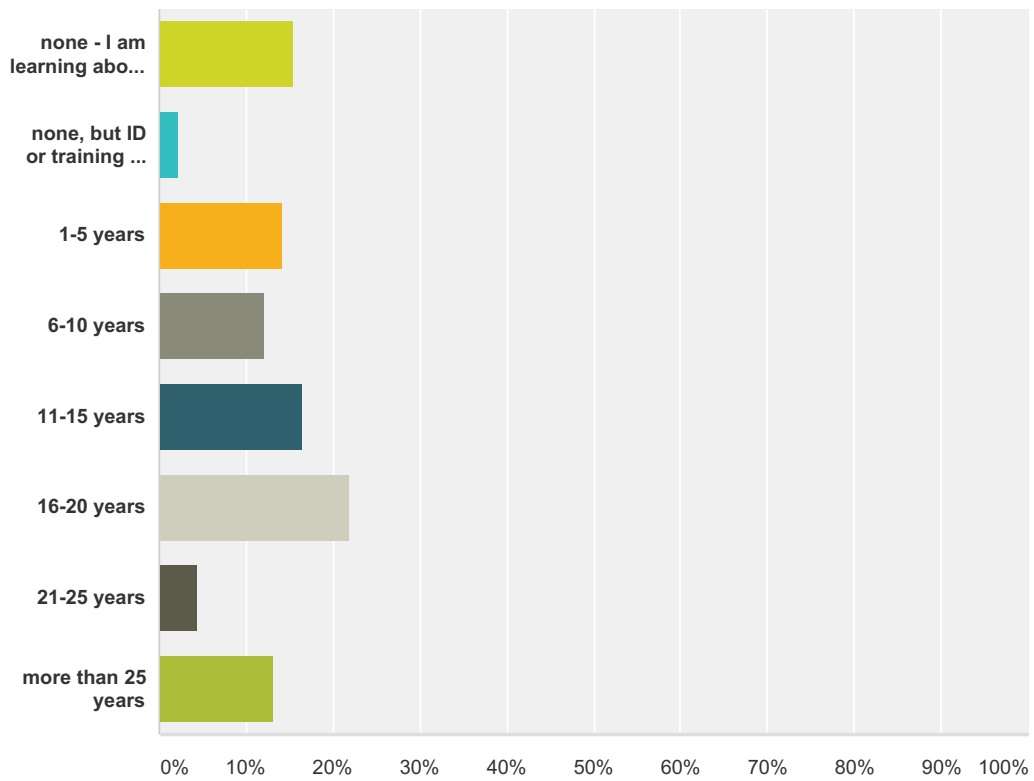


### Q1 How many years of experience do you have in instructional design (ID) or training?

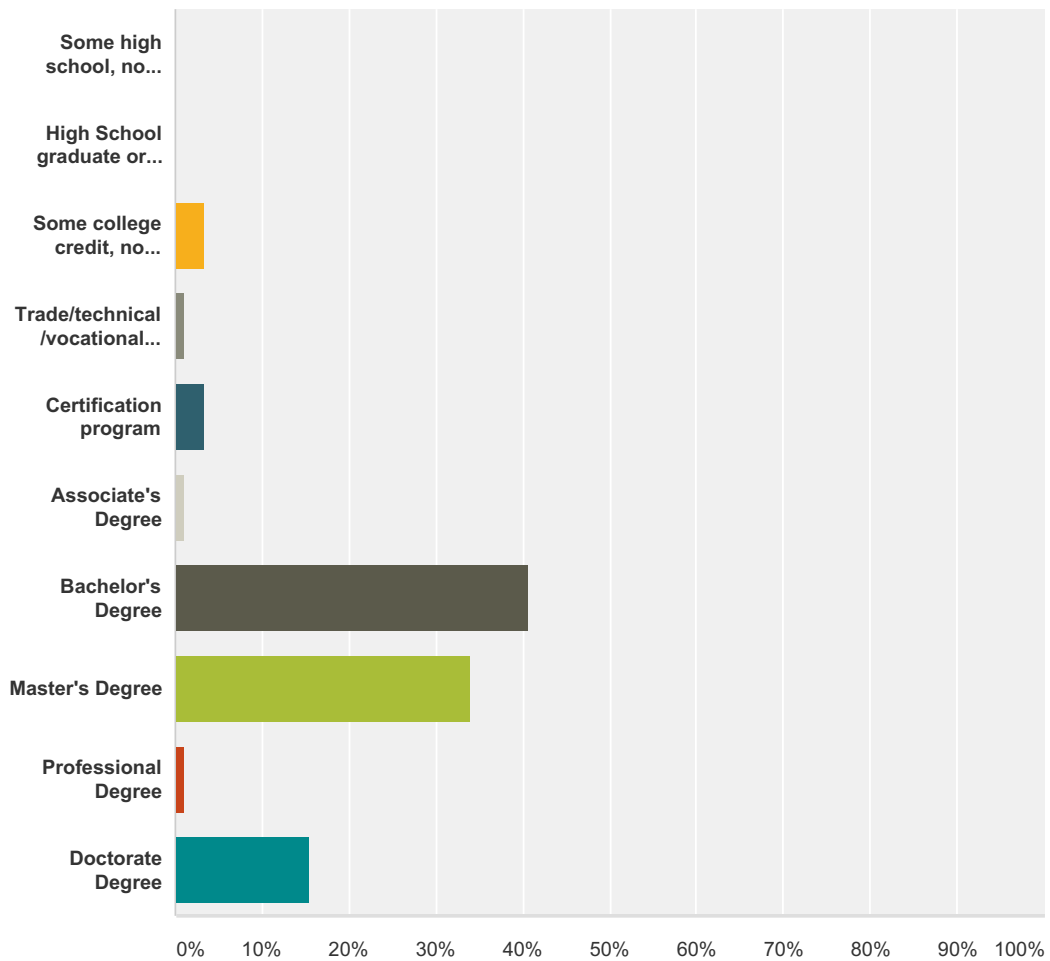
Answered: 91 Skipped: 0



Answer Choices	Responses
none - I am learning about this field	15.38% 14
none, but ID or training is now one of my job responsibilities	2.20% 2
1-5 years	14.29% 13
6-10 years	12.09% 11
11-15 years	16.48% 15
16-20 years	21.98% 20
21-25 years	4.40% 4
more than 25 years	13.19% 12
<b>Total</b>	<b>91</b>

## Q2 What is the highest degree or level of education you have completed?

Answered: 91 Skipped: 0

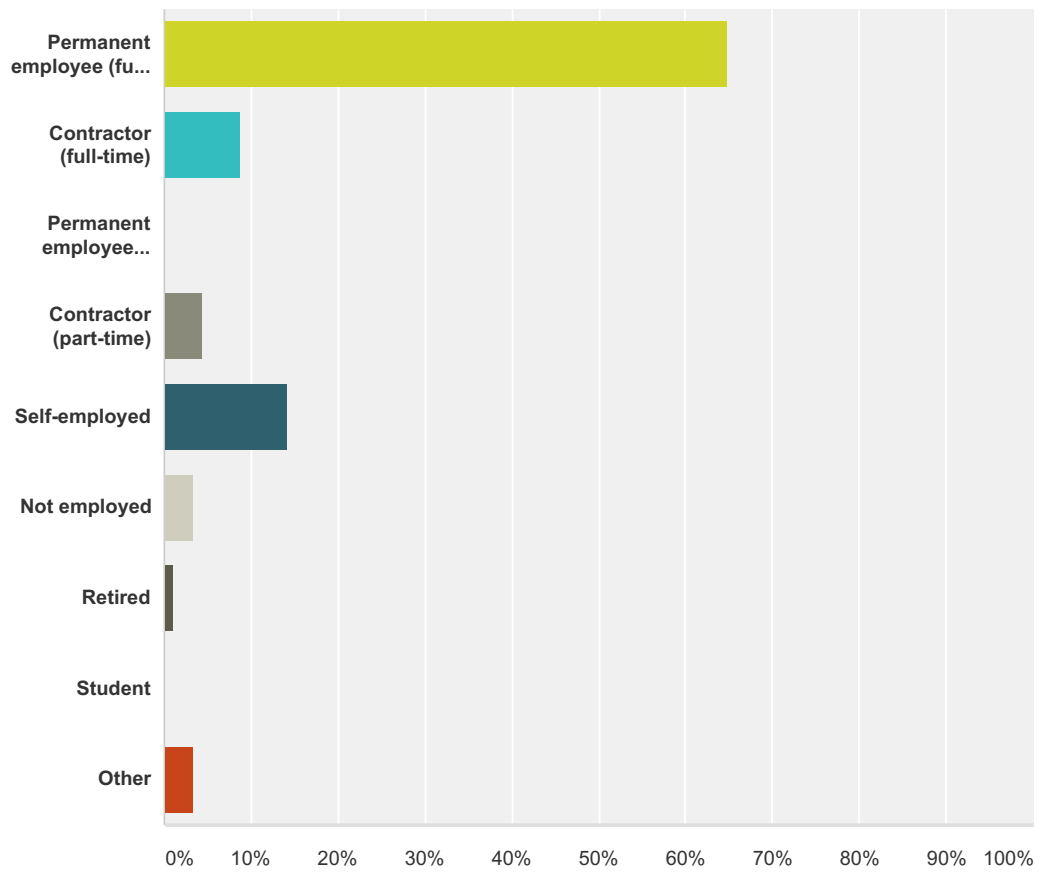


Answer Choices	Responses
Some high school, no diploma	0.00% 0
High School graduate or equivalent (i.e. GED)	0.00% 0
Some college credit, no degree	3.30% 3
Trade/technical/vocational training	1.10% 1
Certification program	3.30% 3
Associate's Degree	1.10% 1
Bachelor's Degree	40.66% 37
Master's Degree	34.07% 31
Professional Degree	1.10% 1

Doctorate Degree	15.38%	14
<b>Total</b>		<b>91</b>

### Q3 What statement best describes your current employment status?

Answered: 91 Skipped: 0



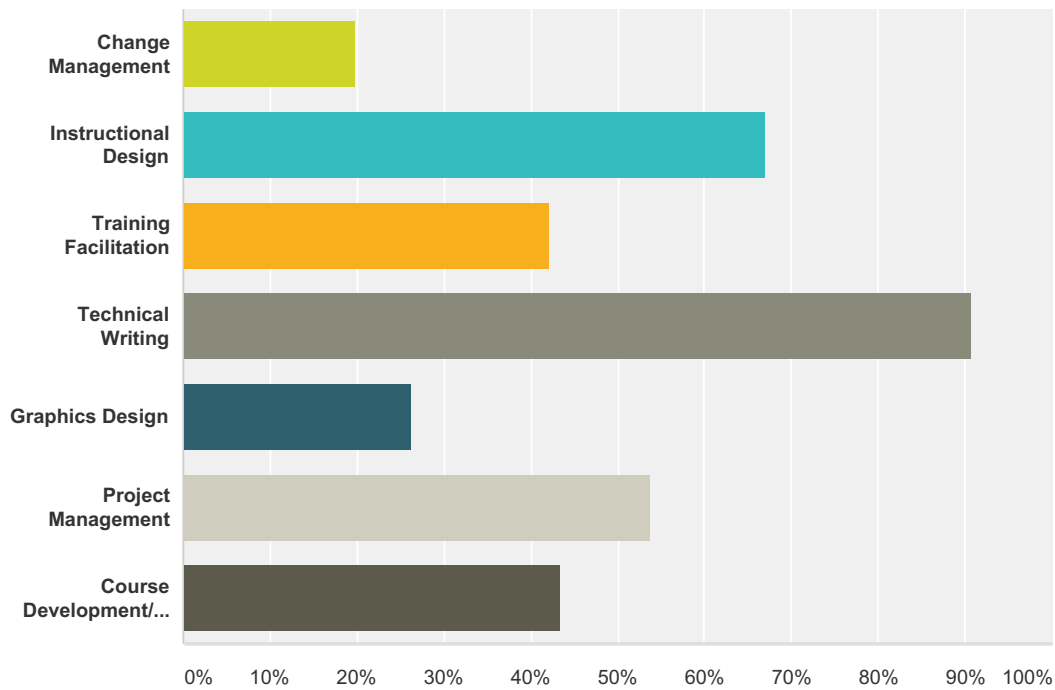
Answer Choices	Responses
Permanent employee (full time)	64.84% 59
Contractor (full-time)	8.79% 8
Permanent employee (part-time)	0.00% 0
Contractor (part-time)	4.40% 4
Self-employed	14.29% 13
Not employed	3.30% 3
Retired	1.10% 1
Student	0.00% 0
Other	3.30% 3
<b>Total</b>	<b>91</b>

#	Please describe "Other"	Date
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1	Consultant	11/22/2014 2:19 PM
2	Owner of business performance and instructional design company	11/22/2014 12:12 PM
3	Owner of independent instructional design consulting firm	11/22/2014 12:10 PM
4	active pro bono volunteer	11/22/2014 11:10 AM

### Q4 What are your job responsibilities? Select all that apply.

Answered: 76 Skipped: 15



Answer Choices	Responses
Change Management	19.74% 15
Instructional Design	67.11% 51
Training Facilitation	42.11% 32
Technical Writing	90.79% 69
Graphics Design	26.32% 20
Project Management	53.95% 41
Course Development/Programming	43.42% 33
<b>Total Respondents: 76</b>	

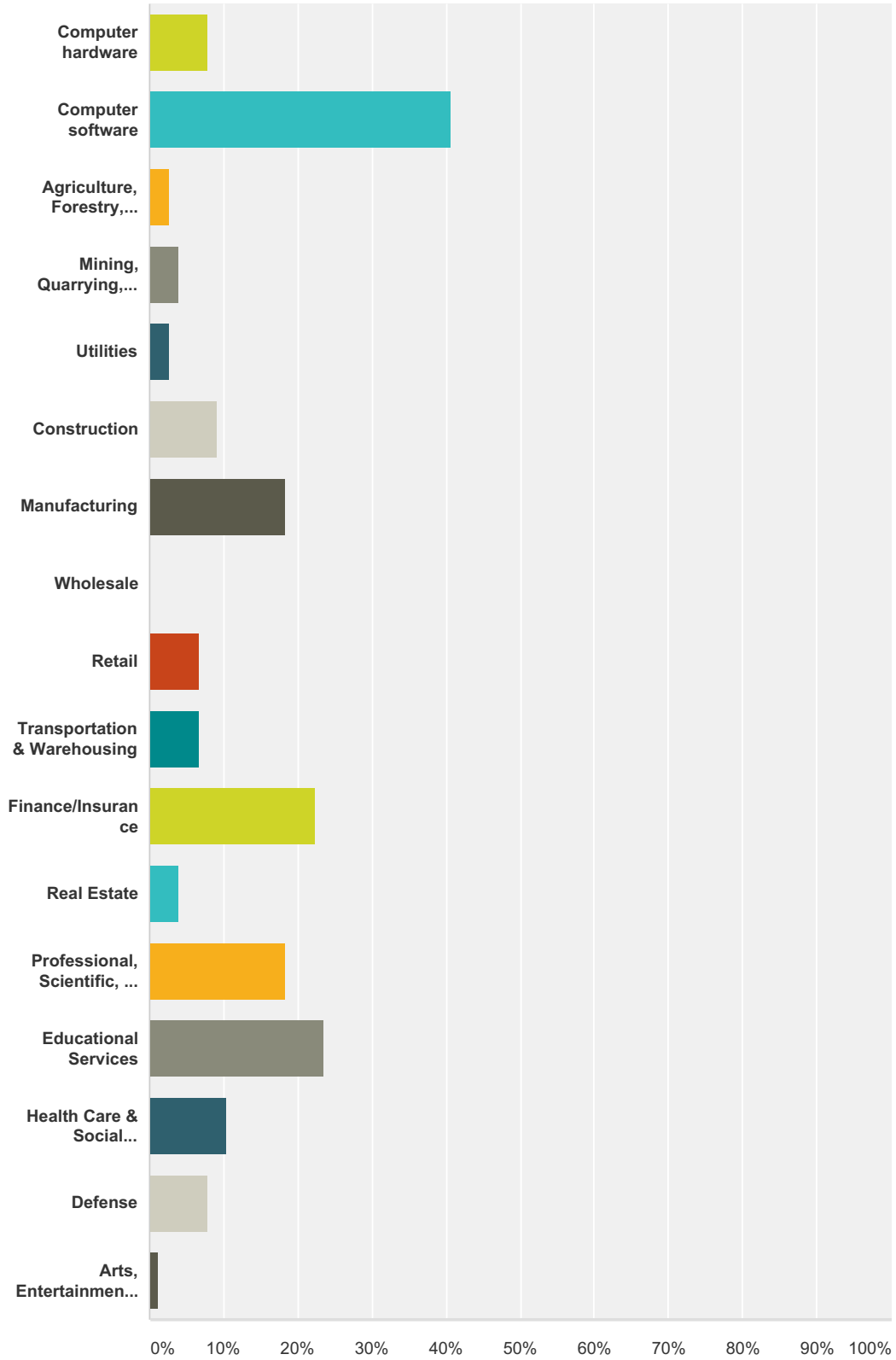
#	Other (please specify)	Date
1	E-learning Development	12/15/2014 8:00 AM
2	Validation script development	12/14/2014 8:01 AM
3	QA	12/13/2014 10:19 AM
4	Business Analysis (requirements, testing for software dev / implementation)	12/12/2014 1:42 PM
5	Application Analyst	12/12/2014 10:35 AM
6	Needs Assessment & Evaluation	12/12/2014 9:51 AM

7	Strategic planning, training on-site staff, implementation planning for the institution	12/12/2014 6:56 AM
8	Consultation on a team with training design, delivery and technical writing	12/9/2014 8:52 AM
9	Analysis	11/26/2014 3:08 PM
10	e-learning development	11/24/2014 7:54 AM
11	Technical Webinar Producer	11/23/2014 2:30 PM
12	Business Process Management/Modeling	11/23/2014 9:56 AM
13	All aspects of technical communication	11/22/2014 2:21 PM
14	Design courses for online and seated technical writing classes.	11/22/2014 11:08 AM
15	I am a college professor who teaches future trainers	11/22/2014 9:39 AM
16	Primarily tech writing.	11/22/2014 8:17 AM

**Q5 What sector(s) does your company or your clients fall within? (select all that apply)**

Answered: 76 Skipped: 15





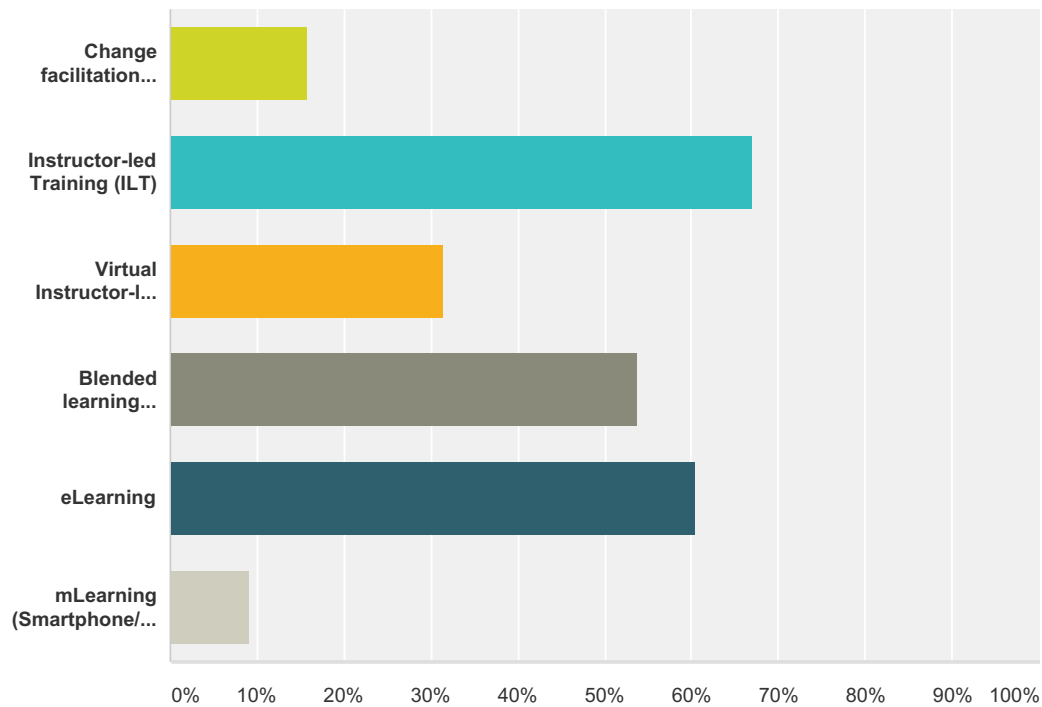
Answer Choices	Responses
Computer hardware	7.89% 6
Computer software	40.79% 31

Agriculture, Forestry, Fishing, Hunting	2.63%	2
Mining, Quarrying, Oil/Gas Extraction	3.95%	3
Utilities	2.63%	2
Construction	9.21%	7
Manufacturing	18.42%	14
Wholesale	0.00%	0
Retail	6.58%	5
Transportation & Warehousing	6.58%	5
Finance/Insurance	22.37%	17
Real Estate	3.95%	3
Professional, Scientific, & Technical Services	18.42%	14
Educational Services	23.68%	18
Health Care & Social Assistance	10.53%	8
Defense	7.89%	6
Arts, Entertainment, & Recreation	1.32%	1
<b>Total Respondents: 76</b>		

#	Other (please specify)	Date
1	City Government	12/15/2014 1:49 PM
2	construction distribution	12/15/2014 8:38 AM
3	Engineering design, manufacturing and testing for the Transit industry.	12/15/2014 8:31 AM
4	Academic researchers	12/12/2014 9:51 AM
5	technology	12/12/2014 7:51 AM
6	High tech, security	11/30/2014 2:30 PM
7	Mortgage Servicing	11/24/2014 9:09 AM
8	Information and Risk Management	11/24/2014 8:27 AM
9	Local government - IT Dept.	11/24/2014 7:34 AM
10	All industries	11/22/2014 2:21 PM
11	I do not restrict myself to those industries; my work can apply to a number of the others shown. Over time, I've worked with clients in a number of different industries	11/22/2014 11:31 AM
12	Marketing	11/22/2014 10:02 AM
13	Consulting	11/22/2014 8:17 AM

### Q6 What types of ID deliverables do you currently produce? (select all that apply)

Answered: 76 Skipped: 15



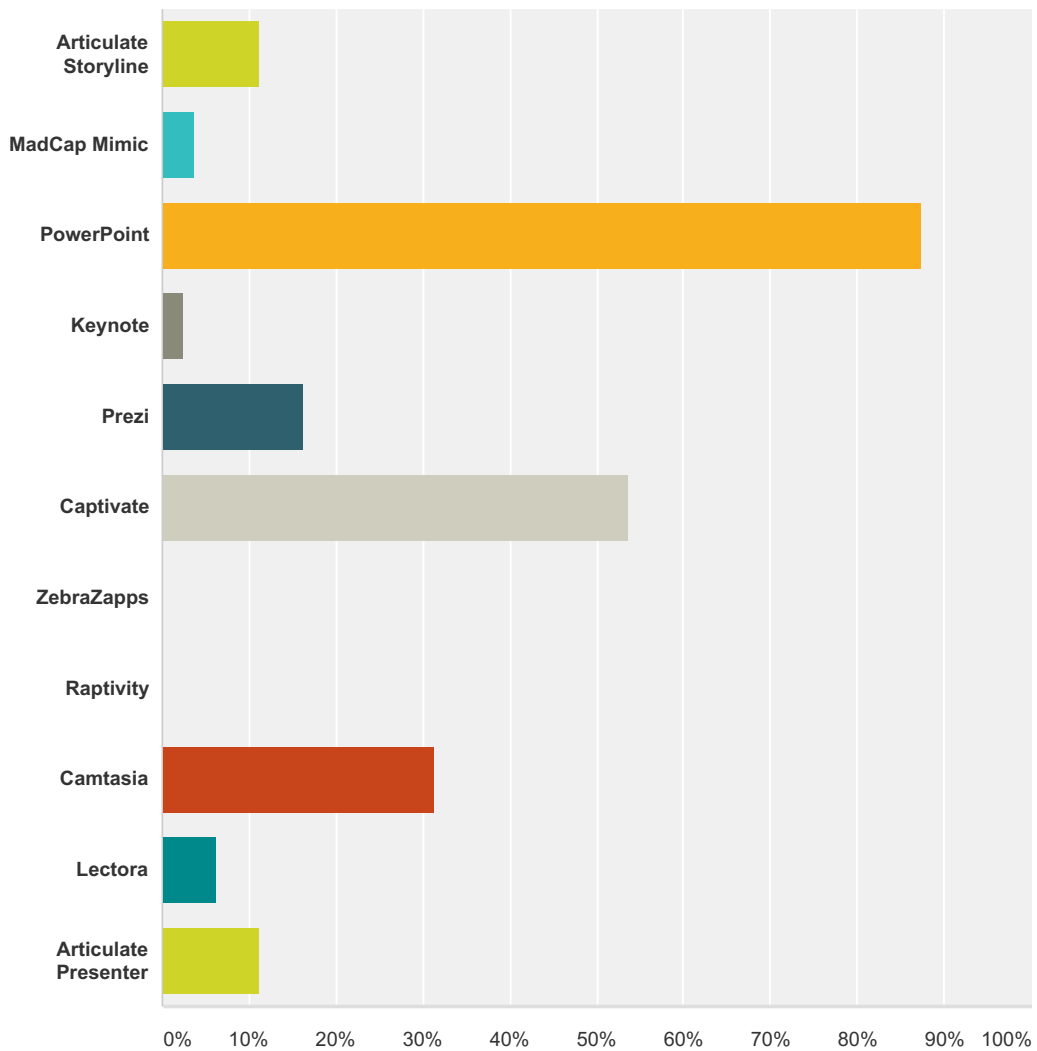
Answer Choices	Responses
Change facilitation information	15.79% 12
Instructor-led Training (ILT)	67.11% 51
Virtual Instructor-led Training (VILT)	31.58% 24
Blended learning (multiple types of deliverables in one curriculum)	53.95% 41
eLearning	60.53% 46
mLearning (Smartphone/tablet)	9.21% 7
<b>Total Respondents: 76</b>	

#	Other (please describe)	Date
1	no checkbox for only Other: Product documentation	12/15/2014 2:22 PM
2	validation scripts	12/14/2014 8:01 AM
3	Customer-facing documentation (user guides)	12/12/2014 7:51 AM
4	F2F course development in higher education	12/12/2014 7:12 AM
5	various job aids when appropriate	11/24/2014 9:49 AM
6	Self-instruction	11/24/2014 8:24 AM
7	I don't do ID - am learning to educate our training dept.	11/24/2014 8:17 AM

8	Technical Webinars	11/23/2014 2:30 PM
9	All technical communication outputs	11/22/2014 2:21 PM
10	Performance Support (job aids of various sorts & formats)	11/22/2014 11:31 AM
11	classroom education, textbooks	11/22/2014 9:39 AM

### Q7 Which of the following tools do you know/use? Please select all that apply.

Answered: 80 Skipped: 11



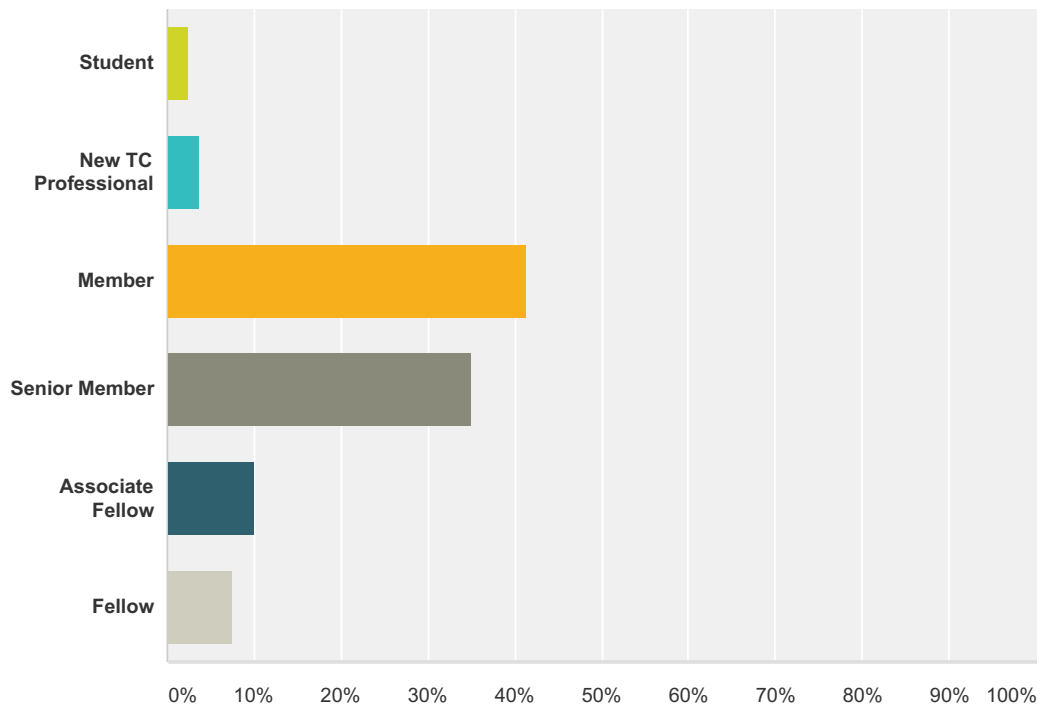
Answer Choices	Responses
Articulate Storyline	11.25% 9
MadCap Mimic	3.75% 3
PowerPoint	87.50% 70
Keynote	2.50% 2
Prezi	16.25% 13
Captivate	53.75% 43
ZebraZapps	0.00% 0
Raptivity	0.00% 0

Camtasia	31.25%	25
Lectora	6.25%	5
Articulate Presenter	11.25%	9
<b>Total Respondents: 80</b>		

#	Other (please specify)	Date
1	FrameMaker	12/15/2014 2:22 PM
2	MadCap Flare	12/15/2014 8:38 AM
3	Adobe FrameMaker	12/15/2014 8:31 AM
4	AuthorIT	12/14/2014 8:01 AM
5	Word (I know, I know), InDesign	12/12/2014 12:30 PM
6	Word, FrameMaker, SnagIt, Visio	12/12/2014 9:51 AM
7	RoboHelp	12/12/2014 7:51 AM
8	Adobe Connect, Panopto, Moodle	12/12/2014 6:56 AM
9	iSpring Presenter	12/12/2014 6:34 AM
10	iSpring, Audacity	11/30/2014 2:30 PM
11	FrameMaker, Word, SnagIt, WordPress	11/24/2014 9:49 AM
12	Tools are not important in instructional development	11/22/2014 2:21 PM
13	Word, FrameMaker, SnagIt, RoboHelp, WebWorks,	11/22/2014 11:31 AM
14	screencast-o-matic, Aver document camera	11/22/2014 11:12 AM
15	Microsoft Office	11/22/2014 10:02 AM
16	Udemy, Screencast-o-Matic	11/22/2014 9:46 AM
17	RoboHelp, SnagIt	11/22/2014 9:39 AM

### Q8 What type of STC membership do you currently hold?

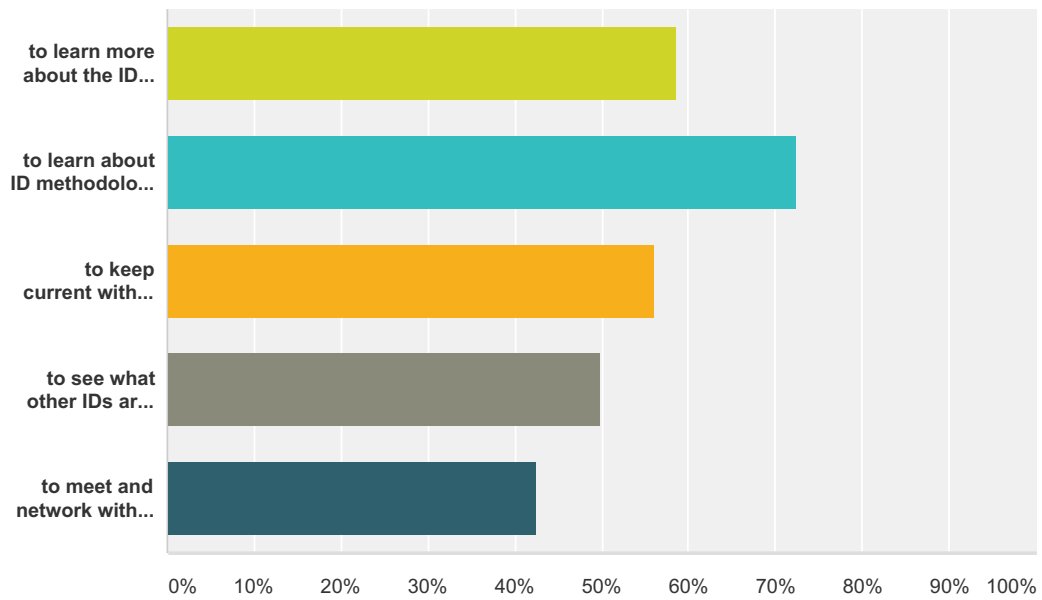
Answered: 80 Skipped: 11



Answer Choices	Responses
Student	2.50% 2
New TC Professional	3.75% 3
Member	41.25% 33
Senior Member	35.00% 28
Associate Fellow	10.00% 8
Fellow	7.50% 6
<b>Total</b>	<b>80</b>

### Q9 Why did you choose to join the IDL SIG? (select all that apply)

Answered: 80 Skipped: 11



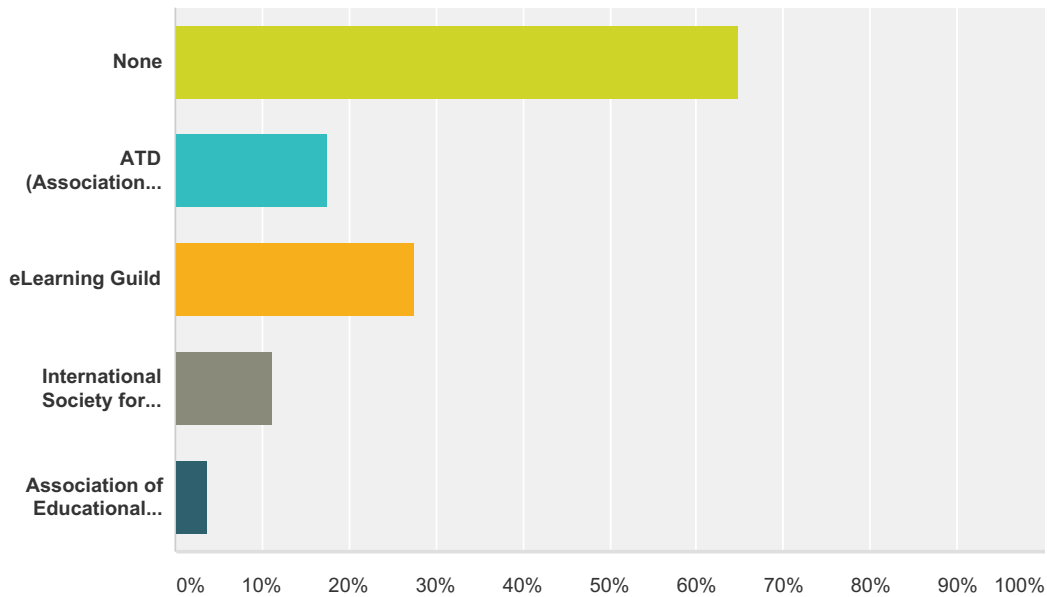
Answer Choices	Responses
to learn more about the ID profession in general	58.75% 47
to learn about ID methodology and best practices	72.50% 58
to keep current with new tools	56.25% 45
to see what other IDs are working on	50.00% 40
to meet and network with other IDs	42.50% 34
<b>Total Respondents: 80</b>	

#	Other (please describe)	Date
1	to understand what about the ID world STC members seem to be aware of	12/12/2014 9:52 AM
2	To see how technical writers are interpreting ID	12/12/2014 6:58 AM
3	to understand what tech comm professionals know don't know about ID	11/22/2014 11:33 AM
4	Other members I know are smart and I want more opportunities to interact with them	11/22/2014 8:43 AM



### Q10 What other ID or training professional organizations do you also belong to? (select all that apply)

Answered: 80 Skipped: 11



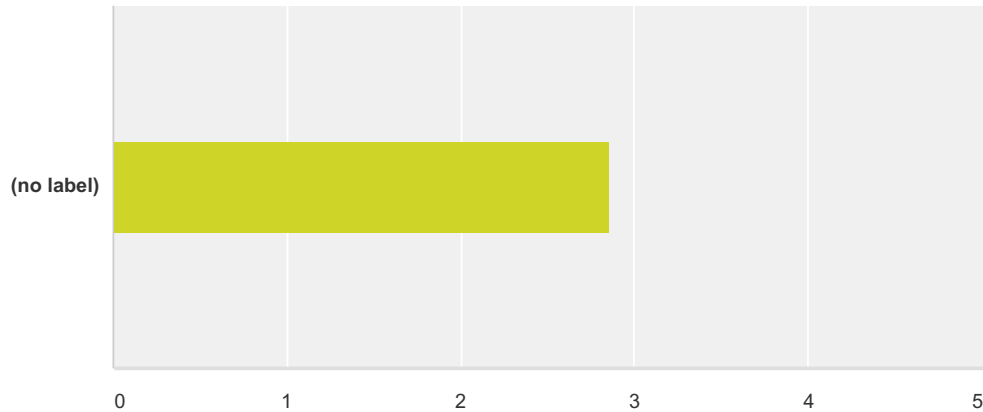
Answer Choices	Responses
None	65.00% 52
ATD (Association for Talent Development, formerly ASTD)	17.50% 14
eLearning Guild	27.50% 22
International Society for Performance Improvement (ISPI)	11.25% 9
Association of Educational Communication and Technology (AECT)	3.75% 3
<b>Total Respondents: 80</b>	

#	Other (please list)	Date
1	STC, CSTD	12/15/2014 8:01 AM
2	attend many UXPA events as a non-member	12/13/2014 5:47 AM
3	American Evaluation Association (AEA), Organization Development Network (OD-N)	12/12/2014 9:52 AM
4	American Medical Writers Association	12/12/2014 7:35 AM
5	Canadian Society for Training and Development, Association for the Advancement of Computing in Education, Academy of Human Resource Development, Academy of Management	12/12/2014 6:58 AM
6	DMELD (Denver group)	11/30/2014 2:30 PM
7	Professional Association for Computer Training (PACT)	11/24/2014 9:52 AM
8	CSTD	11/24/2014 7:55 AM
9	Info Architect Institute (IAI); Organizational Development Network (ODN); American Evaluation Association (AEA)	11/22/2014 11:33 AM

10	ACM SigDOC, National Science Teachers Assoc	11/22/2014 11:14 AM
11	American Medical Writers Association	11/22/2014 9:38 AM

**Q11 Compared to the other instructional design and training professional organizations that you belong to, please rank how much value the IDL SIG provides to you.**

Answered: 28 Skipped: 63



	no value	less value	equal value	more value	Total	Weighted Average
(no label)	0.00% 0	35.71% 10	42.86% 12	21.43% 6	28	2.86

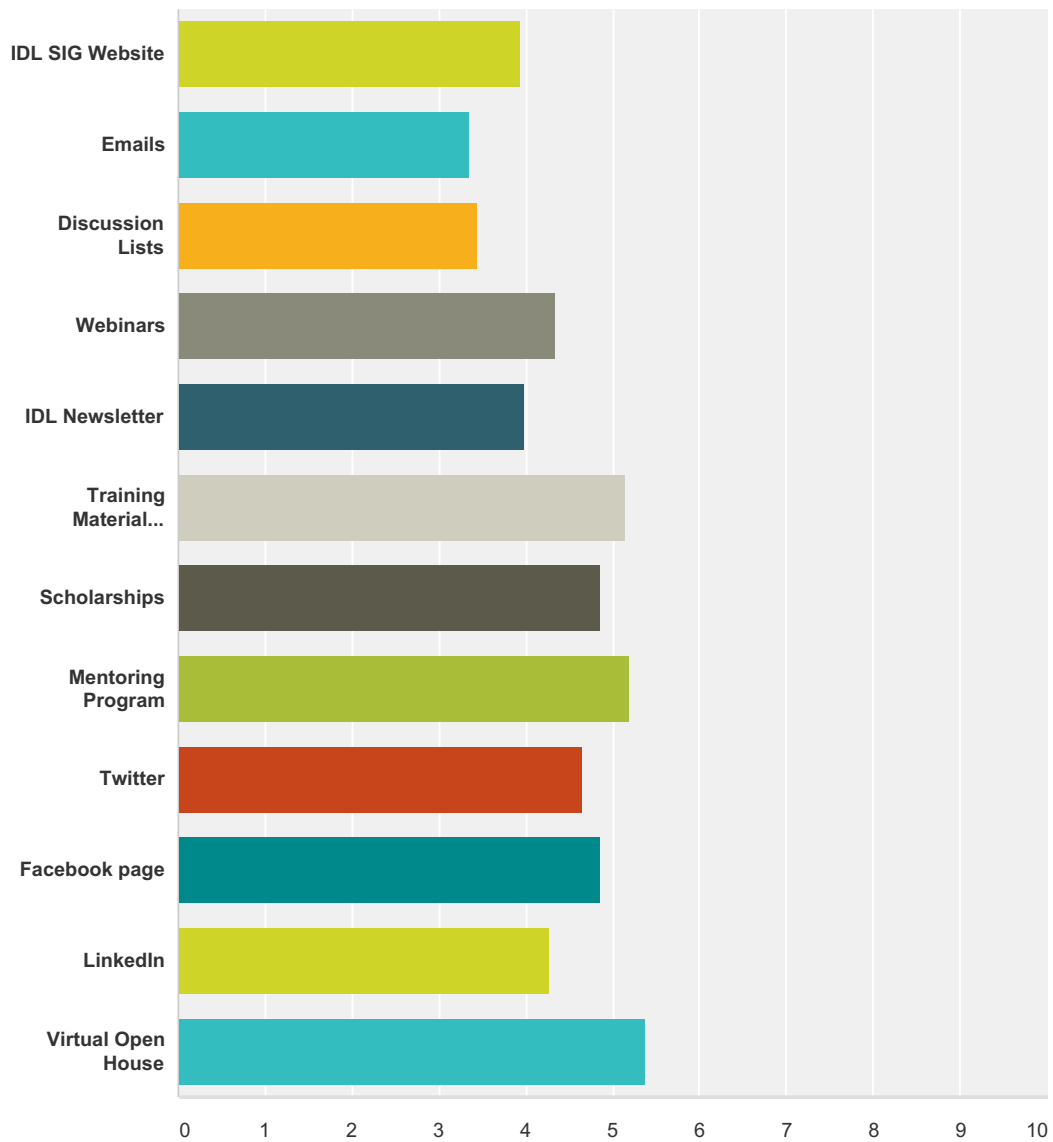
## Q12 Please describe how other professional organizations provide value to you.

Answered: 19 Skipped: 72

#	Responses	Date
1	Networking and training opportunities	12/13/2014 10:19 AM
2	Local networking, research, salary surveys, conferences	12/12/2014 2:57 PM
3	Learning opportunities, demonstrations, networking	12/12/2014 12:32 PM
4	Lots more resources, of a broad range. Events, documents, articles, research reports	12/12/2014 9:53 AM
5	Informational.	12/12/2014 9:12 AM
6	As an academic, I am primarily interested in research in the field, which other organizations provide access to. As a senior practitioner, I am interested in advanced techniques and discussions. To be honest, LinkedIn works best for this, when people aren't trying to hawk their wares in the middle of an otherwise interesting discussion.	12/12/2014 6:59 AM
7	The DMELD group is live and local, with many experts at the top of their game. If I have a problem, it's solved within 24 hours. I greatly enjoy the numerous articles I get through the eLearning Guild.	11/30/2014 2:32 PM
8	no comment	11/26/2014 3:02 PM
9	best practices, new and current tools, discussion	11/25/2014 5:10 PM
10	Your survey didn't accept my "other" answer only on question 10. The other organization, PACT, has a monthly meeting that allows for more interaction and networking opportunities. I am not a member of ASTD but had to include something to have the survey accept my other answer.	11/24/2014 9:55 AM
11	Better packaging and quality of information	11/24/2014 7:56 AM
12	E-mail Newsletter	11/24/2014 7:15 AM
13	Contracting opportunities, learning and performance improvement opportunities, certifications	11/22/2014 1:11 PM
14	One even better source is TrainingMagNetwork.com, which provides countless free webinars and resources from all of the thought-leaders in the industry. There is no other such value elsewhere that I'm aware of.	11/22/2014 12:17 PM
15	Other orgs provide many more resources and learning/training/networking events. IDL SIG provides opportunity for networking within a smaller group who also understand the tech comm world - something that other orgs often don't share.	11/22/2014 11:35 AM
16	Local networking	11/22/2014 10:03 AM
17	Conferences, training, webinars, online resources	11/22/2014 9:30 AM
18	Membership in other organizations helps expand my perspective on the profession.	11/22/2014 9:17 AM
19	Except for the IDL-SIG, STC has not been offering any ID-related webinars or educational sessions at the Summit.	11/22/2014 8:07 AM

### Q13 Please rank how valuable you find each of the following IDL SIG services:

Answered: 76 Skipped: 15



	Not Valuable	Somewhat Valuable	Valuable	Very Valuable	Extremely Valuable	Have Not Used	Did Not Know About	Total	Weighted Average
IDL SIG Website	5.26% 4	21.05% 16	25.00% 19	11.84% 9	9.21% 7	14.47% 11	13.16% 10	76	3.95
Emails	3.95% 3	26.32% 20	35.53% 27	15.79% 12	6.58% 5	6.58% 5	5.26% 4	76	3.36
Discussion Lists	6.58% 5	28.95% 22	23.68% 18	17.11% 13	6.58% 5	11.84% 9	5.26% 4	76	3.45
Webinars	2.63% 2	9.21% 7	23.68% 18	22.37% 17	11.84% 9	18.42% 14	11.84% 9	76	4.34

IDL Newsletter	<b>3.95%</b> 3	<b>11.84%</b> 9	<b>26.32%</b> 20	<b>28.95%</b> 22	<b>10.53%</b> 8	<b>5.26%</b> 4	<b>13.16%</b> 10	76	3.99
Training Material Evaluation Program	<b>14.47%</b> 11	<b>3.95%</b> 3	<b>3.95%</b> 3	<b>3.95%</b> 3	<b>6.58%</b> 5	<b>36.84%</b> 28	<b>30.26%</b> 23	76	5.16
Scholarships	<b>18.42%</b> 14	<b>5.26%</b> 4	<b>7.89%</b> 6	<b>2.63%</b> 2	<b>3.95%</b> 3	<b>30.26%</b> 23	<b>31.58%</b> 24	76	4.86
Mentoring Program	<b>13.16%</b> 10	<b>6.58%</b> 5	<b>6.58%</b> 5	<b>1.32%</b> 1	<b>1.32%</b> 1	<b>35.53%</b> 27	<b>35.53%</b> 27	76	5.20
Twitter	<b>17.11%</b> 13	<b>13.16%</b> 10	<b>2.63%</b> 2	<b>3.95%</b> 3	<b>5.26%</b> 4	<b>32.89%</b> 25	<b>25.00%</b> 19	76	4.66
Facebook page	<b>17.11%</b> 13	<b>5.26%</b> 4	<b>11.84%</b> 9	<b>0.00%</b> 0	<b>2.63%</b> 2	<b>31.58%</b> 24	<b>31.58%</b> 24	76	4.87
LinkedIn	<b>7.89%</b> 6	<b>17.11%</b> 13	<b>18.42%</b> 14	<b>13.16%</b> 10	<b>5.26%</b> 4	<b>14.47%</b> 11	<b>23.68%</b> 18	76	4.29
Virtual Open House	<b>11.84%</b> 9	<b>3.95%</b> 3	<b>3.95%</b> 3	<b>5.26%</b> 4	<b>2.63%</b> 2	<b>32.89%</b> 25	<b>39.47%</b> 30	76	5.39

#	Comments	Date
1	STC offers webinars for a charge. I can get the same or better via free webinars elsewhere. I have to wonder...	12/12/2014 2:59 PM
2	I mostly teach tech writing classes online Write freshman writing tech manual for years starting in 11981.	12/12/2014 2:33 PM
3	I'd attend webinars if I could afford them.	12/12/2014 12:34 PM
4	I was not aware of the not valuable features	12/12/2014 10:39 AM
5	I believe webinars should be free to members, and lower-fee to non members, in order to attract more attendance. If SIG needs \$, solicit sponsors who would like the publicity, like Adobe, MadCap, TechSmith....	12/12/2014 9:56 AM
6	Seeing this reminds me about resources I have not yet taken advantage of.	12/12/2014 6:36 AM
7	I have just signed up for the IDL SIG - I am not familiar with its services	12/9/2014 8:53 AM
8	Just started with the group - still finding my way around.	11/24/2014 11:25 AM
9	Wow. There is a lot I didn't know about. I'm re-evaluating my answers.	11/24/2014 10:36 AM
10	I am happy to know what the SIG is up to, and glad to see continued activity, but I don't really turn to it for resources.	11/22/2014 11:37 AM
11	Not a very active group. Most of these tools would be ranked higher if they were used. I actually had buyers remorse right after renewing. Hoping for better this year or this will be my last year paying for a SIG.	11/22/2014 8:20 AM

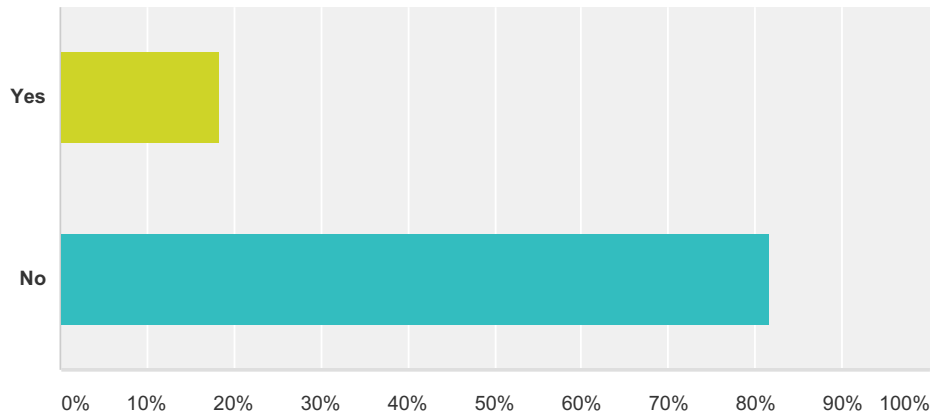
### Q14 What other services would you like the IDL SIG to provide to you, that are not listed here?

Answered: 17 Skipped: 74

#	Responses	Date
1	Discussions focused on technology training and new kinds of training approaches.	12/12/2014 2:59 PM
2	Group discounts on software. You may already do this for US members, but the rest of us would like a break, too!	12/12/2014 12:34 PM
3	None	12/12/2014 10:39 AM
4	More actively attended events.	12/12/2014 9:56 AM
5	None	12/12/2014 9:13 AM
6	Articles, possibly written by members, about best practices and experiences	12/12/2014 7:53 AM
7	Face to face training for teachers of Technical Communication, with a focus on leveraging technology for teaching and learning.	11/24/2014 3:49 PM
8	Maybe a 'welcome kit' for new members?	11/24/2014 11:25 AM
9	None	11/24/2014 8:26 AM
10	Resources for templates, for those of us who know nothing about ID	11/24/2014 8:19 AM
11	none that I can think of.	11/23/2014 9:41 PM
12	None.	11/22/2014 6:03 PM
13	Access to free, archived webinars on relevant topics are always useful!	11/22/2014 12:19 PM
14	Not sure.	11/22/2014 11:37 AM
15	Comparative book or product/tool reviews	11/22/2014 11:16 AM
16	Training on Captivate and other tools	11/22/2014 9:39 AM
17	More activities and presentations at annual conference	11/22/2014 9:33 AM

### Q15 Did you attend the 2014 STC Summit in Phoenix, AZ?

Answered: 76 Skipped: 15

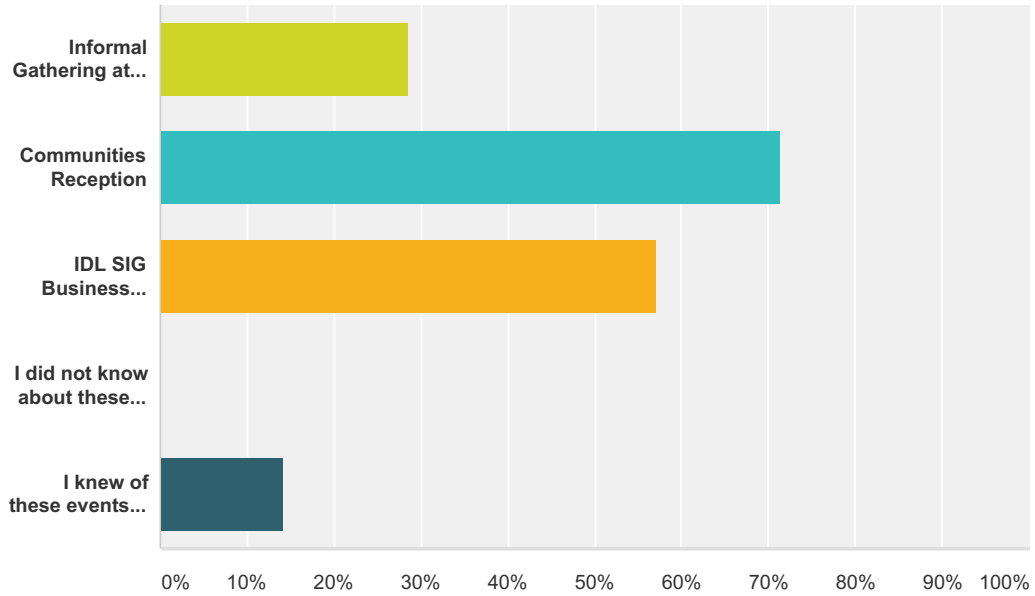


Answer Choices	Responses
Yes	18.42% 14
No	81.58% 62
<b>Total Respondents: 76</b>	



**Q16 Which of the following IDL SIG functions did you attend at the Summit?  
Select all that apply.**

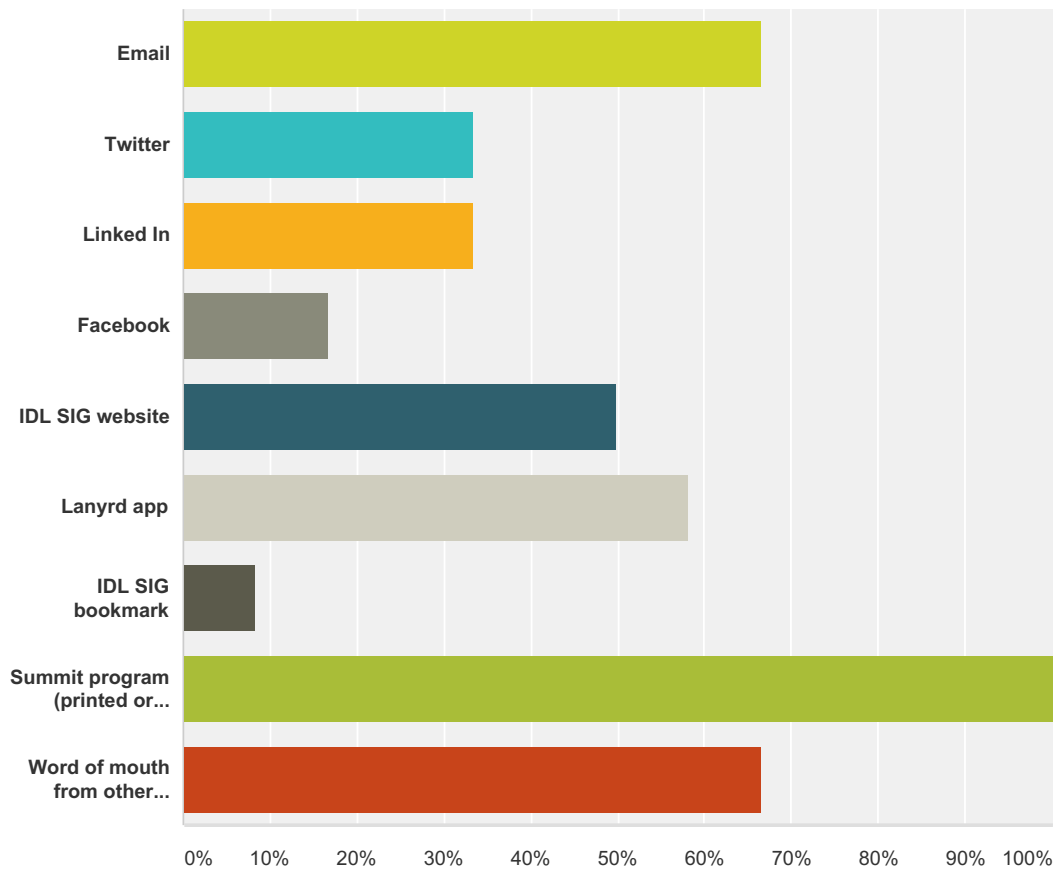
Answered: 14 Skipped: 77



Answer Choices	Responses
Informal Gathering at Compass	28.57% 4
Communities Reception	71.43% 10
IDL SIG Business Meeting	57.14% 8
I did not know about these events.	0.00% 0
I knew of these events, but did not attend any of them.	14.29% 2
<b>Total Respondents: 14</b>	

### Q17 How did you learn of these events? Select all that apply.

Answered: 12 Skipped: 79



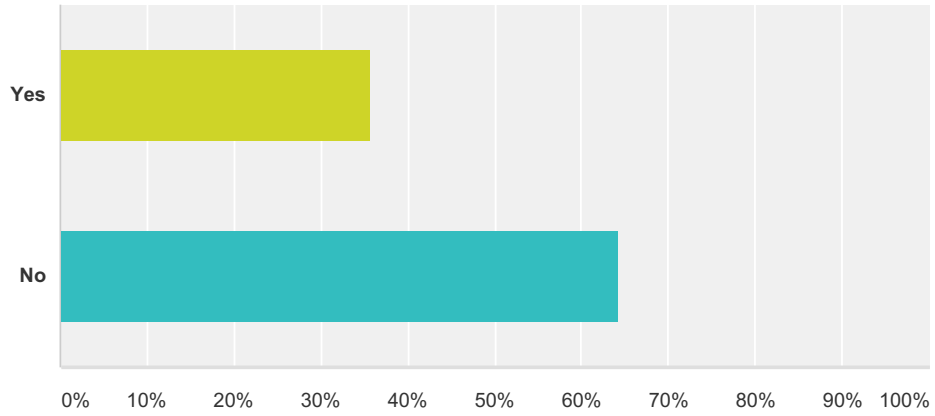
Answer Choices	Responses
Email	66.67% 8
Twitter	33.33% 4
Linked In	33.33% 4
Facebook	16.67% 2
IDL SIG website	50.00% 6
Lanyrd app	58.33% 7
IDL SIG bookmark	8.33% 1
Summit program (printed or electronic versions)	100.00% 12
Word of mouth from other members/friends	66.67% 8
<b>Total Respondents: 12</b>	

#	Other (please specify)	Date
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1	I am part of the leadership team	11/22/2014 8:10 AM
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### Q18 Did you feel that there were enough ID and training presentations offered at the last Summit?

Answered: 14 Skipped: 77



Answer Choices	Responses	
Yes	35.71%	5
No	64.29%	9
<b>Total</b>		<b>14</b>

## Q19 What ID or training topics would you like to see presented at an upcoming Summit?

Answered: 9 Skipped: 82

#	Responses	Date
1	Hands-on training on Captivate and other tools.	12/12/2014 7:37 AM
2	STC will find it hard to compete with DevLearn-- that big convention was terrific. Packed agenda.	11/30/2014 2:34 PM
3	ADDIE model	11/26/2014 5:05 PM
4	Fundamentals for Tech Communicators transitioning to ID; Difference between information and instruction; Writing good objectives and assessments; What constitutes interaction in e-learning; Latest trends in e-learning	11/24/2014 8:29 AM
5	Getting started in ID Technical writers teaching their training departments about ID best practices	11/24/2014 8:20 AM
6	Hands on training on Captivate and other tools	11/22/2014 9:40 AM
7	Tools, elearning examples, etc.	11/22/2014 9:34 AM
8	Informal learning, learning tools and technologies on your own, making the transition to ID/training from another related field, e-learning on mobile devices, techniques to reinforce learning, how to do effective post-course surveys, delivering quality training on a tight budget	11/22/2014 9:22 AM
9	Tools, methodologies, current trends	11/22/2014 8:10 AM