



A Pandemic's Impact on Learning

Introduction

The Society of Insurance Trainers and Educators (SITE) is dedicated to helping insurance training professionals and their organizations thrive in the learning space. When the pandemic exploded around March 2020, many of our members reached out to our organization for tips and information on succeeding in this new pandemic working environment.

To help gauge how the pandemic has impacted learning, SITE conducted a survey of its membership. The information in this report provides a summary of the key takeaways from the survey (*conducted in November 2020 among 47 participants*).

Our Mission

The Society of Insurance Trainers and Educators exists to provide professional development to Society Members through programs, networking opportunities and services.

1

91.5% of organizations felt prepared to deploy learning during the pandemic.

The initial reaction to this response was surprise, as SITE received many inquiries for ways to improve and facilitate virtual learning when many companies went to 100% work from home.

For years companies have had virtual platform tools like GoToMeeting, WebEx, etc. and were able to continue to use these on a much larger scale. Now organizations are trying to improve the virtual learning experience with these tools by making trainings more engaging and interactive.



2

Learning budgets for 2021 appear to be staying about the same as 2020, except for a few key areas.

61% of respondents stated that their learning budget will remain flat from 2020 to 2021. The following are categories in which companies are planning to adjust their expenses in the coming year.

- **Virtual Learning:** With the shift to work from home for many companies, the one category in which most learning departments are planning to invest more is virtual learning. (Approximately 73% of respondents plan to spend more in this category). No surprise!
- **In-Person Learning:** Conversely, 75% of learning departments are looking to allocate less of their dollars to in-person learning. While this is not a surprise with the events of 2020, it will be interesting to see how this trend develops, assuming things return to “normal” at some point in mid-to-late 2021.
- **Industry Conferences:** Many of the large industry conferences were cancelled in 2020 or held virtually. This may account for the 60% decrease in budget allocations for industry conferences. SITE, like many other groups, cancelled its conference in June 2020 and is currently looking to offer new, convenient, and innovative learning options.

3

75% believe that the number of work from home/remote workers will continue to increase from pre-pandemic times.

Organizations in the insurance industry of every size and type moved their entire staff to work from home during the pandemic. Many of them have yet to return to the office or have returned with a much smaller workforce.

Many of our members do not know if their companies will ever return their entire workforce to the office. This uncertainty favors virtual training over in-person training.

In 2021, the need to find new and innovative ways to meet our learners where they are will remain a priority, as they literally could be working from anywhere!



4

There are many tools that organizations are using for virtual learning.

The tools that organizations use to deploy virtual learning include:

- Zoom
- GoToWebinar/GoToMeeting
- WebEx
- Learning Management Systems (LMS)
- Microsoft Teams
- Poll Everywhere
- YouTube
- PowerPoint
- Skype
- Articulate 360
- Camtasia
- Lifesize
- Kahoot!
- Menti
- Hopin
- Quizlet
- Brainshark
- Survey Monkey



Conclusion

This year has been one that has forced learning organizations to innovate and deploy learning in new ways. As the survey indicates, the number of remote workers in 2021 will remain higher than in pre-pandemic years. This will continue the need to shift learning strategies and improve the deployment of virtual learning methods. SITE is ready to help you accomplish this.

Please email us at office@insurancetrainers.org if you'd like to learn more about our membership!



Mentorship Program

Get connected with a mentor who can help you grow in a specific competency or skill.



Train the Trainer

SITE is rolling out an updated Train the Trainer (TTT) that will hone in on virtual facilitation, learning theory, and more!



IVR

IVR = Interactive Virtual Roundtables. SITE hosts these interactive sessions that allow learning professionals to bring their issues to the table to help reach solutions.



Virtual Webinars

Attend and gain knowledge on timely and important topics during SITE's monthly webinar series.



Quarterly Newsletter

The quarterly InSITE will provide news articles that contain great tips and actionable items that you can deploy at your organization.



Podcast

Listen to SITE's podcast as you take a short stroll or need a mental break. These short segments dive into important learning topics.

Please visit our website for more information: www.insurancetrainers.org