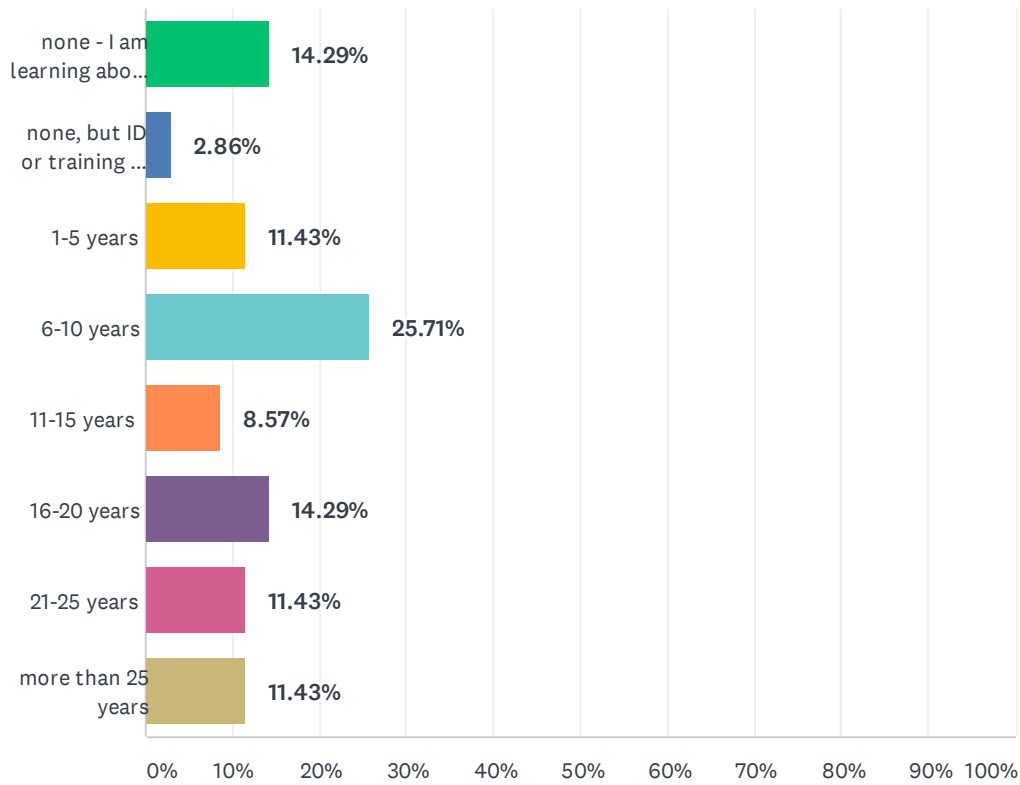


# Q1 How many years of experience do you have in instructional design (ID) or training?

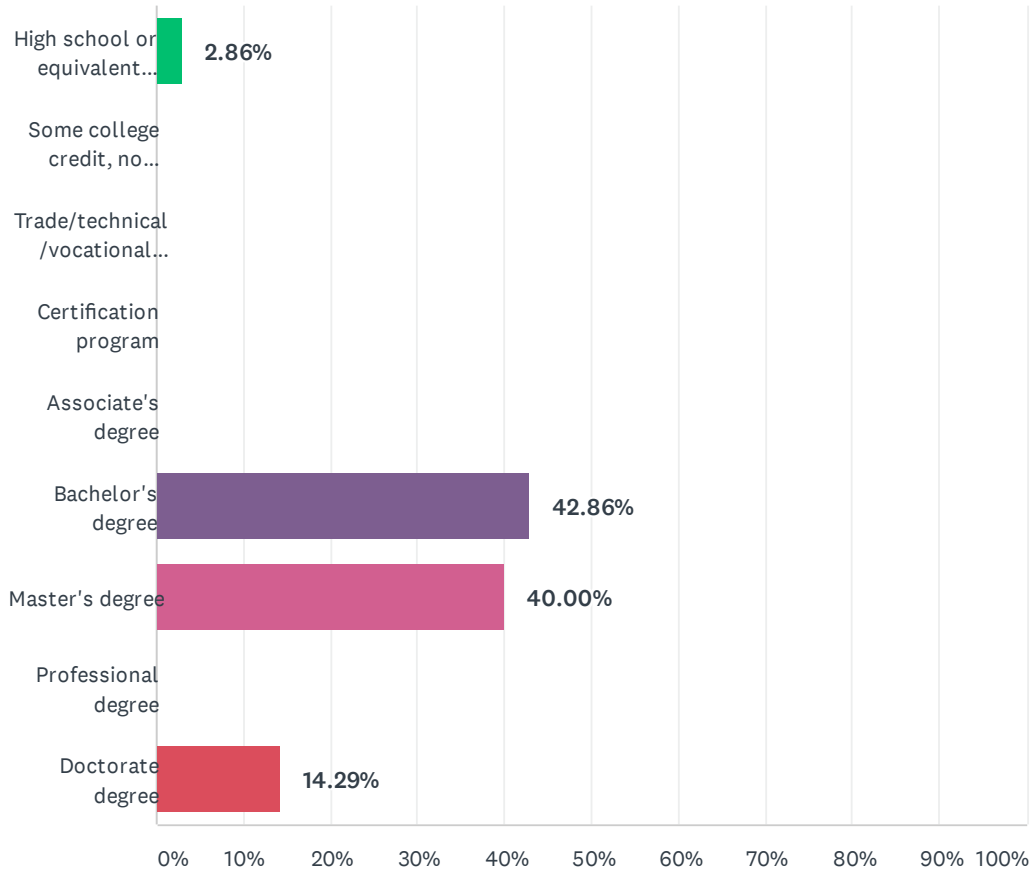
Answered: 35 Skipped: 0



ANSWER CHOICES	RESPONSES	
none - I am learning about this field	14.29%	5
none, but ID or training is now one of my job responsibilities	2.86%	1
1-5 years	11.43%	4
6-10 years	25.71%	9
11-15 years	8.57%	3
16-20 years	14.29%	5
21-25 years	11.43%	4
more than 25 years	11.43%	4
<b>TOTAL</b>		<b>35</b>

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

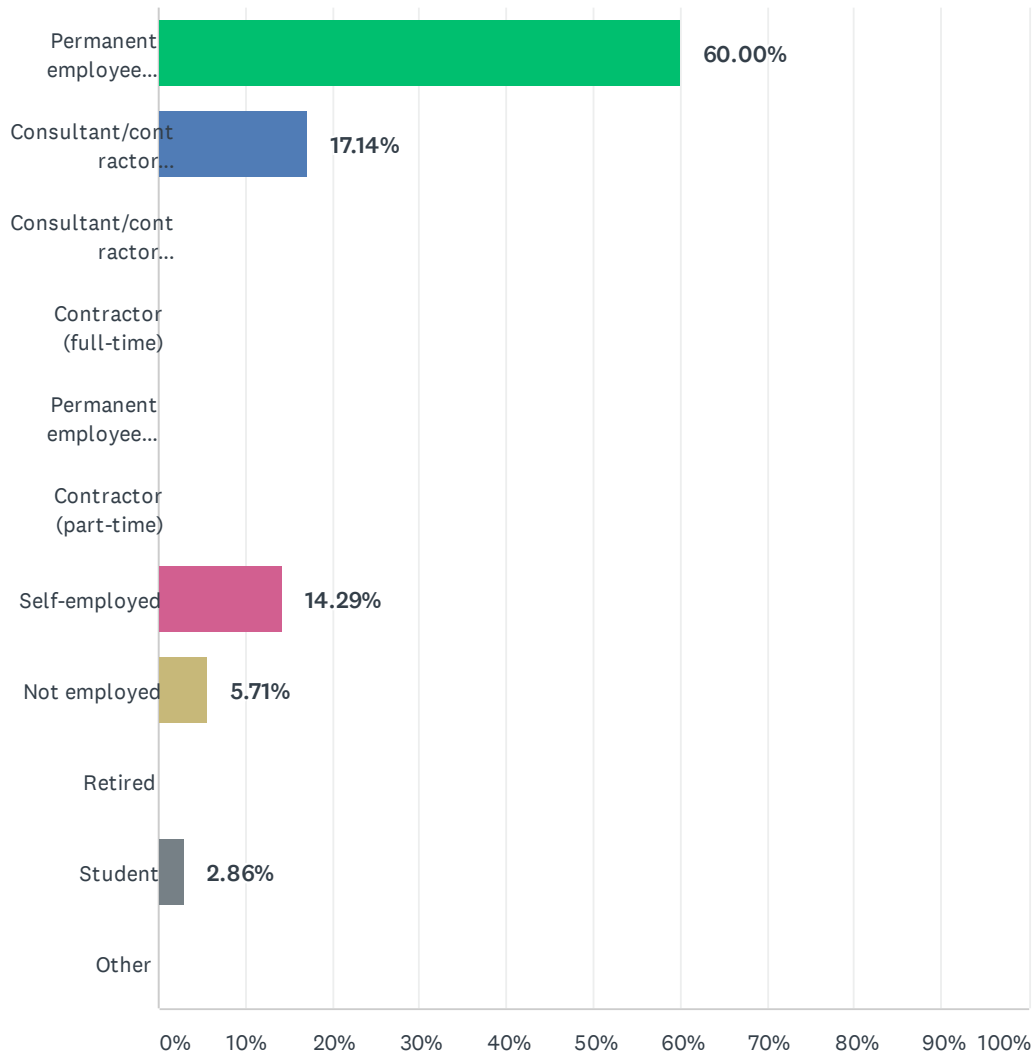
Answered: 35 Skipped: 0



ANSWER CHOICES	RESPONSES	
High school or equivalent (e.g. GED)	2.86%	1
Some college credit, no degree	0.00%	0
Trade/technical/vocational training	0.00%	0
Certification program	0.00%	0
Associate's degree	0.00%	0
Bachelor's degree	42.86%	15
Master's degree	40.00%	14
Professional degree	0.00%	0
Doctorate degree	14.29%	5
<b>TOTAL</b>		<b>35</b>

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

Answered: 35 Skipped: 0

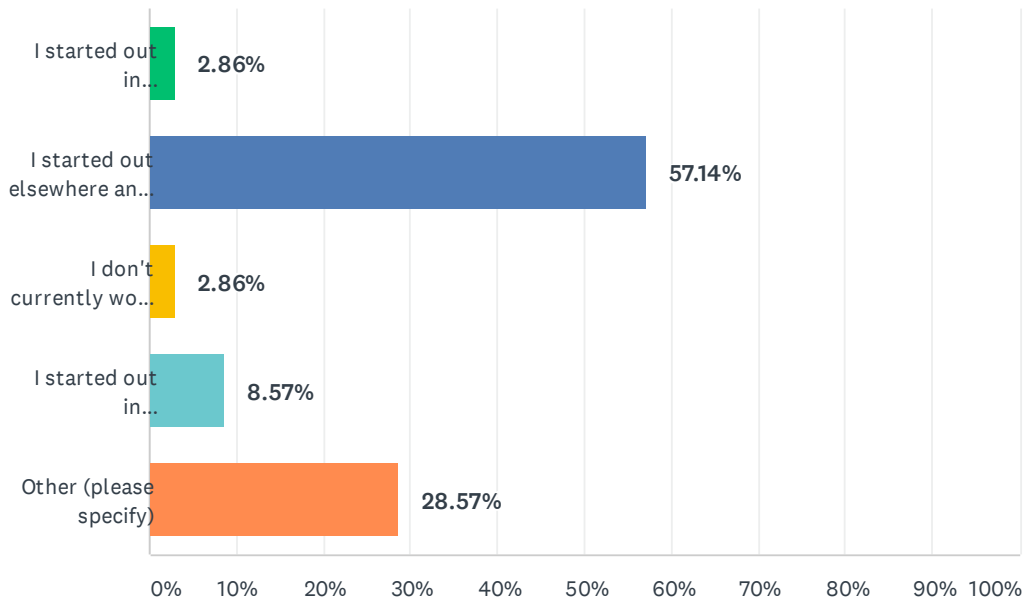


ANSWER CHOICES	RESPONSES	
Permanent employee (full-time)	60.00%	21
Consultant/contractor (full-time)	17.14%	6
Consultant/contractor (part-time)	0.00%	0
Contractor (full-time)	0.00%	0
Permanent employee (part-time)	0.00%	0
Contractor (part-time)	0.00%	0
Self-employed	14.29%	5
Not employed	5.71%	2
Retired	0.00%	0
Student	2.86%	1
Other	0.00%	0
<b>TOTAL</b>		<b>35</b>

#	PLEASE DESCRIBE "OTHER"	DATE
	There are no responses.	

## Q4 Which statement best describes your instructional design career journey?

Answered: 35 Skipped: 0

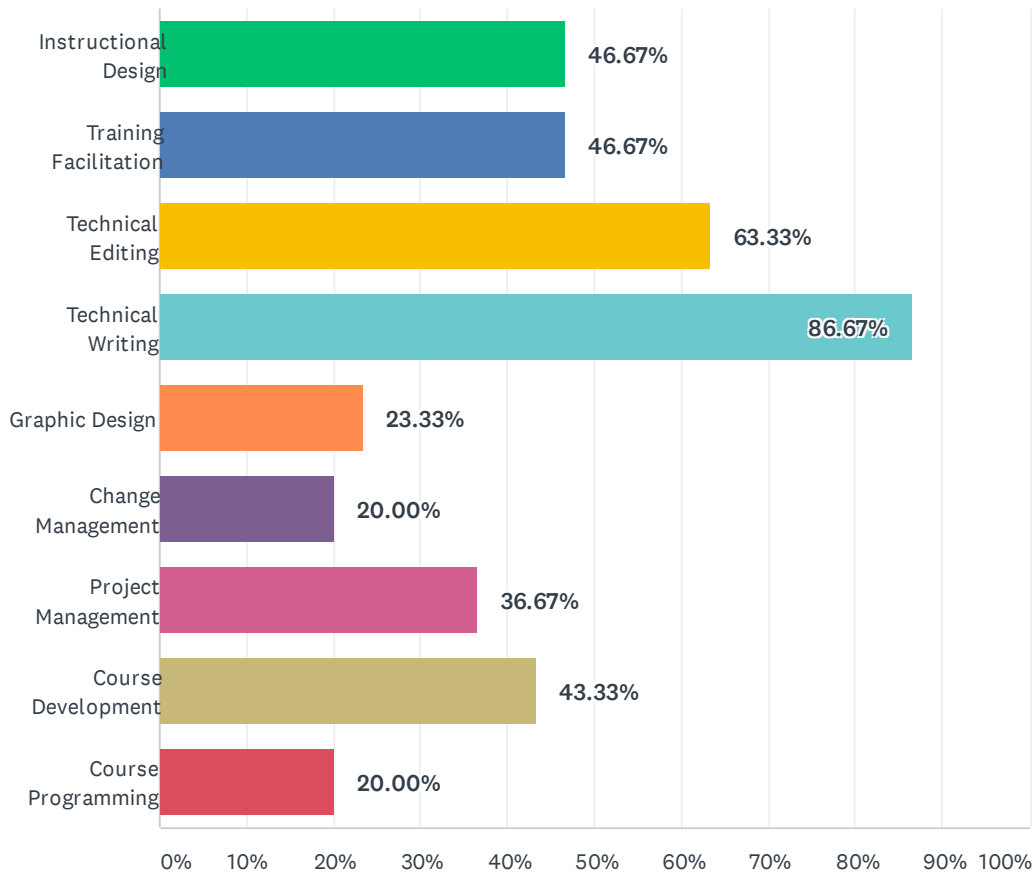


ANSWER CHOICES	RESPONSES	
I started out in instructional design, and have always been involved in it.	2.86%	1
I started out elsewhere and then discovered instructional design along the way.	57.14%	20
I don't currently work with instructional design, but would love to someday.	2.86%	1
I started out in instructional design, but now work in other areas.	8.57%	3
Other (please specify)	28.57%	10
<b>TOTAL</b>		<b>35</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Perform instruction design and training along with business analysis and project management	12/1/2020 12:38 PM
2	MSLS, Ph.D. Instructional Design Development and Evaluation	11/30/2020 7:48 PM
3	I do a lot of tech writing and a little bit of ID	11/26/2020 3:13 PM
4	I have studied instructional design and have done some training as part of my job. Currently I help others design training.	11/19/2020 2:33 PM
5	I don't have ID training per se, but I edit the work of instructional designers	11/19/2020 2:06 PM
6	I sometimes work with training materials, and I speak at conferences	11/19/2020 1:13 PM
7	I am a PhD student/university instructor in Technical Communication and I feel that it is important for me to learn about the instructional design field (for my teaching and research and professionalizing).	11/19/2020 12:46 PM
8	I am an educator in a university and need to learn in order to teach classes.	11/19/2020 10:38 AM
9	As a technical writer for 30+ years, at many points in my career I've had to write training materials and/or deliver training.	11/19/2020 10:35 AM
10	I work very closely with instructional designers and want to understand the basics so I can provide good written content even though the actual instructional design is not my responsibility	11/19/2020 8:01 AM

### Q5 What are your job responsibilities? Select all that apply. If you are currently retired, what were your job responsibilities?

Answered: 30 Skipped: 5



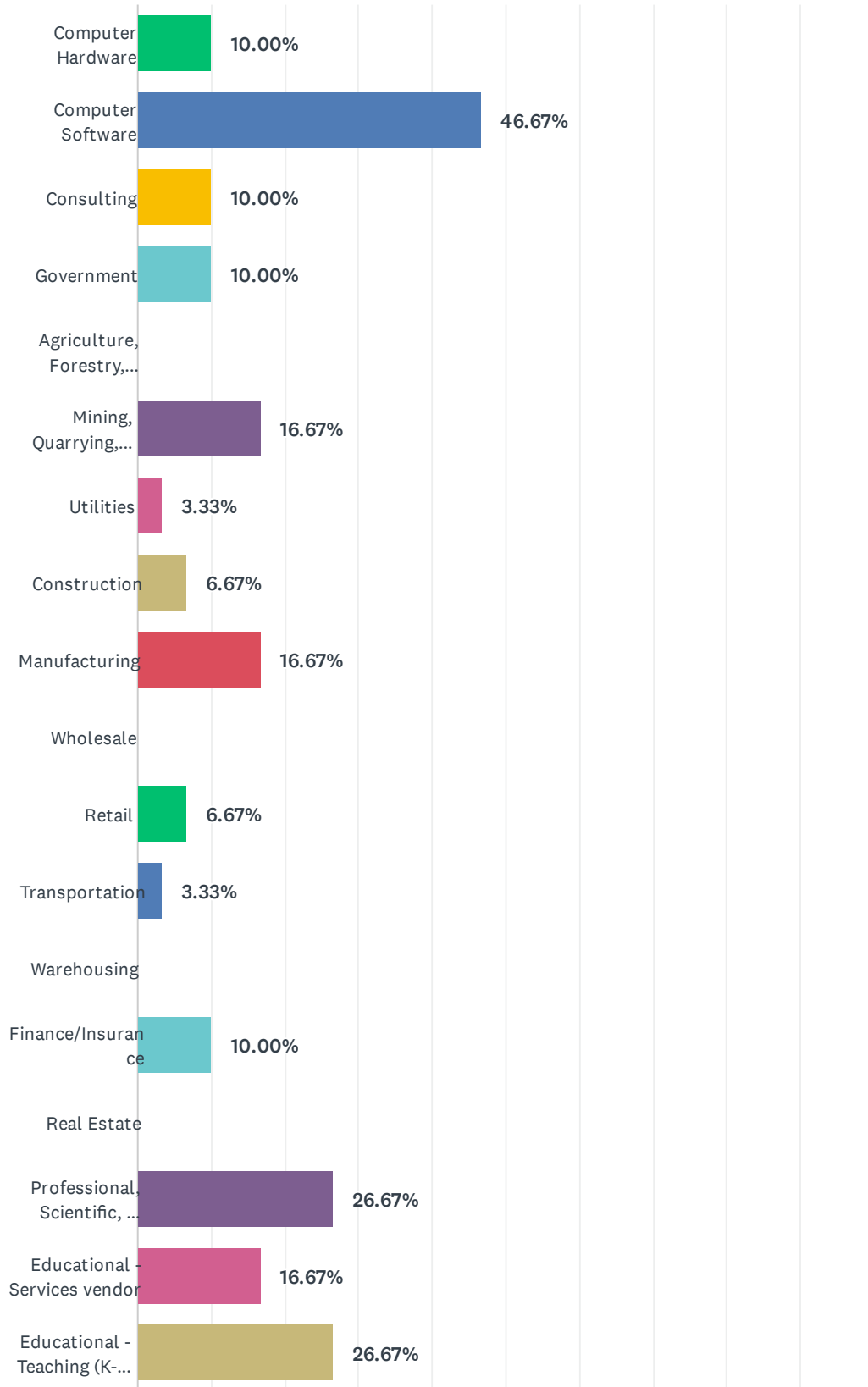
ANSWER CHOICES	RESPONSES	
Instructional Design	46.67%	14
Training Facilitation	46.67%	14
Technical Editing	63.33%	19
Technical Writing	86.67%	26
Graphic Design	23.33%	7
Change Management	20.00%	6
Project Management	36.67%	11
Course Development	43.33%	13
Course Programming	20.00%	6
Total Respondents: 30		

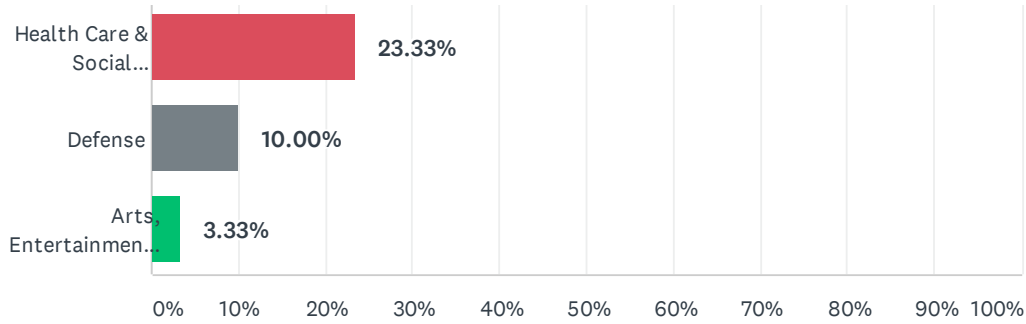
#	OTHER (PLEASE SPECIFY)	DATE
1	Business Analysis	12/1/2020 12:40 PM
2	Technical communication as needed by clients -checkbox needed	11/30/2020 7:51 PM
3	Accreditation of training programs	11/19/2020 1:04 PM
4	I do a lot of these things but not in the instructional design field (I am a university instructor and PhD student).	11/19/2020 12:48 PM
5	Education for tech writing, tech editing, and learner centered design	11/19/2020 10:59 AM
6	Estimating	11/18/2020 9:31 PM
7	Tech Comm Management, Internationalisation	11/18/2020 9:08 PM



### Q6 What sector(s) does your company or your clients fall within? Select all that apply.

Answered: 30 Skipped: 5



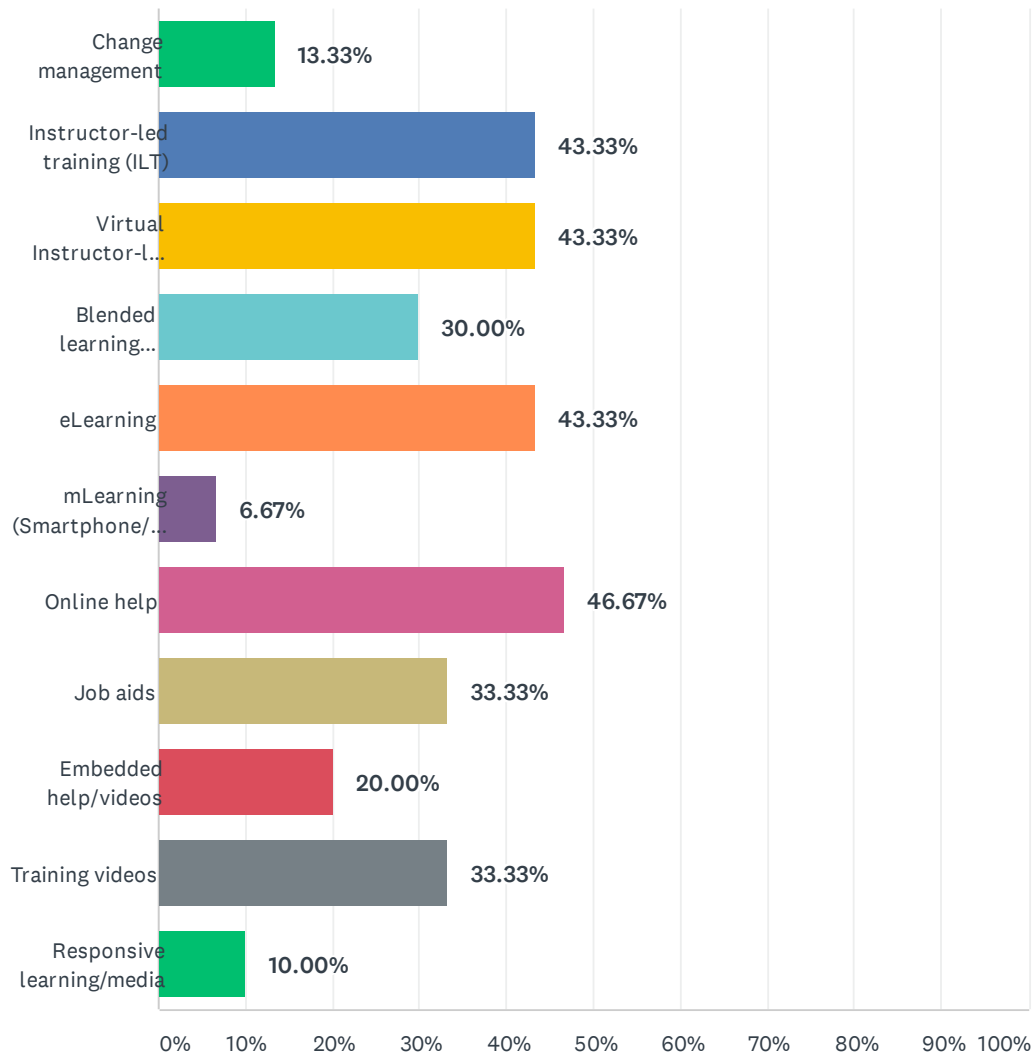


ANSWER CHOICES	RESPONSES
Computer Hardware	10.00% 3
Computer Software	46.67% 14
Consulting	10.00% 3
Government	10.00% 3
Agriculture, Forestry, Fishing, Hunting	0.00% 0
Mining, Quarrying, Oil/Gas Extraction	16.67% 5
Utilities	3.33% 1
Construction	6.67% 2
Manufacturing	16.67% 5
Wholesale	0.00% 0
Retail	6.67% 2
Transportation	3.33% 1
Warehousing	0.00% 0
Finance/Insurance	10.00% 3
Real Estate	0.00% 0
Professional, Scientific, and Technical Services	26.67% 8
Educational - Services vendor	16.67% 5
Educational - Teaching (K-12, college)	26.67% 8
Health Care & Social Assistance	23.33% 7
Defense	10.00% 3
Arts, Entertainment, and Recreation	3.33% 1
Total Respondents: 30	

#	OTHER (PLEASE SPECIFY)	DATE
1	Video games	12/4/2020 7:28 PM
2	Not for Profit - Trade Industry Association	11/19/2020 1:07 PM
3	University students (some who go on to instructional design)	11/19/2020 12:48 PM

# Q7 What types of ID deliverables do you currently produce? Select all that apply.

Answered: 30 Skipped: 5

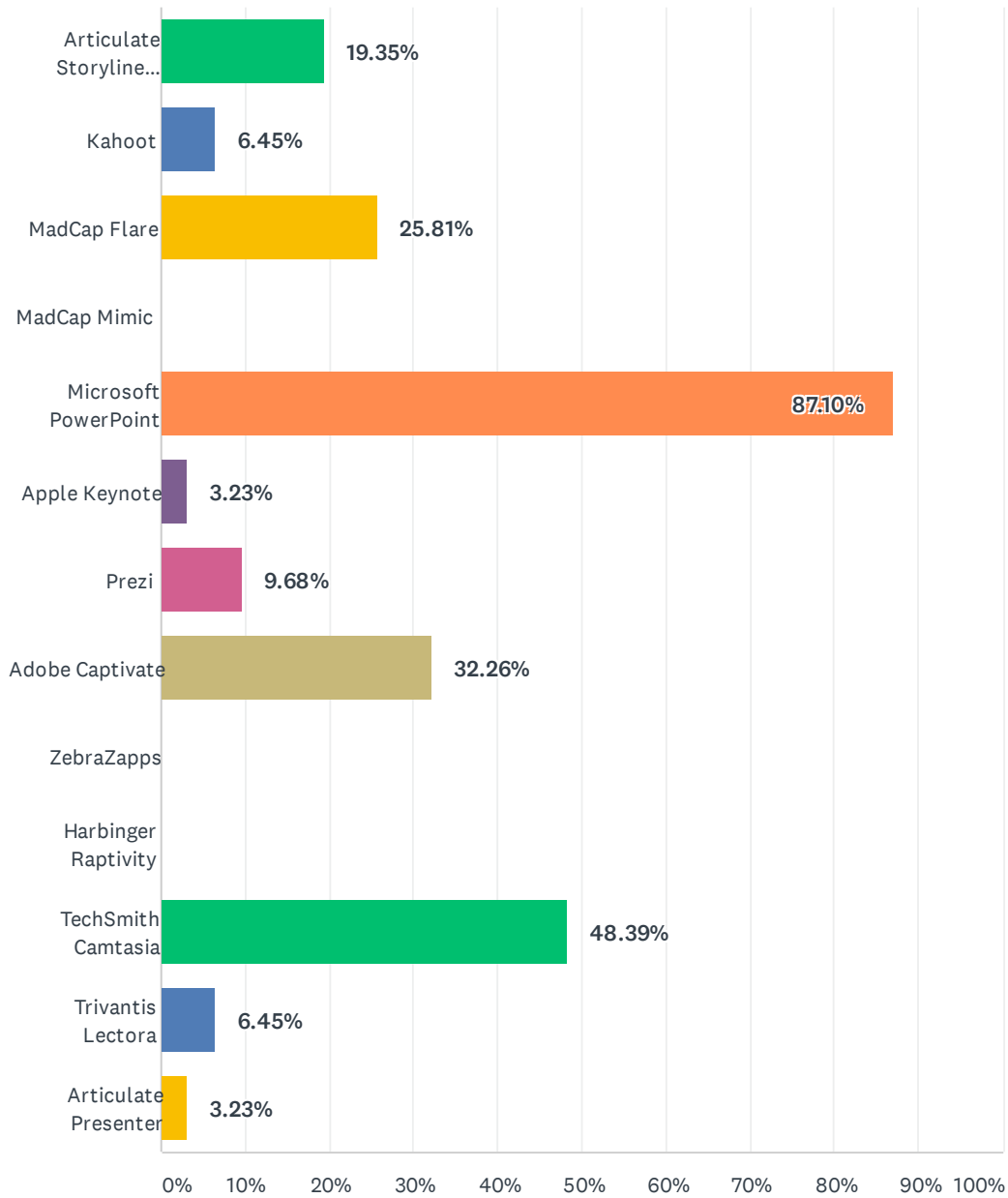


ANSWER CHOICES	RESPONSES	
Change management	13.33%	4
Instructor-led training (ILT)	43.33%	13
Virtual Instructor-led training (VILT)	43.33%	13
Blended learning (multiple types of deliverables in one curriculum)	30.00%	9
eLearning	43.33%	13
mLearning (Smartphone/tablet)	6.67%	2
Online help	46.67%	14
Job aids	33.33%	10
Embedded help/videos	20.00%	6
Training videos	33.33%	10
Responsive learning/media	10.00%	3
Total Respondents: 30		

#	OTHER (PLEASE DESCRIBE)	DATE
1	Learning experiences checkbox needed	11/30/2020 7:51 PM
2	Training Guide for Instructor-led training	11/26/2020 3:15 PM
3	I previously indicated that I am not currently working as an ID. There should be that option.	11/23/2020 5:22 PM
4	These answers are what my company produces, not me.	11/19/2020 2:10 PM
5	slides that are put in an LMS to masquerade as training	11/19/2020 1:15 PM
6	N/A	11/19/2020 12:48 PM
7	I don't produce any; my students do	11/19/2020 10:59 AM
8	These are only a small part of my current job, which is mostly technical writing.	11/19/2020 10:39 AM

### Q8 Which of the following tools do you know/use? Select all that apply.

Answered: 31 Skipped: 4

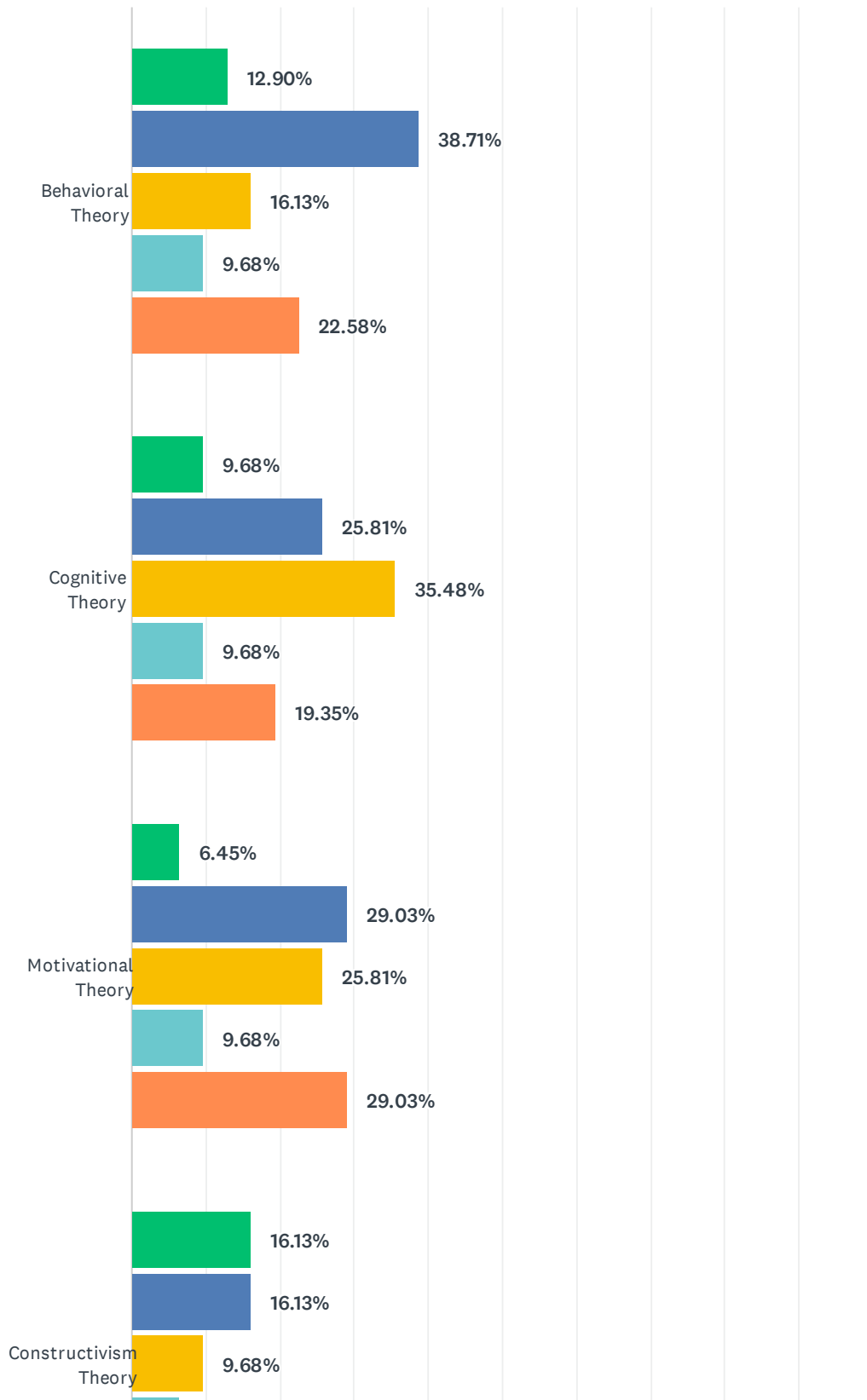


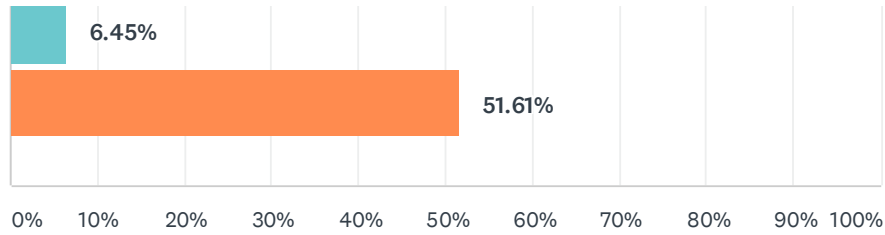
ANSWER CHOICES	RESPONSES	
Articulate Storyline (Articulate)	19.35%	6
Kahoot	6.45%	2
MadCap Flare	25.81%	8
MadCap Mimic	0.00%	0
Microsoft PowerPoint	87.10%	27
Apple Keynote	3.23%	1
Prezi	9.68%	3
Adobe Captivate	32.26%	10
ZebraZapps	0.00%	0
Harbinger Raptivity	0.00%	0
TechSmith Camtasia	48.39%	15
Trivantis Lectora	6.45%	2
Articulate Presenter	3.23%	1
Total Respondents: 31		

#	OTHER (PLEASE SPECIFY)	DATE
1	Confluence	12/4/2020 7:28 PM
2	Techsmith Snagit, Word, Qarbon Viewlet	12/1/2020 4:05 PM
3	None of the above	11/30/2020 3:53 PM
4	RoboHelp, Snagit	11/26/2020 3:15 PM
5	None of the above (there should be a check box here). I was forced to click a box to get past this page.	11/19/2020 2:10 PM
6	Qarbon viewlet	11/19/2020 2:06 PM
7	Techsmith Snagit	11/19/2020 1:42 PM
8	EasyDNNews for Online Help Center	11/19/2020 1:07 PM
9	Robohelp, Oxygen	11/19/2020 10:14 AM
10	Adobe FrameMaker, CorelDRAW	11/18/2020 9:31 PM

### Q9 Please rank how the following theories influence your work in developing ID curriculum and deliverables.

Answered: 31 Skipped: 4





■ Not influential at all   
 ■ Somewhat influential   
 ■ Very influential  
■ Extremely influential   
 ■ I am not aware of this theory.

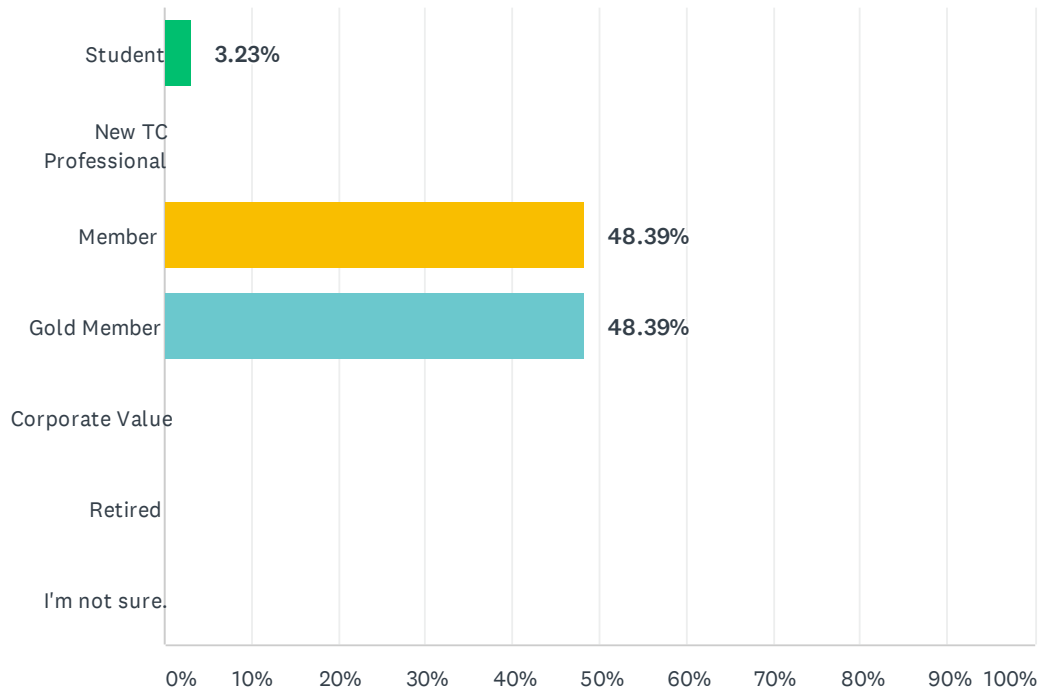
	NOT INFLUENTIAL AT ALL	SOMEWHAT INFLUENTIAL	VERY INFLUENTIAL	EXTREMELY INFLUENTIAL	I AM NOT AWARE OF THIS THEORY.	TOTAL
Behavioral Theory	12.90% 4	38.71% 12	16.13% 5	9.68% 3	22.58% 7	31
Cognitive Theory	9.68% 3	25.81% 8	35.48% 11	9.68% 3	19.35% 6	31
Motivational Theory	6.45% 2	29.03% 9	25.81% 8	9.68% 3	29.03% 9	31
Constructivism Theory	16.13% 5	16.13% 5	9.68% 3	6.45% 2	51.61% 16	31

#	PLEASE PROVIDE FURTHER COMMENTS.	DATE
1	I am not currently producing learning materials, so I cannot answer. Since I had to choose something, I chose Somewhat influential.	11/22/2020 11:27 AM
2	I don't feel qualified enough to rank the theories.	11/19/2020 2:58 PM
3	Again, I'm answering for the colleagues I work with.	11/19/2020 2:10 PM
4	influenced by human-centered design	11/19/2020 10:59 AM
5	I'm bad at theory	11/19/2020 10:14 AM
6	I am aware of most of these theories but I don't think about them in my day-to-day work.	11/19/2020 8:04 AM



## Q10 What is your STC membership level?

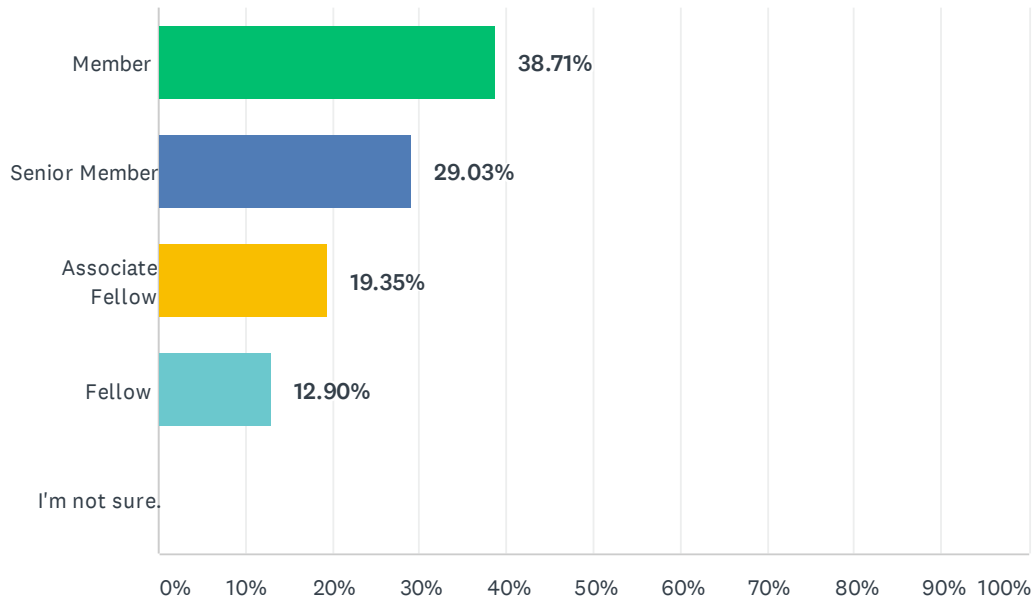
Answered: 31 Skipped: 4



ANSWER CHOICES	RESPONSES	
Student	3.23%	1
New TC Professional	0.00%	0
Member	48.39%	15
Gold Member	48.39%	15
Corporate Value	0.00%	0
Retired	0.00%	0
I'm not sure.	0.00%	0
<b>TOTAL</b>		<b>31</b>

### Q11 What is your STC membership designation?

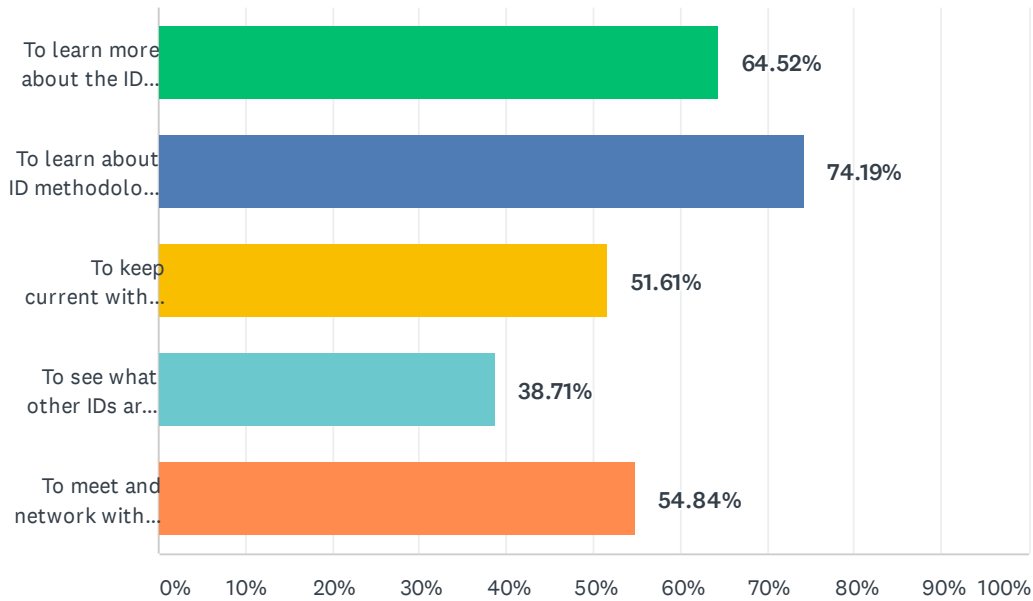
Answered: 31 Skipped: 4



ANSWER CHOICES	RESPONSES	
Member	38.71%	12
Senior Member	29.03%	9
Associate Fellow	19.35%	6
Fellow	12.90%	4
I'm not sure.	0.00%	0
<b>TOTAL</b>		<b>31</b>

### Q12 Why did you choose to join the IDL SIG/CoP? Select all that apply.

Answered: 31 Skipped: 4

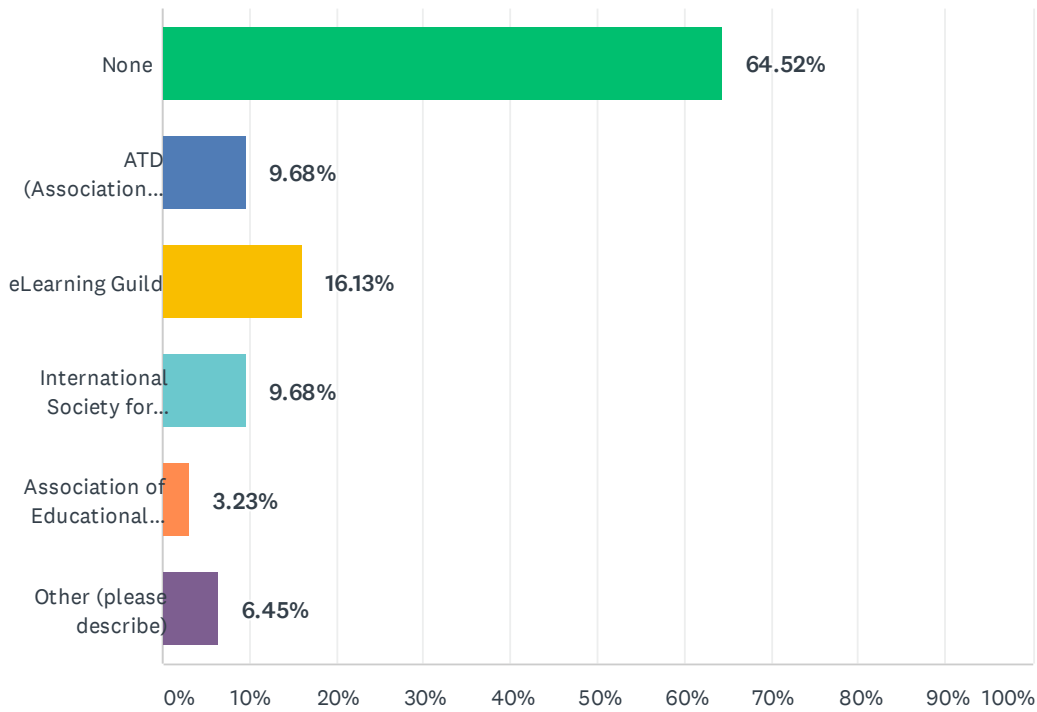


ANSWER CHOICES	RESPONSES	
To learn more about the ID profession in general	64.52%	20
To learn about ID methodology and best practices	74.19%	23
To keep current with new tools	51.61%	16
To see what other IDs are working on	38.71%	12
To meet and network with other IDs	54.84%	17
Total Respondents: 31		

#	OTHER (PLEASE DESCRIBE)	DATE
1	As a gold member I am automatically a member of all SIGs.	11/19/2020 2:58 PM
2	You guys have the best programming	11/19/2020 10:14 AM

### Q13 What other ID or training professional organizations do you also belong to? Select all that apply.

Answered: 31 Skipped: 4

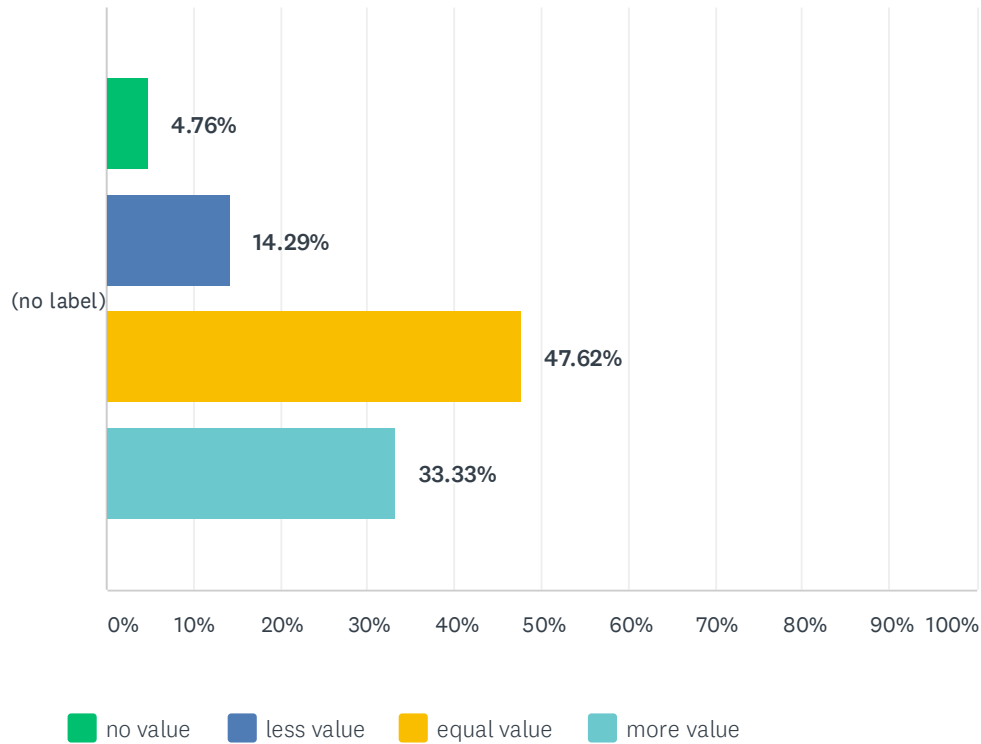


ANSWER CHOICES	RESPONSES
None	64.52% 20
ATD (Association for Talent Development)	9.68% 3
eLearning Guild	16.13% 5
International Society for Performance Improvement (ISPI)	9.68% 3
Association of Educational Communication and Technology (AECT)	3.23% 1
Other (please describe)	6.45% 2
Total Respondents: 31	

#	OTHER ORGANIZATION	DATE
1	Masters in teaching	12/2/2020 2:21 AM
2	Past member of ATD ISPI AWCT	11/30/2020 7:53 PM
3	IABC (International Association of Business Communication) - Former member	11/19/2020 1:09 PM
4	AAACE	11/19/2020 1:05 PM

### Q14 Compared to the other instructional design and training professional organizations that you belong to, please rank overall how much value the IDL SIG/CoP provides to you.

Answered: 21 Skipped: 14



	NO VALUE	LESS VALUE	EQUAL VALUE	MORE VALUE	TOTAL	WEIGHTED AVERAGE
(no label)	4.76% 1	14.29% 3	47.62% 10	33.33% 7	21	3.10

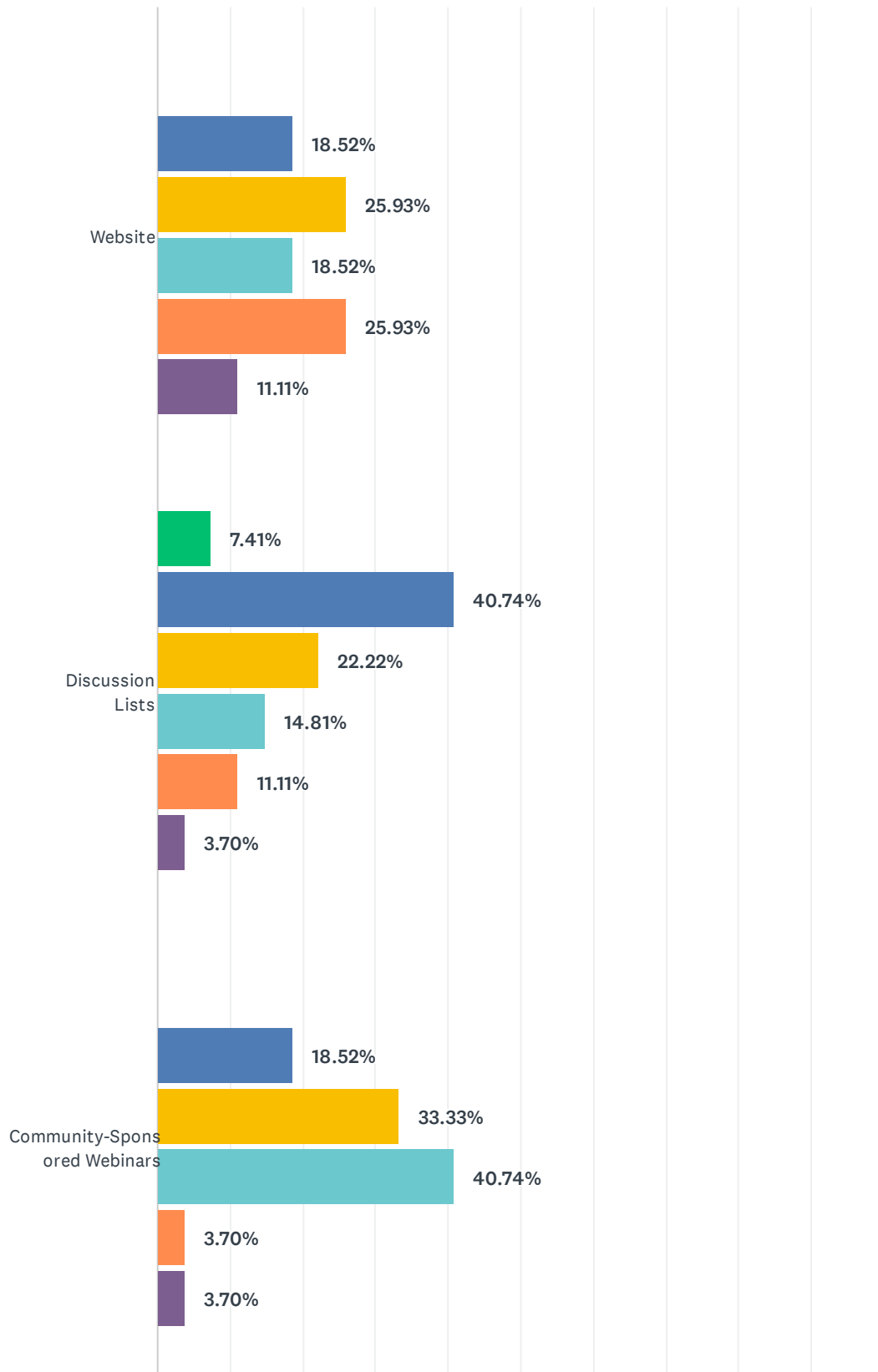
## Q15 Please describe how other professional organizations provide value to you.

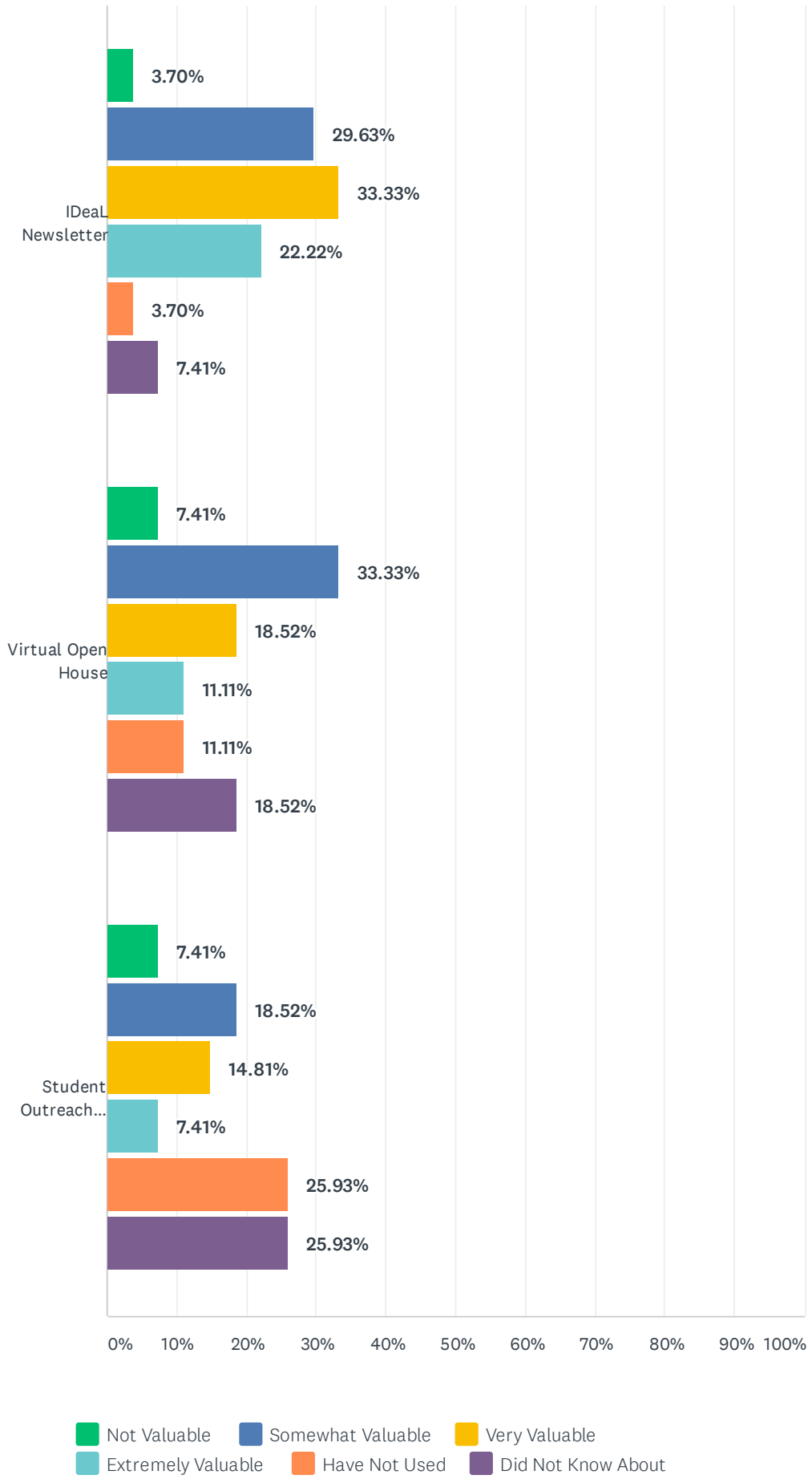
Answered: 13 Skipped: 22

#	RESPONSES	DATE
1	Their focus is only on instructional design (ATD) so the things I learn are of specific use whereas things I learn with STC are more diverse.	12/10/2020 5:37 PM
2	N/A	12/4/2020 7:28 PM
3	Learning opportunities, networking	12/2/2020 2:21 AM
4	They did not, so I dropped the memberships.	11/30/2020 7:53 PM
5	They have informational sessions that are specific to my needs.	11/30/2020 4:34 PM
6	NA	11/19/2020 2:11 PM
7	I also belong to AMWA, EFA, BELS, and Presentation Guild; they all provide different types of value to me.	11/19/2020 1:16 PM
8	Elements of Persuasion - Behavioral Theory	11/19/2020 1:09 PM
9	AAACE provides more relative to DEI initiatives and research	11/19/2020 1:05 PM
10	Help me understand trends and providing networking opportunities for my students.	11/19/2020 11:01 AM
11	NA	11/19/2020 10:15 AM
12	Wealth of knowledge articles	11/19/2020 6:40 AM
13	N/A	11/19/2020 5:04 AM

### Q16 Please rank how valuable you find each of the following IDL SIG offerings:

Answered: 27 Skipped: 8







	NOT VALUABLE	SOMEWHAT VALUABLE	VERY VALUABLE	EXTREMELY VALUABLE	HAVE NOT USED	DID NOT KNOW ABOUT	TOTAL	WEIGHTED AVERAGE
Website	0.00% 0	18.52% 5	25.93% 7	18.52% 5	25.93% 7	11.11% 3	27	4.67
Discussion Lists	7.41% 2	40.74% 11	22.22% 6	14.81% 4	11.11% 3	3.70% 1	27	3.44
Community-Sponsored Webinars	0.00% 0	18.52% 5	33.33% 9	40.74% 11	3.70% 1	3.70% 1	27	4.22
IDeal Newsletter	3.70% 1	29.63% 8	33.33% 9	22.22% 6	3.70% 1	7.41% 2	27	3.81
Virtual Open House	7.41% 2	33.33% 9	18.52% 5	11.11% 3	11.11% 3	18.52% 5	27	4.00
Student Outreach Article Competition	7.41% 2	18.52% 5	14.81% 4	7.41% 2	25.93% 7	25.93% 7	27	4.78

#	COMMENTS	DATE
1	I think I need to learn more about the items I haven't used or didn't know about. I obviously am not using it very well if you are offering these items and I'm not aware of them.	12/10/2020 5:40 PM
2	I haven't attended any Webinars. Looks as if I should find out where those are publicized!	11/23/2020 5:27 PM

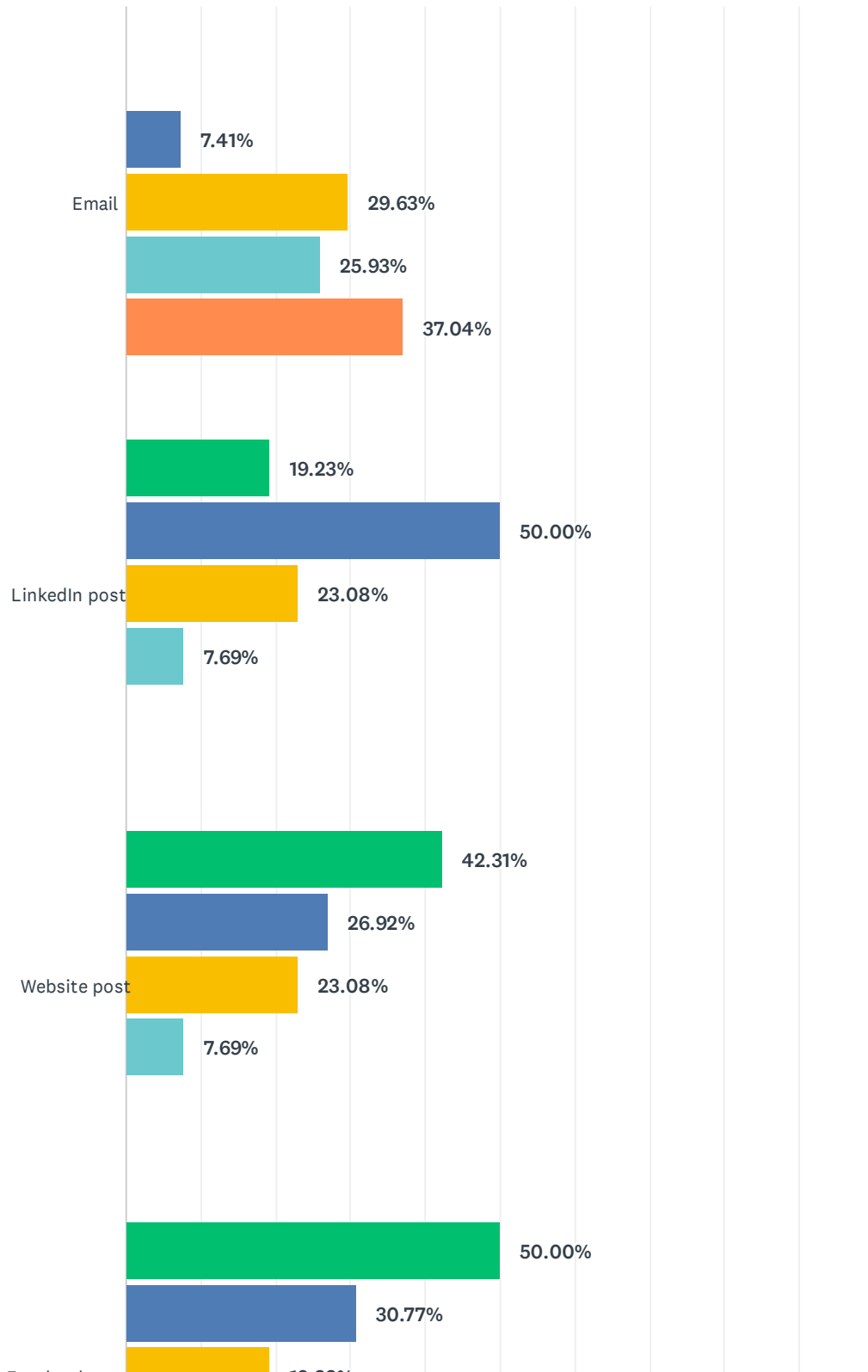
## Q17 What other services would you like the IDL SIG/COP to provide to you, that are not listed here?

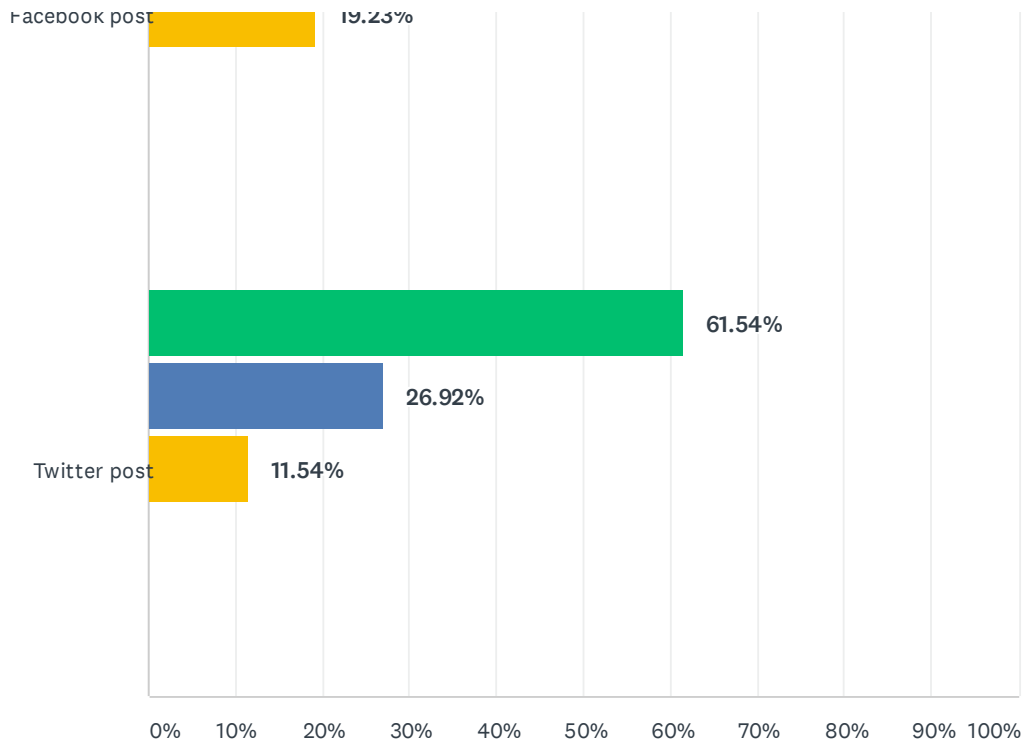
Answered: 6 Skipped: 29

#	RESPONSES	DATE
1	other ways to connect virtually	12/1/2020 4:07 PM
2	None	11/30/2020 7:54 PM
3	Theories as they've evolved over time. AKA Used to be known as...	11/23/2020 5:27 PM
4	mentoring for people switching from other specialties to instructional design	11/19/2020 1:46 PM
5	I would appreciate more "hands on" instructional Design best practices within tools: Captivate, Camtasia, Articulate, RISE, etc.	11/19/2020 1:11 PM
6	Webinars presenting actionable information; better communication to members about resources	11/19/2020 6:49 AM

Q18 We use various communication channels to let our members know of our upcoming events, including our webinars. Please rank each channel the following: 1 being least effective to 5 being most effective.

Answered: 27 Skipped: 8





■ Not Effective   
 ■ Somewhat Effective   
 ■ Effective   
 ■ Very Effective  
■ Most Effective

	NOT EFFECTIVE	SOMEWHAT EFFECTIVE	EFFECTIVE	VERY EFFECTIVE	MOST EFFECTIVE	TOTAL	WEIGHTED AVERAGE
Email	0.00% 0	7.41% 2	29.63% 8	25.93% 7	37.04% 10	27	3.93
LinkedIn post	19.23% 5	50.00% 13	23.08% 6	7.69% 2	0.00% 0	26	2.19
Website post	42.31% 11	26.92% 7	23.08% 6	7.69% 2	0.00% 0	26	1.96
Facebook post	50.00% 13	30.77% 8	19.23% 5	0.00% 0	0.00% 0	26	1.69
Twitter post	61.54% 16	26.92% 7	11.54% 3	0.00% 0	0.00% 0	26	1.50

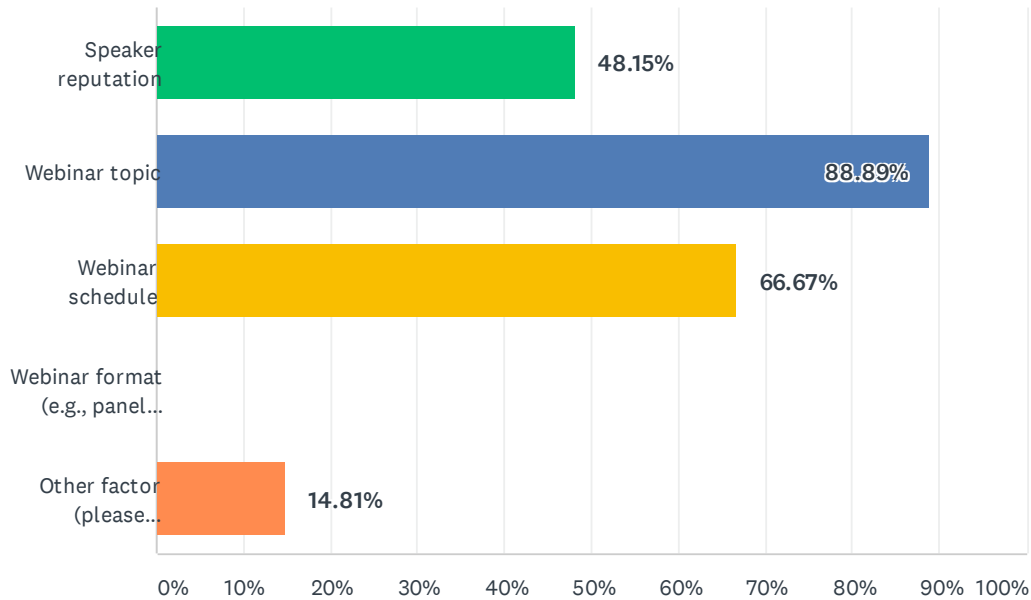
## Q19 What instructional design or training topics and/or presenters would you like to see during a future community webinar or event?

Answered: 10 Skipped: 25

#	RESPONSES	DATE
1	Not sure. I can see I need to find out more and get more connected to this resource.	12/10/2020 5:40 PM
2	Anything the team chooses is fine.	11/30/2020 7:54 PM
3	How theories have evolved	11/23/2020 5:27 PM
4	incorporating ID methods into other types of tech comm products, such as making procedures more effective for new employees	11/19/2020 1:46 PM
5	More theory, but for those who don't do it for a living. For instance, how can I use learning theory when presenting a session at the Summit?	11/19/2020 1:19 PM
6	As noted above, more "hands on" instructional Design best practices within tools: Captivate, Camtasia, Articulate, RISE, etc.	11/19/2020 1:11 PM
7	More on inclusiveness in instructional design; including around ADA requirements and considerations.	11/19/2020 1:07 PM
8	Enjoy tool-related topics, profiles of members in the field, and information related to learning delivery systems/learning management systems	11/19/2020 10:45 AM
9	writing for instructional design	11/19/2020 8:06 AM
10	Video, AR, and VR topics eLearning course design Motivating learners (badging, etc.)	11/19/2020 6:49 AM

**Q20 IDL SIG/CoP webinars FREE for all IDL community members. Which factor(s) are the most important for you in deciding whether to attend a webinar? Check all that apply.**

Answered: 27 Skipped: 8

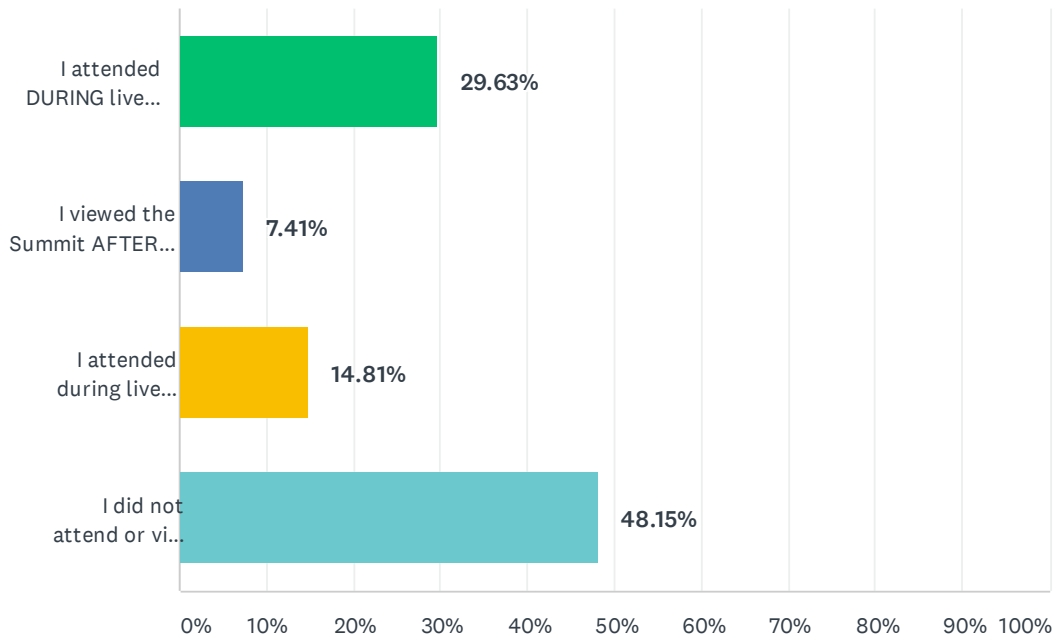


ANSWER CHOICES	RESPONSES
Speaker reputation	48.15% 13
Webinar topic	88.89% 24
Webinar schedule	66.67% 18
Webinar format (e.g., panel vs. individual presentation)	0.00% 0
Other factor (please specify)	14.81% 4
Total Respondents: 27	

#	OTHER FACTOR (PLEASE SPECIFY)	DATE
1	Time available to attend	11/30/2020 7:54 PM
2	I'm on Pacific Time and won't attend anything before 12 pm ET	11/23/2020 5:27 PM
3	how relevant to the tools I use	11/19/2020 1:11 PM
4	Time of day--I have to punch my time to billable projects, so webinars are difficult for me.	11/18/2020 9:35 PM

## Q21 Which statement describes your attendance at the 2020 Virtual Summit?

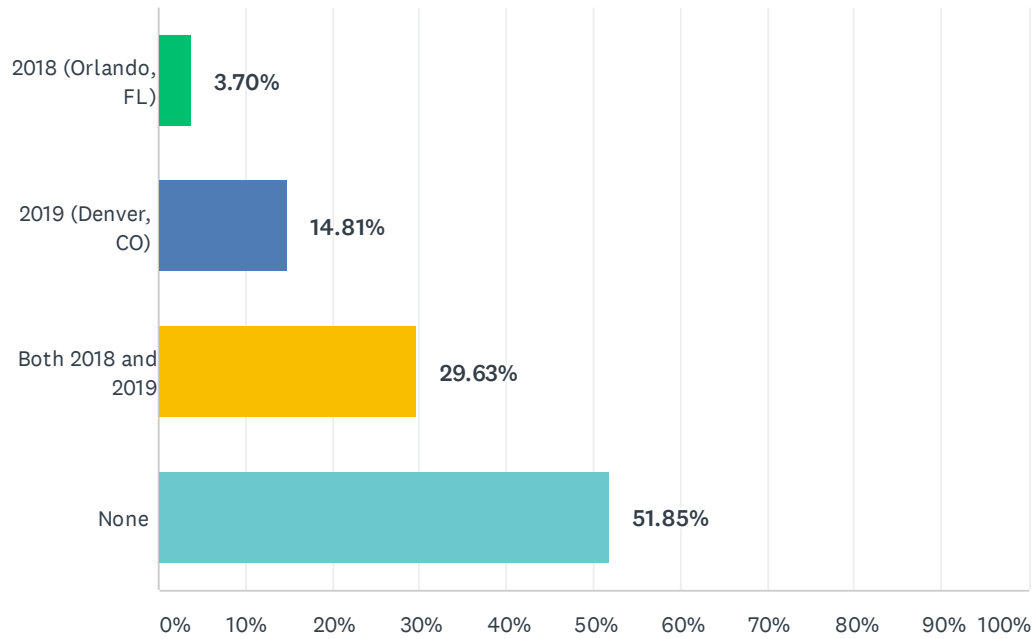
Answered: 27 Skipped: 8



ANSWER CHOICES	RESPONSES	
I attended DURING live streaming (May 17 - 20).	29.63%	8
I viewed the Summit AFTER live streaming (May 21 - Sept. 30)	7.41%	2
I attended during live streaming AND viewed sessions afterwards.	14.81%	4
I did not attend or view the 2020 Virtual Summit at all.	48.15%	13
<b>TOTAL</b>		<b>27</b>

## Q22 Which of the following in-person STC Summits did you attend?

Answered: 27 Skipped: 8

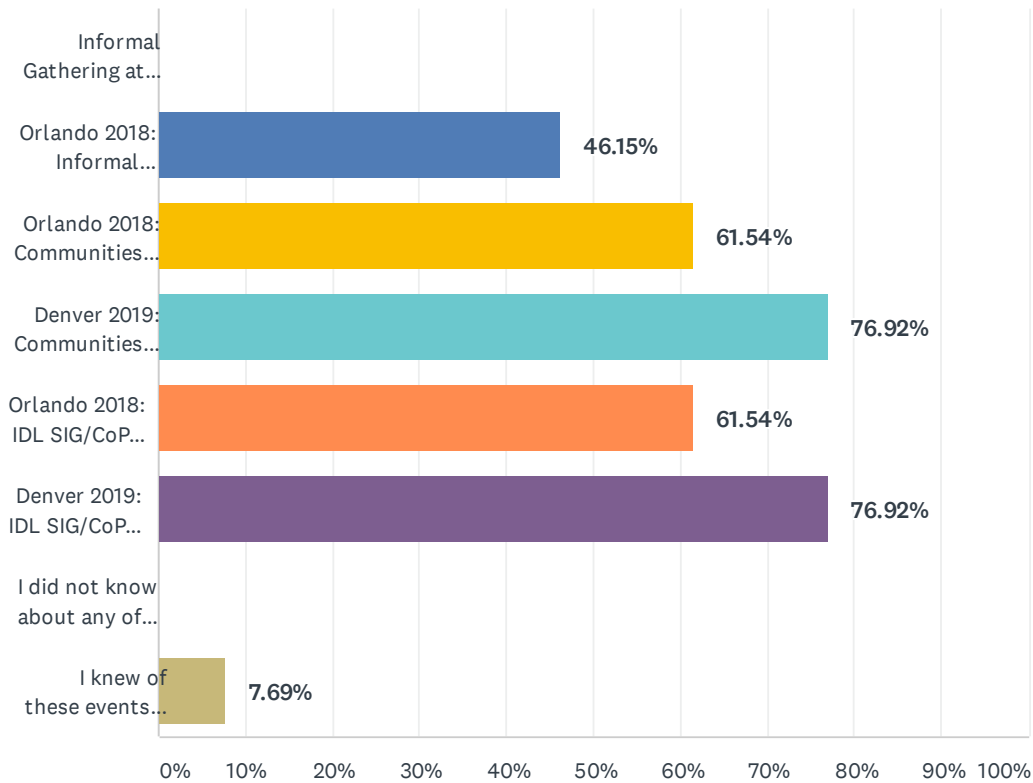


ANSWER CHOICES	RESPONSES
2018 (Orlando, FL)	3.70% 1
2019 (Denver, CO)	14.81% 4
Both 2018 and 2019	29.63% 8
None	51.85% 14
<b>TOTAL</b>	<b>27</b>



### Q23 Which of the following IDL functions did you attend at the Summit? Select all that apply.

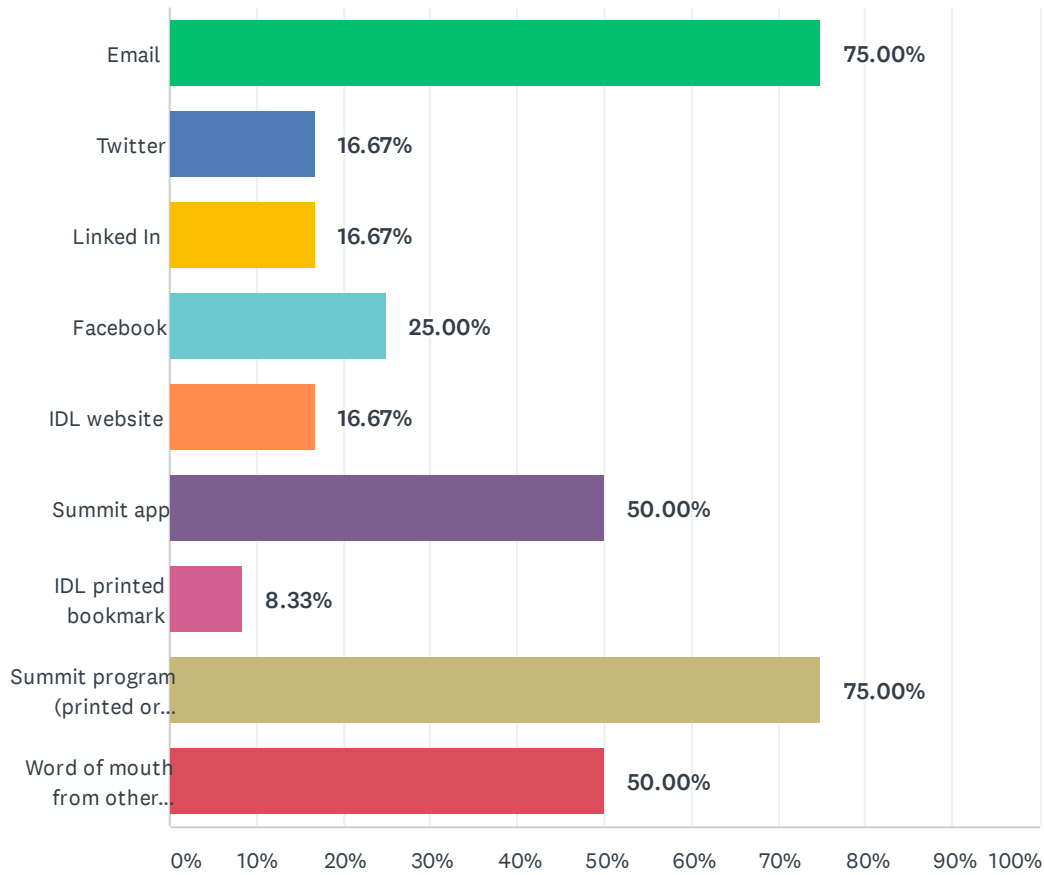
Answered: 13 Skipped: 22



ANSWER CHOICES	RESPONSES	
Informal Gathering at Compass	0.00%	0
Orlando 2018: Informal Gathering at Hotel Restaurant	46.15%	6
Orlando 2018: Communities Reception in Expo Hall	61.54%	8
Denver 2019: Communities Reception in Expo Hall	76.92%	10
Orlando 2018: IDL SIG/CoP Lunch & Business Meeting	61.54%	8
Denver 2019: IDL SIG/CoP Lunch & Business Meeting	76.92%	10
I did not know about any of these events.	0.00%	0
I knew of these events, but did not attend any of them.	7.69%	1
Total Respondents: 13		

## Q24 How did you learn of these events? Select all that apply.

Answered: 12 Skipped: 23

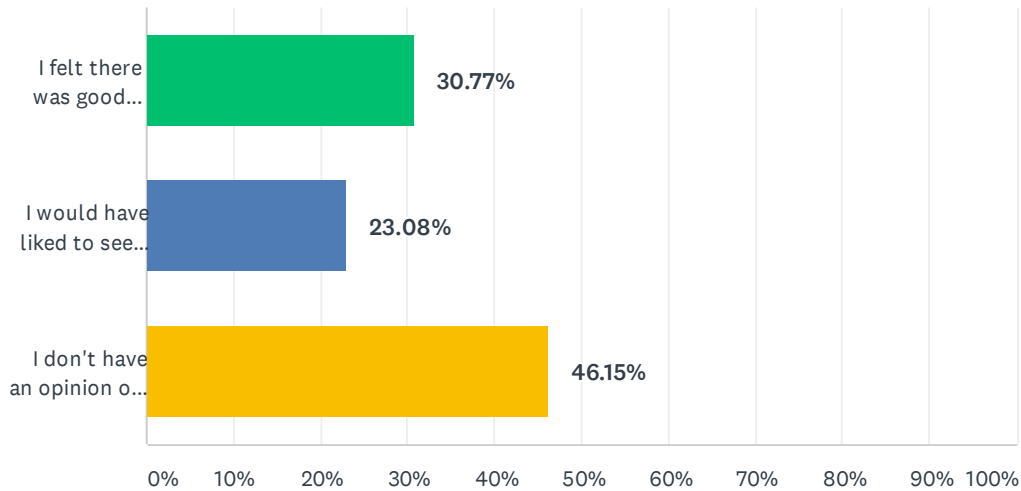


ANSWER CHOICES	RESPONSES	
Email	75.00%	9
Twitter	16.67%	2
Linked In	16.67%	2
Facebook	25.00%	3
IDL website	16.67%	2
Summit app	50.00%	6
IDL printed bookmark	8.33%	1
Summit program (printed or electronic versions)	75.00%	9
Word of mouth from other members/friends	50.00%	6
Total Respondents: 12		

#	OTHER (PLEASE SPECIFY)	DATE
1	I volunteered at them	12/1/2020 4:08 PM
2	I really don't remember	11/19/2020 2:15 PM
3	Honestly, my memory is fuzzy on questions 23 & 24	11/19/2020 10:48 AM
4	I was not a SIG member then	11/18/2020 9:10 PM

### Q25 Overall, what were your thoughts about the number of instructional design (ID) and training sessions at the last Summit conference you attended?

Answered: 13 Skipped: 22



ANSWER CHOICES	RESPONSES
I felt there was good coverage of ID and training.	30.77% 4
I would have liked to see more ID and training sessions.	23.08% 3
I don't have an opinion one way or another.	46.15% 6
<b>TOTAL</b>	<b>13</b>

#	PLEASE EXPLAIN.	DATE
1	Don't remember	11/19/2020 2:15 PM