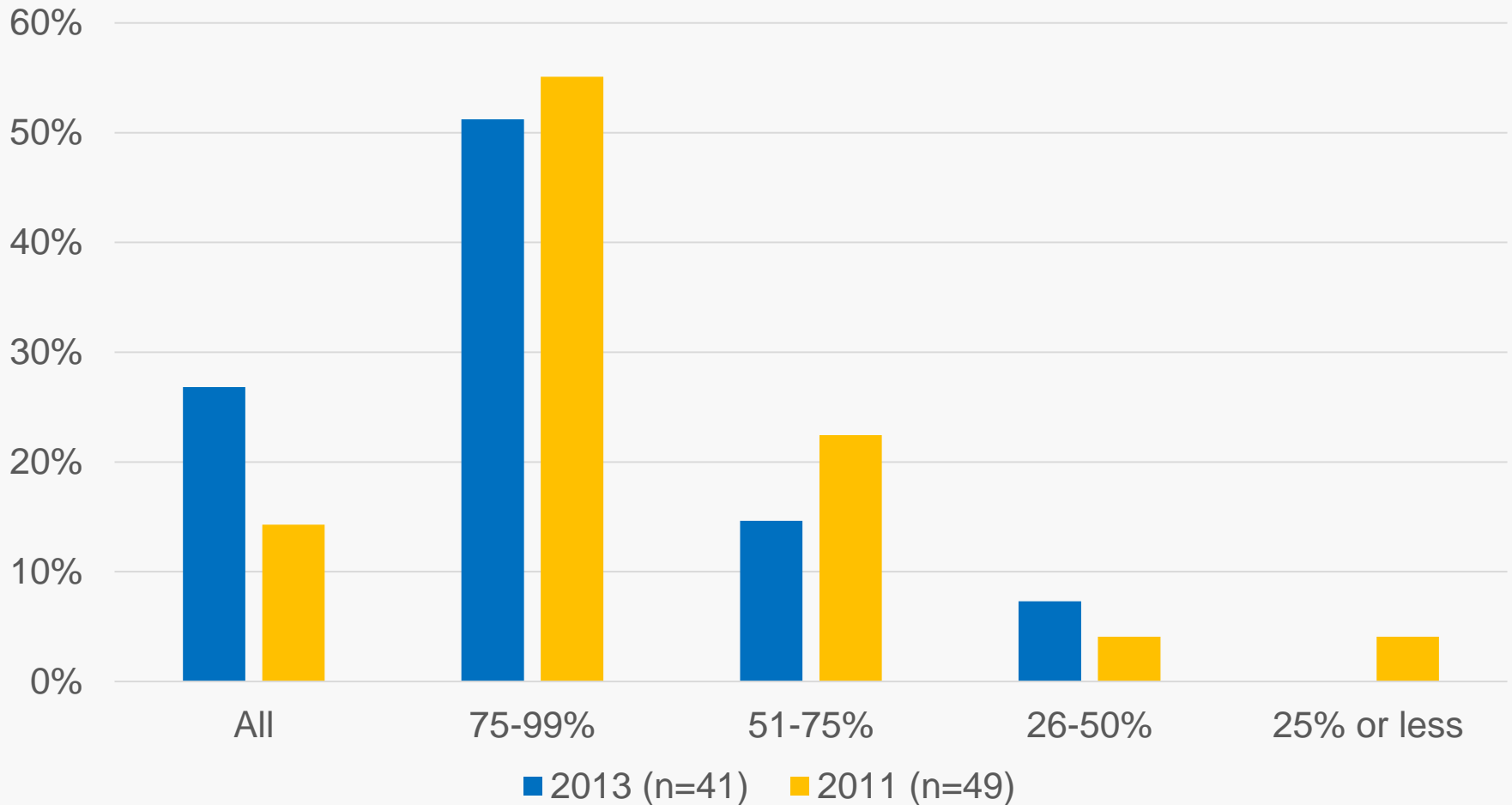


### Who manages offerings through the lifecycle?



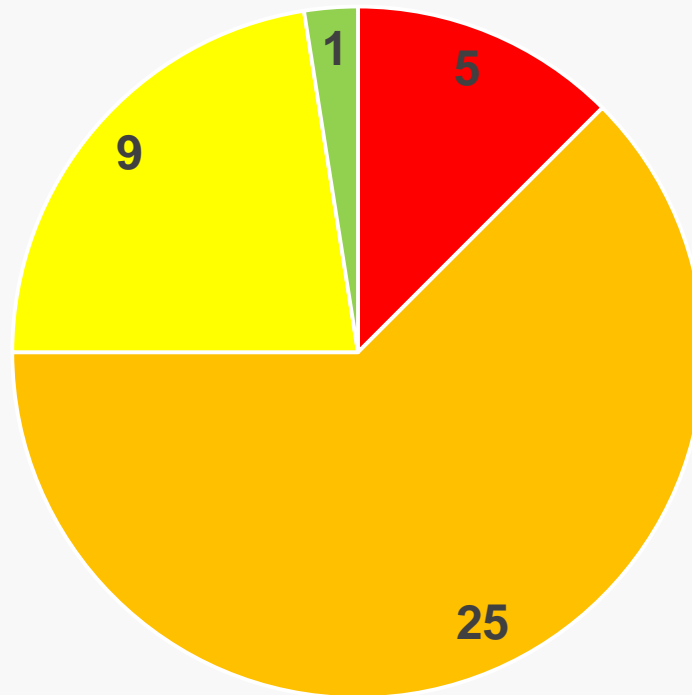


## What % of products have training coverage?





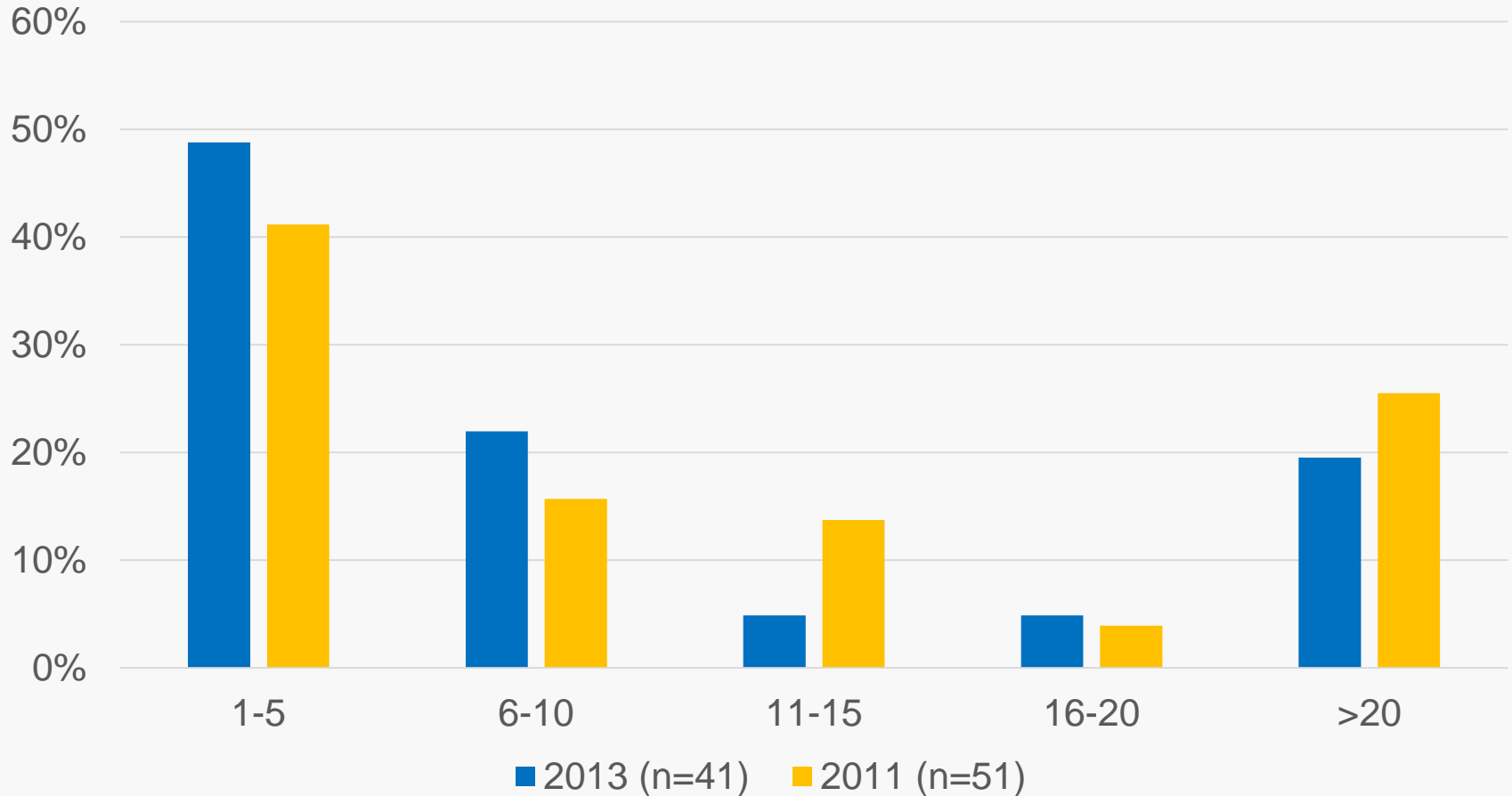
## When is CDD first involved (2013 only)?



■ Feasibility ■ Development ■ Beta ■ GA

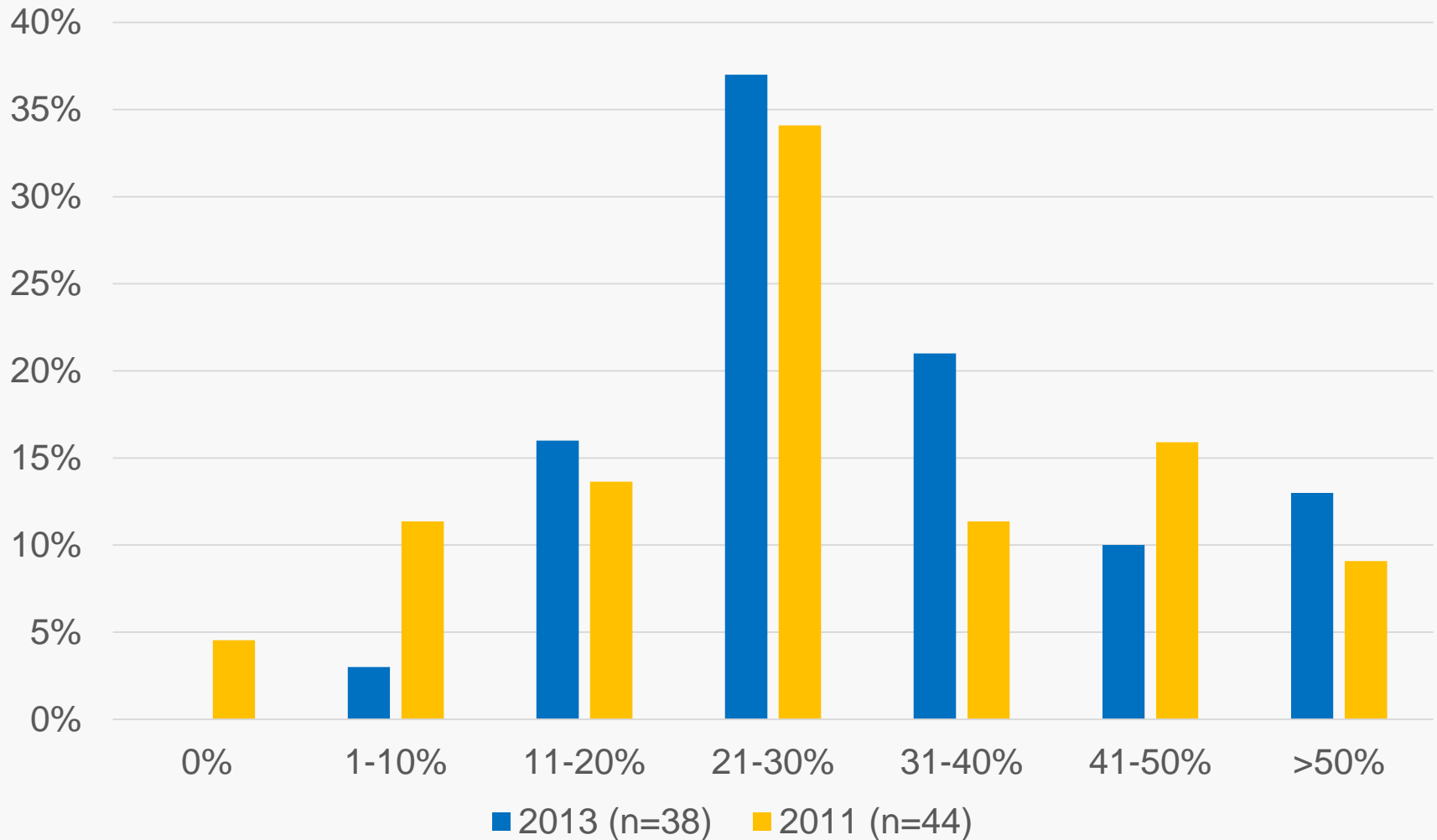


## How many FTEs do you have dedicated to CDD?





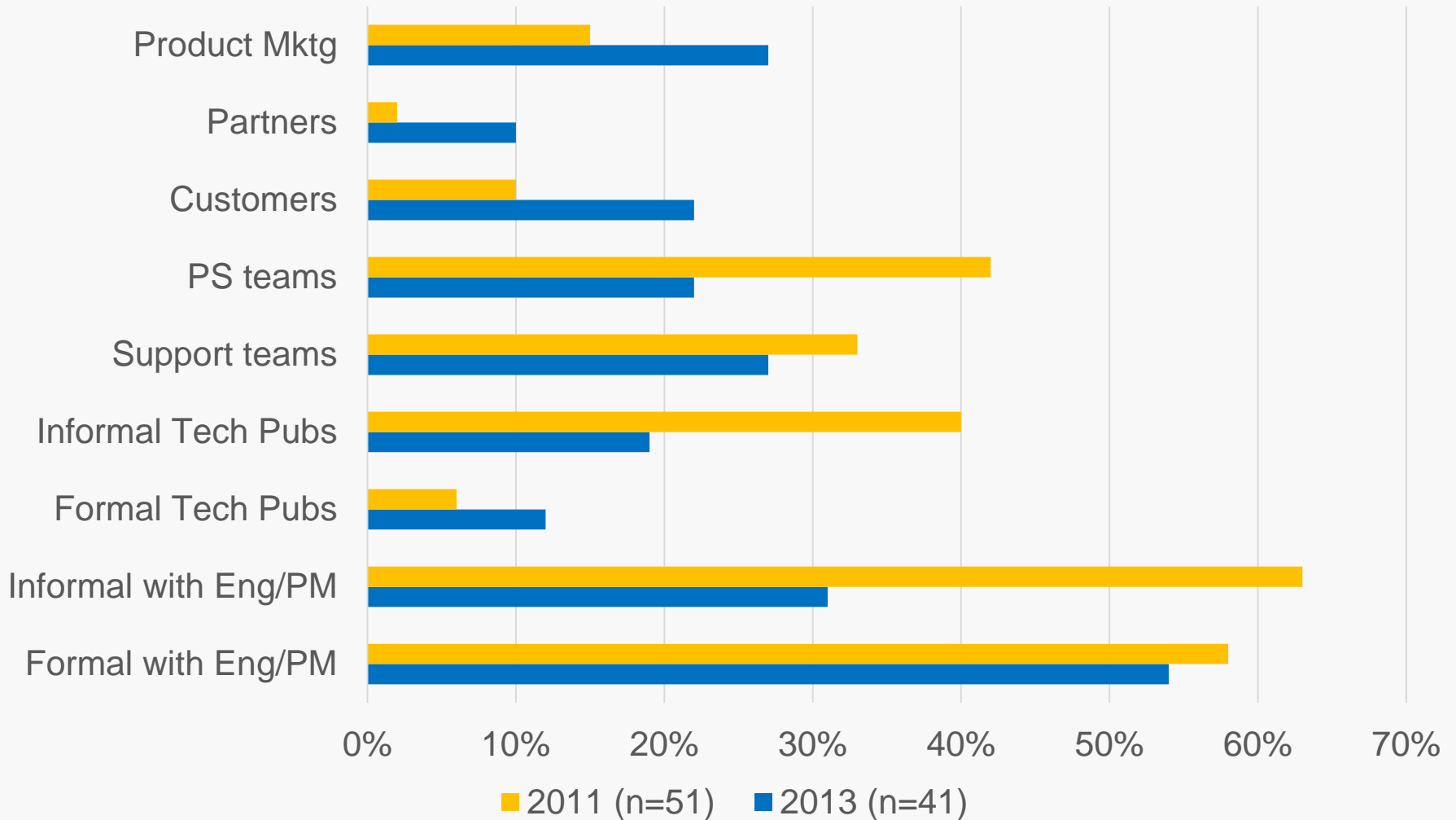
## % of total budget allocated to CDD





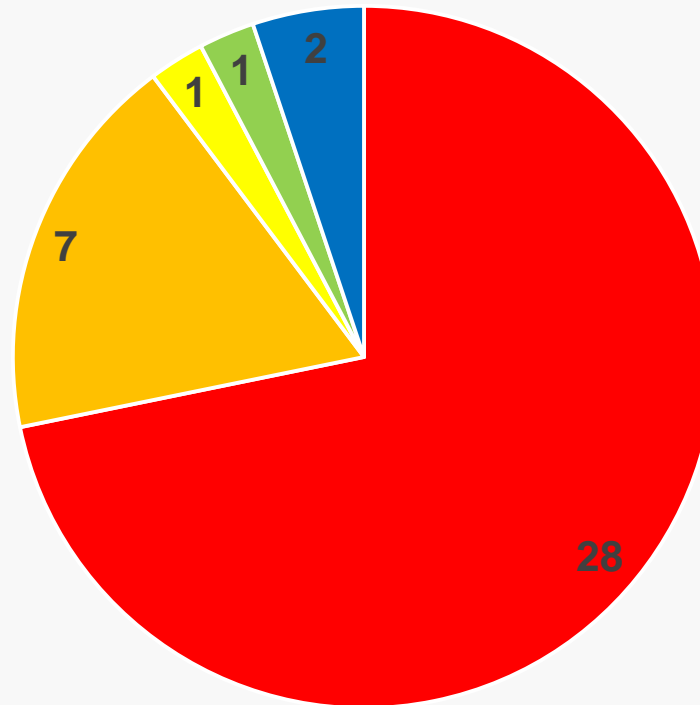


## Three main ways you gather information





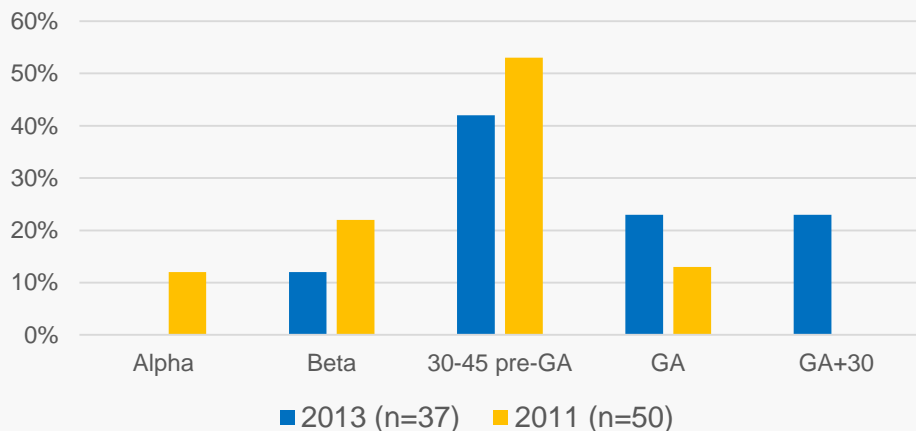
## % of portfolio originated in other departments (n=39)



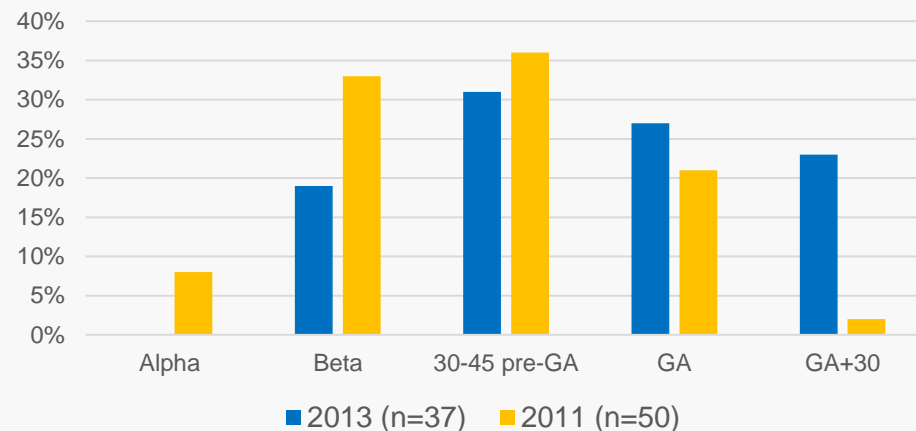
■ 10% or less ■ 11-25% ■ 26-50% ■ 51-75% ■ >75%



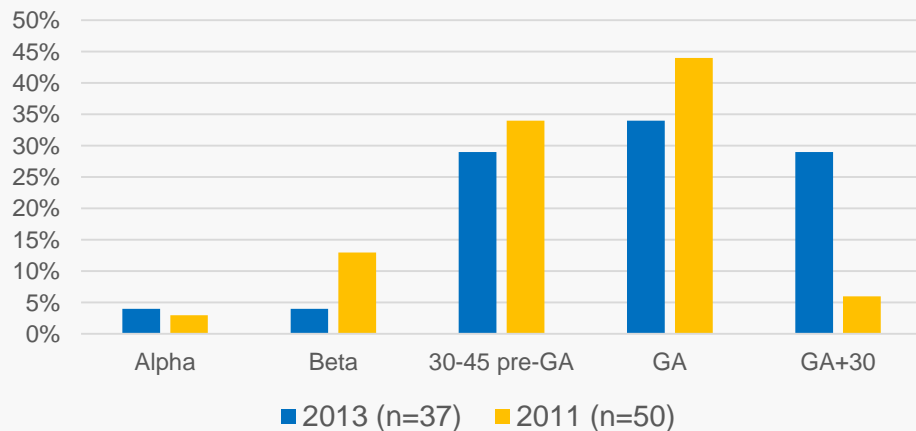
### When is training required - Sales/Pre-sales?



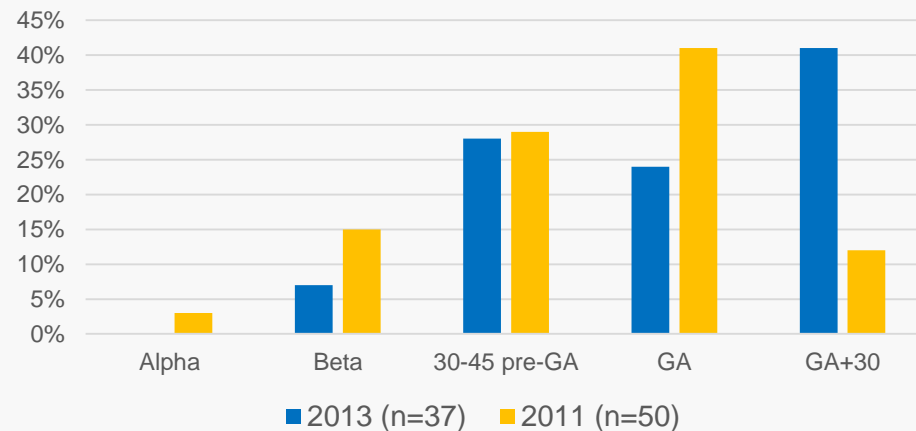
### When is training required - Services/Support?



### When is training required - Channel Sales/Pre-sales?

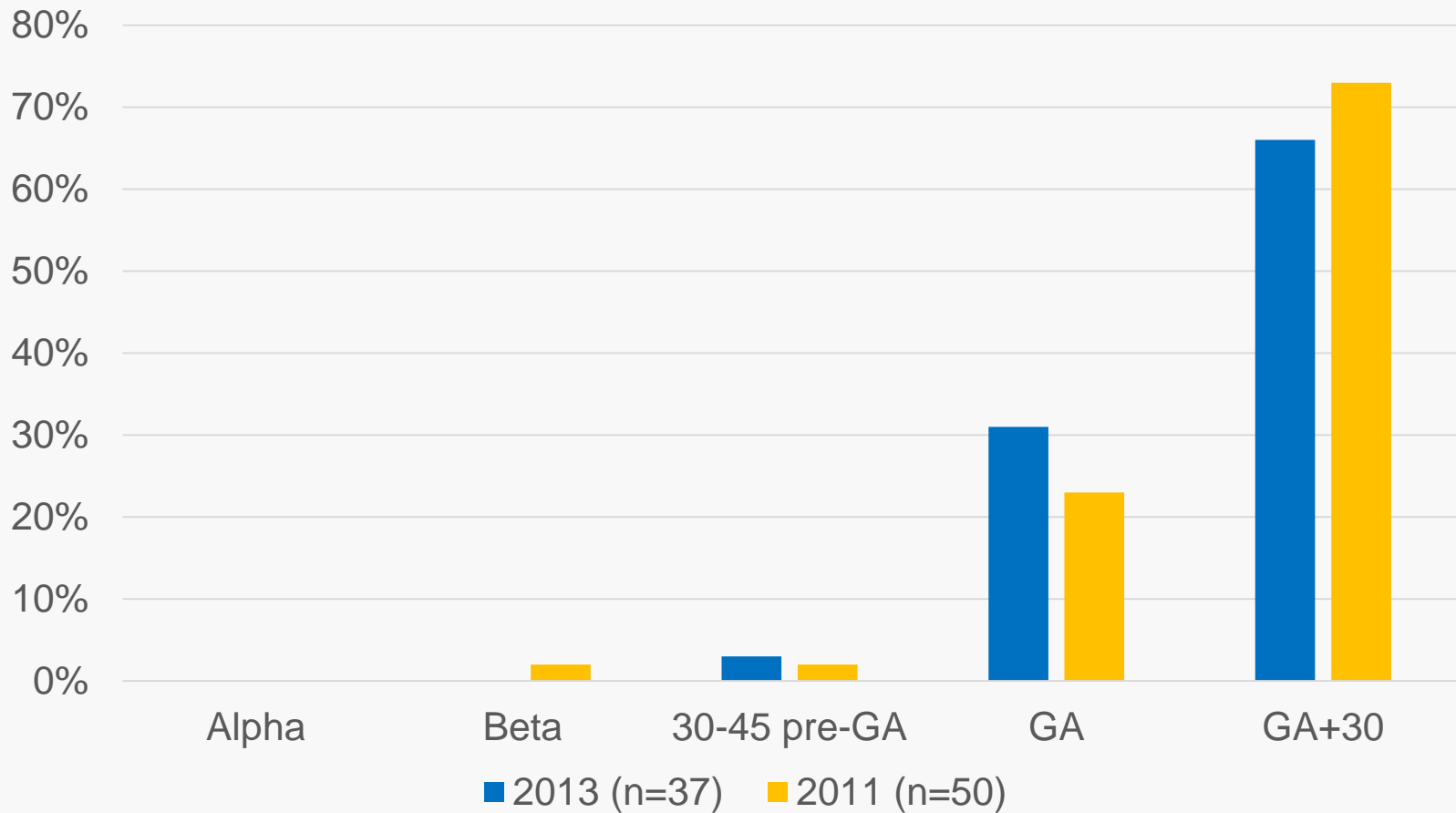


### When is training required - Channel Services/Support?



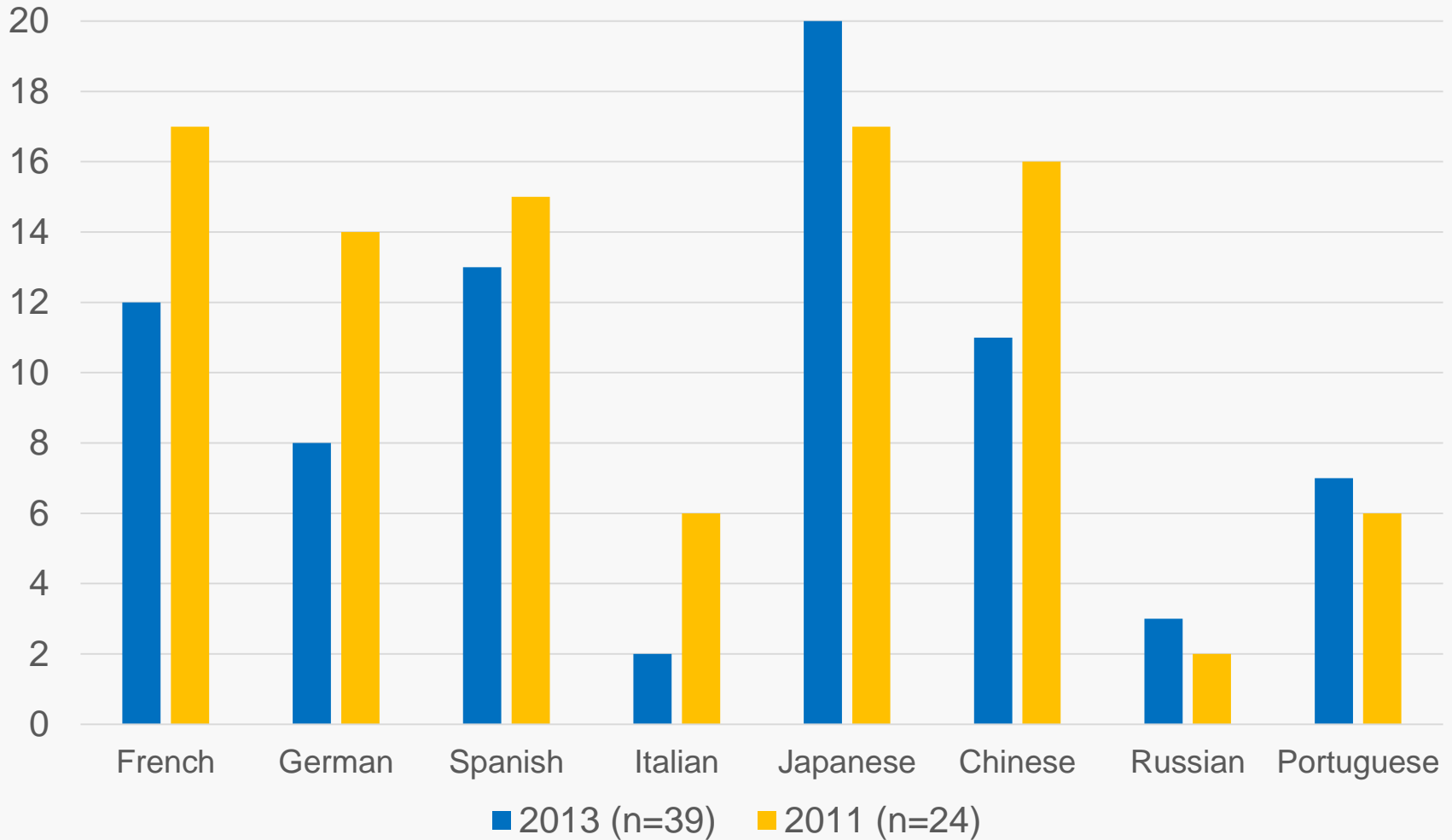


## When is training required - Customers?



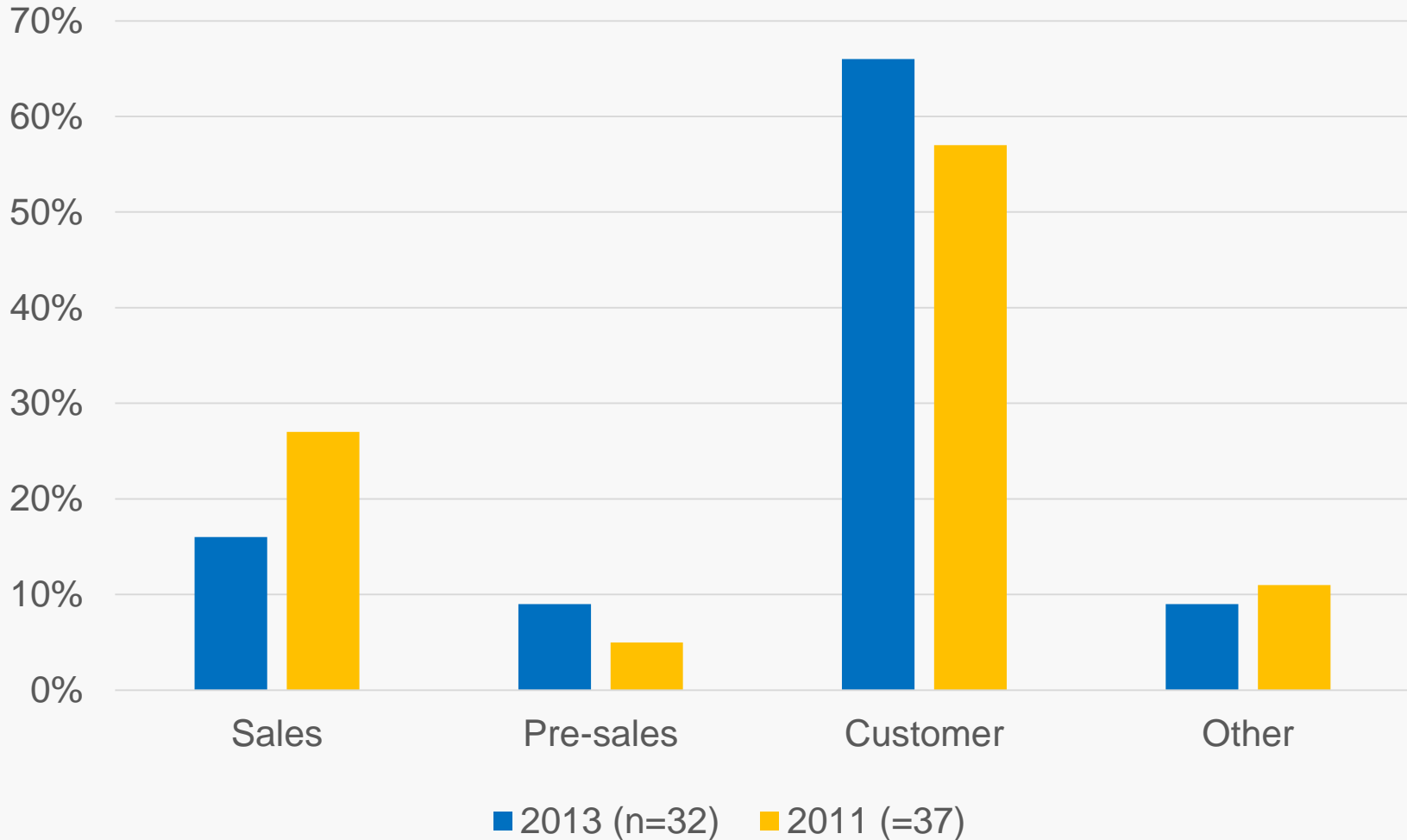


## Into which languages do you translate?



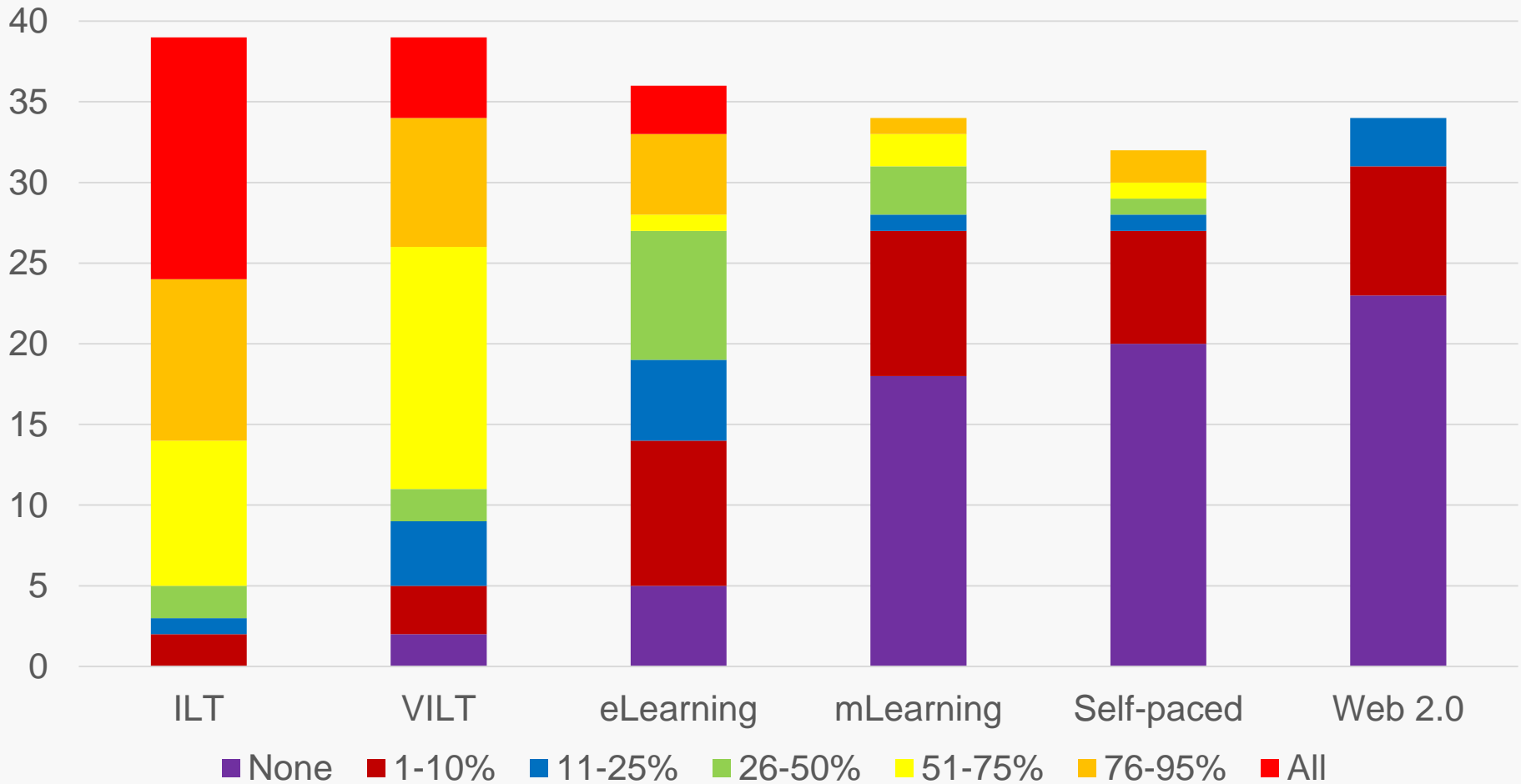


## Materials usually translated first?



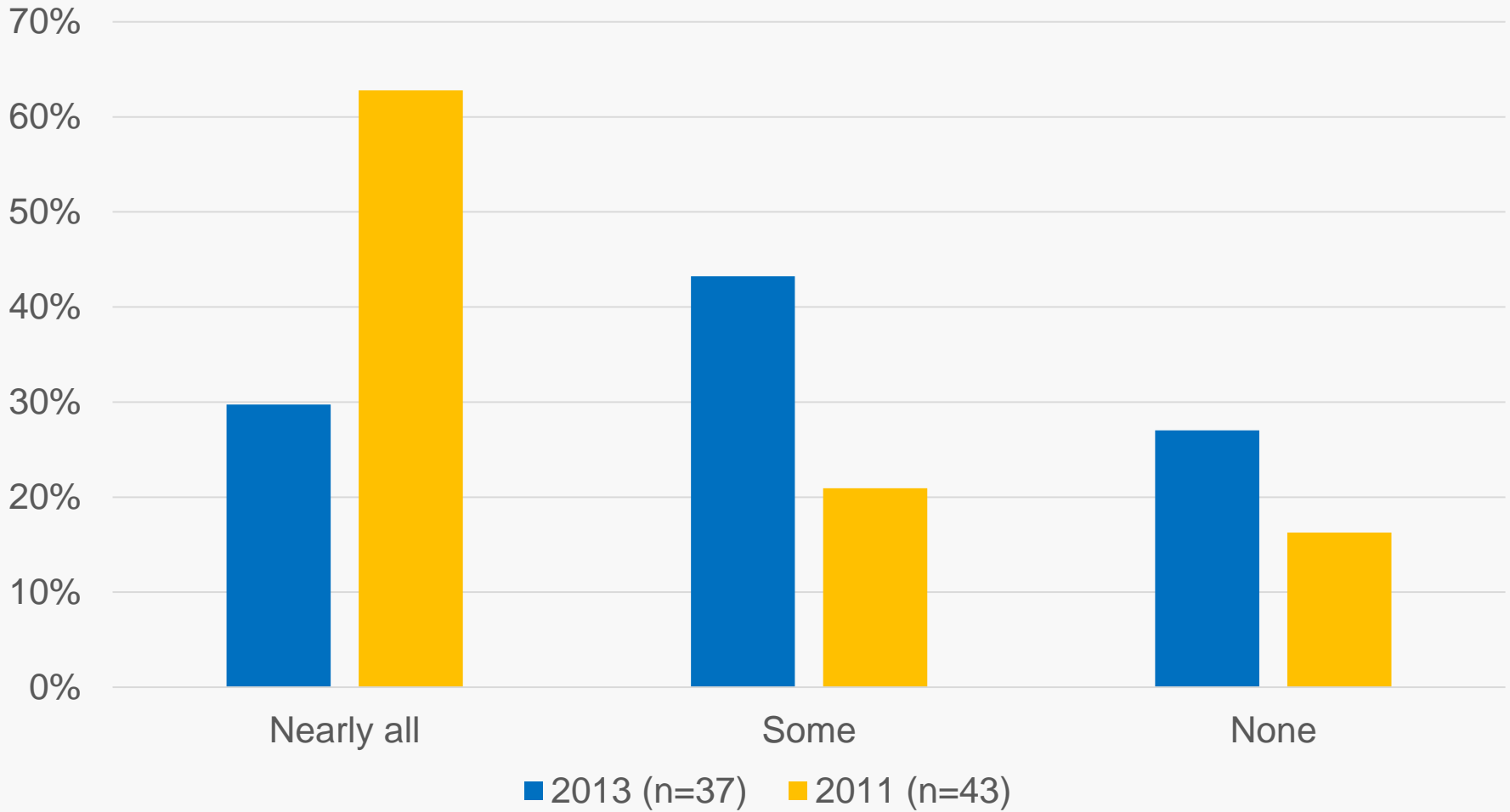


## How much of your Portfolio is in these Modalities (n=40)?





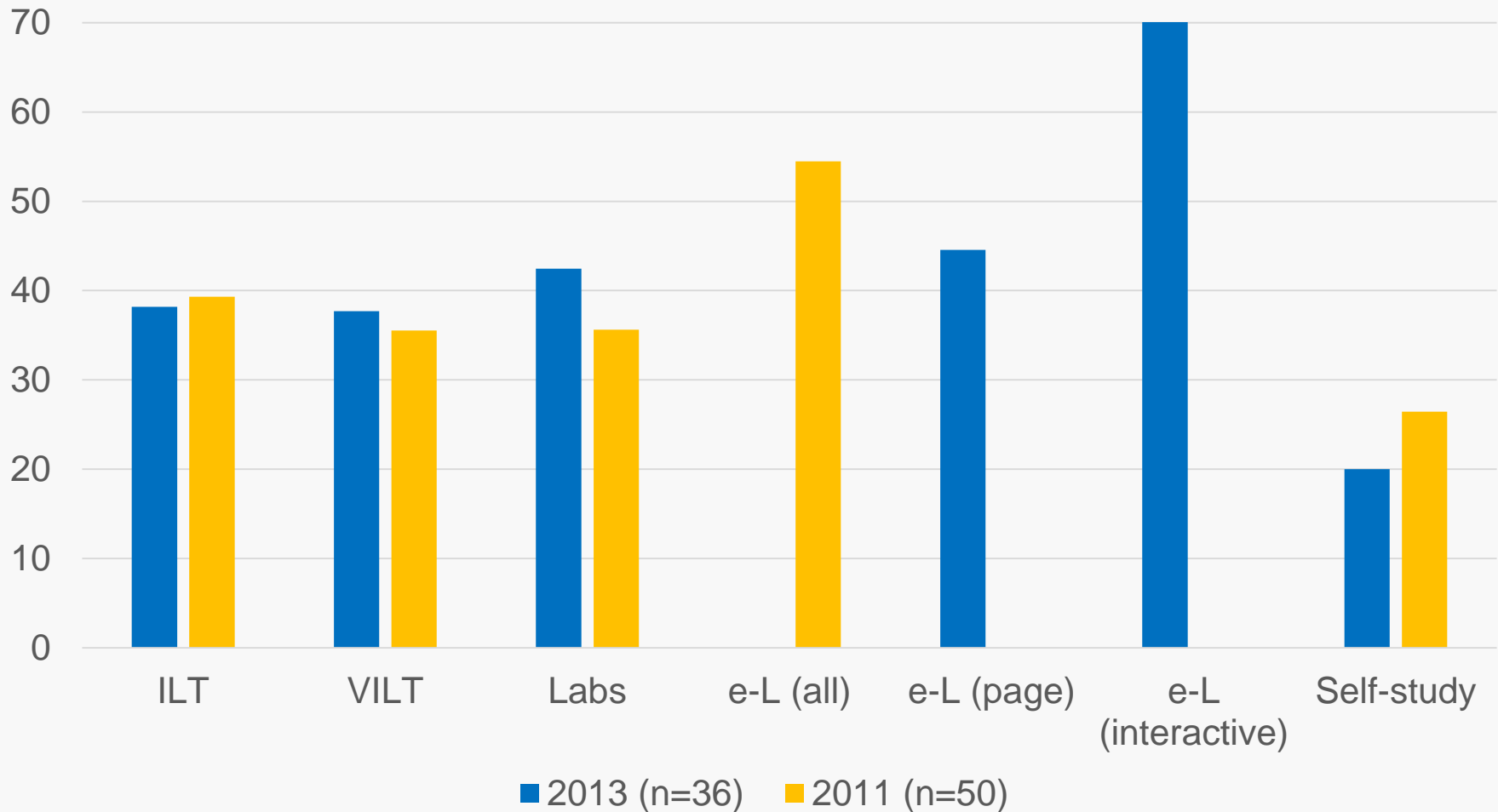
## How much material is SCORM compliant?





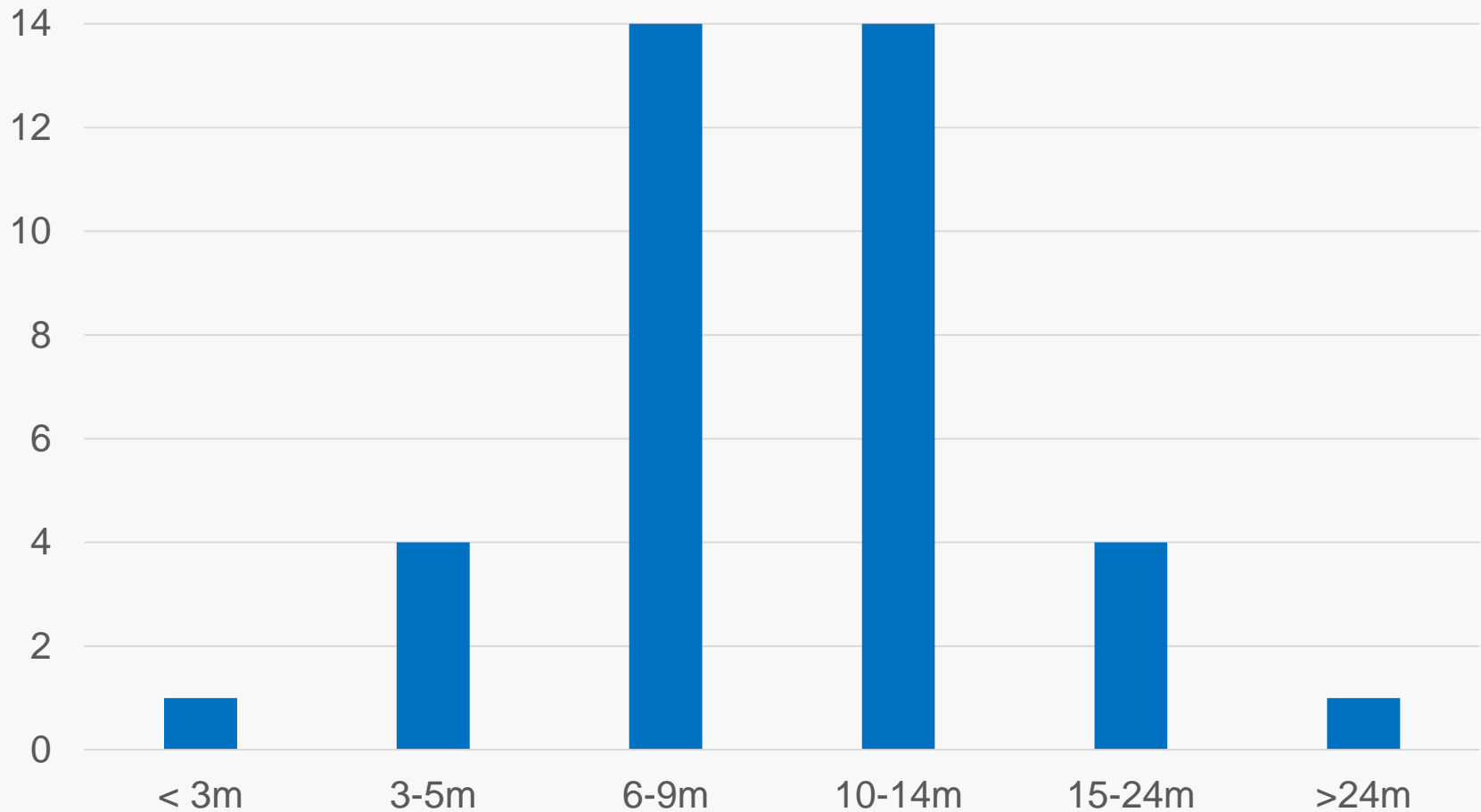


## Average Development Ratio by Modality





## How often do you update courses (n=38)?





# Discussion on the 2014 SIG Program