

Bersin and Associates Releases Study of US Corporate Learning Market (Feb 15)

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Bersin & Associates, a research and advisory firm solely focused on enterprise learning and talent management, has announced the availability of "The 2007 Corporate Learning Factbook."

One of the company's most popular studies, the 79-page publication offers corporate executives baseline metrics that can be used to assess the efficiencies of their own corporate training initiatives.

The study is based on data collected by an August 2006 survey conducted in partnership with *Training Magazine*.

"The 2007 Corporate Learning Factbook" analyzes a wide range of metrics, including:

- budgets
- expenditures per learner
- cost per student hour
- program priorities
- budget allocations
- staffing sizes
- staff-to-learner ratios
- staff to total spending
- technology usage and budgets
- outsourcing spending

The publication also includes 130 data points broken down by company size and industry sector, so executives can compare their own metrics with those from comparable organizations.

The study also provides quantitatively-supported analysis on trends shaping the learning market.

Representative findings include:

- The corporate learning market continues to grow, with budget increases averaging 7 percent. Total training spending grew from \$51.1 billion in 2005 to \$55.8 billion in 2006. Spending on products and services grew from \$13.5 billion in 2005 to \$15.8 billion in 2006.
- While budgets have increased, salary spending over the last four years has remained relatively flat. In 2005, 73 cents of every training dollar went to payroll expenses. In 2006, payroll expenses were 65 cents of every dollar.
- Learning technologies are widely used by companies of all sizes. Almost 60 percent of respondents use virtual classroom technologies, 40 percent have learning management systems, 25 percent to 30 percent use application simulation and rapid e-learning tools and 14 percent use learning content management systems.
- The average spending per learner is \$1,273. The highest spending sector is technology (\$2,763), and the lowest is retail (\$519).
- When it comes to learning programs, sales training and management/supervisory training are the program priorities for most learning organizations.
- Outsourcing continues to grow, with highest planned increases in custom content development and LMS hosting.

"This study is the most detailed and up-to-date view of corporate learning and development available," said Karen O'Leonard, research director for the study. "Our rigorous research methodology, combined with the extensive survey database we have built over the last few years, gives us a unique ability to quantify key metrics and provide fact-supported analysis of important trends."