

2020 Ed Rep Survey:

Company Practices Regarding Industry Education



Who did we hear from?



83 PRIMARY ED REPS
from around the world!

Top Three Regions

- United States — **59%**
- Southeast Asia/Oceania — **13%**
- India — **6%**



#1: LOMA Education

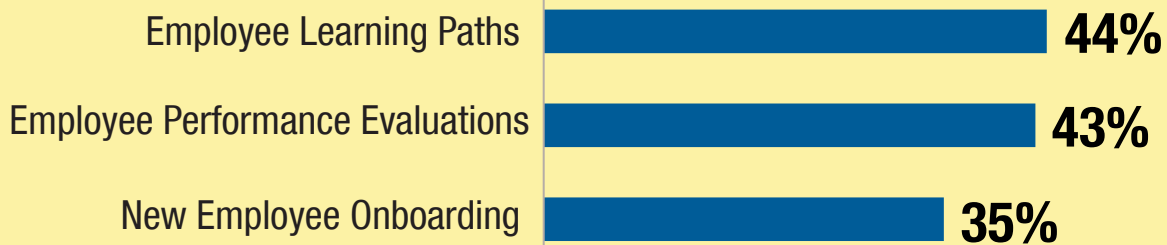
How Do Ed Reps Promote LOMA Education?

- Internal emails
- Presentations to senior leaders
- LOMA Education Fairs
- LOMA Lunch and Learns

What Messaging Resonates the Most?

- (1) Learning enhances customer experience
- (2) Learning improves industry acumen
- (3) Learning supports employee engagement

How Do Companies Incorporate LOMA Education?





#2: LOMA Course Fees

71% of member companies pay enrollment fees upfront

37% of member companies require employees to reimburse the company if they fail the course

29% of member companies pay only for the first-time enrollment in a course



#3: Study Practices

88% of enrollees since January 2020 have opted for self-proctored exams

74% of member companies allow time away from regular duties for professional development

60% of member companies support social learning (e.g., committee meetings, virtual classrooms, discussion boards)



#4: Rewards

56% of member companies give a one-time cash bonus for completion of a LOMA designation (averaging \$100 to \$500)

44% of member companies give a one-time cash bonus for completion of a LOMA course (averaging \$50 to \$100)

Other incentives include internal celebrations, company newsletter or intranet spotlights, acknowledgement from senior leaders, and reward breakfasts and luncheons.

Our Educational Administrative Committee convenes to evaluate product proposals and develop ideas for the marketing and promotion of LOMA materials. If you're a LOMA Ed Rep interested in joining this committee, please send us an email at education@loma.org.

Thank you for helping us serve you better!