

**International
trend study**

THE FUTURE OF UPSKILLING

**Adult education
in a digital world.**

STUDY RESULTS INTERNATIONAL

iu

**INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES**

CHANGES IN ADULT EDUCATION.

**A COMPREHENSIVE LOOK AT THE
INTERNATIONAL REQUIREMENTS OF
FURTHER EDUCATION AND ITS
PAIN POINTS IN THE AGE
OF DIGITALISATION.**

Education is in high demand, especially among adults. For many people, lifelong learning is the be-all and end-all. And it's the key factor driving further education. But for what purpose do people want to continue their education nowadays? First and foremost, it's about personal development. But one in two people would also like to continue their education in a professional context. The main goal here is to develop professionally and keep up with technological advancements and the topics of the future.

So there is generally a high level of interest in further education. Two thirds already know exactly what knowledge they want to acquire. By contrast, one third do not know exactly what further education opportunities are actually available. What's problematic is that 40% of the respondents who have already specifically looked into further education courses were unable to find any opportunities that were suitable for them. The reasons for this? The content of the courses on offer does not exactly match the further education they are looking for – and

they also feel that the courses are not flexible enough.

Once these hurdles are overcome, the feedback is quite positive: two thirds of those surveyed internationally have had very good experiences with further education. The reasons for the positive feedback were, in particular, the content of the further education programme and the specialist support.

Increasing digitalisation also plays a major role in further education. Nowadays, online teaching is the clear preference. In particular, students want online teaching with flexible lessons.

All in all, digital further education courses are more relevant than ever before. They offer students the opportunity to integrate personal and professional further education and development into their everyday (working) lives in a modern and individual way. And they want to be able to do this remotely and flexibly.



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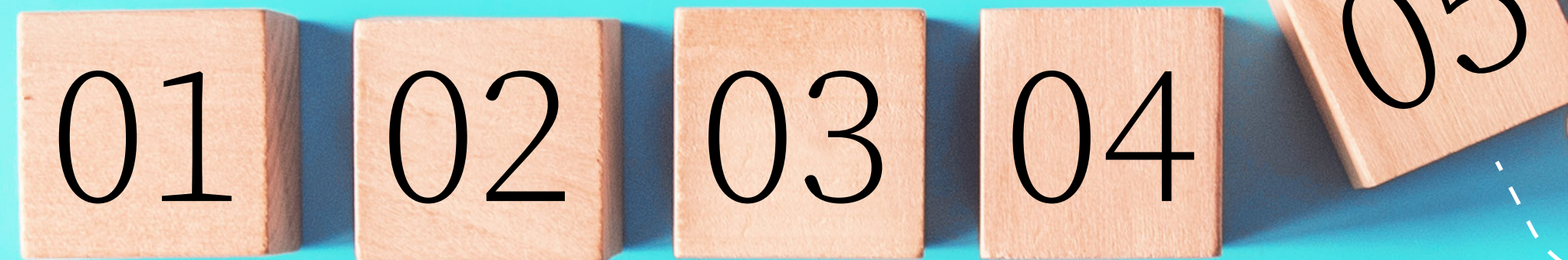
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FIVE IMPORTANT TAKEAWAYS. FOR INTERNATIONAL UPSKILLING.



FURTHER EDUCATION. A PERSONAL MATTER.

Further education is important, there's no doubt about that. Even though one in two people would like to continue their education for professional reasons, there is one thing that is most important to the majority of respondents, and that is **personal further education – regardless of their profession.** Simply because they are interested in a particular subject.

POSITIVE EXPERIENCES.

More than two thirds of those surveyed have already had very good experiences with further education. **For more than half, the curriculum perfectly matched their own personal goals.** The quality of the learning content and the professional approach of the specialist staff also ranked highly among 46.9% of respondents.

INFORMATION IS EVERYTHING!

Well over half of those surveyed internationally have already found suitable further education courses. The rest are still looking. Those who have already looked into it but have not yet found anything are primarily concerned about the **lack of flexible courses with suitable content.**

MORE FLEXIBILITY WITH ONLINE LEARNING.

Even further education is influenced by current trends: **online teaching is generally preferred internationally.** Best of all with flexible, self-determined scheduling or in a virtual classroom online at fixed times. In contrast, only very few people want face-to-face teaching.

ADDED VALUE SHOULD NOT BE EXPENSIVE.

Flexibility, quality, individuality – we expect a lot from further education, especially when it comes to expanding soft skills. **However, most people are not prepared to spend a lot of money on private further education.** Students in European countries are somewhat more willing to do this than in other countries, but even here, the maximum they are willing to pay is €500.

THE MEANING AND
PURPOSE OF UPSKILLING.

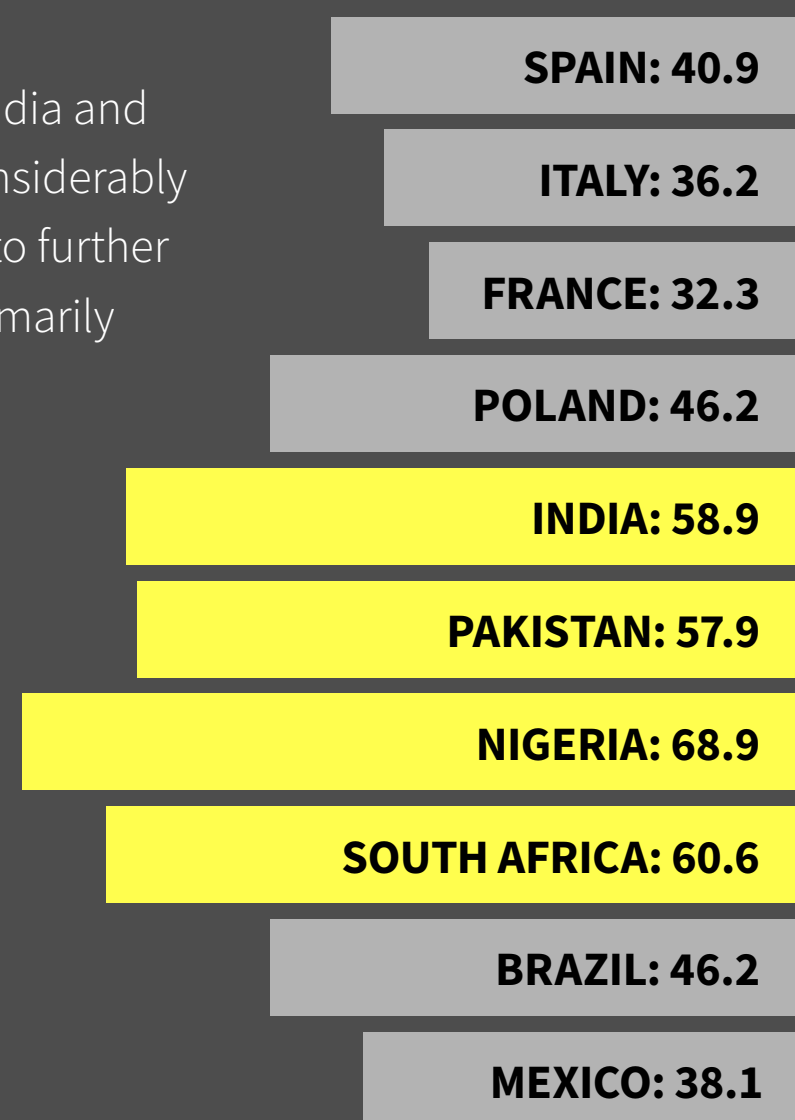
A PERSONAL MATTER.

PERSONAL DEVELOPMENT COMES FIRST.

The majority plan to continue their personal education – without any professional background, but on very specific subjects that interest them. One in two would also like to continue their education professionally.

Interesting facts:

In African countries, India and Pakistan, there are considerably more people looking to further their education for primarily professional reasons.



For what purpose would you like to continue your education in the future?

* In %; only respondents for whom regular further education is important

“I would like to take part in further education programs **in a professional context.**”

48.7

“I am interested in specific topics and would therefore like to further educate myself personally.”

65.6

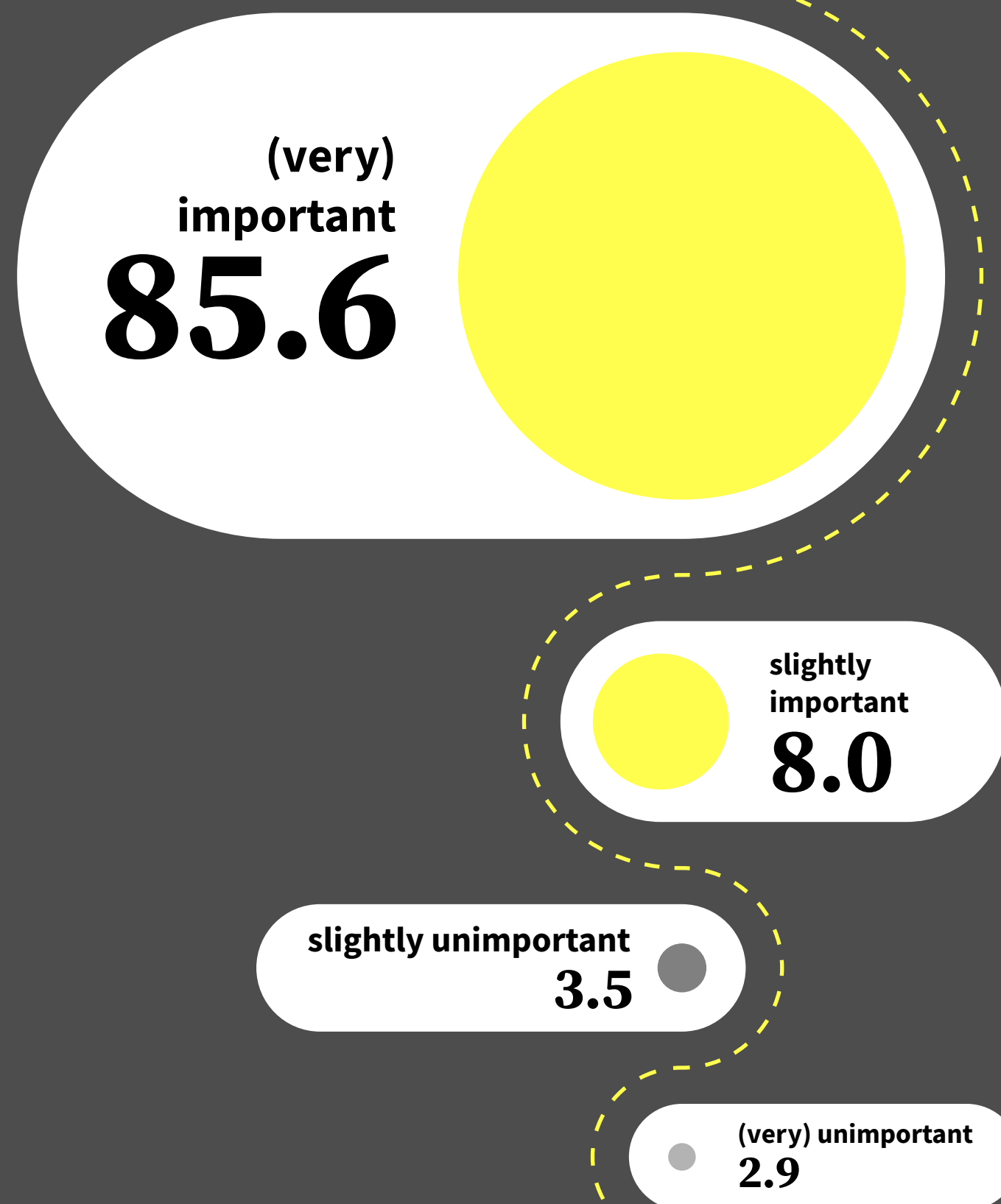


**FURTHER EDUCATION?
IT'S VERY IMPORTANT.**

More than 85% of those surveyed internationally think it is important or very important to undertake further education on a regular basis.

How important do you personally consider it to undertake further education / further training to extend your knowledge on a regular basis?

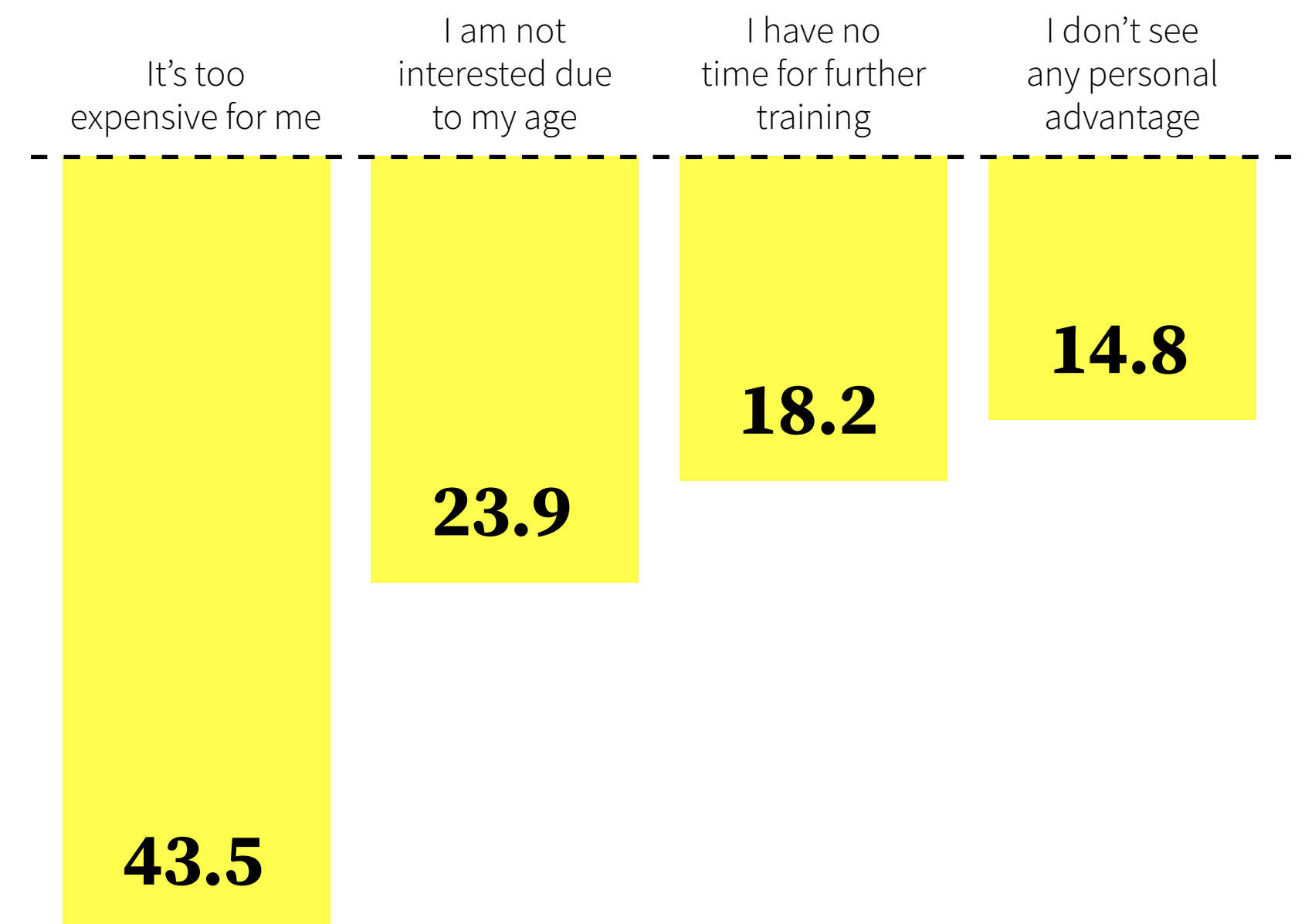
* In %



Why are you not interested in private professional training?

* In %; only respondents who are not interested in private further education

**AND WHAT REASONS
SPEAK AGAINST IT?
THE TOP FOUR REASONS ARE...**



The main reason for not pursuing private further education is that the costs are too high. Almost a quarter say that further education is not an option for them because of their age. In third place is a lack of time. There is also a lack of concrete personal benefits among those who have no interest in private further education.

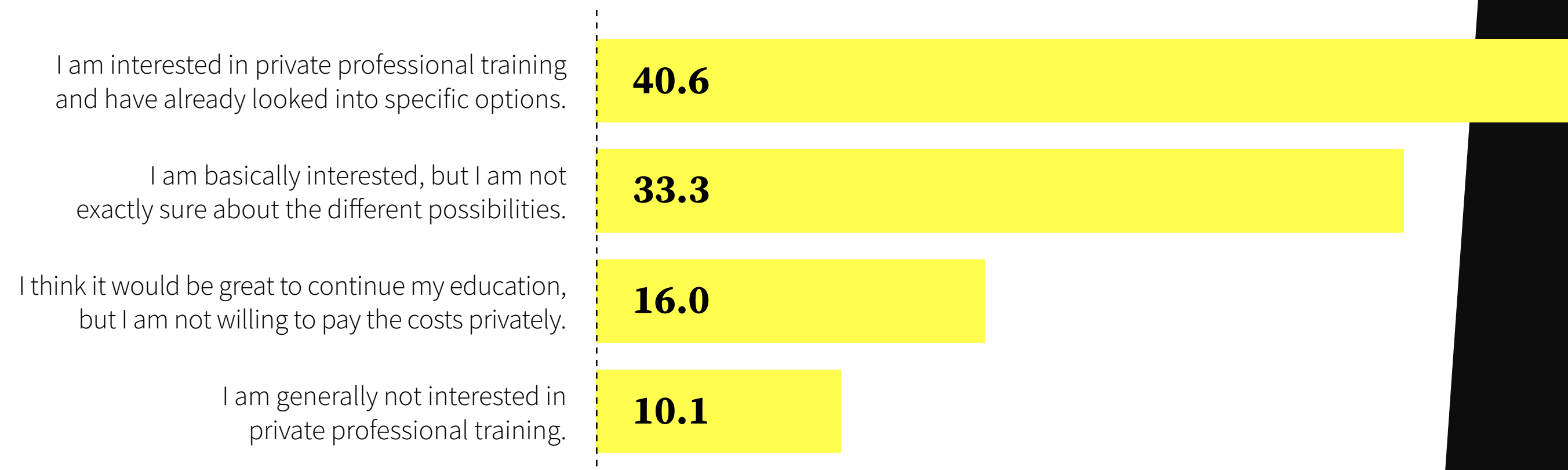
Another reason is that they already have the necessary skills and therefore do not need further education.

INTEREST IN PRIVATE PROFESSIONAL TRAINING? GENERALLY HIGH.

More than 40% are interested in private further education and have already looked into specific options. Precisely one third are interested but do not know exactly what options are available to them.

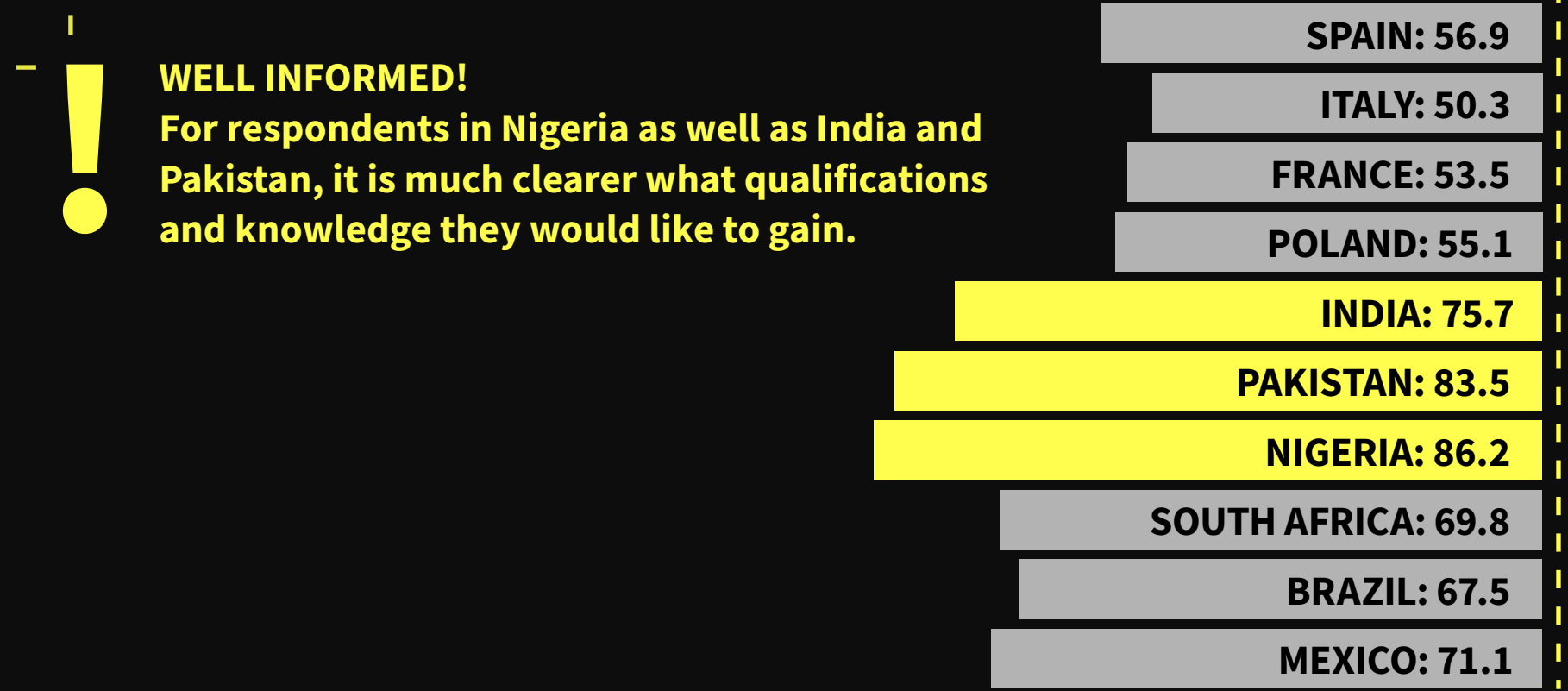
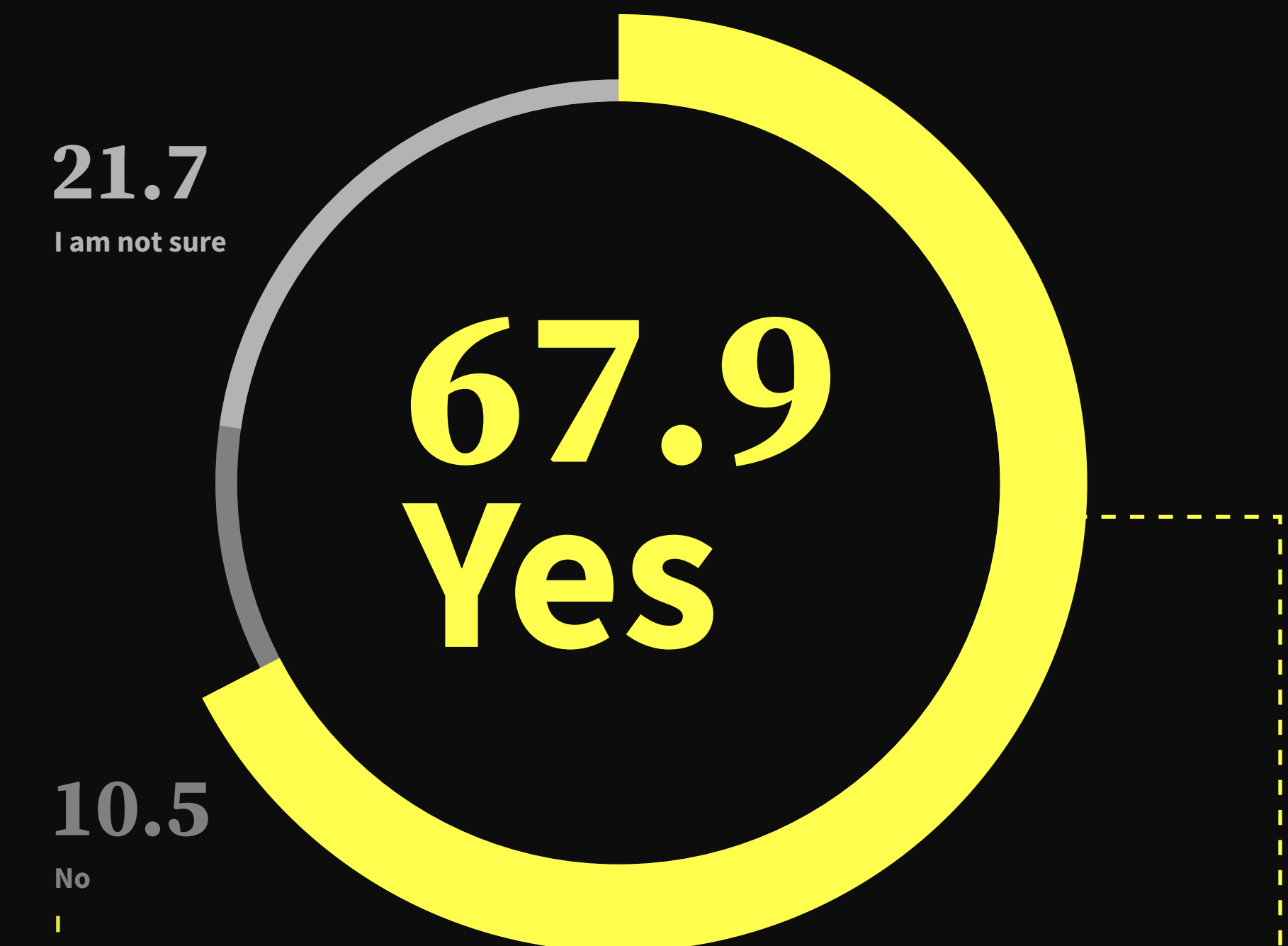
What do you think about private professional training, i.e. further training that is organised and financed completely by you and not by your employer?

* In %



Do you already know which qualifications and knowledge you want to acquire?

* In %; only respondents who are interested in private further education



”

**EDUCATION IS NOT
A QUESTION OF AGE:
ALL OVER THE WORLD,
ADULTS ARE LOOKING TO
FURTHER DEVELOP THEIR
EDUCATION, AND THEY
DO SO PRIMARILY FOR
PERSONAL REASONS.**

I'm particularly struck by how clear people are, especially in Nigeria, Pakistan and India, about what they want to study for.”

Carolyn Kreuder

COO Strategic Partnerships & Upskilling
at IU International University of Applied Sciences



PROFESSIONAL DEVELOPMENT AND TECHNOLOGICAL PROGRESS ARE THE MAIN DRIVERS.

A little more than a third would like to pursue professional development. One in five would like a change of direction. Advances in technology play an important role when it comes to further education courses. Especially as a way to prepare for future tasks.

**** Here, too, it is clear that for respondents from emerging nations, professional change / development is even more important: India (54.7%), Pakistan (49.2%), Nigeria (47.0%).**



For what reasons would you like to further educate yourself (professionally)? Please select one answer.

* In %

“I would like to further develop myself within my current profession.”

37.5*

“I would like to keep up with the topics of the future and rapid technological change.”

24.4

9.8 “I would like to improve my personal situation.”

“I would like to make a career change.”

20.5

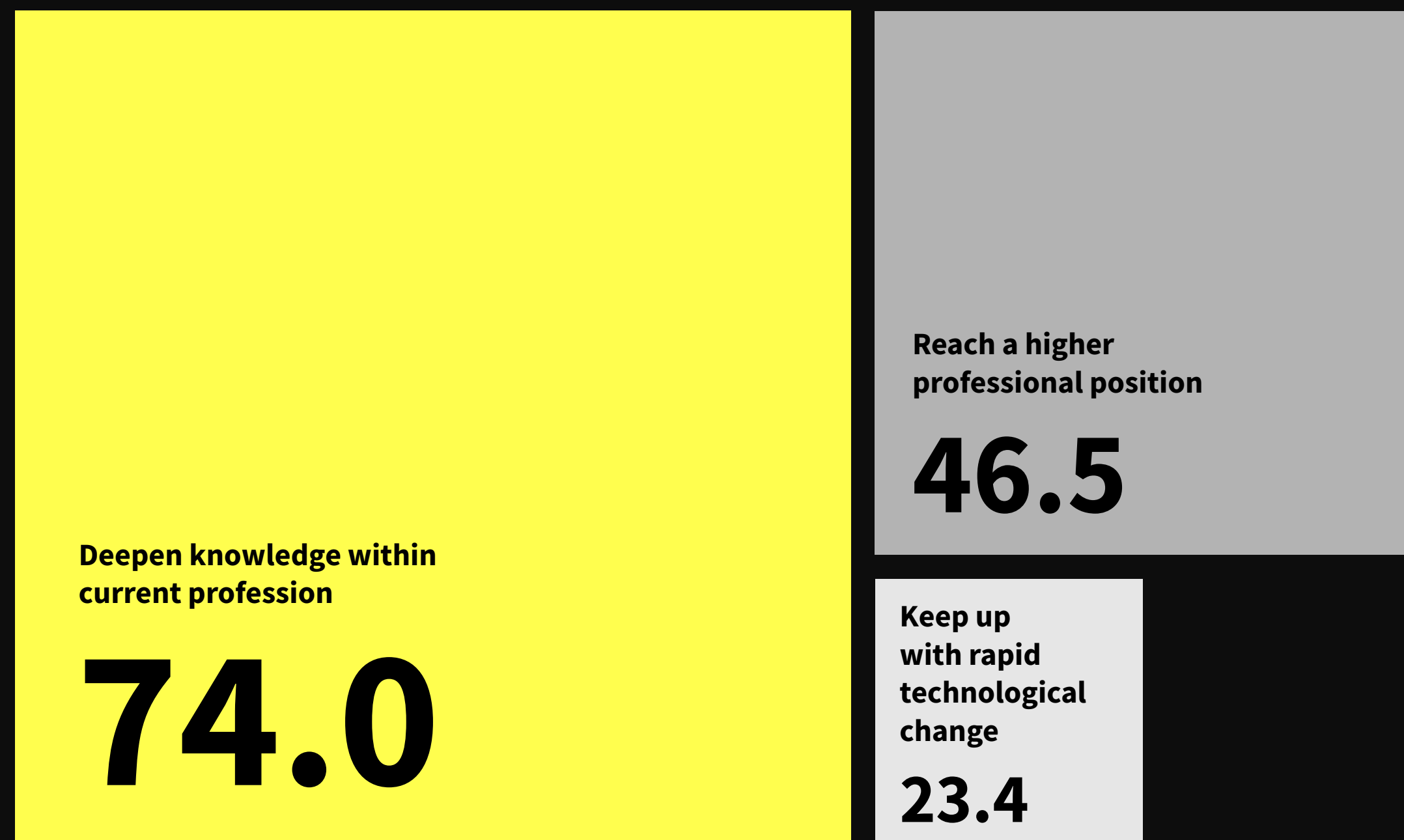
7.9 “I would like to increase my chances of re-entering the job market.”

DEVELOP WITHIN CURRENT PROFESSION. THE TOP 3 REASONS.

Professional further education is all about increasing knowledge. Almost half of respondents would like to climb the career ladder and reach a higher professional position. But the desire to face technological change is also a significant reason.

For what reasons would you like to further develop within your current profession? Please select the three reasons that are most true for you.

* In %; only respondents who would like to further develop within their current profession (top 3 reasons)

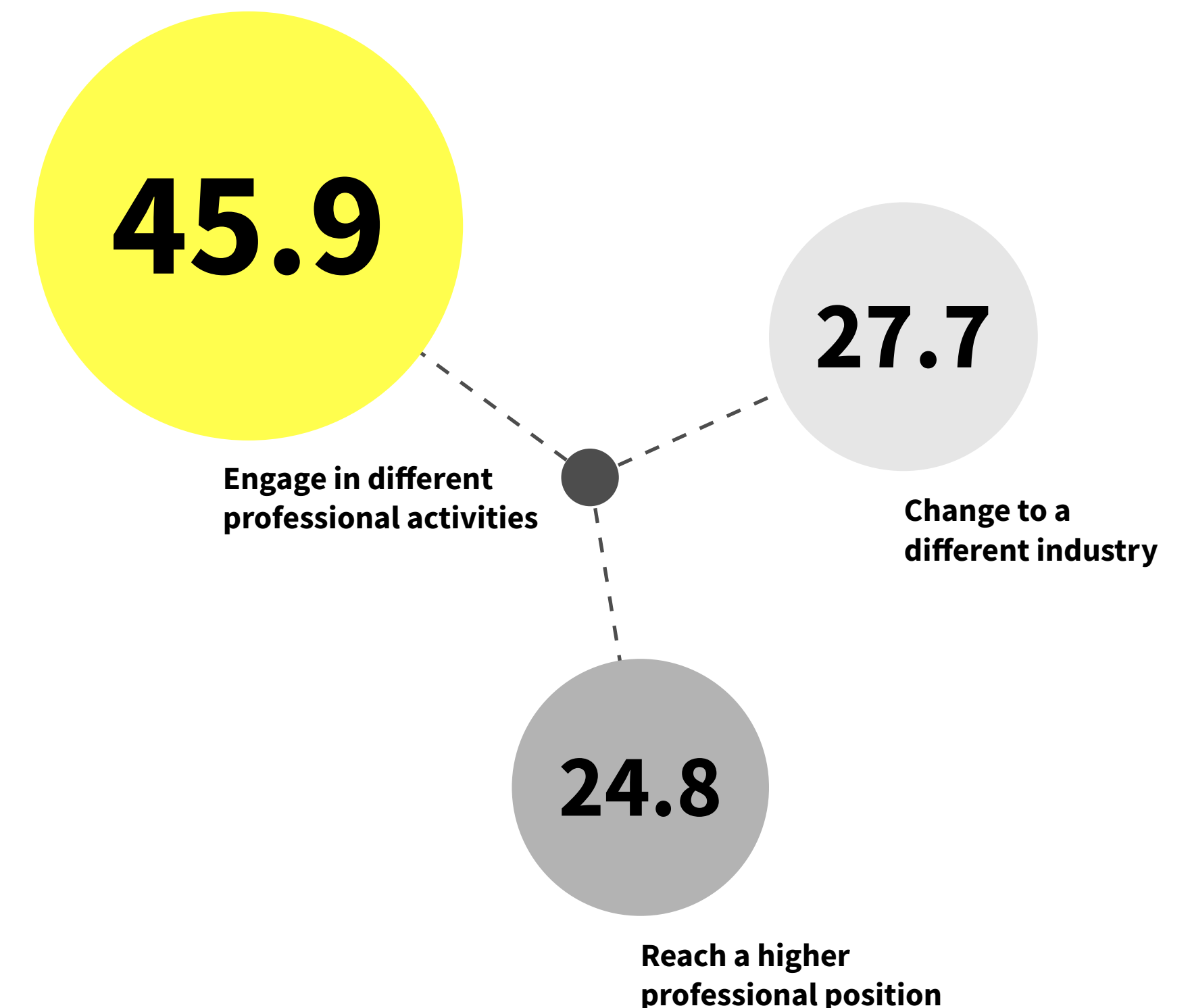


MAKE A CAREER CHANGE. THE TOP 3 REASONS.

The study shows that a large proportion of respondents looking for a career change or change of direction primarily want a different job. One in four would like to change sectors or reach a higher position.

For what reasons would you like to change professionally? Please select the three reasons that are most true for you.

* In %; only respondents who would like a career change or change of direction



EXPERIENCES WITH UPSKILLING ACTIVITIES.

**POSITIVE
EXPERIENCES.**

More than two thirds of those surveyed internationally have already had very good experiences with further education.

Have you ever participated in any further training/further education programmes you really liked? * In %

YES

68.1

NO

31.9

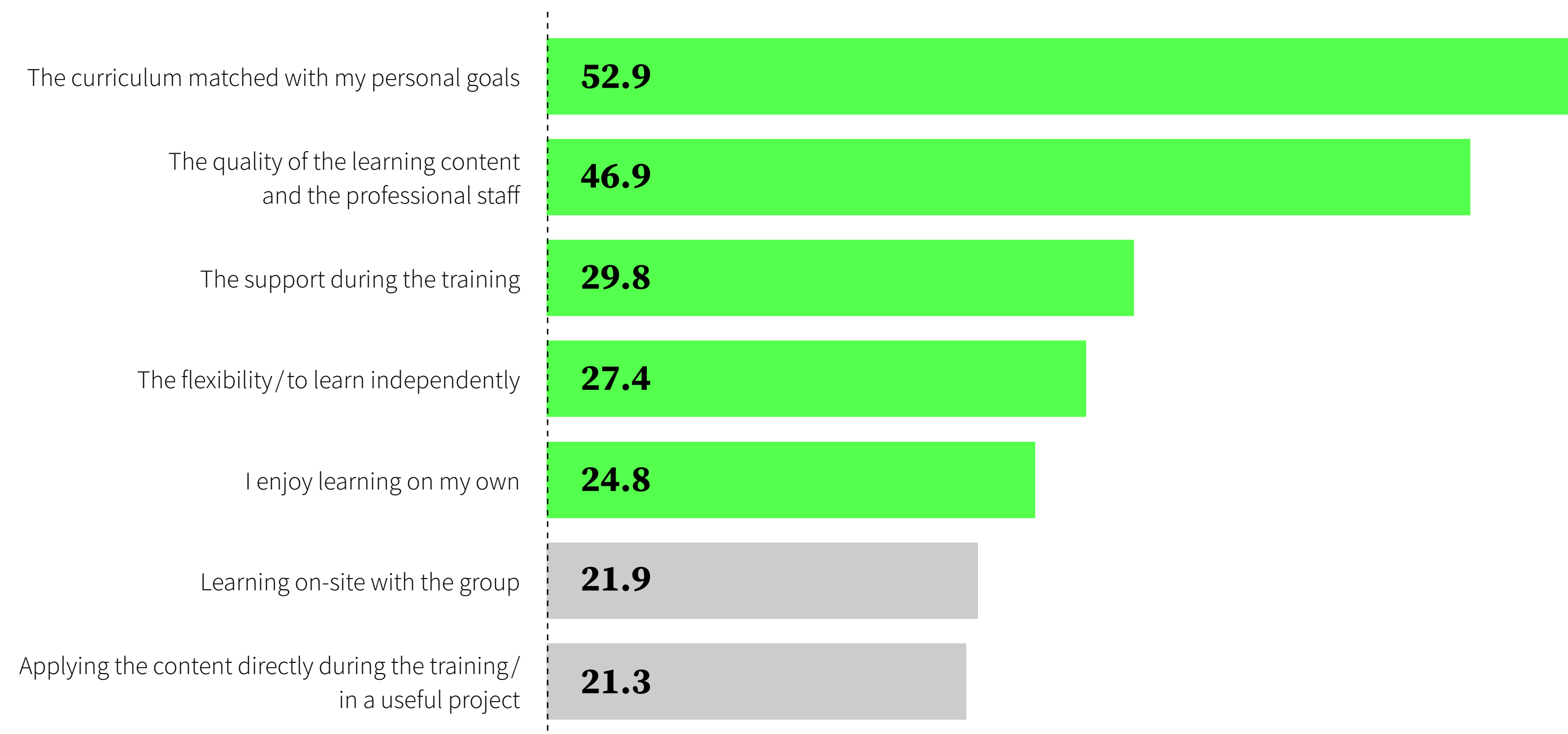


QUALITY THAT INSPIRES. AND MATCHES PERSONAL GOALS.

For more than half of those surveyed internationally, the curriculum perfectly matched their own personal goals. The quality of the learning content and the professional approach of the specialist staff also ranked highly among 46.9% of respondents. Many were also impressed by the support during their course. **Flexibility was another plus point.** 27.4% said they liked the fact they could study independently – whenever and wherever they wanted.

Why did you like your further training so much?

* In %; only respondents who have already had good experiences with further education (top 7 responses)



Skill gaps and shortages of skilled workers are also an increasing challenge worldwide. Proper upskilling and reskilling plays a key role in all economic systems. What's important is that the courses are tailored to the people. According to our study, the teaching content is of good quality. But when it comes to individualisation, learning formats and how they are combined are also important points. There are now many innovative formats that make high-level education easily accessible. This helps to get even more people interested in further education and to combat skills gaps and the shortage of skilled workers.



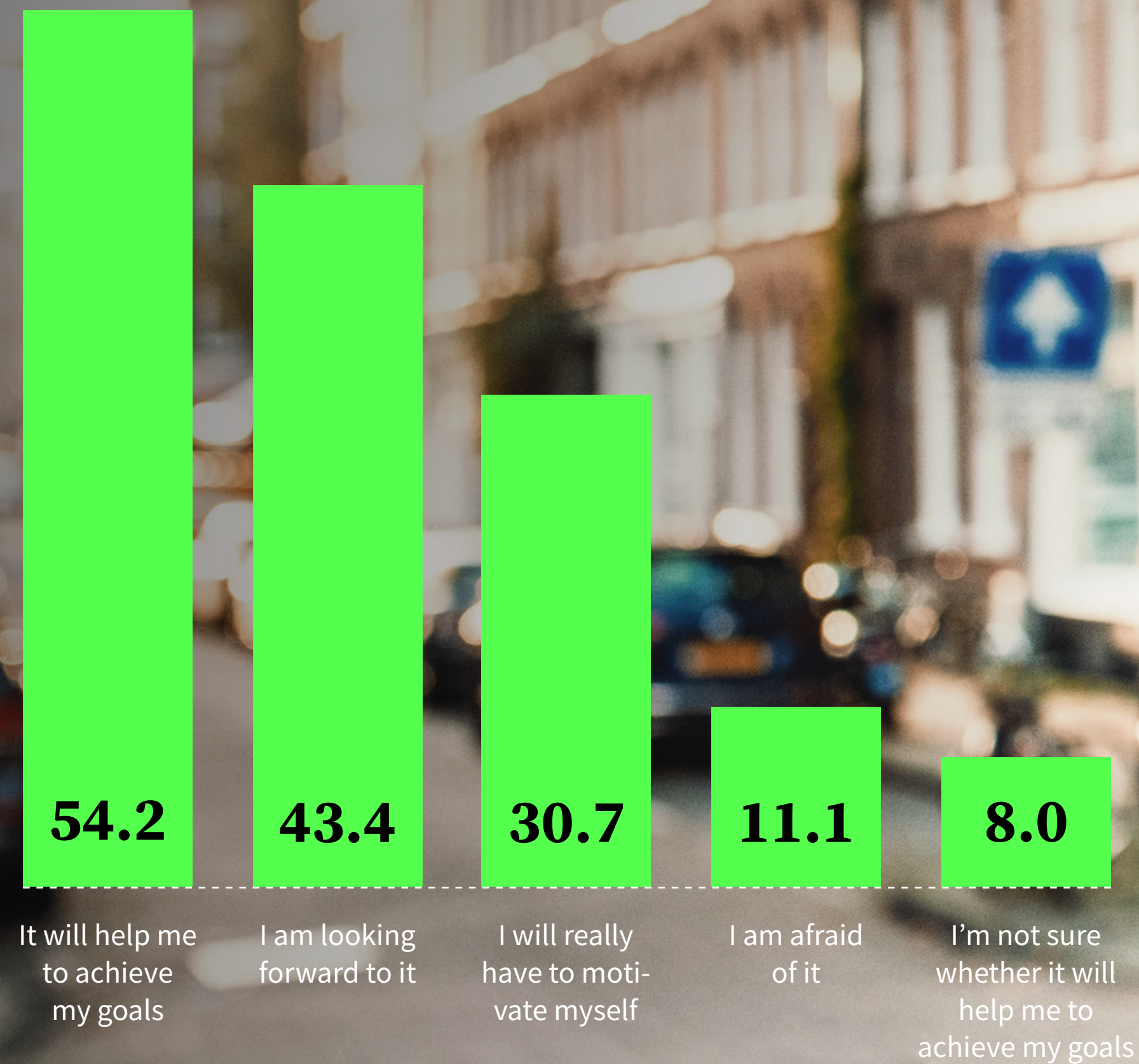
Prof. Dr. Kurt Jeschke
Academic Director
Corporate Upskilling
IU International University
of Applied Sciences

EXCITEMENT FOR FURTHER EDUCATION IS HIGH!

The majority have positive feelings about upcoming further education. The only thing that is viewed critically is the students' own motivation to actually follow through with it.

How do you feel about upcoming further education?

* In %; only respondents who have already looked into specific further education courses



DECISION-MAKING PROCESSES.

**INFORMATION IS
EVERYTHING.**

**40% ARE STILL LOOKING
FOR THE RIGHT OFFER.**

Well over half of those surveyed internationally have already found suitable further education courses. The rest are still looking...

The preferred sources of information are, of course, online, with Google leading the way.

**Have you already found suitable
further training offers?**

* In %; only respondents who have
already looked into specific further
education courses

**59.6
Yes**

40.4
No



WELL INFORMED. BUT NO LUCK.

Almost 40 per cent of those who have already looked into it have not yet found a suitable course in terms of content. They are also concerned about the lack of flexible courses that fit their circumstances. Another quarter have not yet looked for specific courses. One in five also feels that the costs are too high.

Why have you not found any suitable offers so far?

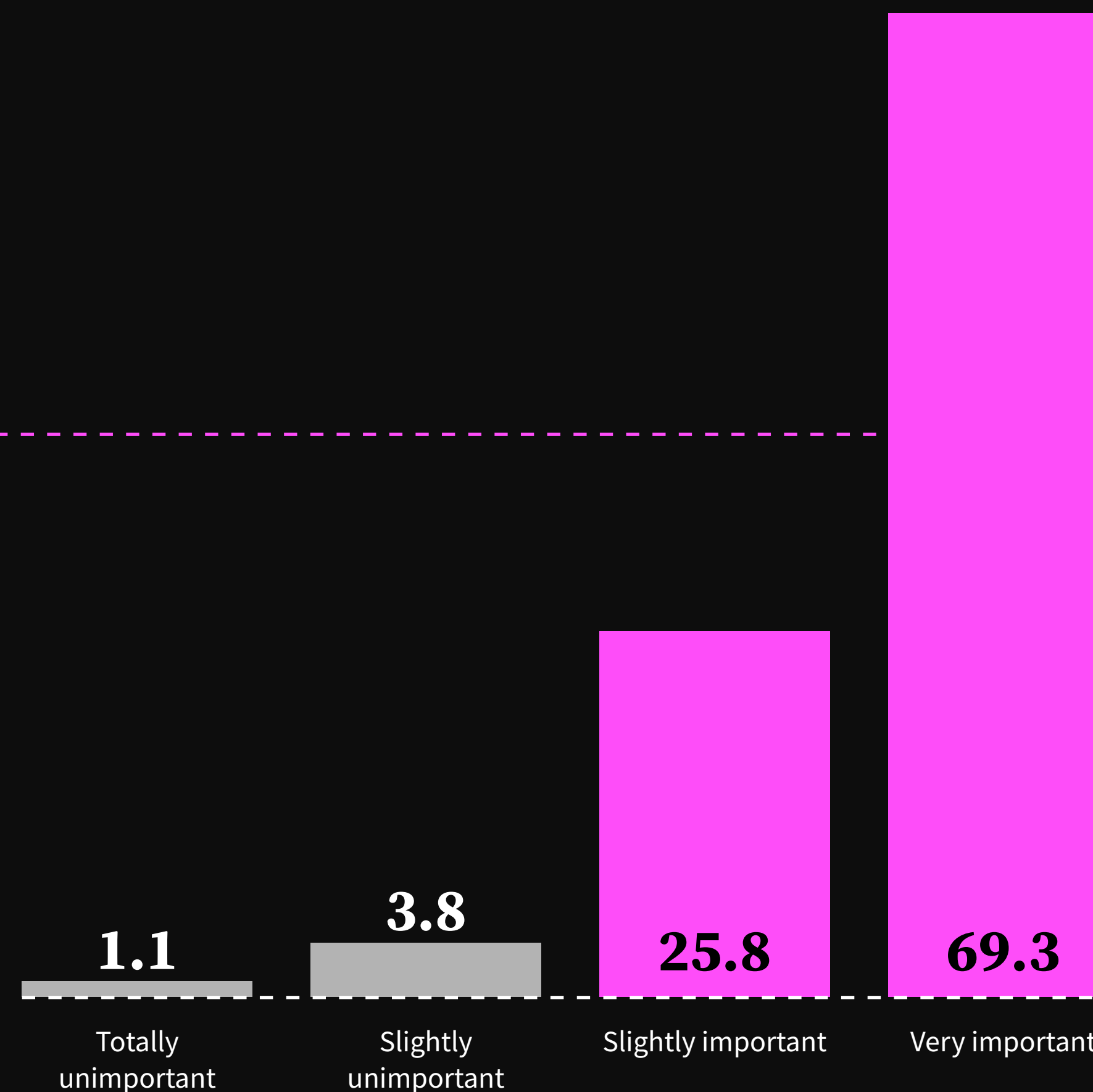
* In %; only respondents who have already looked into specific further education courses but have not yet found any suitable courses (top 5 reasons)

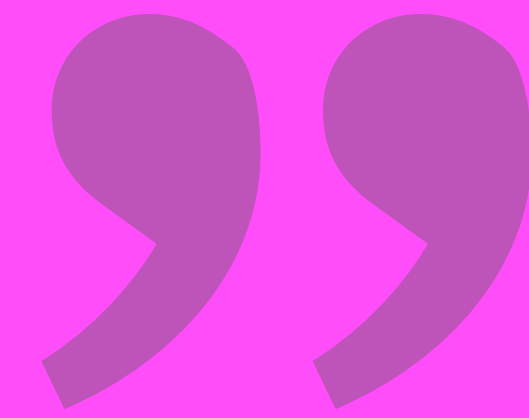


FLEXIBILITY? PLAYS AN IMPORTANT ROLE!

How important is it for you personally to be flexible with regard to the time management of training programs? This means that you can decide for yourself at what times during the day you want to spend your time learning.

* In %





RESILIENCE IS ALSO AN IMPORTANT TOPIC IN EDUCATION.

As the world becomes more complex and fast-paced, educational opportunities need to adapt to this change. It is about organising further education for adults in such a way that it fits their individual situations. Flexible scheduling is so important that it should not be an obstacle to maximising access to education.

Prof. Dr. Svenja Krämer

Professor of Adult Education

at IU International University of Applied Sciences

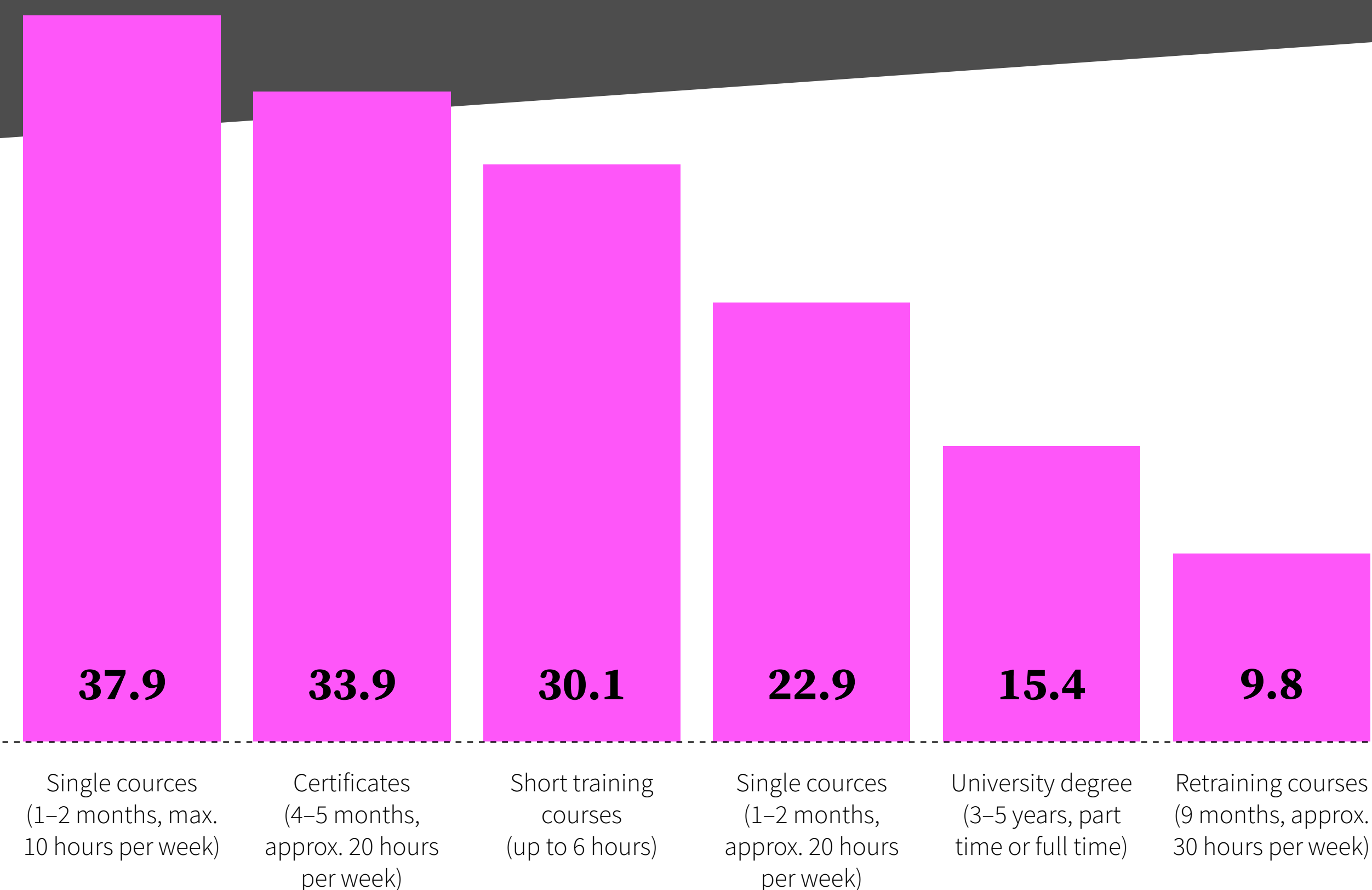


ACHIEVE A LOT. WITHIN A SHORT TIME.

The international respondents prefer single courses in particular. **60% want individual courses that last a maximum of two months and do not involve more than 10 or 20 hours of work per week.** Around 30% think it is okay if the training only lasts one day. But 33.9% of respondents also see longer-term courses, such as certificates, as a possible option. This option is preferred by respondents in India (49.0%) and Brazil (40.0%) in particular.

Imagine a training program that is as flexible as possible and can be carried out online whenever you want and at your own pace. To what extent could you imagine undertaking further training?

* In %

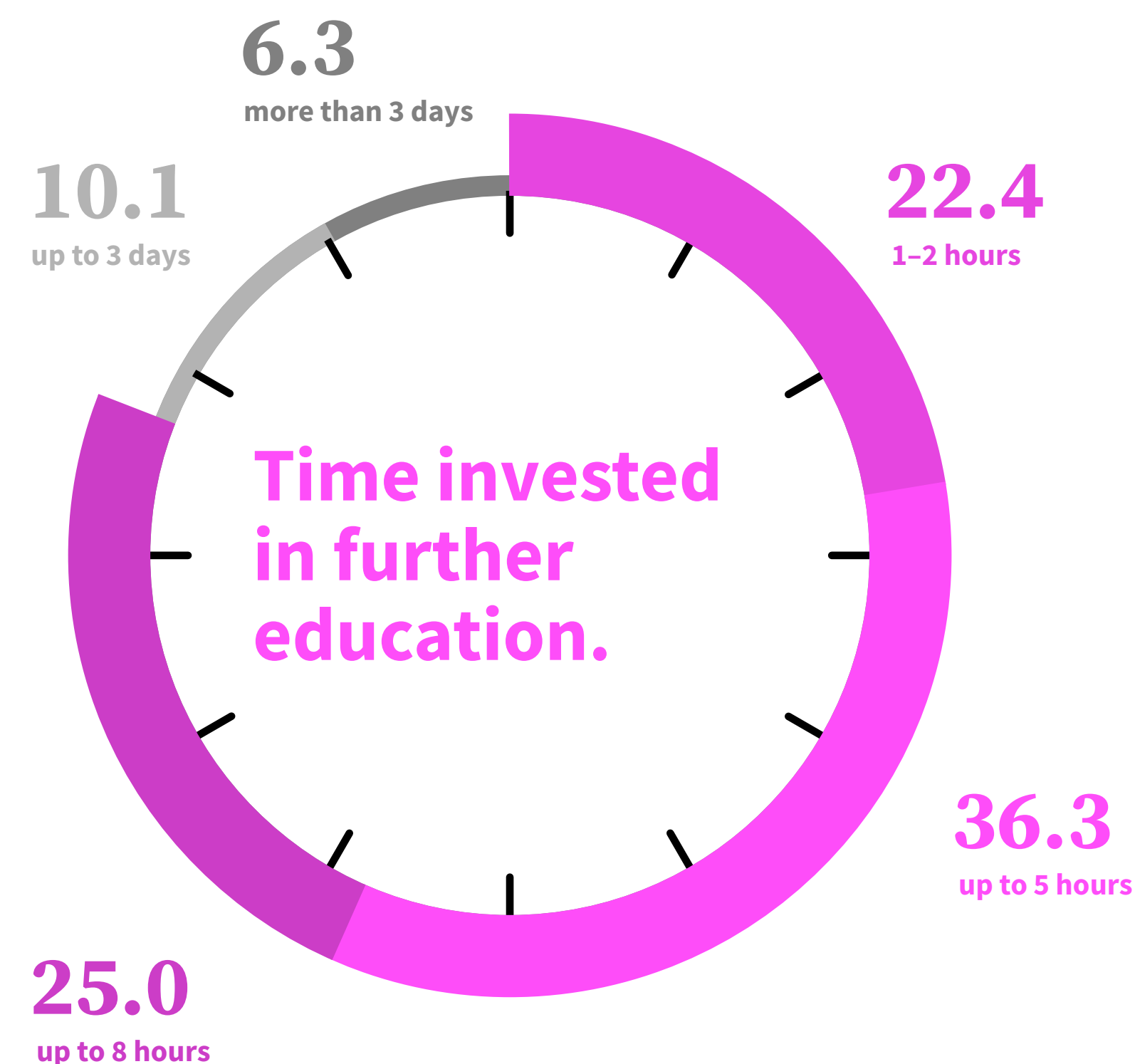


TIME INVESTED IN FURTHER EDUCATION.

Just over a third of respondents are able to invest up to five hours a week in further education, while a quarter are able to invest up to eight hours. There is a preference for a smaller amount of learning over several days rather than a large amount over just a few days. As far as the time of day is concerned, 54.8% prefer the evening hours. It is also convenient for many at weekends (25.4%) and during the day (26.7%).

How much time could you invest in further training on average per week?

* In %



**NEEDS AND WISHES
IN FURTHER EDUCATION.**

**MORE FLEXI-
BILITY ONLINE.**



**Classroom
teaching at
fixed times**

13.4

**A combination
of classroom and
online teaching**

15.3

**Online teaching in a virtual
classroom at fixed times**

32.7

**Flexible online
teaching with flexible
time schedules**

38.5

THERE IS A STRONG DESIRE FOR FLEXIBLE ONLINE TEACHING INTERNATIONALLY. ONLY VERY FEW PEOPLE WANT FACE-TO-FACE TEACHING.

For respondents in countries such as South Africa (51.8%), Nigeria (50.7%) and Pakistan (46.5%) in particular, online teaching with flexible time scheduling plays an important role.

What does the optimal training format look like for you? * In %

CONTENT IN REAL TIME.

Around 60% of those surveyed internationally consider it important that further education content is taught live. Both flexible online teaching and events at fixed times are popular.

How important is it to you that educational content is conveyed to you in real time (live)?

* In %

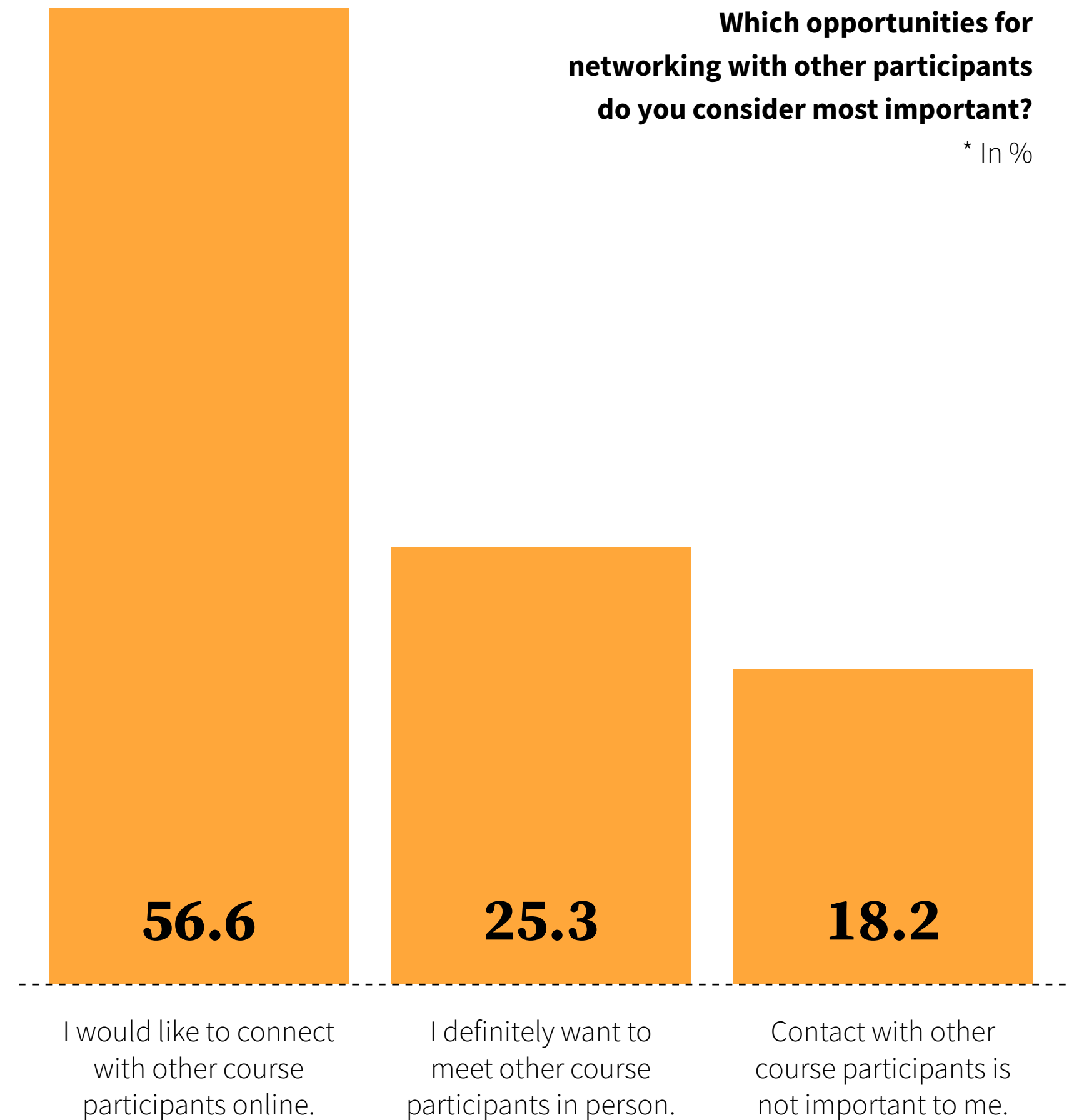


NETWORKING IS PREFERRED.

A large proportion of respondents generally value contact with other course participants. Online networking is a particularly important requirement on an international level.

Which opportunities for networking with other participants do you consider most important?

* In %

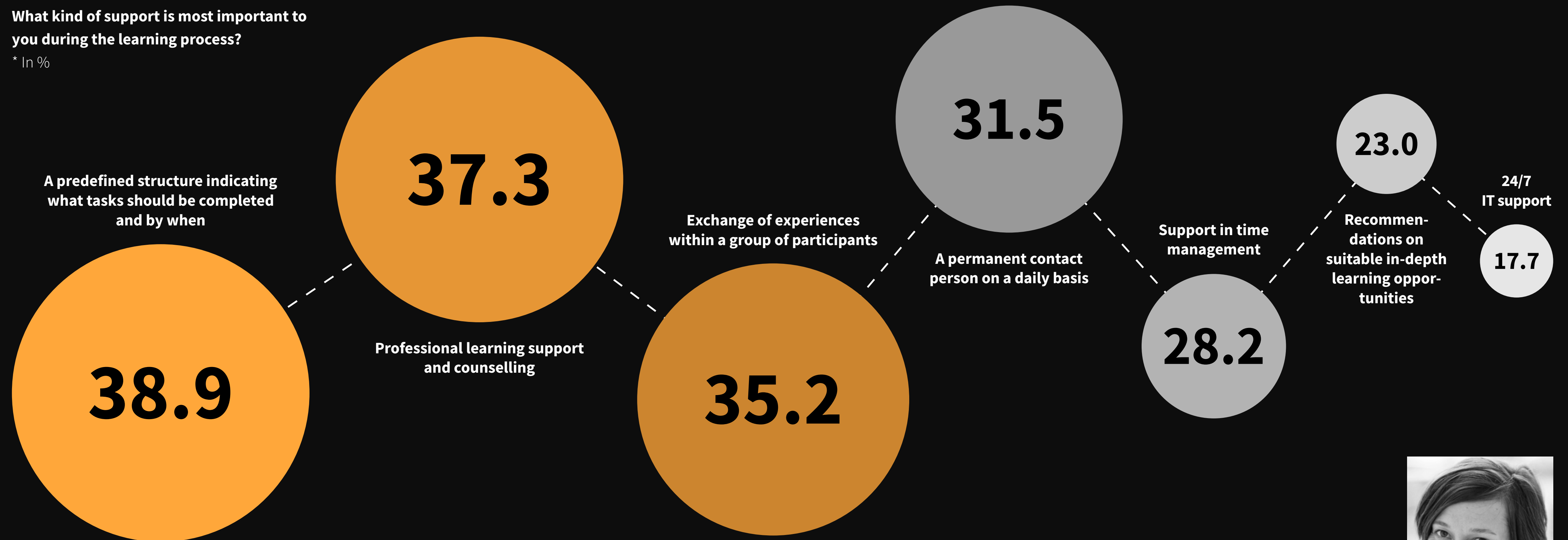


STRUCTURES AND SUPPORT ARE IMPORTANT.

A predefined structure, professional learning support and exchange with like-minded people are most important for the international respondents. This is followed by a permanent contact person and help with personal time management in order to make learning as efficient as possible.

What kind of support is most important to you during the learning process?

* In %



Direct contact and professional exchange are important for the individual learning process. Through the questions and perspectives of others, students not only learn the course content, but also basic skills for life. A clear structure and regular feedback provide peace of mind. This is just as true in further education as it is in working life.



Anja Fielitz
Head of Strategic
Partnerships & Upskilling
IU International University
of Applied Sciences

MORE OFFERS. FOR INDIVIDUAL SUCCESS.

Almost half of the respondents would like to receive individual advice to help them find a suitable further education course. This is primarily in order to adapt the course even more closely to the students' existing skills and personal goals. International respondents in particular also place job application training, career coaching, networking and professional support at the top of their wish list.

Which of the following aspects would also be important to you when completing further training? * In %



CERTIFICATES WELCOME!

For most of those surveyed internationally, a certificate from a renowned learning provider at the end of the further education course is very important. Just under a third would like to receive a certificate for passing a final test. Only after that comes a certificate confirming successful participation.

What would you like to receive your certificate for?

* In %

28.6

For successful participation

39.2

For successfully completing a project presenting the content learned

32.3

For passing a final test

Earning ECTS credit points that can be credited towards a degree at a later date is very important to the international respondents (50.7%).

AND WHAT'S NEXT? A DEGREE?

A good three quarters of the international respondents are considering completing another degree. There is a particularly high level of interest in studying for a Master's degree.

Have you ever thought about completing a (post-graduate) university degree?

* In %

YES 77.6 **22.4 NO**



RELEVANT FACTS AND FIGURES.

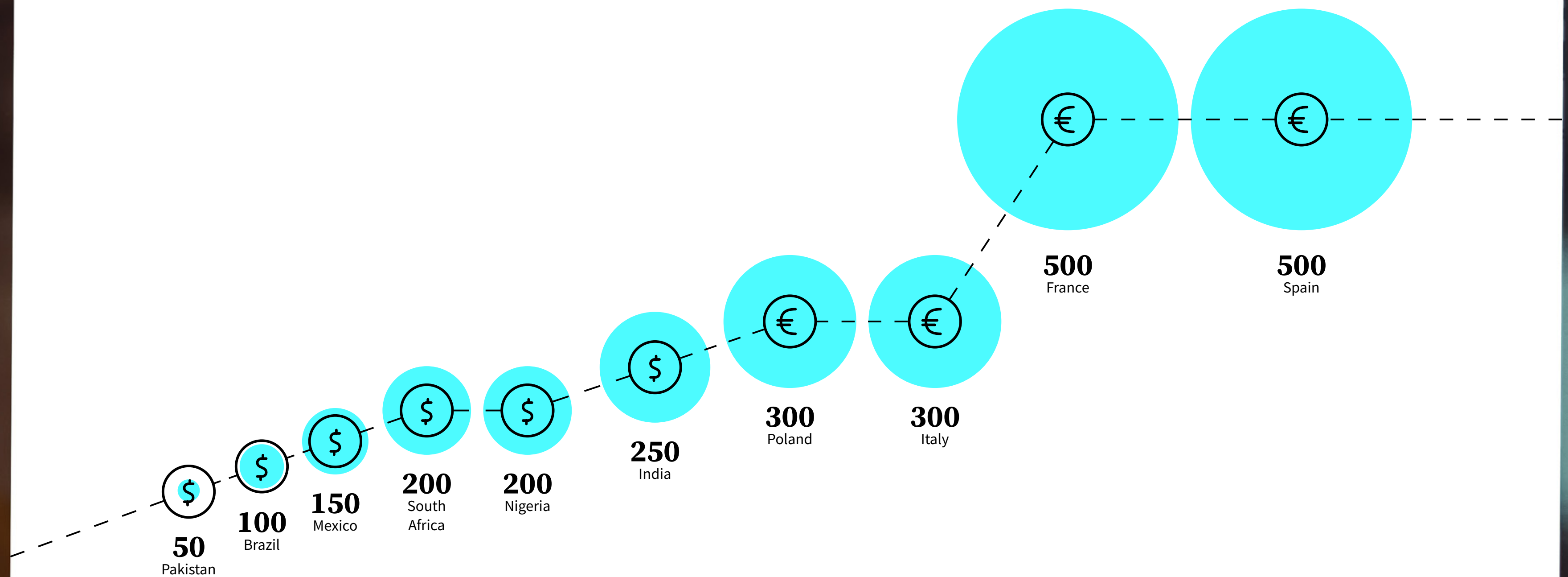
UPSKILLING

TODAY.

AVERAGE AMOUNT STUDENTS ARE WILLING TO PAY
COMPARED INTERNATIONALLY.

What annual amount do you think is reasonable for continuing education?

* Median

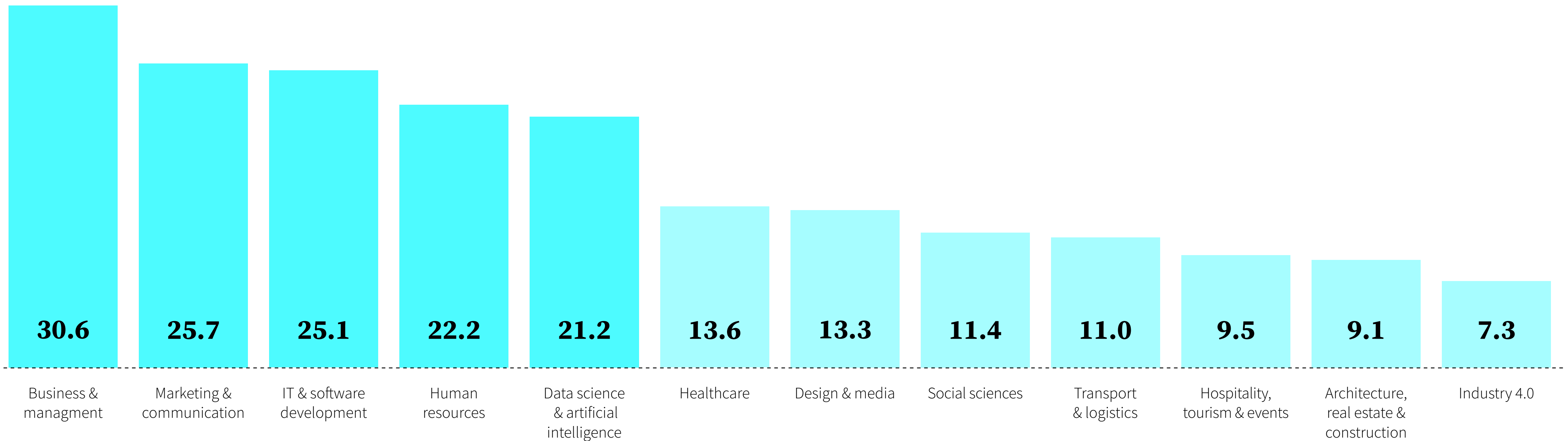


FIRST BUSINESS. THEN DIGITAL TOPICS.

Internationally, there is most interest in business & management. In second place is marketing & communication. The IT & software development segment is in third place and is therefore also very popular for further education.

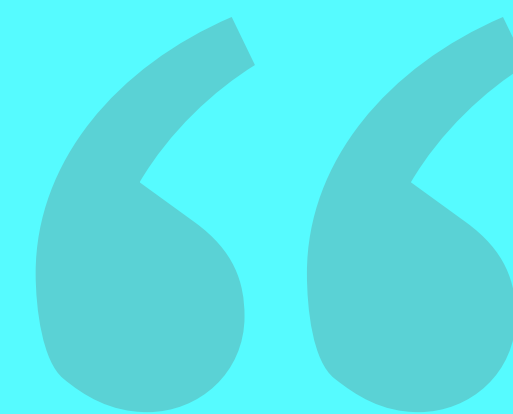
In which of the following areas would you most likely engage in further trainings in the near future?

* In %



COUNTRY-SPECIFIC PREFERENCES (TOP 3):

	SPAIN	ITALY	FRANCE	POLAND	INDIA	PAKISTAN	NIGERIA	SOUTH AFRICA	BRAZIL	MEXICO
1	Business & management	Marketing & communication	IT & software development	Business & management	IT & software development	Marketing & communication	Data science & AI	Business & management	Business & management	Business & management
2	Human resources	Human resources	Healthcare	Human resources	Data science & AI	Human resources	IT & software development	Marketing & communication	Marketing & communication	Marketing & communication
3	Data science & AI	Business & management	Marketing & communication	Transport & logistics	Business & management	Business & management	Business & management	IT & software development	IT & software development	Human resources



IF YOU'RE INTERESTED IN BUSINESS, YOU HAVE TO BE PREPARED FOR THE DIGITAL TRANSFORMATION.

The topic of IT & software development is quite rightly ranked immediately behind marketing & communication and the frontrunner, business & management. It is exciting to see emerging economies like Nigeria and India choosing data science & artificial intelligence among their top two further education topics. I predict that other countries will have to follow suit in order to remain fit for the future.

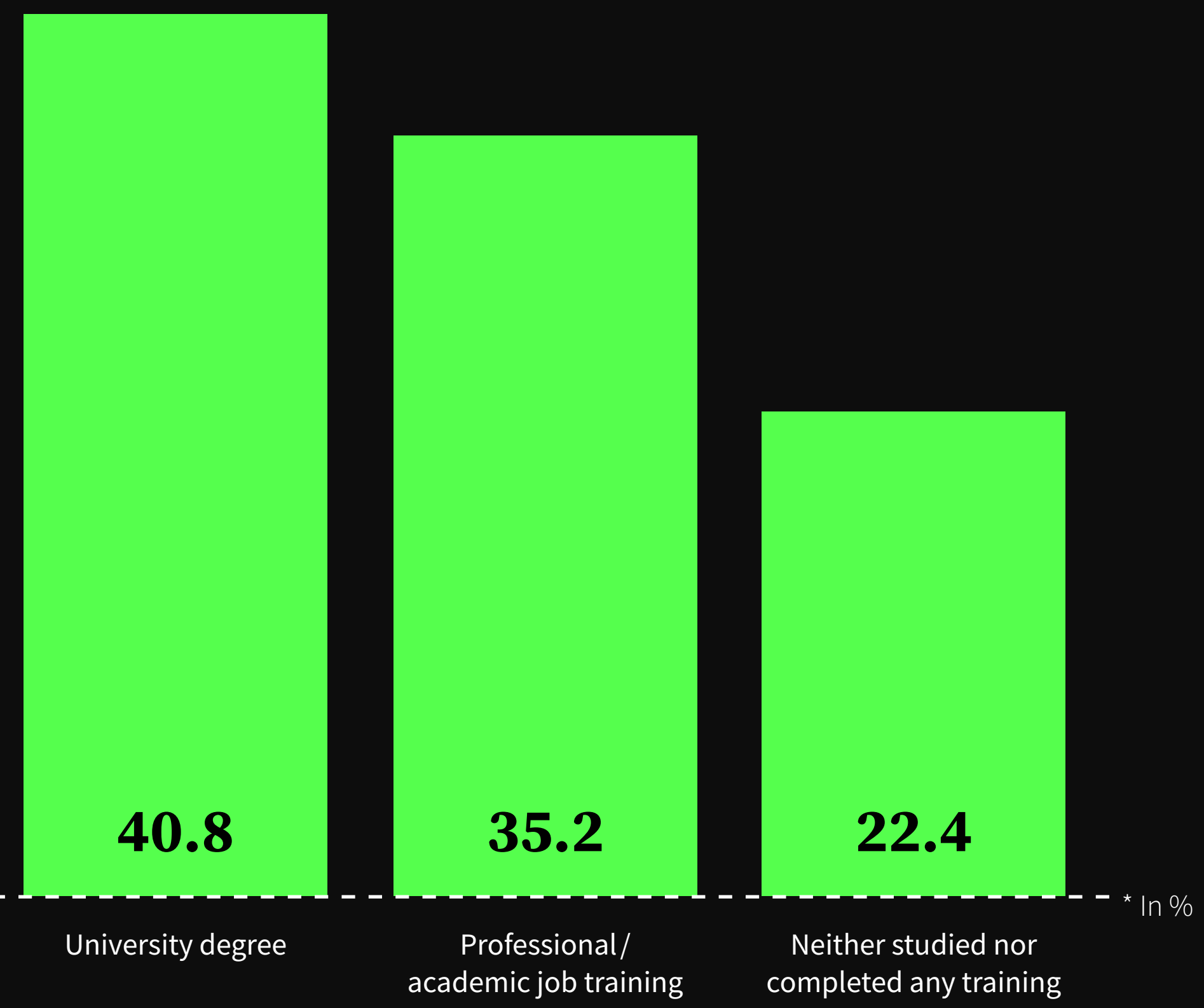
Prof. Dr. Kurt Jeschke

Academic Director Corporate Upskilling
at IU International University of Applied Sciences



FACTS ABOUT THE STUDY PARTICIPANTS*

ALMOST HALF OF THOSE SURVEYED INTERNATIONALLY HAVE ALREADY COMPLETED A DEGREE (40,8%). * In % (top 3 responses)



* INTERNATIONAL TARGET GROUP: Internationally, half of the participants in each country were male and half female. Their ages are evenly distributed over the range of 26 to 55 years; n=2,000. 10 countries were included, each with 200 respondents. These were: Spain, Italy, France, Poland, India, Pakistan, Nigeria, South Africa, Brazil and Mexico.

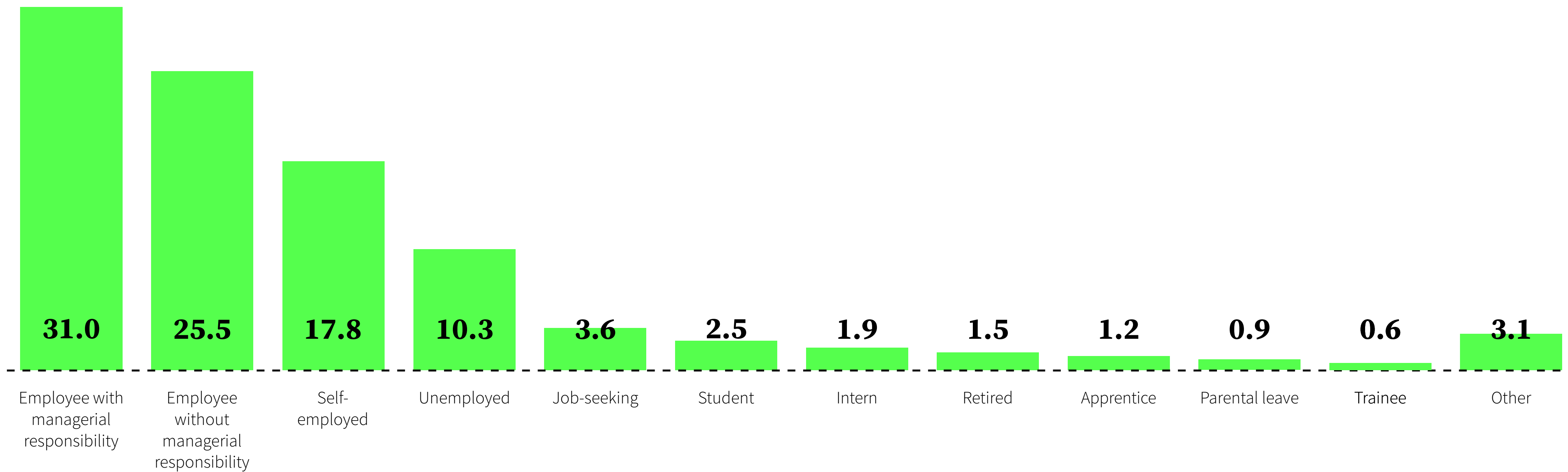


PROFESSIONAL EXPERIENCE INCLUDED.

The majority of respondents are in employment. There are also a number of self-employed people among the respondents (17.8%).

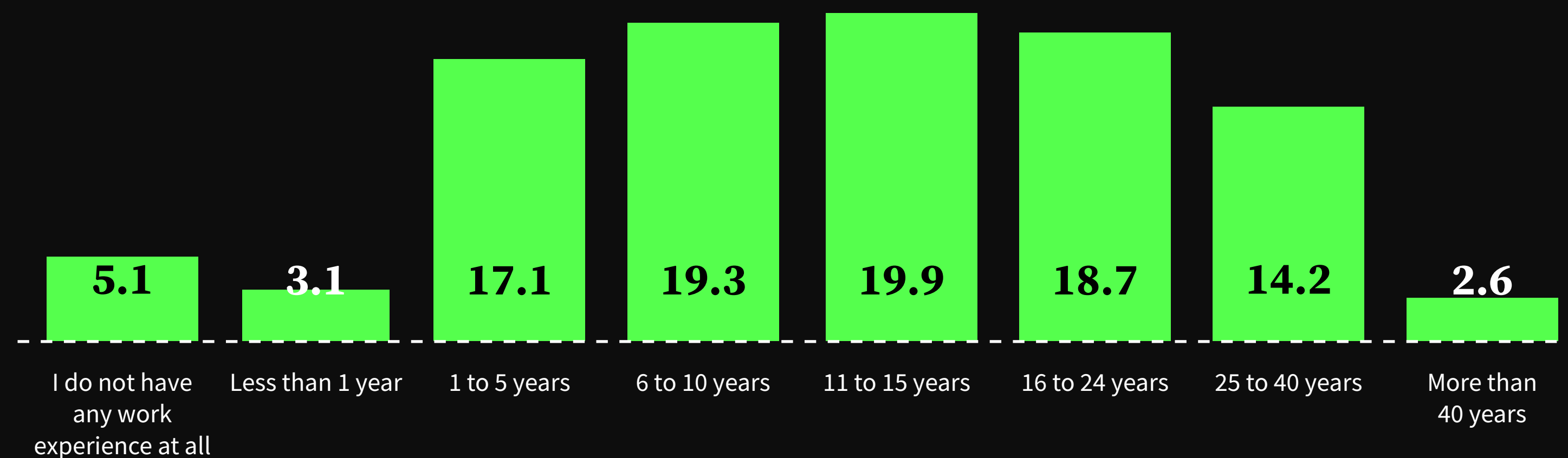
What is your professional position?

* In %



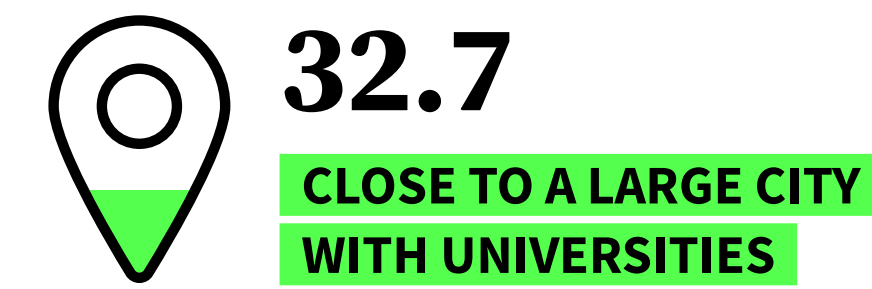
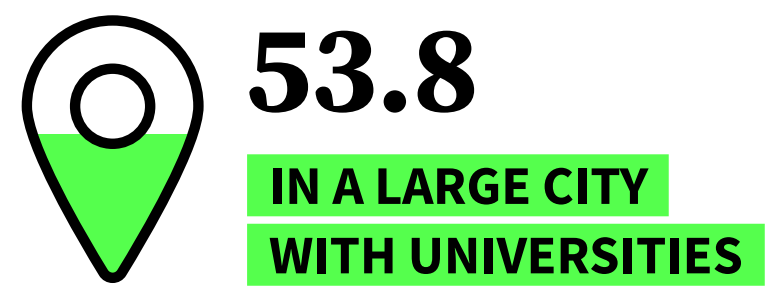
How many years of work experience have you gained so far?

* In %



A MORE URBAN ENVIRONMENT.

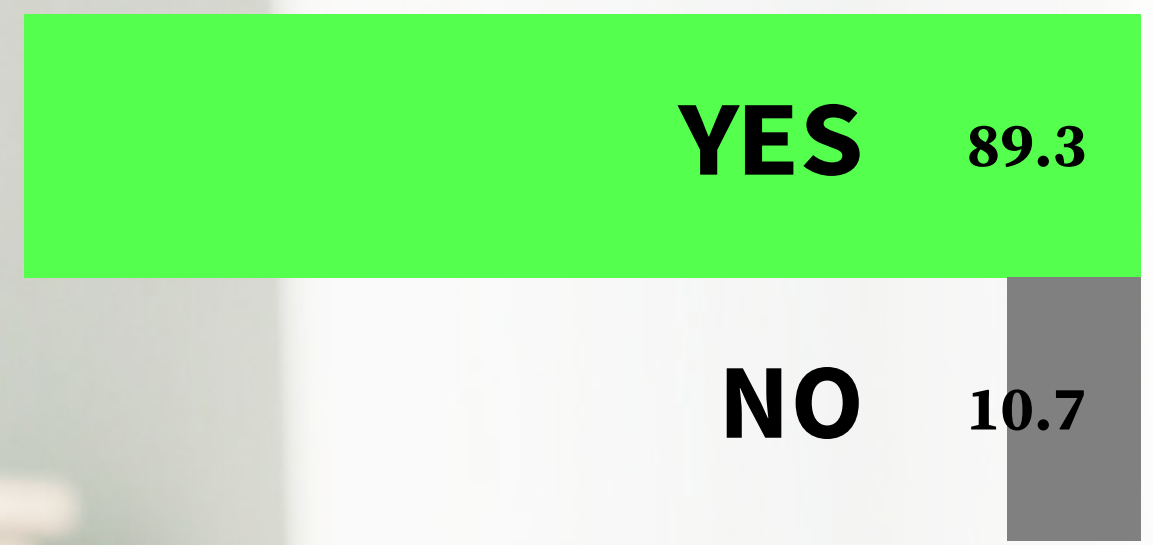
Where do you live? * In %



GOOD CONDITIONS FOR ONLINE LEARNING

Do you have access to unlimited high-speed internet with the option to livestream?

* In %



Want to get in touch?!

If you have any questions or comments, you can contact us at: research@iu.org

LEGAL INFORMATION

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Survey period:
03.06.2021 – 07.06.2021
Anonymous survey via Tivian
Panel: Cint