

Distance Learning Questionnaire Survey Results April 2002



Number of Respondents: 203

How does online education fit into your association's business/educational strategy?	Total
Plays a small but growing part	40.0%
Our strategy is not yet clear	24.5%
Nothing in place now, but we plan to implement soon	21.5%
Is a significant part of it	14.0%

Our online education offerings are/will be for . . . (please check all that apply) *	Total
Knowledge/Skills improvement	86.8%
Continuing Education Credits	68.3%
Certification	33.9%
Self-assessment for career advancement	23.8%

* Totals will be more than 100%

Which of the following statements most accurately describes your educational offerings?	Total
Primarily self-sustaining	39.2%
Primarily money-making	33.5%
Primarily money-losers but a membership benefit	19.1%
N/A	8.2%

What do you plan to allocate for online education next year?	Total
The same as this year	46.9%
More than this year	46.4%
Less than this year	6.7%

Our top three challenges to date are: (Please select only your top three) *	Total
Developing the online offerings	72.4%
Financing the online offerings	50.6%
Marketing the online offerings	42.5%
Identifying the right learning software	39.1%
Identifying the topics	27.6%
Integrating them into our overall portal and AMS strategy	25.3%
Servicing the programs while they are ongoing	24.7%
Other	14.4%

* Totals will be more than 100%

Please indicate the likelihood of your using the following formats *	Highly likely	Some-what likely	Neutral	Not very likely	Not at all likely
Online Powerpoint presentations	53.2%	29.3%	14.9%	1.6%	1.1%
Online PowerPoint with live audio	43.5%	25.0%	15.8%	13.6%	2.2%
Live video	7.3%	20.2%	30.3%	33.7%	8.4%
Pre-recorded video	23.0%	35.0%	21.9%	13.7%	6.6%
On-demand video with synchronized PowerPoint	18.3%	31.4%	25.1%	17.7%	7.4%
Asynchronous, text-based only online content	36.0%	24.7%	21.9%	12.4%	5.1%
Asynchronous online content using one or more of the following: graphics, streaming media, audio, streaming audio/video, email, chat	38.4%	31.1%	19.8%	06.8%	4.0%
Synchronous and asynchronous content within the same course (includes use of instructor-led live chat, instructor-led live discussion boards, etc.	18.0%	28.1%	33.1%	16.3%	4.5%

For each of the following statements, please indicate the likelihood of its applying to your association in the next three years	Highly likely	Some-what likely	Some-what unlikely	Not at all likely
Online education is a strategic and critical component of our program and service offerings.	46.4%	32.8%	15.1%	5.7%
Online education has created a positive stream of non-dues revenues.	25.1%	34.2%	25.1%	15.5%
Our online programs integrate with the books, seminars, conference workshops, and other related sources of knowledge we offer on related subjects.	40.7%	39.2%	14.3%	5.8%

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