



2008 Volunteer IMPACT Survey Results

Please indicate, in your opinion, the importance of training and development to the following:					
	Very Important	Fairly Important	Neutral	Not so Important	Not at all Important
Short-term success for my company	48%	37%	12%	3%	0%
Long-term success for my company	52%	43%	3%	2%	0%
Revenue Growth	10%	13%	17%	27%	33%
Profits	9%	15%	19%	27%	31%
Employee Retention	69%	29%	2%	0%	0%
Employee Morale	63%	32%	4%	0%	0%
Cultivation of leadership skills	56%	40%	4%	0%	0%

Please indicate your agreement with the following statement: "Training and development is important to the cultivation of leadership skills at my company."	
Strongly Agree	56%
Somewhat Agree	40%
Neither Agree or Disagree	4%
Somewhat Disagree	0%
Strongly Disagree	0%

Compared to last year, my company's training and development program has:	
Become a higher priority for my company	33%
Remained the same in terms of priority for my company	62%
Become a lower priority for my company	2%
Don't Know	4%

Compared to last year, my company's training and development budget:	
Increased	28%
Decreased	12%
Remained the Same	57%
Don't Know	4%

State your agreement with the following statements regarding how the slowing economy has impacted your company's training and development programs.

	Strongly Agree	Somewhat Agree	Neither Agree or Disagree	Somewhat Disagree	Strongly Disagree
There is more pressure to do more with less money	68%	24%	6%	1%	0%
There is more pressure to show ROI of training and development activities	61%	30%	8%	1%	0%
There is more pressure to find cost-effective ways to deliver training and development activity options	48%	42%	8%	2%	0%
There has been no impact	1%	7%	18%	58%	16%

My company's training and development program is under pressure to develop the next generation of leaders.

Strongly Agree	35%
Somewhat Agree	52%
Neither Agree or Disagree	10%
Somewhat Disagree	3%
Strongly Disagree	0%

The impending retirement of the Baby Boomers has put time pressure on my company's training and development program to develop the next generation of leaders.

Strongly Agree	10%
Somewhat Agree	28%
Neither Agree or Disagree	42%
Somewhat Disagree	19%
Strongly Disagree	2%

How often does your company encourage its employees to contribute their business skills/expertise to non-profit organizations?

Always	6%
Frequently	19%
Sometimes	40%
Rarely	30%
Never	5%

Contributing business skills/expertise to a nonprofit, in a volunteer capacity, can be an effective way to develop leadership skills.

Strongly Agree	32%
Somewhat Agree	58%
Neither Agree or Disagree	10%
Somewhat Disagree	0%
Strongly Disagree	0%

Contributing business skills/expertise to a nonprofit, in a volunteer capacity, can be an effective way to further develop business skills.

Strongly Agree	30%
Somewhat Agree	61%
Neither Agree or Disagree	8%
Somewhat Disagree	0%
Strongly Disagree	0%

Within your company's current training and development programs, how often is volunteering business skills/expertise to a nonprofit offered as an option for the specific purpose of skill development?

Always	4%
Frequently	11%
Sometimes	41%
Rarely	26%
Never	17%

Of those that answered always, frequently or sometimes to the question above: To whom are volunteer opportunities offered as part of their skill development program?

C-level executives	4%
Upper management	15%
All management	33%
Future management	29%
All employees	16%
Don't Know	3%

Within your company's current training and development programs, how often is volunteering business skills/expertise to a non-profit offered as an option for the specific purpose of leadership development?

Always	4%
Frequently	12%
Sometimes	45%
Rarely	22%
Never	17%

Of those that answered always, frequently or sometimes to the question above: To whom are volunteer opportunities offered as part of their leadership development program?

C-level executives	4%
Upper management	16%
All management	35%
Future management	30%
All employees	13%
Don't Know	1%

Is the head of your company's corporate volunteer program involved in strategic planning for the training and development program?

Yes	47%
No	40%
Don't Know	14%

Do you measure the effectiveness, from a training and development standpoint, of volunteer activities that are offered as part of the training and development menu of options?

Yes	16%
No	26%
Don't Know	19%
We do not offer volunteer activities as part of the training and development menu of options	38%

Volunteer activities that draw upon business skills/expertise would add value to a company's corporate training and development program.

Strongly Agree	63%
Somewhat Agree	29%
Neither Agree or Disagree	9%
Somewhat Disagree	0%
Strongly Disagree	0%

Incorporating volunteer activities that draw upon business skills/expertise into the training and development program at my company would _____ most of the options we currently offer.

Cost more than	2%
Cost the same as	28%
Cost less than	16%
Don't Know	54%

* All percentages were rounded

2008 Volunteer IMPACT Survey Methodology

This study represents the findings of a phone study conducted by Converge Marketing using a random sampling of Fortune 500 HR managers. The sample size of 250 resulted in a 95% confidence level with a + or - 2.2% margin of error. Interviewing was completed during the period of February 12th through February 20th, 2008.

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