

For Immediate Release

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ASTD Releases its 2003 State of the Industry Report *Employee Training Expenditures on the Rise*

(Alexandria, VA) December 3, 2003 – Organizations in the United States spent more on employee training in 2002, provided more hours of training, and used technology to deliver training more than ever before, according to the American Society for Training & Development's (ASTD) *2003 State of the Industry Report*.

"The data show that despite the economic challenges U.S. organizations faced in 2002, they continued to invest in employee training," said Brenda Sugrue, Director of Research for ASTD and author of the *ASTD 2003 State of the Industry Report*. "It's clear that these organizations understand that the key to sustaining a competitive advantage is a knowledgeable, highly skilled workforce," she said.

Two hundred and seventy six (276) U.S. organizations of varying size from different industries submitted data to ASTD's Benchmarking Service detailing how they invested in and delivered training to their employees during 2002. They also predicted how their training expenditures and delivery methods may change in the years ahead. Highlights from the Benchmarking Service organizations include:

- Training expenditure as a percentage of payroll increased to 2.2 percent in 2002, up from 1.9 percent in 2001
- Training expenditure per employee increased to \$826 in 2002, up from \$734 in 2001
- Training hours per employee increased to 28 in 2002, up from 24 in 2001
- Training delivery via classroom decreased to 72 percent in 2002, down from 77 percent in 2001
- Training delivery via learning technologies (or e-learning) increased to 15.4 percent in 2002, up from 10.5 percent in 2001
- The employee groups receiving the largest percentage of training expenditure in 2002 were customer service employees (17 percent), with production employees and other professionals receiving 15 percent respectively

The top 10 percent of Benchmarking Service and Benchmarking Forum organizations, or "Training Investment Leaders," continue to lead the way through their commitment to developing the skills and abilities of their employees. "In 2002, Training Investment Leaders invested almost double (\$1,612) what the average Benchmarking Service organization spent (\$826) on a per employee basis," said Sugrue. "And, Training Investment Leaders provided more hours of training per employee than the average organization," she noted.

The *ASTD 2003 State of the Industry Report* also includes data from close to 200 international organizations from Africa, Asia, Australia, Canada, China, Europe, Japan, Latin America, and the Middle East. An executive summary of the report is available for free on ASTD's Website, www.astd.org. The full report may be purchased for US\$149.95 at www.store.astd.org. Use product code #190401 when placing an order. (ASTD members may access an electronic copy of the full report for free.)

ASTD would like to acknowledge SAP Education, HP, and Microsoft for sponsoring its *2003 State of the Industry Report*.

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About ASTD

ASTD is a leading association of workplace learning and performance professionals, forming a world-class community of practice. ASTD's 70,000 members come from more than 100 countries and 15,000 organizations - multinational corporations, medium-sized and small businesses, government, academia, consulting firms, and product and service suppliers.

Founded in 1944, ASTD has widened the industry's focus to connect learning and performance to measurable results, and is a sought-after voice on critical public policy issues.

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