

2024 Learning + Development End of Year Summary

Learning + Development Goals

We design and deliver learning experiences that are equitable, learner-centered, and effective. Our primary audience was City of Madison employees, but our reach impacted the greater Madison community. We reached these broad audiences by facilitating high-quality courses, which in turn improved the quality of our services for the common good of our residents and visitors.

The Goals of Learning and Development: Equitable, Learner-Centered, and Effective.



Summary:

We maintained learning + development programming to enhance the skills, knowledge, and abilities of our employees. In 2024, 42 different courses (107 sessions) were offered, by both internal and external facilitators. Topics included City Operations, Leadership Development, Inclusive Workplace Initiatives, Wellness, and general Growth & Development Courses. Trainings included in this data set were offered either in-person, or via live-virtual (hybrid) format.

The data included in this summary were gathered & analyzed from self-reported information on Eventbrite Registration Forms and responses submitted to Survey Monkey via the standard 2024 Course Evaluations.



2024 Course Data:

Our course programming reached more learners in 2024, with our unique attendees increasing from 947 to 958, increasing the percentage of FTE from 25% to 26%. Course Feedback Survey responses increased from 41% to 48% completion rate in 2023. Our dedicated efforts to increase feedback numbers – like adding course follow-up emails to attendees with the survey link, recommending facilitators include QR code slides at the end of their courses, and creating print-out cards for in-person course attendees to provide feedback, proved successful.

Course Aspect	2022	2023	2024	Change
Total Attendances	1,717	1,957	1,806	▼
Unique Attendees	580 (16% of FTE)	947 (25% of FTE)	958 (26% of FTE)	▲
Attendance Rate	67%	73%	64%	▼
No-Show Rate	33%	27%	28%	▲
Survey Response Rate	31%	41%	48%	▲
Different Course Offerings	36	41	42	▲
Total Course Sessions	81	103	107	▲

Course Evaluation Survey Respondent Ratings		
	99% of respondents shared that the course was organized and easy to follow .	▲
	99% of respondents shared that could apply what they learned to their present job .	▲
	95% of respondents shared that the subject matter of the course was just right .	~
	92% of respondents shared that the pace of the course was just right .	~ ▼
	83% of respondents shared that the time for the course was just right .	~ ▼
	96% of respondents shared that the overall rating for the course they attended was good or excellent .	▲

Color: Green = Desirable change, Yellow = Some change, Red = Less Desirable change.
 Arrows: ▲ = Increase from last year, "~" = some, or within a + or - 3% change, ▼ = Decrease from last year.

Looking for more details on Learning + Development?

Reach out to OrganizationalDevelopment@cityofmadison.com to get in touch.