

EREF Graz Workshop
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E-Learning for SMEs
- Introductory Comments -

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E-Learning and Knowledge Society

2010 Objectives in Education and Training – Lisbon Agenda

- Early school leavers (18-24 yrs) down to **10%** (now 14.8%)
- Completion of upper secondary educ. (20-24 yrs) **85%** (78.1%)
- Lifelong learning of adults (25-64 yrs) **12.5%** (now 9.7)
- Low achievements in reading OECD/PISA (15 yrs) **17%** (now 24%)
- No graduates in Maths, Science & Techn. **789,000** (now 886,000
US has 425,000 and Japan 226,000)

Performance by EU members

Education Level – % of adults with higher education

20% - EU average (13 above, 14 below)

26-30% - DK,FI,BE,CY,ES,EE,UK,IE,SE,NL,FR

18-23% - LT,LUX,EL,BG,SI,LV,HU,PL,AT

9-12% - DE, SK,PT,CZ,IT,MT,RO.

(in descending order)

Performance by EU members

Participation in e-learning (target 12.5% for 2010)

9.7% EU average (8 above, 19 below)

23-32% - SE, DK, UK, FIN, NL, SI, AT (US=23%)

6-8% - CY, DE, IE, FR, BE, LV, LUX, EE, IT, MT, CZ, LT, PL,
SK and HU

2-3% - EL, RO, BG.

(in descending order)

Skills Deficit in Europe

Currently **80 million** EU citizens are **low-skilled**.

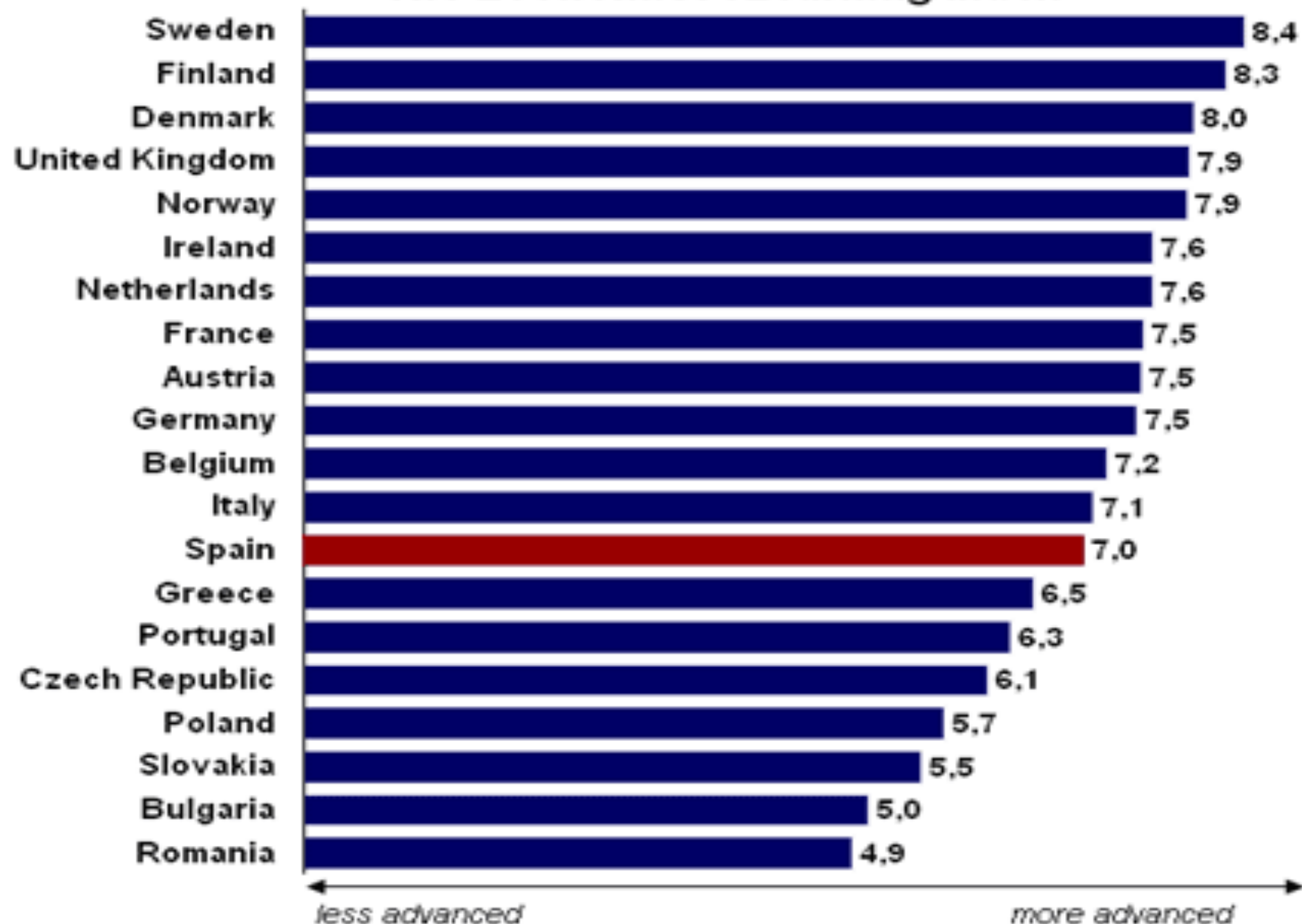
By 2010 **half of all additional new jobs** on the labour market will require **tertiary education** and almost **40% upper secondary level**.

Almost half of EU workforce (some 100 million people) require upgrading their skills. This **cannot be achieved by conventional teaching only** (in spite of proliferation of institutions of higher learning).

E-Learning – The/or A Solution for SMEs

- **SMEs** account for 99% of all businesses in Europe; they **employ 74 million** people and **sustain about 250 million** people (half of EU citizens).
- E-learning through the flexibility and facility of access it offers is seen as an **important enabler of lifelong learning**. However, while we can observe an increase use and impact of elearning in large European companies - up to 60% of the training needs of key players in the ICT sector is now provided by elearning) the **uptake in SME's is at best slow and does not meet initial hopes and expectations** (early 2000s).

The Economist eLearning Index



E-learning: US versus Europe

E-Learning Market

The US is the single largest eLearning market worldwide with revenues exceeding **\$17.5 billion in 2007**. In 2007 the US represented over **60%**. **Europe** is the second largest e-learning market with a share of less than **15%** but the Asian market is reported to be growing faster.

According to 2008 Corporate Learning Factbook in US as in Europe, e-learning continues to grow each year as a proportion of all training expenditure.

Growth in spending

It was only slight but the **US corporate learning market** grew from 2006 to 2007, increasing from \$55.8 bn. to \$58.5 bn. The average spending per learner was \$1,202.

E-learning: US versus Europe

E-learning growth

The use of self-study e-learning now accounts for **20%** of student hours in the US, up from last year's figure of **15%**. This growth is driven largely by an **increase in online training among small organizations.**

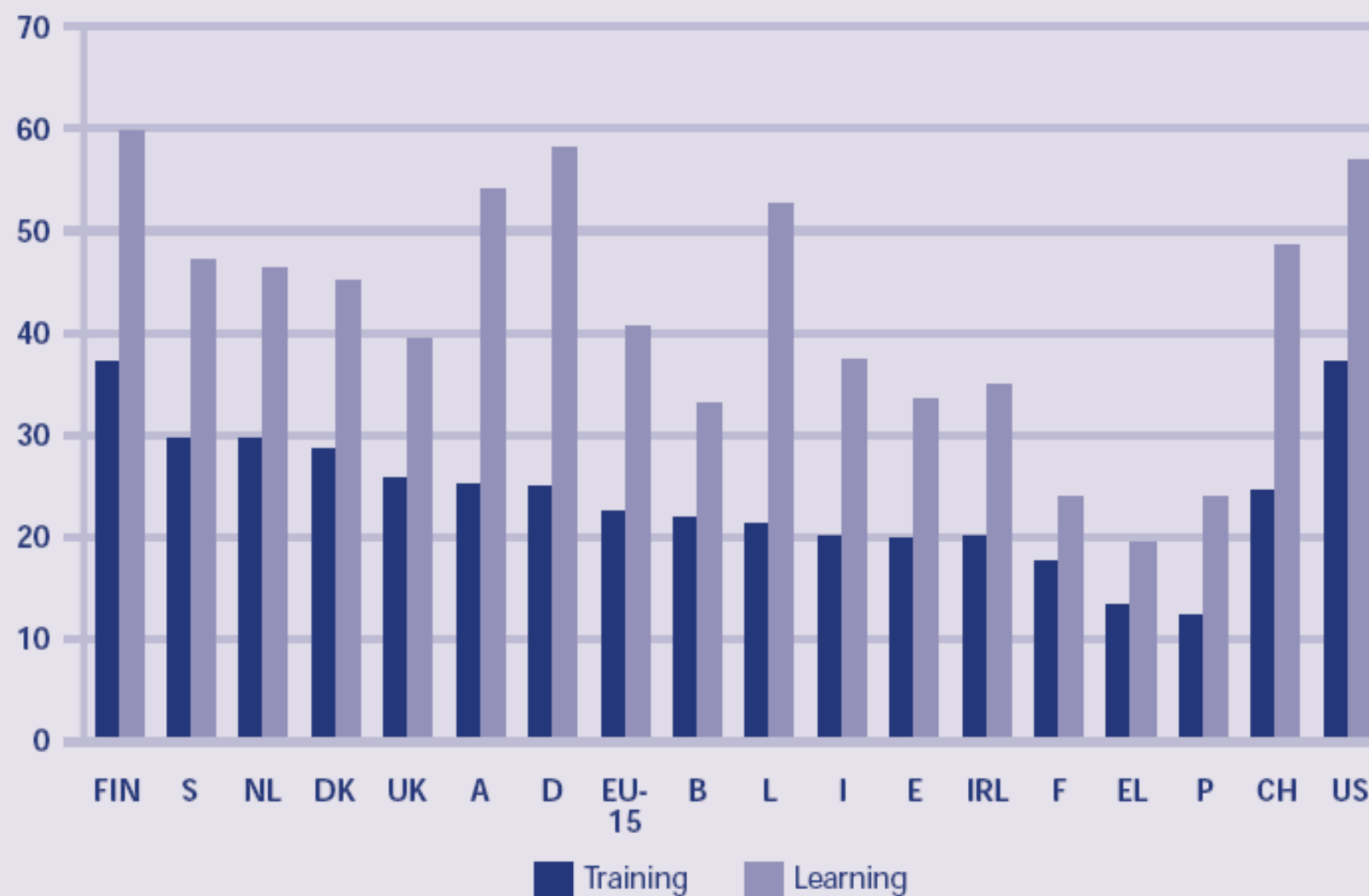
Bersin Factbook appears to support the findings of last year's **ASTD survey** that **one of every three hours of training** is now being delivered **via some form of technology**, and expected to increase in coming years.

E-learning: US versus Europe

Virtual classrooms rule

In the US **38%** of companies are now **using a learning management system (LMS)**, with the highest growth in usage among mid-market buyers but **over half of all companies are using a virtual classroom tool.**

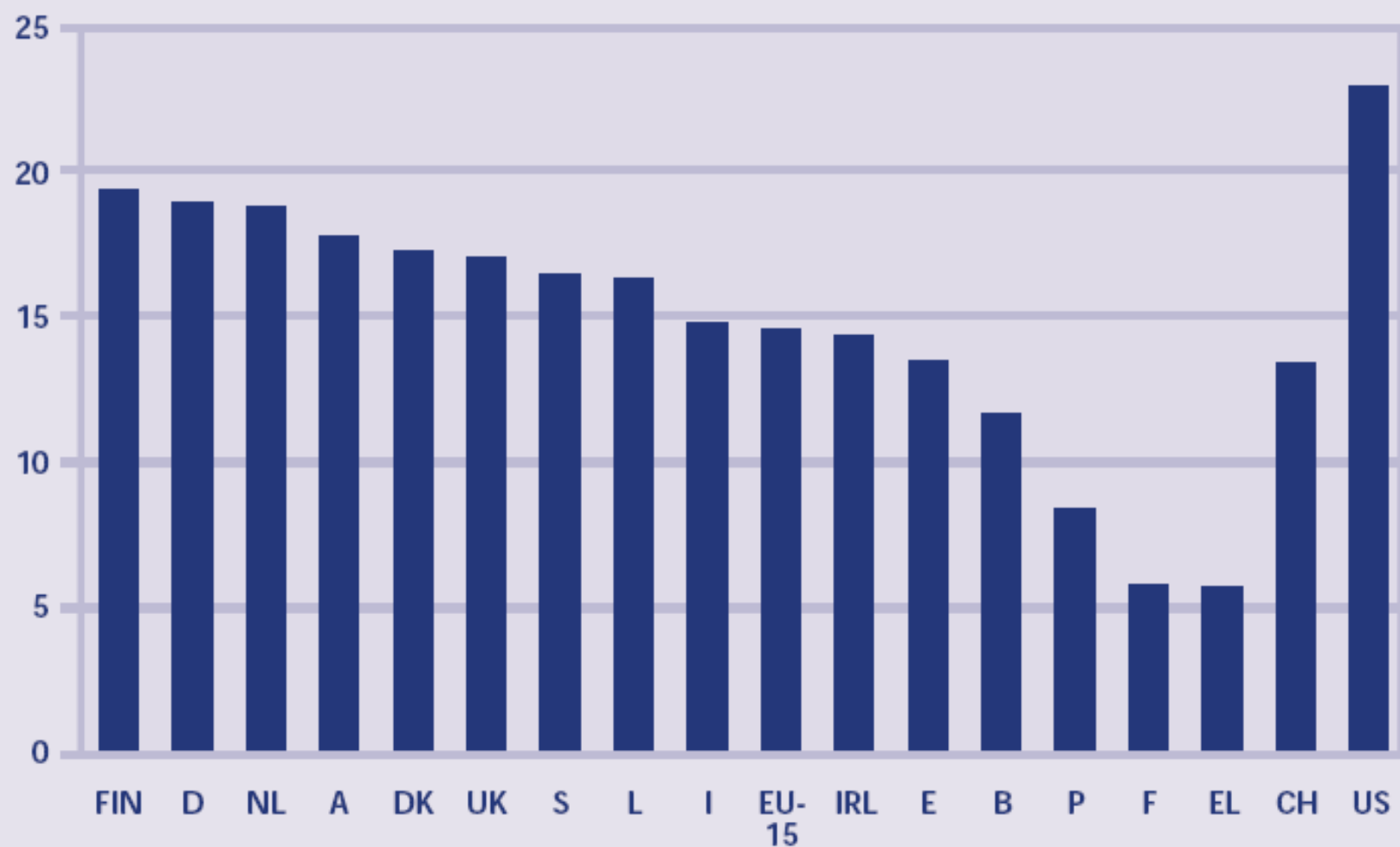
Participation in work-related training or learning (% of labour force)



Base: Labour force (N=6,604), weighted; EU-15 weighted by EU-15 population (N=5,723)

Questions: C2, C9b, C14a, C14b / **Source:** SIBIS 2002, GPS

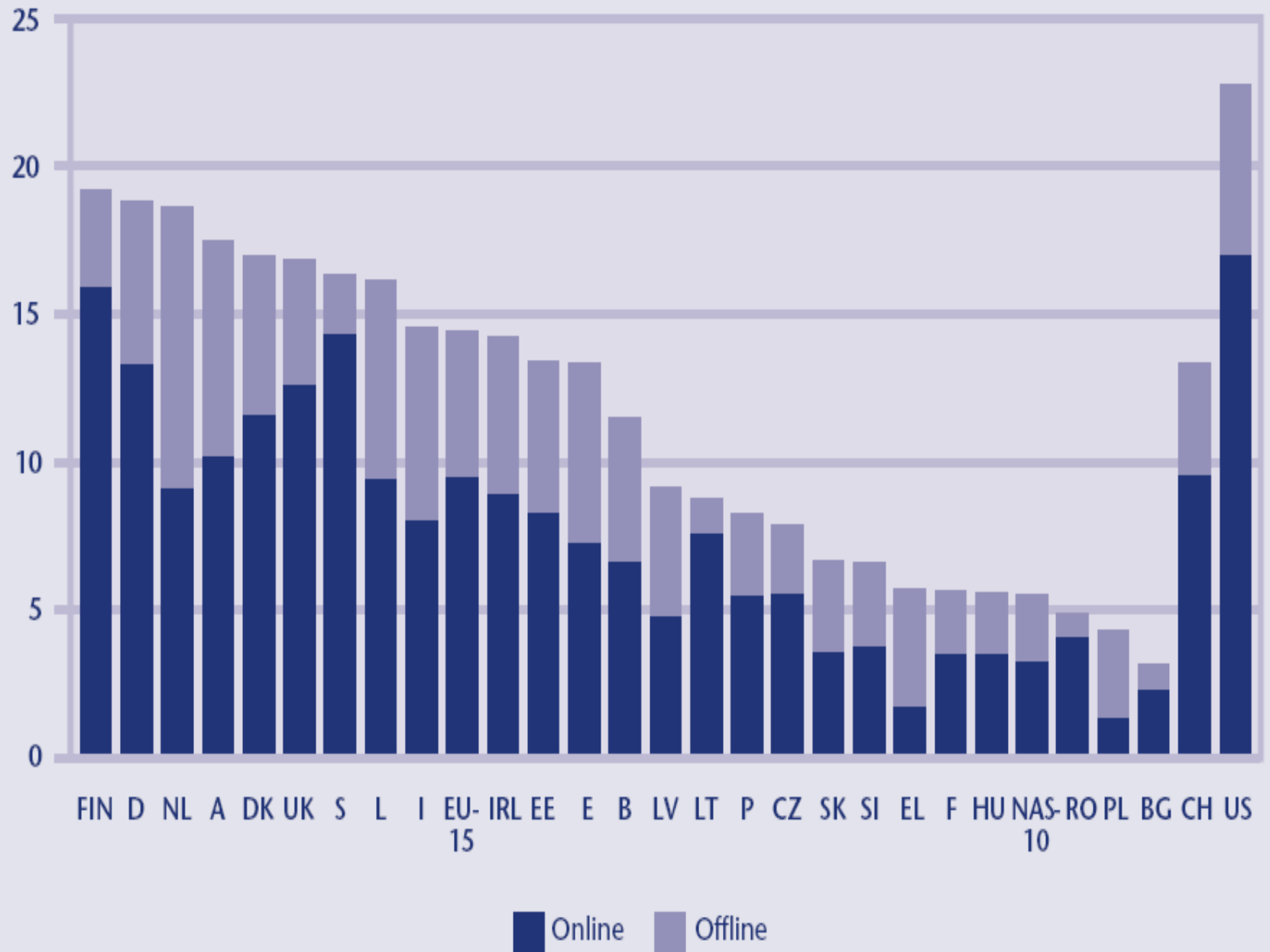
Use of eLearning (% of labour force)



Base: Labour force (N=6,604), weighted; EU-15 weighted by EU-15 population (N=5,723)

Questions: C2, C9b, C14a, C14b, C18a / **Source:** ŠIBIS 2002, GPS

Usage of eLearning (% of labour force)



Slovenian institution of tertiary education and E-learning –

Results of a survey

High grades (4 out of 5) to the unexploited potential of ICT - intensifying use of ICT contribute considerably to research, pedagogical and business activities. Advanced: Maribor univ., higher educational institutions and private institutions.. The most obvious laggards are humanistic institutions.

One third of the institutions estimate that e-learning is of major strategic importance. The average grade is 3.6. Again the private and higher education institutions are standing out, while University of Ljubljana and humanistic institutions are the biggest laggards.

Slovenian companies' and (e)learning

A representative RIS 2005 telephone survey was conducted among **713 Slovenian companies** in June 2005.

In large companies 9% of employees were engaged in formal education in the last 12 months. The percentage is increasing with reducing company size and attains 16% for micro companies. For all companies this percentage is 11% and with weighting on population it amounts to 16%.

Only 1% of employees, working in Slovenian companies, have been educated abroad in the last year.

E-learning is a term, familiar in **76%** of large companies and only **41%** of micro companies. Approximately **1/5** of sample companies were **already engaged in e-learning** activities.

Slovenian companies' and (e)learning

- **10%** of employees, involved in education in the last year were engaged in **e-learning programme** (2% in large and 28% in small companies). In the past year 1% of employees in Slovenian companies was engaged in e-learning.
- Although a relatively low percentage of e-learning in companies is in use (around 15%), the **interest** for e-learning is **three times higher** compared to actual use.
- Around 1/5 of medium, small and micro and 43% of large companies are engaged in internal e-learning and on-line material over intranet.
- The companies that have already used e-learning for their employees are using e-learning mostly for the area of computer science and informatics.
- The companies, which have already used e-learning for educating their employees, are satisfied with this kind of education (average grade 3.6 on scale 1 to 5).