

2019 Feedback and Satisfaction Survey Results

ENDORSED
EDUCATION
PROVIDER™
PROGRAM



The International Institute of Business Analysis™ (IIBA®) is a professional association dedicated to supporting lifetime learning opportunities for professional success and better business outcomes. Through a global network, IIBA connects 29,000 Members and 300 corporate members and 120 chapters. As the recognized voice of the business analysis community, IIBA supports the recognition of the profession, maintains the global standard for professional certifications, and curates the collective body of knowledge (BABOK®) for the industry.



The IIBA Endorsed Education Provider™ (EEP™) endorses training institutions and educational facilities to deliver IIBA's globally recognized standard for the practice of business analysis. EEP Partners have the ability to offer CDUs and promote their affiliation with IIBA to prospective students.

The purpose of the 2019 EEP Feedback and Satisfaction Survey was to gain insight and recommendations on the products, services, and support that best meets the global needs of the educational community.

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Feedback and Satisfaction Survey 2019

58% of respondents are part of the Premier level of the EEP Program. 32% offer more than 25 courses per year and 25% reach more than 500 students per year.

The primary reason organizations are involved as an EEP is because of the profile and promotion to perspective students.

The most used benefit across all respondents was the endorsement and promotion of BA courses (87%).

81% agree that the EEP program is for training providers who want to be recognized for providing quality training that meets IIBA global standards.

EEPs indicated that the top highest rated new potential benefits are:

- IIBA Promotion of EEPs (90%)
- Improved IIBA website for EEPs (81%)
- More PDs and CDUs for EEPs only (69%)

EEPs had a variety of suggestions for new benefits, which focused on the following themes:

- collaboration with IIBA
- additional resources and support
- increased promotions
- examination of fees.



December 9, 2019

Dear EEP,

On behalf of International Institute of Business Analysis™ (IIBA®), thank you for your participation in the Endorsed Education Provider (EEP™) Program. As an EEP, you play an important role in helping to advance the global business analysis community by providing essential education and support to professionals.

At IIBA, we are committed to continually advancing and evolving the support we provide our community. That is one of the reasons that we launched our EEP survey to further understand how we can build on our EEP program. Business analysis professionals turn to EEPs to support their learning and development. By further enhancing our EEP programs we are able to further support business analysis professionals in every industry at every career level around the globe.

Thank you for your participation in our EEP survey. I am pleased to share the results of our 2019 EEP Feedback and Satisfaction Survey. We recognize and value the input and insights you provided will help us continue to enhance and provide products, services, and support that best meet your needs.

Should you have questions regarding any of the information in this report or regarding your involvement in the EEP program, please contact me at eep@iiba.org. Thank you for your feedback.

Sincerely,


Kevin Briggs
Program Manager, EEP

ABOUT THE SURVEY

In 2019, IIBA launched the EEP Feedback and Satisfaction Survey. The purpose of the survey was to examine the overall satisfaction of EEPs and assess the current value the program provides to refine or enhance the program as necessary.

The survey was distributed to all IIBA EEPs on September 4, 2019.

IIBA garnered insight and feedback on areas that can be enhanced in the future to provide even greater value and support for EEPs, and, ultimately, the global network of business analysis professionals.

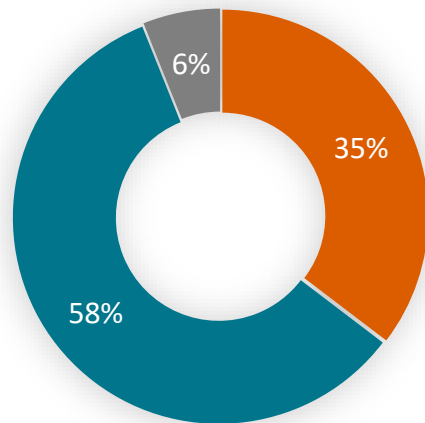


“Examine overall satisfaction...and assess the current value”

“additional opportunities for enhancing the program in the future”

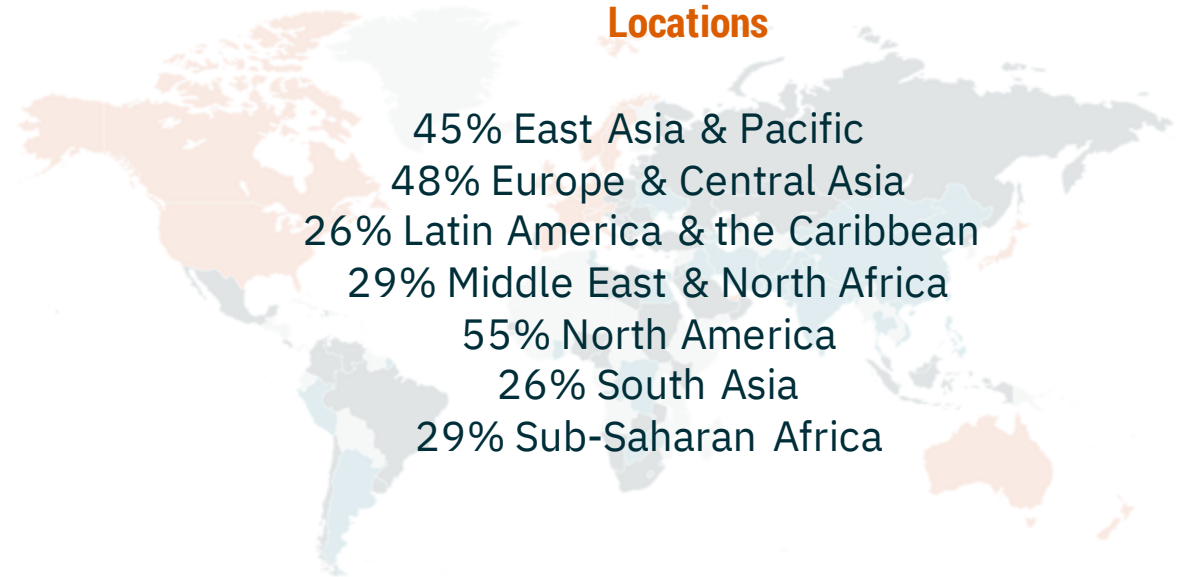
SURVEY RESPONDENTS

Respondents by IIBA EEP Type



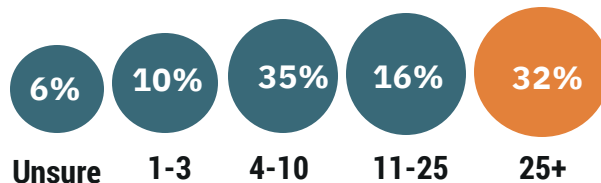
■ Select ■ Premier ■ Do not know

Respondents Offer Courses in the Following Locations

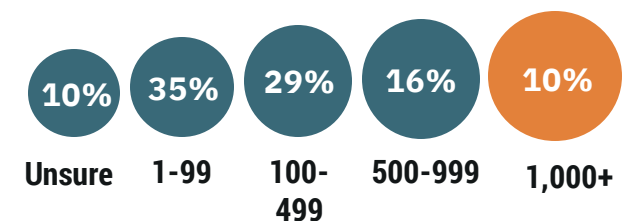


- 62% of respondents have been involved with IIBA for over four years.
- 97% of respondents indicated their courses focus on business analysis foundational knowledge, while 58% focus on agile and 35% focus on data analytics.

Number of Courses Offered Each Year



Number of Students Reached

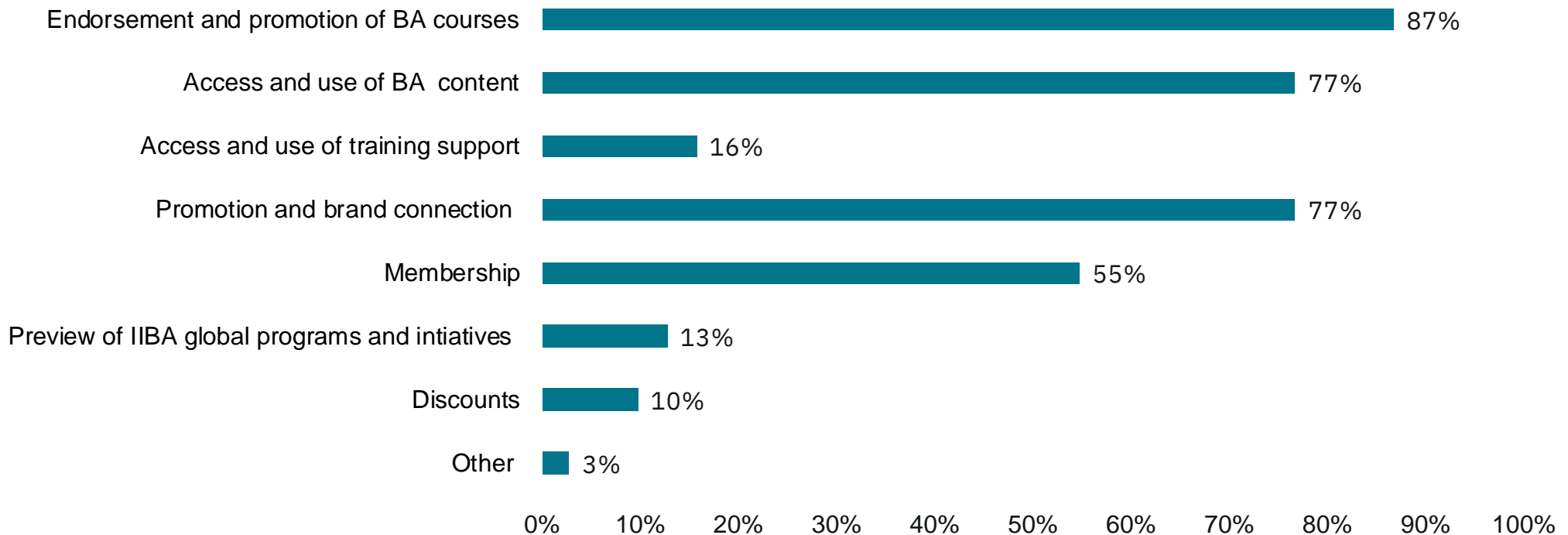


INVOLVEMENT & USE OF PROGRAM

The primary reason organizations are involved as an EEP is because of the profile and promotion to perspective students. Networking and professional and personal development were not cited by the EEP respondents as their primary reason to be involved with IIBA.

The highest used benefit across all respondents was the endorsement and promotion of BA courses (87%). Seventy-seven percent of respondents indicated they have accessed and used the BA content, promotion and brand connection. Only 13% of respondents reported that they had used the preview of IIBA's global programs and initiatives in the last year.

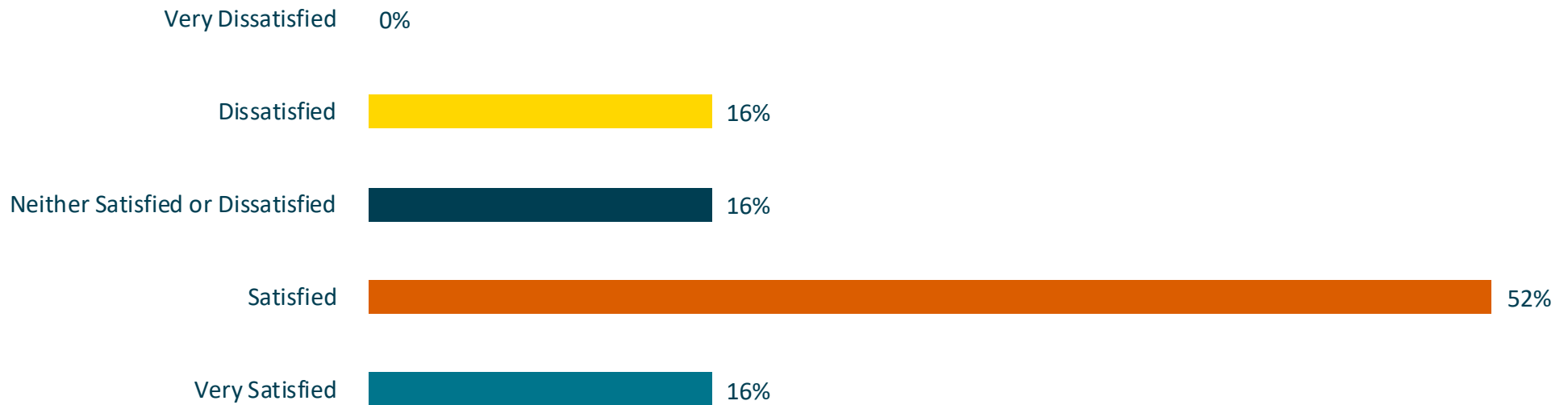
Benefits Used in the Last Year



OVERALL SATISFACTION

Overall 68% of respondents indicated that they are very satisfied or satisfied with IIBA's EEP Program.

EEP Satisfaction



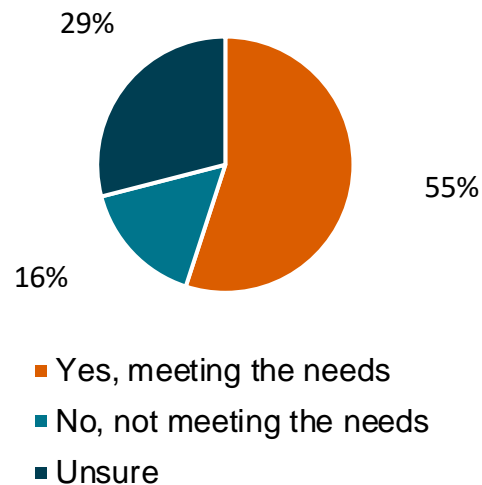
Examples of feedback

- Everyone at IIBA is very helpful and collaborative. I think IIBA can better leverage its strengths to grow its business.
- The only reason I am dissatisfied is that students cannot afford to purchase the certification exam tokens. The cost is astronomical for people in emerging and frontier markets. As a result, people cannot afford to do training and purchase an exam token.
- The EEP annual fee should not be the same for developed and developing countries.

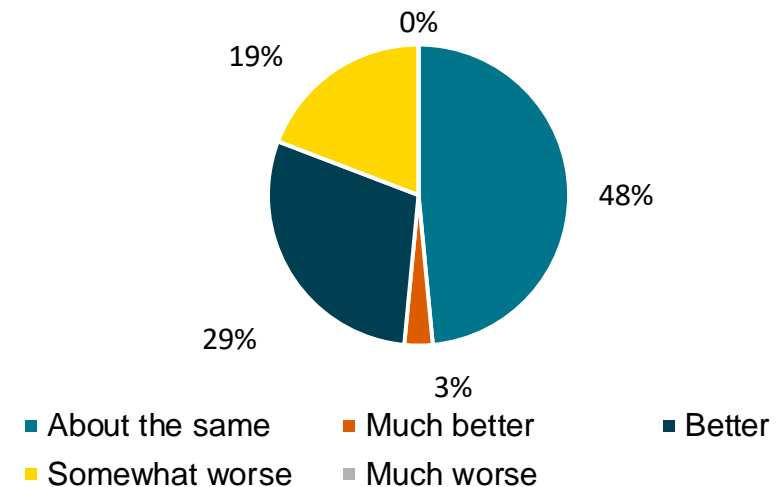
OVERALL SATISFACTION CONTINUED

Fifty-five percent of respondents indicated IIBA's EEP Program is meeting their needs. Forty-eight percent of respondents indicated that IIBA's EEP Program is about the same as other similar programs they are involved with.

Meeting EEP Needs



EEP Program Compared to Other Programs

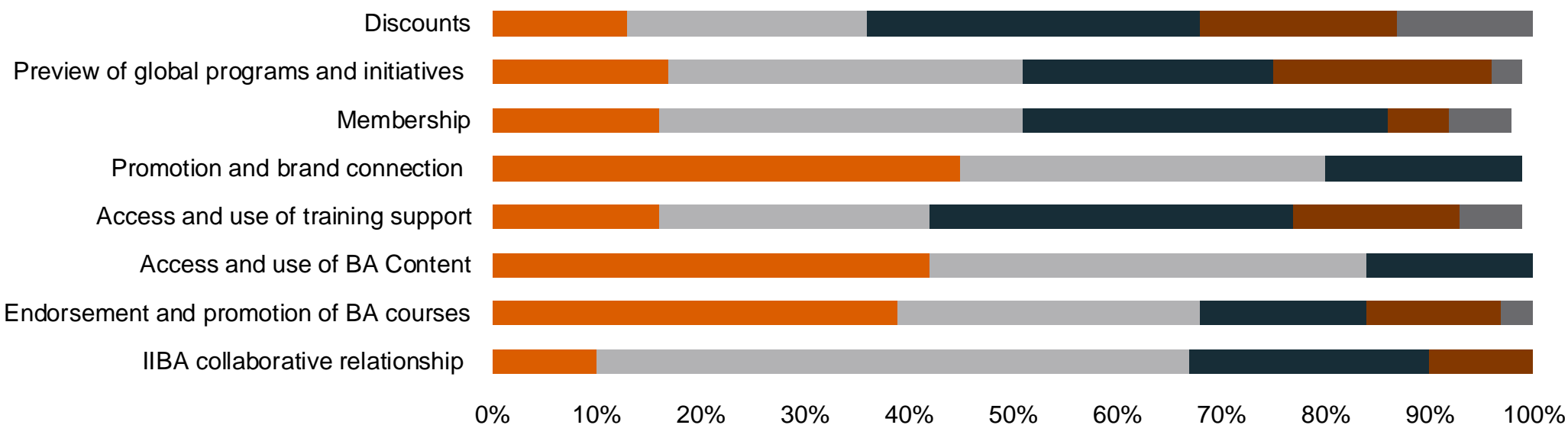


Examples of feedback

- I would like to have some marketing tools to promote Business Analysis.
- The engagement with EEPs has scope for improvement. CBDA certification was a surprise.
- Launching the Business Data Analytics Certification was a good move but more powerful certifications with multi-levels is the need of the hour.
- Would like to see more value-add mutually in promoting each other.
- Not easy for a student to find my EEP identification on the IIBA website.
- IIBA scores on good service and response. Still I feel there is not enough communication.

PROGRAM BENEFITS

The Value of Program Benefits



	IIBA collaborative relationship	Endorsement and promotion of BA courses	Access and use of BA Content	Access and use of training support	Promotion and brand connection	Membership	Preview of global programs and initiatives	Discounts
Very valuable	10%	39%	42%	16%	45%	16%	17%	13%
Valuable	57%	29%	42%	26%	35%	35%	34%	23%
Neither valuable/not valuable	23%	16%	16%	35%	19%	35%	24%	32%
Not valuable	7%	13%	0%	16%	0%	6%	21%	19%
Not at all valuable	3%	3%	0%	6%	0%	6%	3%	13%

EXAMINING NEW BENEFITS

In terms of new benefits, IIBA tested a variety of potential benefits. The top highest rated new potential benefits were:

- IIBA promotion of EEPs (90%)
- Improved IIBA website for EEPs (81%)
- More PDs and CDUs for EEPs only (69%)

Respondents provided a variety of suggestions for additional benefits, including:

1). Collaboration with IIBA

- More connections and coordination with Chapters
- Private portal and community for IIBA EEPs

2). Additional resources and support

- Portal for corporate leads where EEP can obtain information and bid
- Online program directory and calendar
- Early access to new standards
- More support for questions by students on the exam

3). Increased promotion

- Better promotion of EEPs
- Promote EEPs outside of North America

4). Examination of fees - discounts and regional

- Discount promotions
- EEP annual fee based on the region

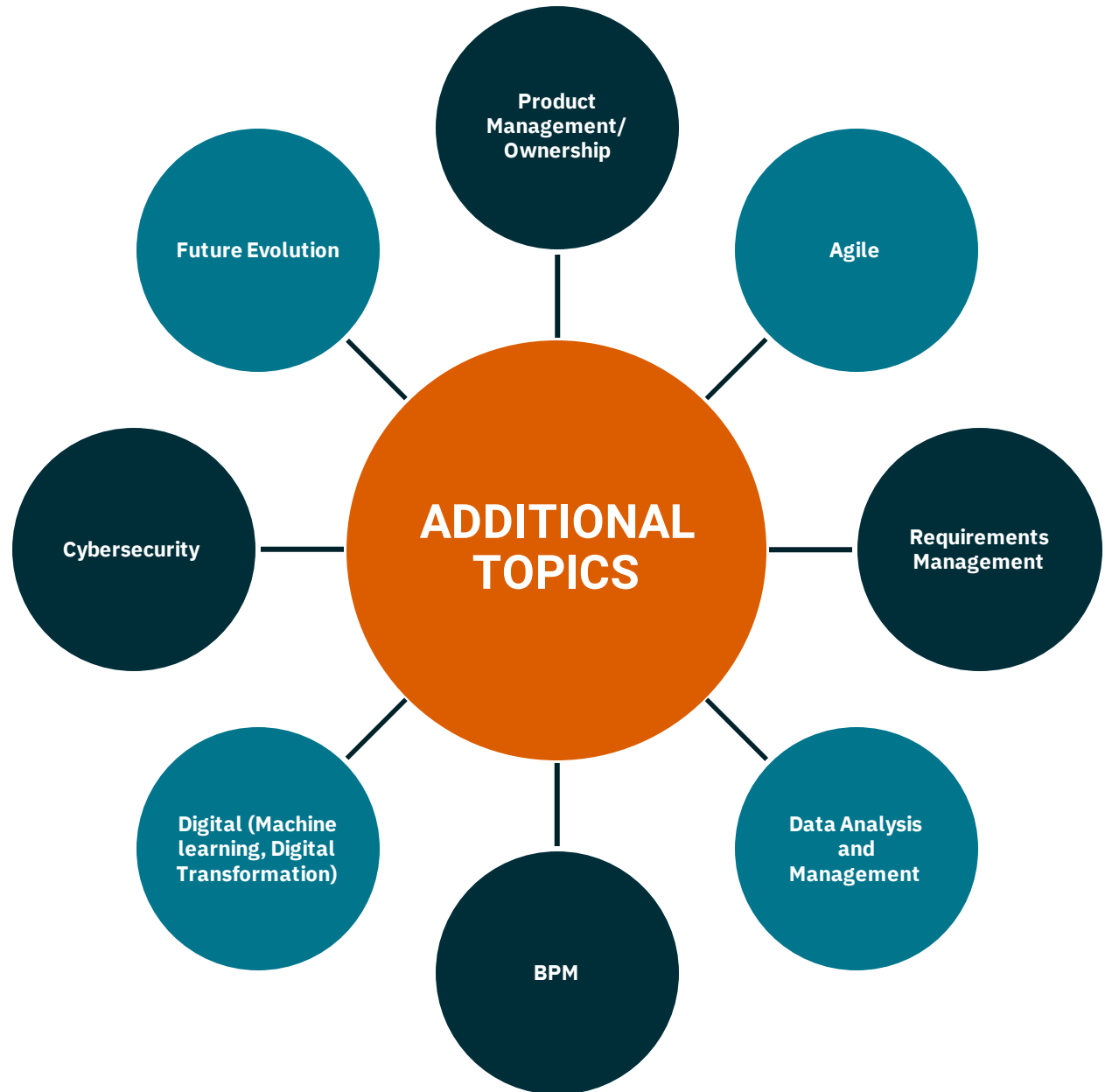


WHAT OTHER EEPs ARE SAYING AND DOING

- 65% agree that students and practitioners looking to expand their knowledge and develop their competencies turn to IIBA EEPs.
- 58% agree that the EEP program helps their company tap into a growing network of business analysis professionals seeking educational training.
- 81% agree that the EEP program is for training providers who want to be recognized for providing quality training that meets IIBA global standards.
- 64% agree that the way in which their organization is offering training is undergoing an evolution.
- 52% indicated they utilize a Learning Management System to offer their courses.
- 81% of respondents are planning on renewing their involvement in the EEP program.



Survey respondents provided insight on additional topics related to opportunities facing the educational community as requested by their students and corporate clients. These additional topics include:



REACH, EXPERIENCE, AND STUDENT PASS RATES

IIBA solicited feedback on the actions that could be taken to help EEPs reach more students, improve their student experience, and increase their student pass rates. Overall, the comments provided can be grouped into the following themes:

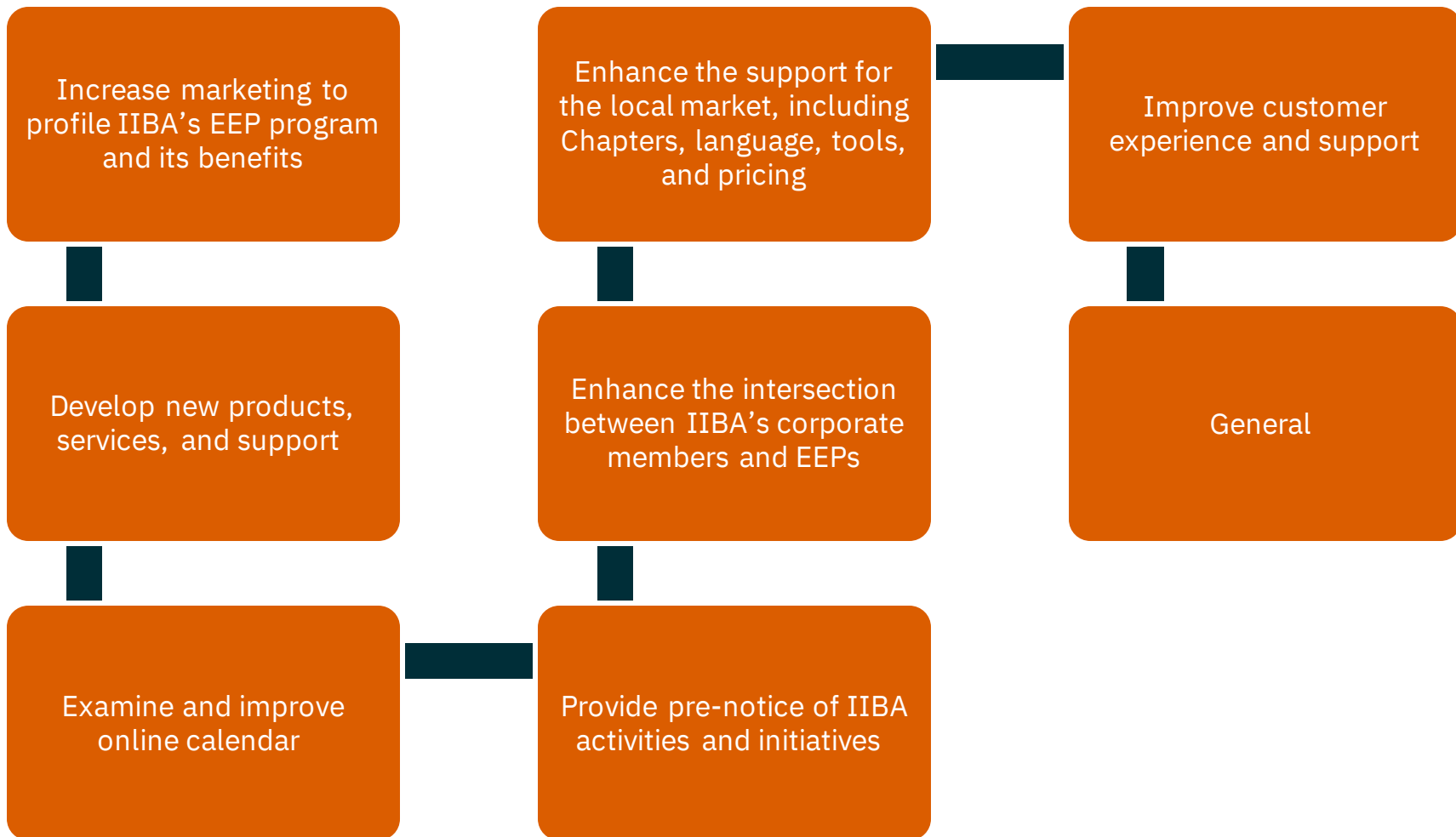
1). Provide more promotion of the EEP program (e.g., courses, EEPs, program)

2). Provide additional resources to support EEPs and students (e.g., bundles, exam info, samples)

3). Support the local needs of EEPs and students (e.g., Chapters, language)

OPPORTUNITY TO ENHANCE THE EEP PROGRAM

Based on the feedback provided by EEPs, there are a variety of ways to enhance the current program. The feedback provided is summarized by the following themes:



PATH AHEAD

The results of last year's survey will provide direction for key improvements to the EEP™ program in 2020. We look forward to your continued support as we jointly create a win/win relationship.

Based on these survey results, IIBA will be actively making improvements over the coming months in the following areas:

- Enhanced Communication – quarterly newsletter and advance notice of new products;
- Marketing Kit – to help you promote the business analysis profession and certifications;
- Promotional Opportunities – opportunities to participate in IIBA webinars and blogs to reach our global community;
- Website - Improved website user experience on your member portal and an improved EEP™s registry on the IIBA website.

On behalf of IIBA, thank you for your participation in the EEP™ program.



To access all of the benefits of the EEP program, please visit:
iiba.org/membership/eep

For more information, please contact:
eep@iiba.org

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