



Jane Bozarth, Director of Research
The Learning Guild

www.learningguild.com

“L&D Employment & Pay 2021”

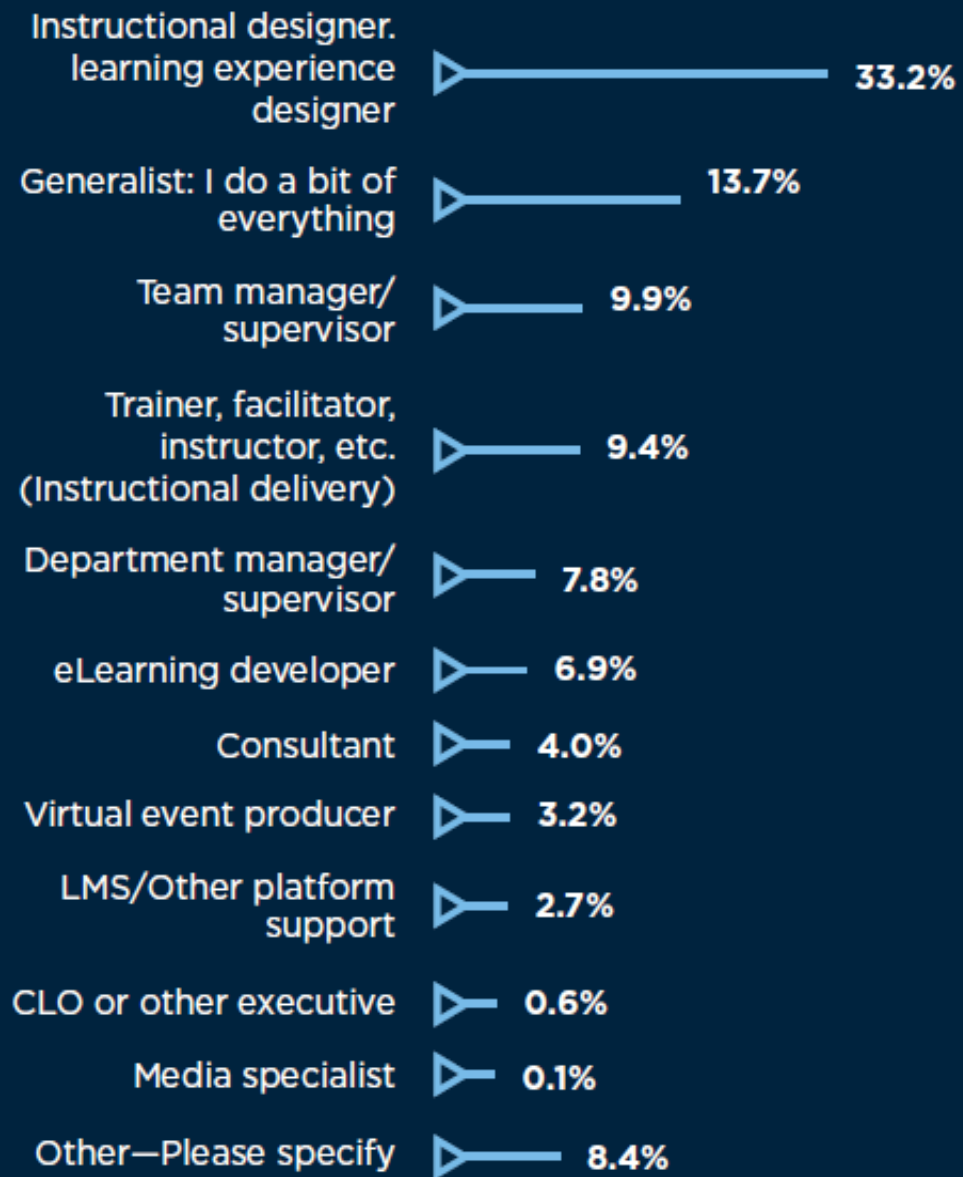


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Twitter @JaneBozarth

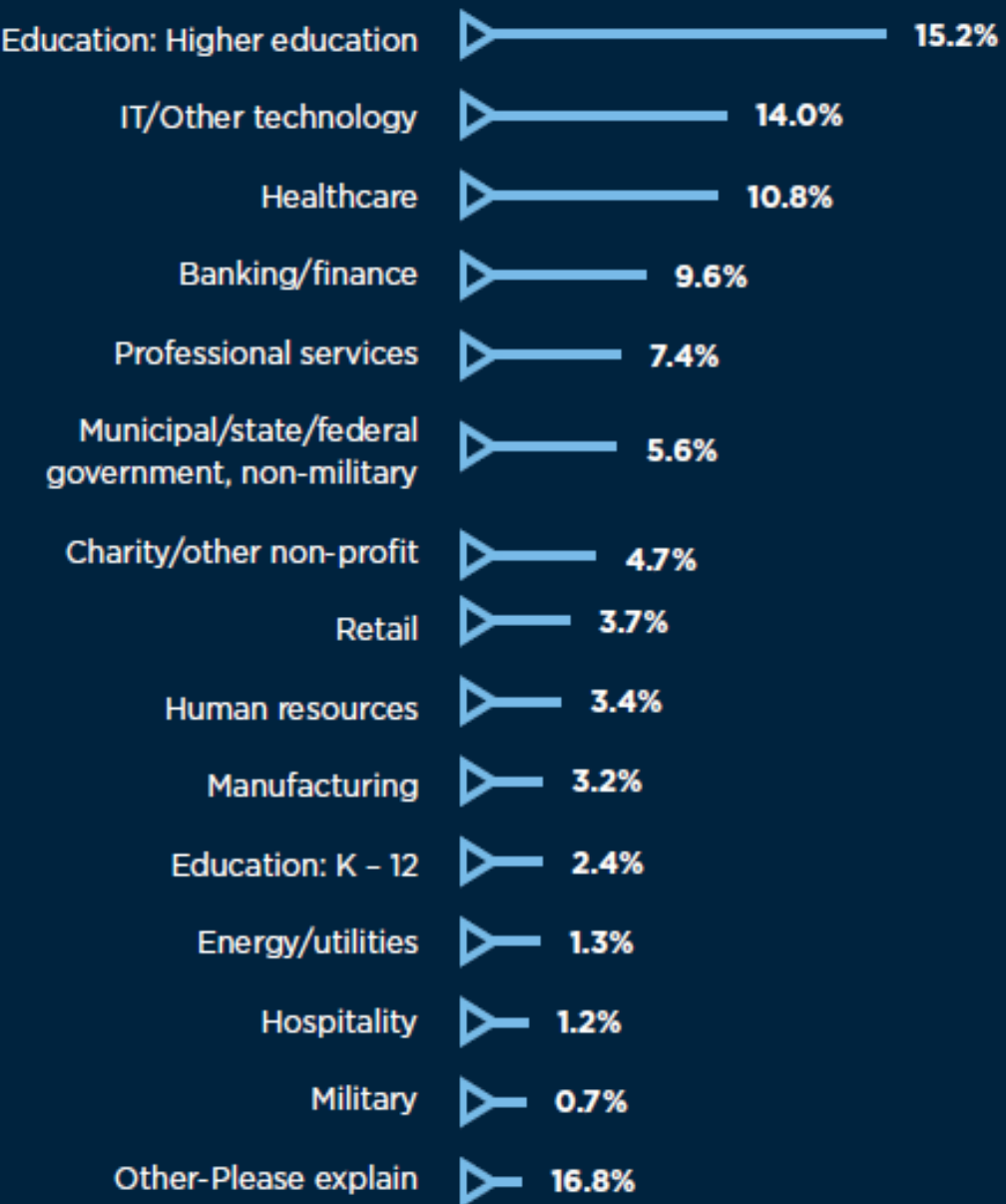
Challenges

- “Overlap”
- Titles
- Vocabulary
- Note about dates of data 2020/2019/2017



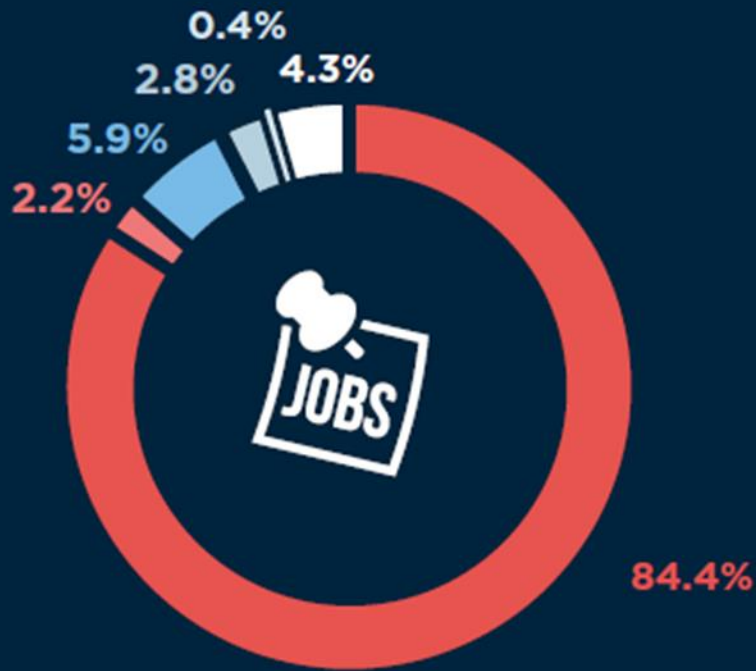
n=678

Who Responded?



Who Responded?

(select one)



84.4%
FULL TIME
traditional job

2.2%
PART TIME
traditional job

5.9%
FULL TIME
freelance/contractor/ect.

2.8%
PART TIME
freelance/contractor/ect.

0.4%
UNEMPLOYED
by choice

4.3%
UNEMPLOYED
not by choice

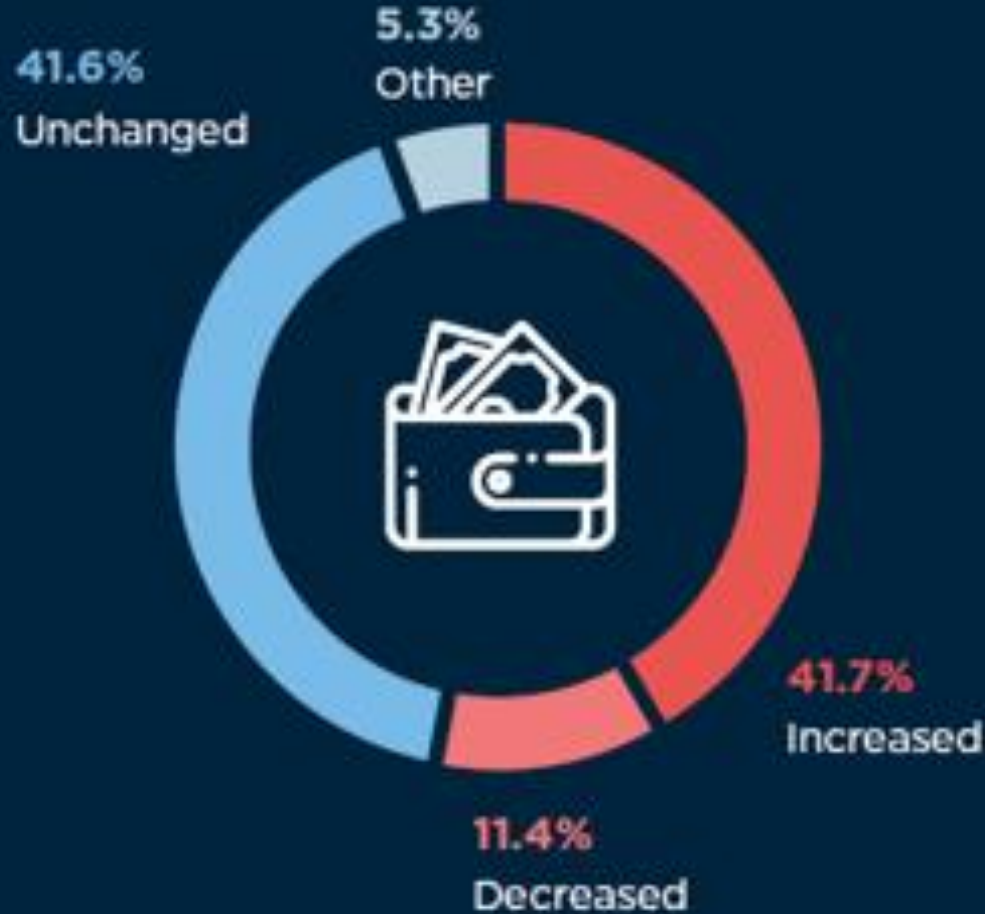
Who Responded?



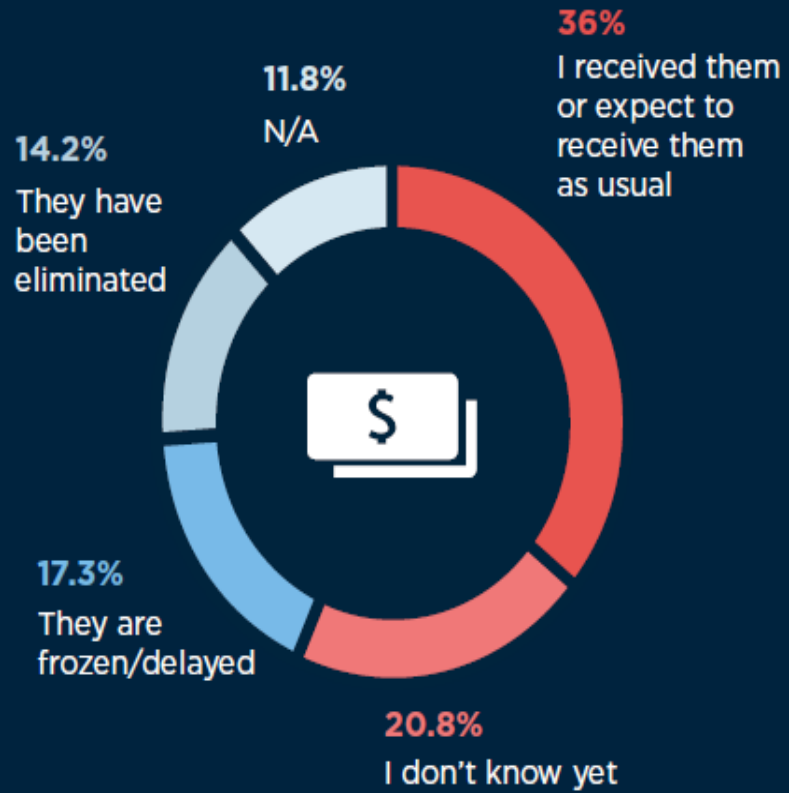
\$85,896

*2020 average US salary
for L&D practitioners*

2020: Change in Pay?



Bonuses?



Education? (2017)

\$9,000 jump between high school/AA and Bachelor's (\$74,000 – \$83,000)

Master's + \$3000

Doctorate + \$3000 more



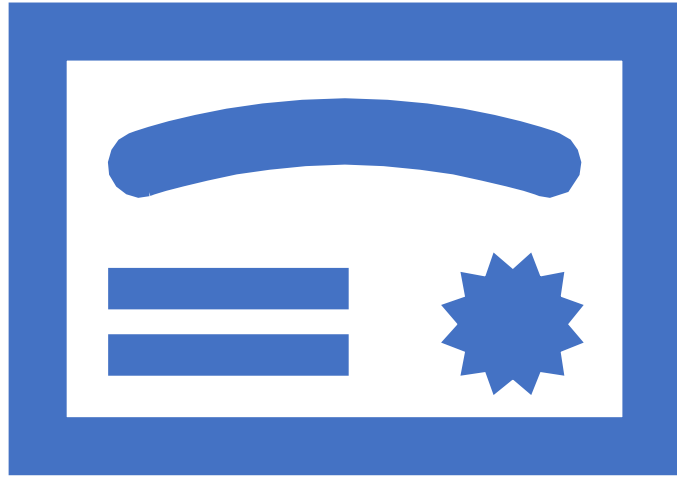
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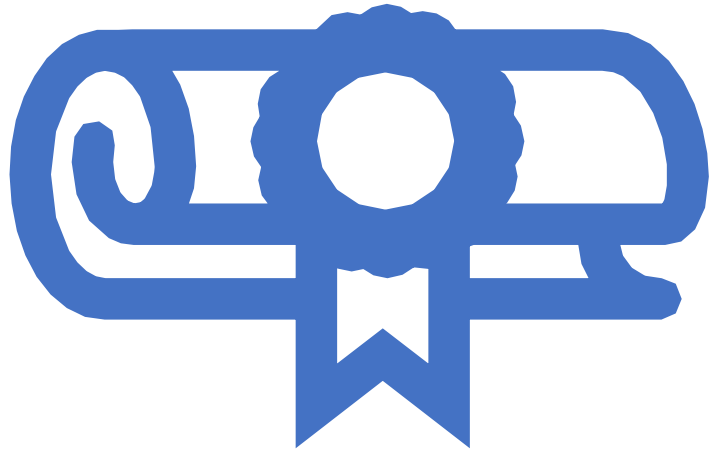
Doctorate + \$3000 more

42% of respondents to the 2017 salary survey said they received tuition reimbursement as part of their compensation, averaging \$4,000 to \$5,000 per year.



Certifications? (2017)

- 40% increase in bonus pay
- 2017: of 1,027 respondents to the question
- 53 Project Management Professional
- 49 Certified Professional in Learning and Performance (CPLP)
46 Six Sigma Green Belt certification.
- < 5% of respondents held any other certifications
- 629 = 0 Certifications



Certifications?

2019 review of job postings

1 = master level admin of particular LMS

1 = “ATD, DDI, industry training certifications preferred”

While virtually all postings specified project management skills, none specifically required PMP or similar certification.

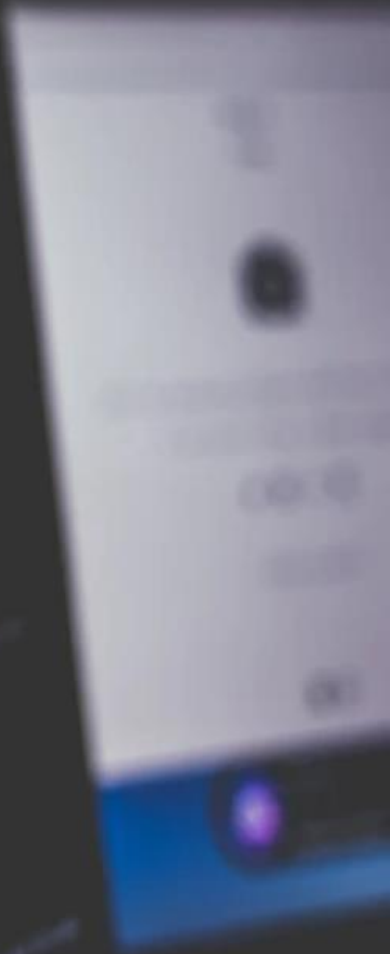
Instructional Designer/Developer

TITLES

```
1 <!--meta-->
2 <title></title>
3 <meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0, user-scalable=0">
4 <link rel="shortcut icon" href="/favicon.ico" type="image/x-icon">
5 <link rel="icon" href="/favicon.ico" type="image/x-icon">
6 <!--CSS-->
7 <link type="text/css" rel="stylesheet" href="css/normalize.css">
8 <link rel="stylesheet" href="https://maxcdn.bootstrapcdn.com/font-awesome/4.7.0/css/font-awesome.min.css">
9 <link rel="stylesheet" href="css/animate.css">
10 <link rel="stylesheet" href="css/theme.css">
11 </head>
12 <body>
13 <!-- banner -->
14 <div class="banner">
15 <nav class="nav">
16 <div class="nav-wrapper">
17 <div class="container">
18 <a href="#" class="brand-logo hide-on-med-and-up"><img alt="brand logo" data-bbox="180 710 220 750" style="vertical-align: middle; height: 40px; width: 40px;"/></a>
19 </div>
20 </div>
21 </div>
22 </div>
23 </div>
24 </body>
25 </html>
```

Instructional Designer/Developer

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<link rel="stylesheet" href="/css/animate.css">
<link rel="stylesheet" href="css/theme.css">
</head>
<body>
  <!-- banner -->
  <div class="banner">
    <nav class="nav">
      <div class="nav-wrapper">
        <div class="container">
          <a href="#" class="brand-logo hide-on-med-and-up"><span style="font-weight: bold; font-size: 24px; margin-right: 10px;"></span></a>
        </div>
      </div>
    </nav>
  </div>
</body>
</html>
```



Instructional Designer/Developer

2015

- Needs analysis
- Task assessment
- Writing learning objectives
- Knows ADDIE process
- Project Management
- Supplier management
- Desktop publishing
- Graphic design
- Authoring Tools
- PowerPoint
- Live & Recorded webinars
- Support the training database
- Experience working with SMEs
- Experience creating
 - Instructor-Led Training

2019

- Video production and editing
- Audio production and editing
- Web design/HTML5
- Game design/Badges
- Dashboard creation
- Digital products
- Mobile app design
- Social and collaboration tools
- Support assorted learning platforms
- Data analysis
- Content curation
- Augmented, Virtual, and Mixed Realities

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```
ce-width, initial-scale=1.0, maximum-scale=1.0, user-scalable=0" type="image/x-icon">  
e="image/x-icon">  
href="css/materialize.min.css" media="screen, projection" >  
maxcdn.bootstrapcdn.com/font-awesome/4.8.0/css/font-awesome.min.css">  
e.css">
```

```
<div class="container">  
<a href="#" class="brand-logo hide-on-med-and-up"><img alt="brand logo" data-bbox="210 860 400 990"/>
```


Instructional Designer/Developer

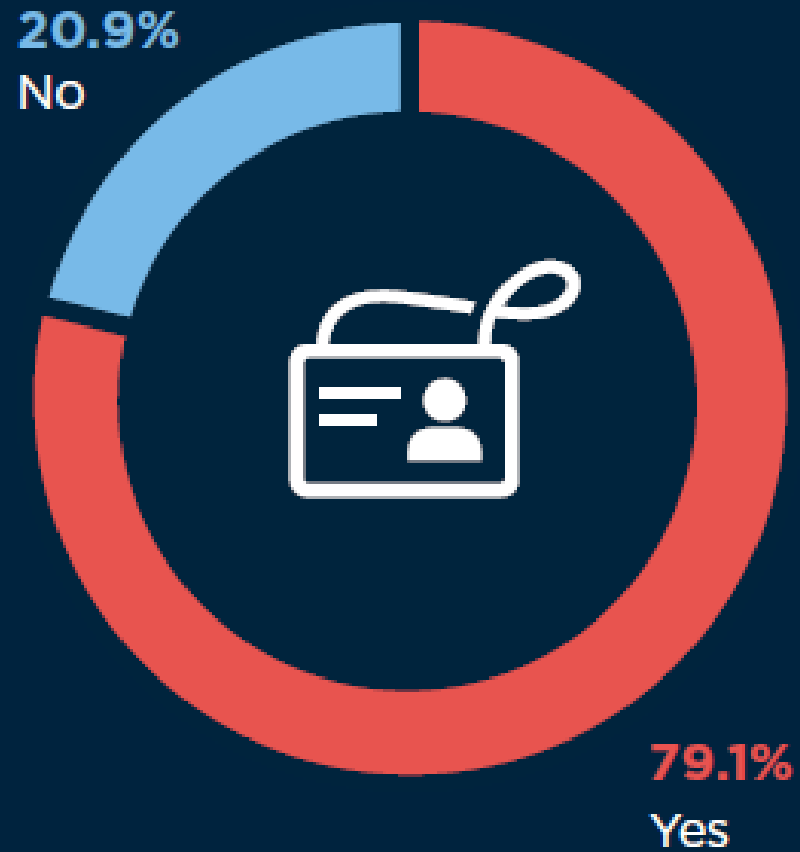
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Does your job title accurately reflect the work you do?



“Assorted
Other
Tasks”





Shift: F2F to Virtual

Pre-Pandemic:

No virtual: 23%

May 2020:

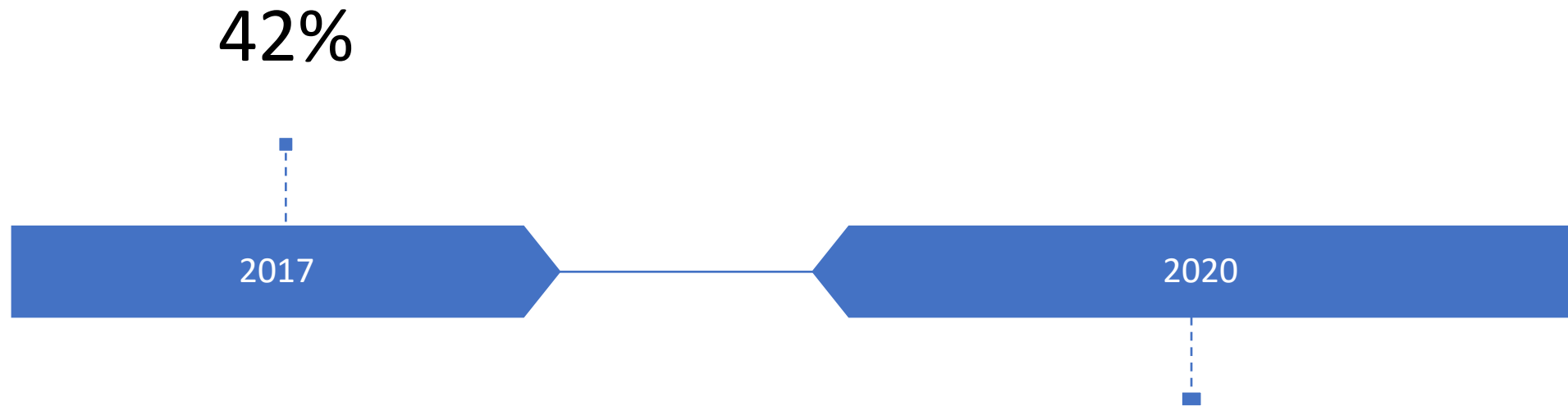
No F2F: 65%

At least half virtual: 49%

Projected:

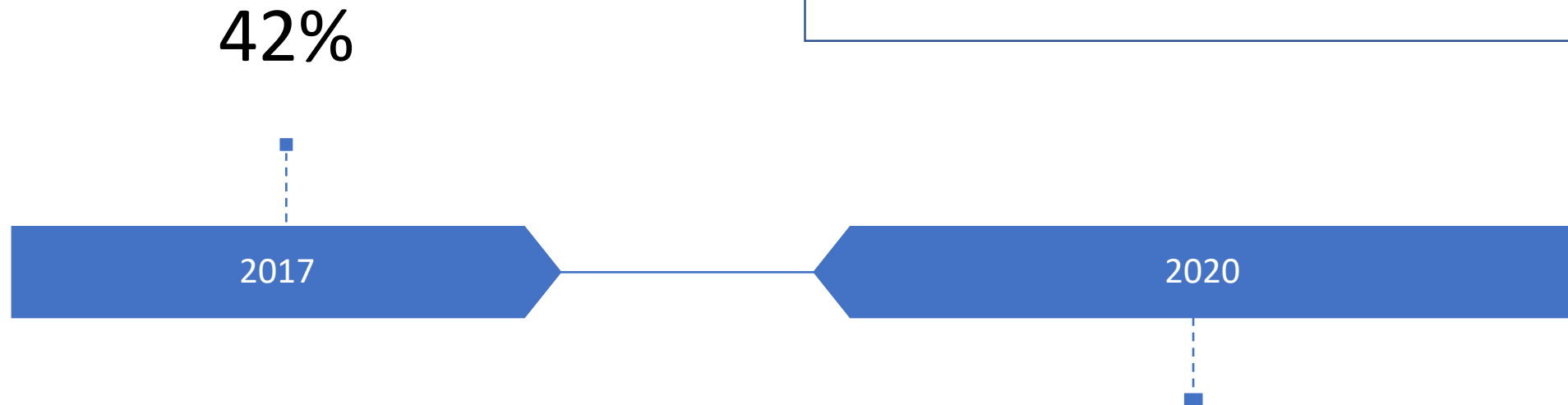
89% project that less half of all training will ever be F2F again

Remote Work



59% “I don't need to live near my place of work”

Remote Work



“Loneliness and isolation have significantly increased during COVID and my organization is not addressing it. I have gone months without seeing the faces of my coworkers.”

59% “I don’t need to live near my place of work”

Job Satisfaction (2017)



90% of respondents said they were “happy” or “very happy” with their jobs



35% said they “loved” their jobs

Why Would Happy Workers Want to Change Jobs?

25% said they were planning to change jobs.
(2017)

Why?

2017



1/3+ want to be in **organizations that value L&D**



Only 55% felt they were **fairly compensated**



< 1/3 felt their **supervisors worked to help them** receive fair compensation



Other

improving career prospects
expanding their experience
or working on innovative, high-value, or more
visible projects.

(Could choose multiple answers)

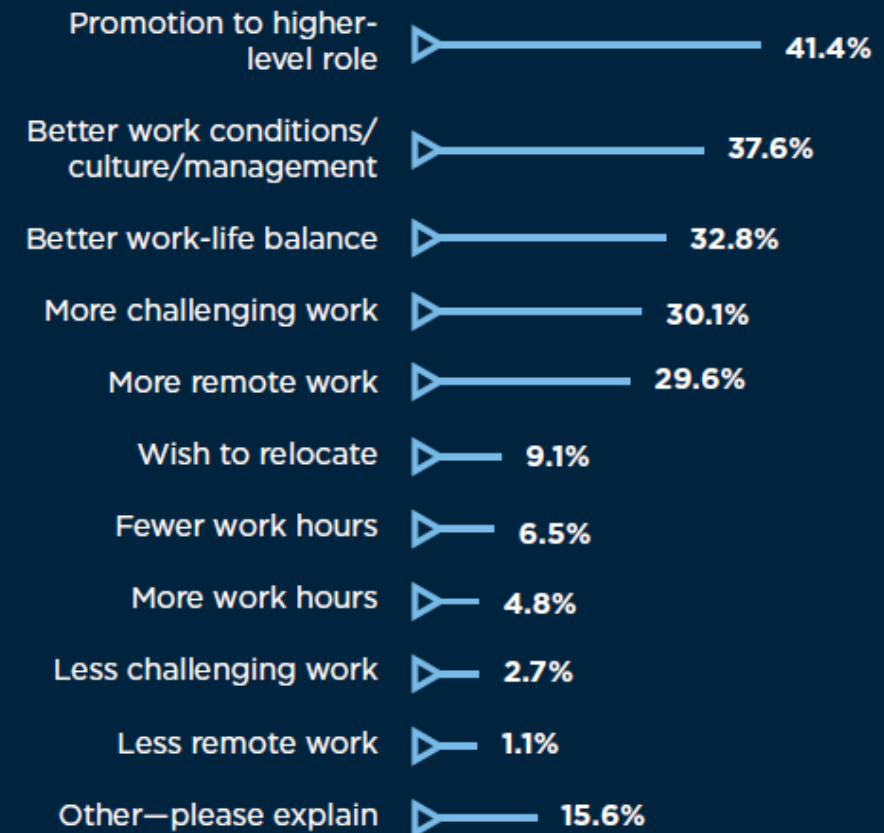
2020

28% planned to change jobs



62.9%

Better pay and/or benefits for similar role



"Intent to change jobs" answers: n=191

Recap Salary: What Matters?



Education



Location



Project Management skills

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- DemoFest Archive (71)
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- Management (1)

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This report reviews survey results from The Learning Guild to reveal how salaries and benefits have changed under the unusual circumstances of 2020.



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