

2025 EDUCATION & TECHNOLOGY SURVEY

Future-Proofing Association Learning

Insights and Opportunities From 200+ Industry Leaders

2025



Methodology

Boundless Learning conducted this survey from October to November 2024, with support from Hanover Research, administering an online questionnaire designed by our research and insights team. Insights were collected from 208 respondents across the U.S., Canada, the U.K., and Australia.

PURPOSE & SCOPE

We aimed to understand the key challenges member organizations, trade unions, and associations face in offering educational programs — including budgeting, technology, sourcing strategies, and emerging trends.

PARTICIPANTS

All respondents are decision-makers or influencers in member-based organizations (including industry associations, professional associations, and unions) that offer educational programs or plan to offer them within 12 months. They reflect a broad range of industries and organizational sizes.



Key Insights

The findings reveal an ongoing tension: Associations feel pressured to modernize their education and upskilling programs but face significant hurdles around budgets, resources, and implementation.

Low-Level LMS, High Aspirations

57% of respondents use “basic to mid-range” learning technology yet desire AI, advanced analytics, and tight integration.

Budget & Complexity Hurdles

48% of respondents cite budget constraints; 36% point to the complexity of implementation.

AI Leads Future Training Needs

Half of respondents (50%) highlight AI as their top emerging trend.



Hybrid Education Services

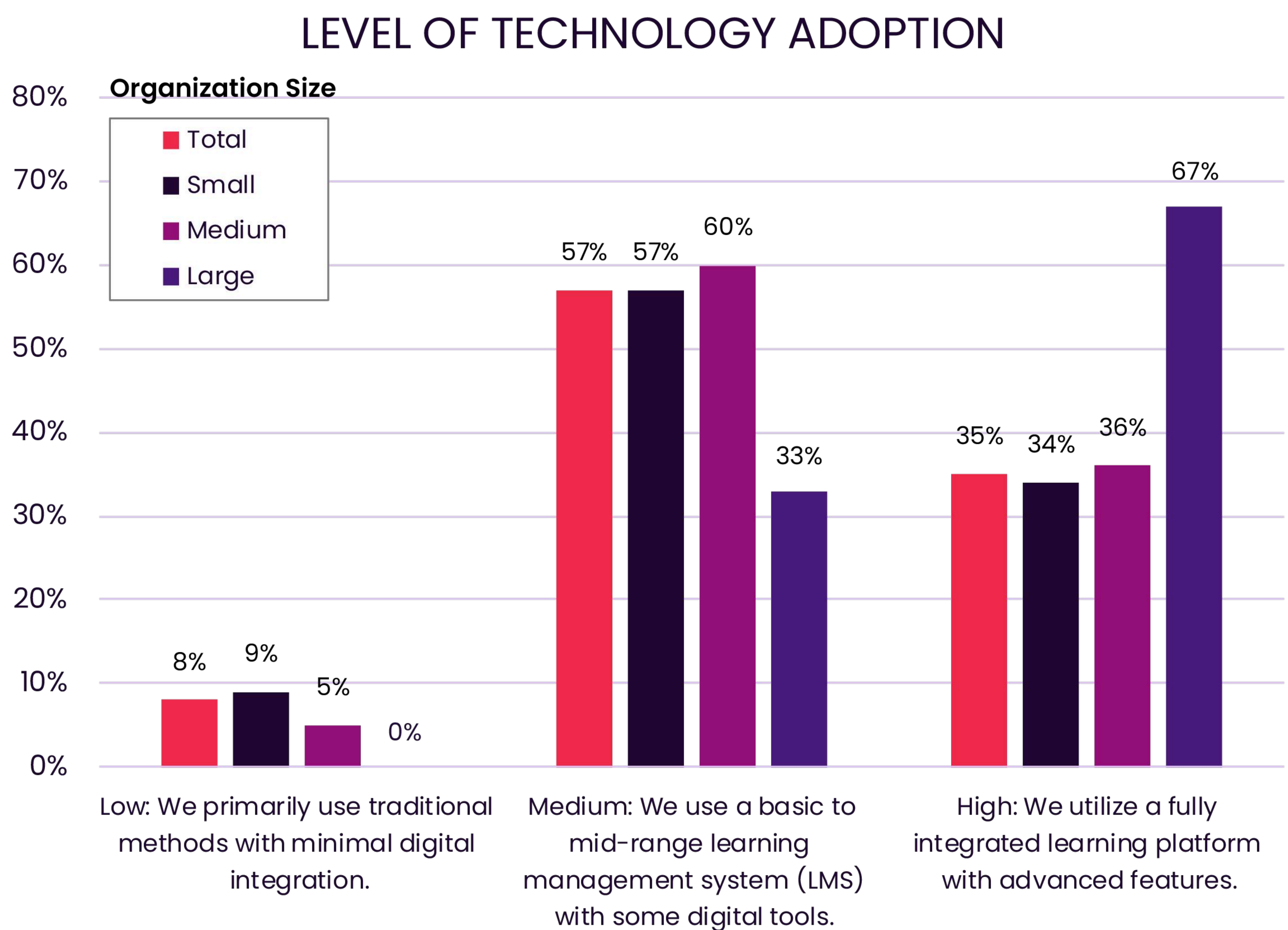
70% of respondents blend in-house and outsourced education services to handle complexity and resource gaps.

Requirements Fuel Flexibility

76% of U.S. respondents require continuing education units (CEUs), while the U.K. prioritizes safety and equity measures.

Basic to Mid-Range Systems Dominate

Despite some organizations adopting advanced platforms, more than half classify their platform as mid-range, hinting at a vital opportunity for further technological growth.



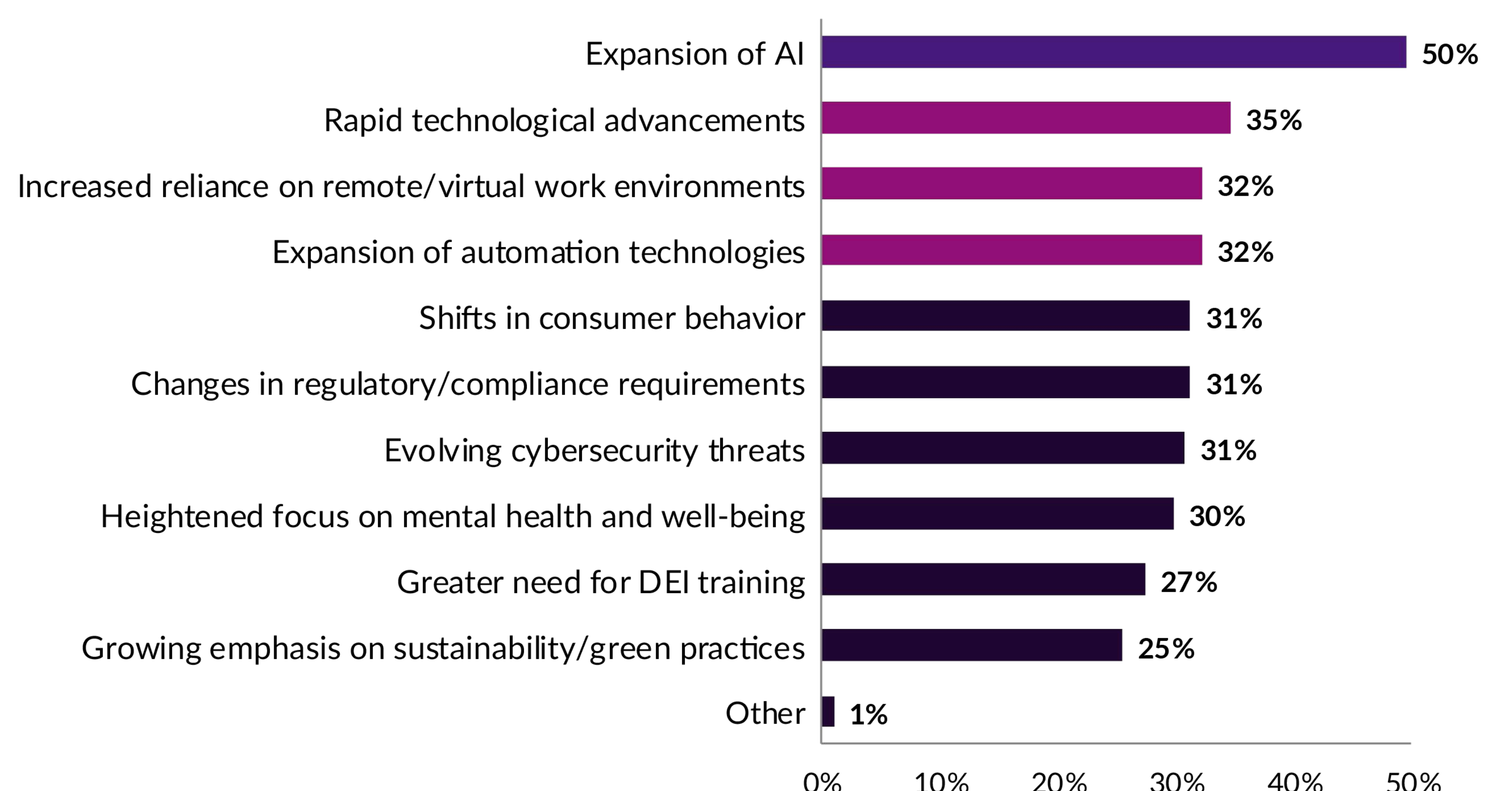
AI & Complexity: A Double-Edged Sword

“More focus on AI and machine learning... we can see before our eyes its importance.”

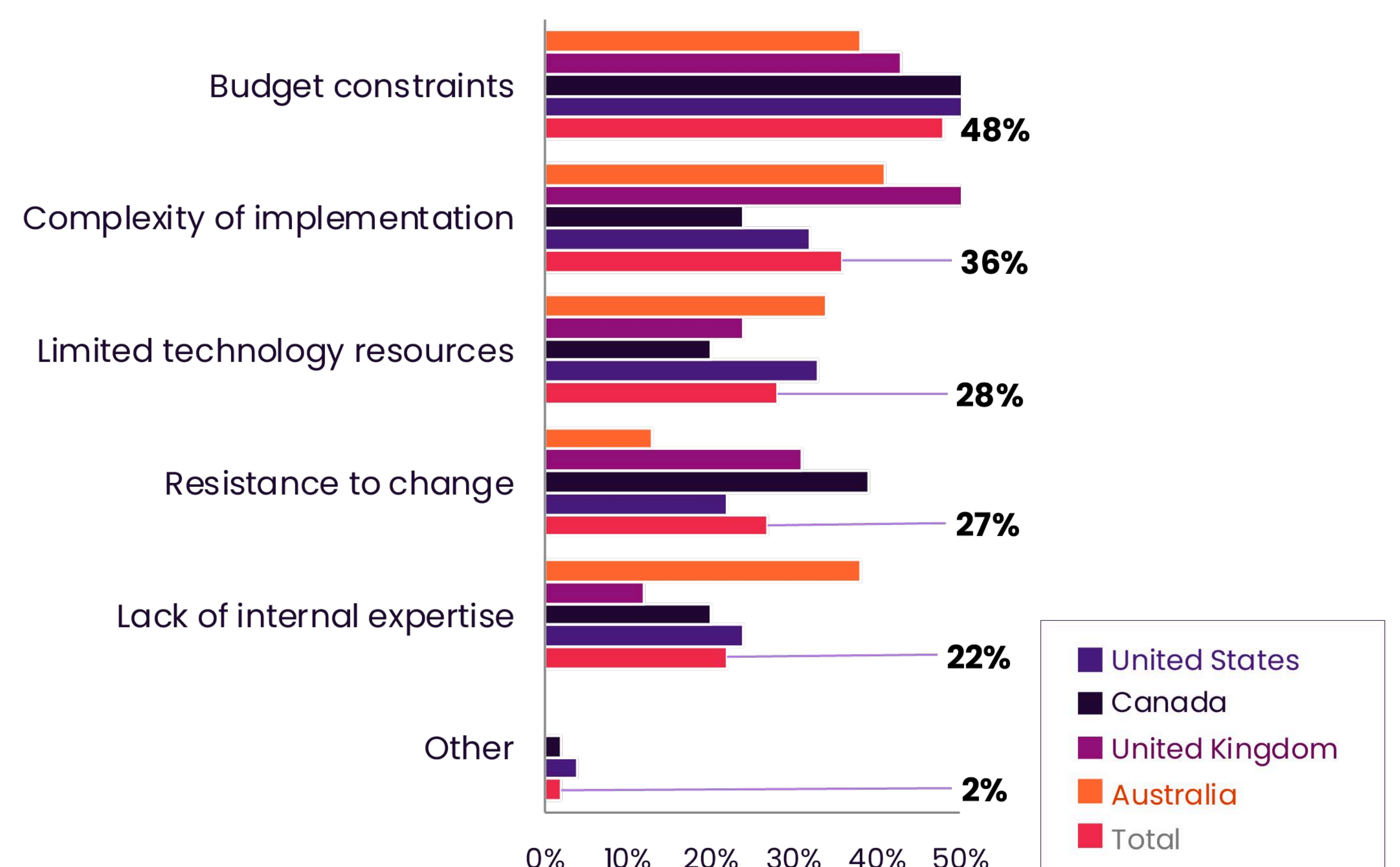
—SURVEY RESPONDENT

Half of respondents say AI is pivotal for future training. Yet implementing advanced features is challenging, reflecting a classic “tech ambition vs. tech reality” gap. This is one reason many look to external partnerships or hybrid models (as illustrated on the following page).

EMERGING TRENDS IN TRAINING NEEDS



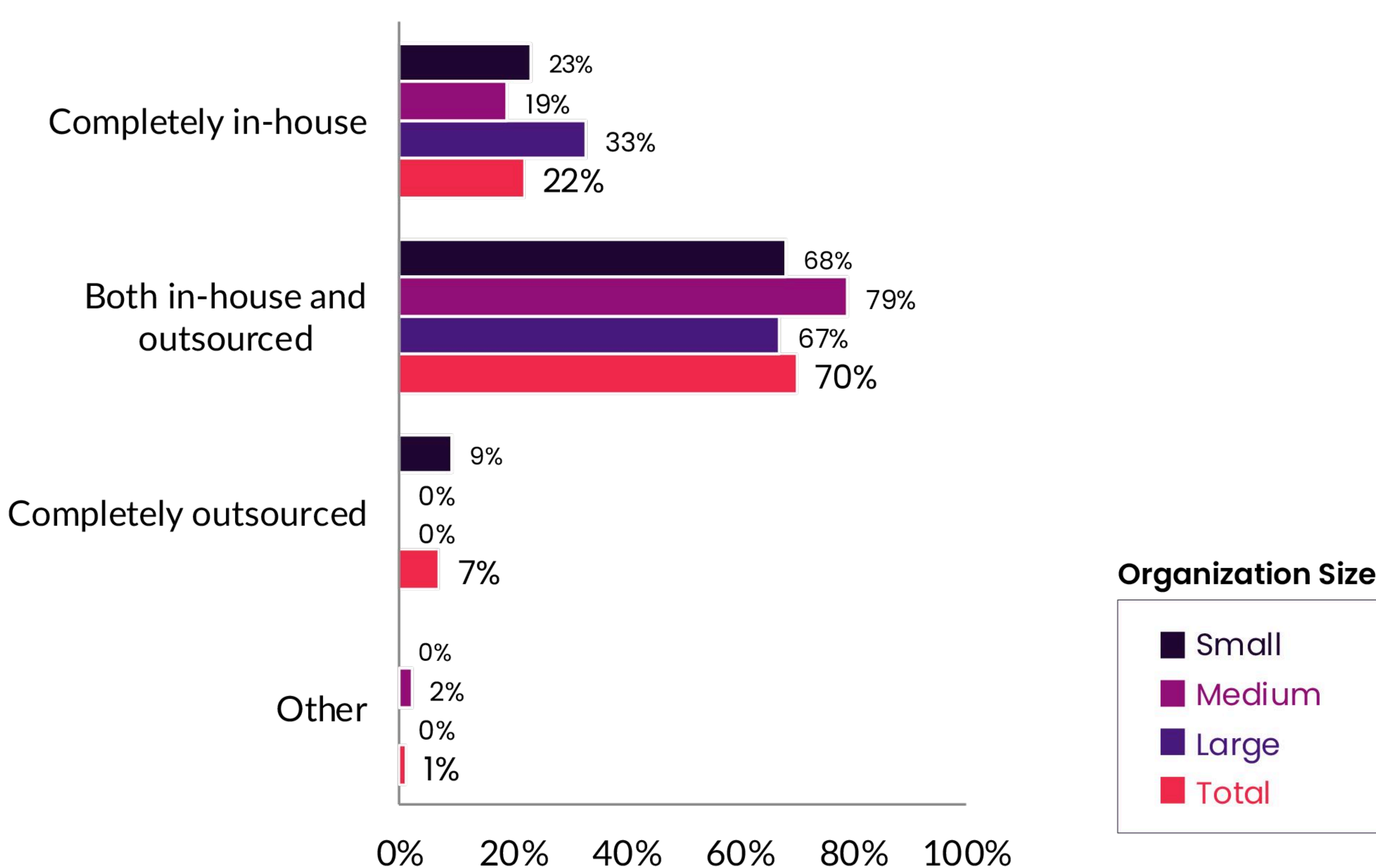
BARRIERS TO EDUCATION GOALS



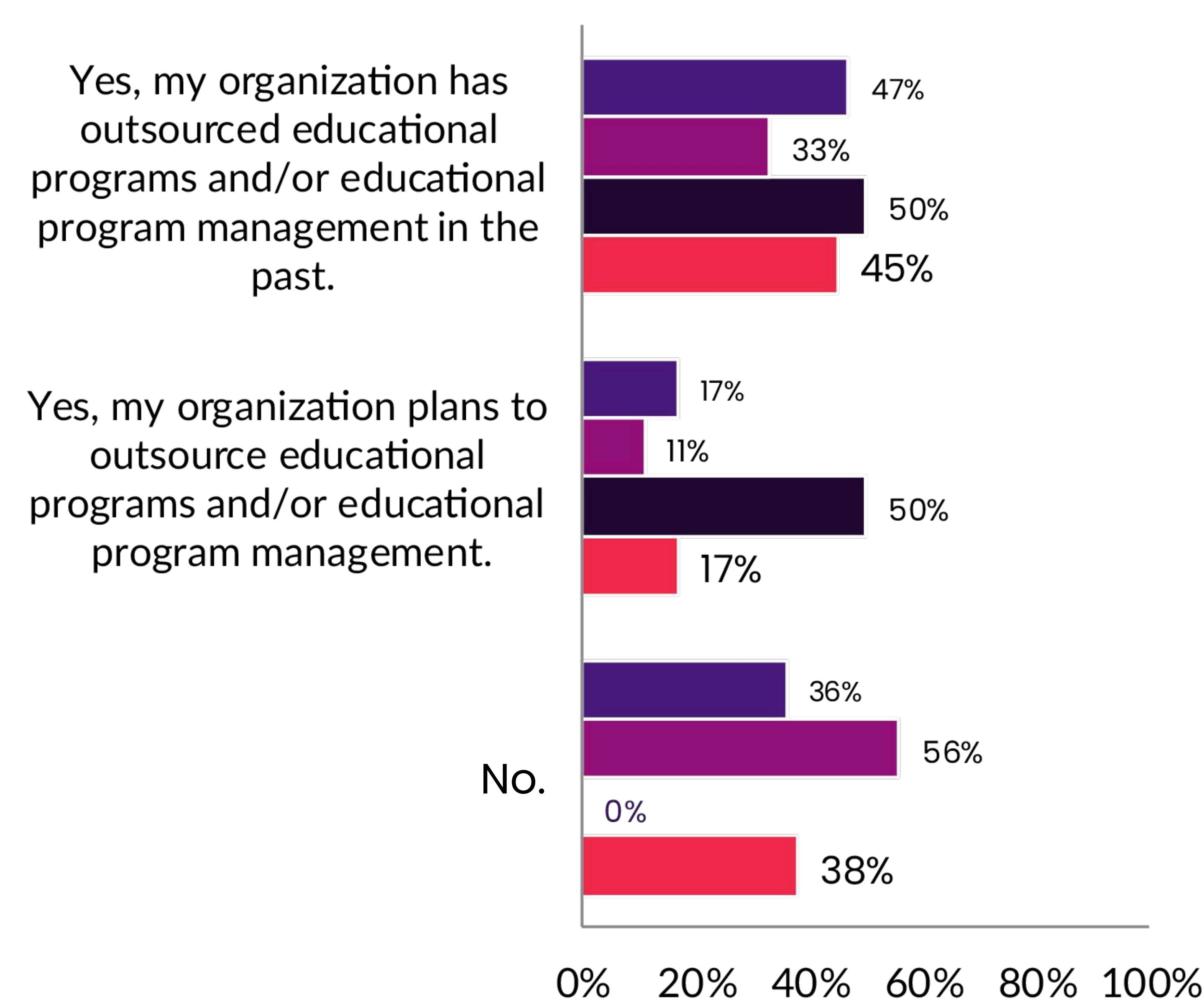
Balancing In-House Strengths & Outsourced Expertise

Organizations often blend internal and external resources to fill skill gaps or handle complexities. Since not all LMS offerings provide advanced features like robust data analytics and compliance management, associations frequently seek trusted partners experienced in onboarding multiple LMS platforms and integrating sophisticated data analytics capabilities.

METHOD FOR SOURCING PROGRAMS



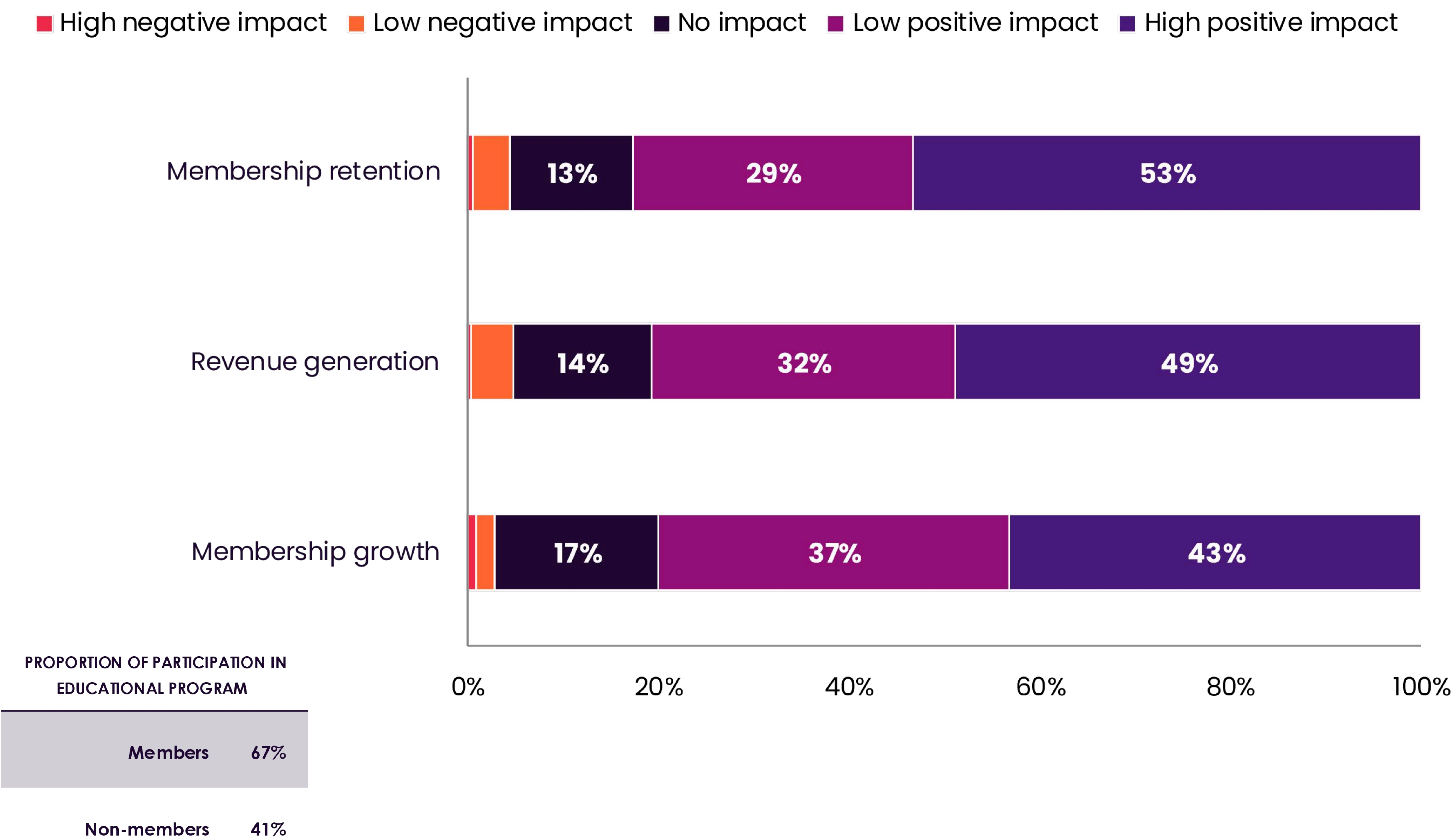
PAST & FUTURE OUTSOURCING



Advanced Tools Pay Off in Engagement & Growth

Associations widely report that educational programs boost retention and revenue. Higher-level tech solutions — like robust analytics and personalized learning — may strengthen these gains, turning education into a vital membership driver.

PROGRAM IMPACT ATTRIBUTED TO HIGHER-LEVEL TECH SOLUTIONS



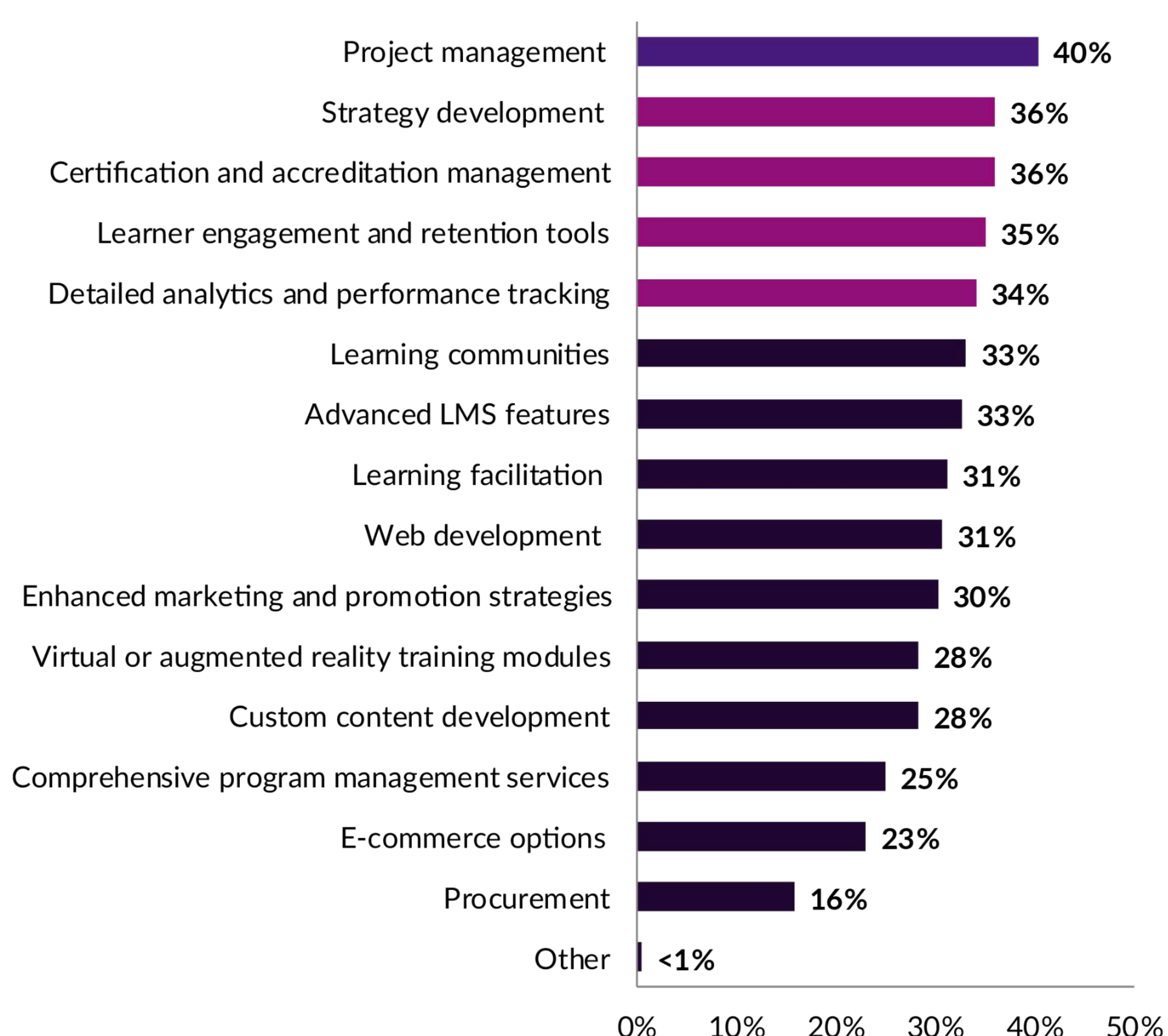
Learner-Centric by Design

Associations emphasize upgraded analytics, compliance tracking, and integration with existing systems. The interest in cutting-edge features, particularly AI-driven personalization, reflects a growing need for sophisticated learning platforms designed to adapt dynamically to learner needs.

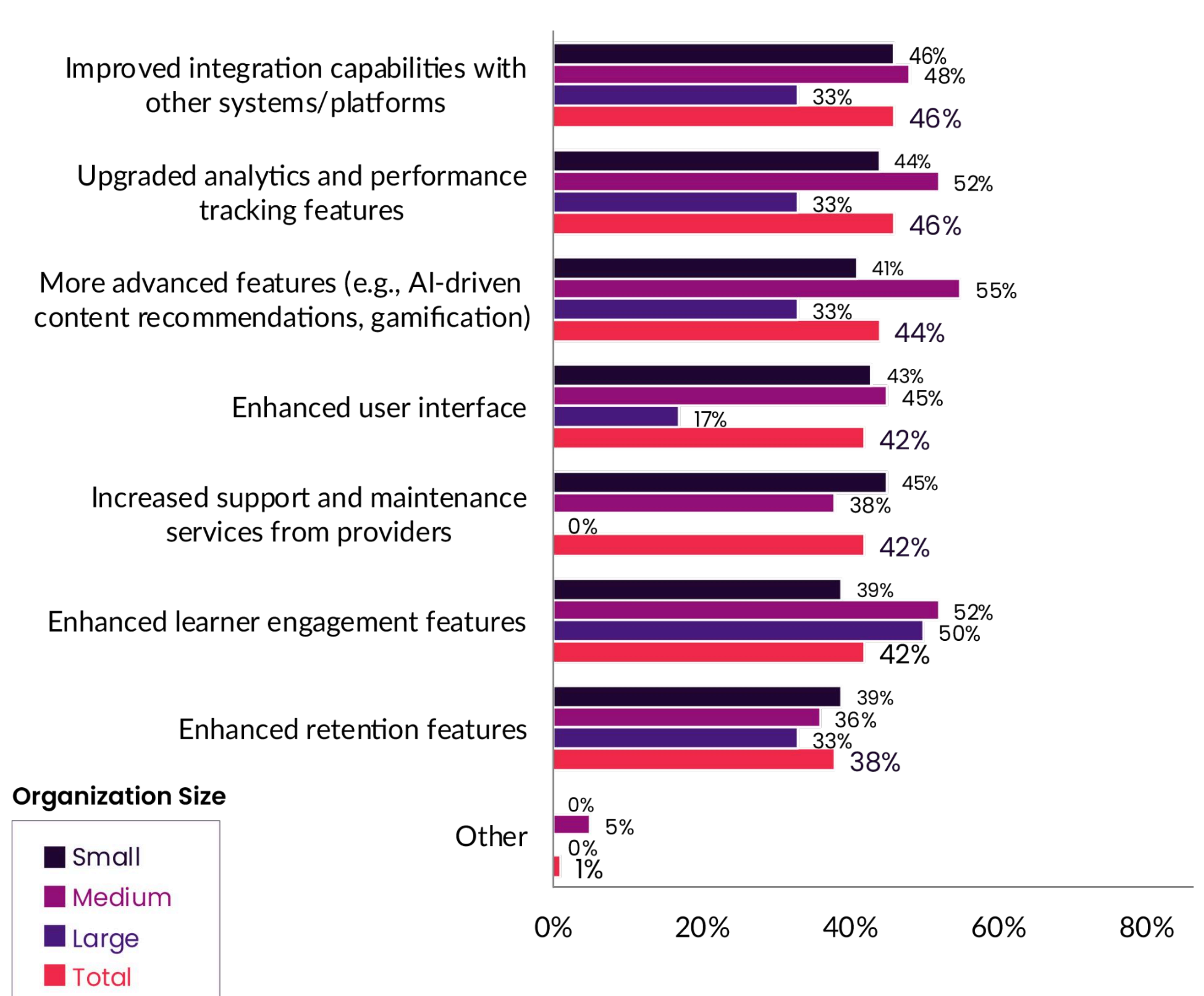
“I would like my learning solutions provider to incorporate personalized learning paths that adapt to individual progress and preferences.”

—SURVEY RESPONDENT

SERVICES AND TOOLS INTERESTED IN ADOPTING



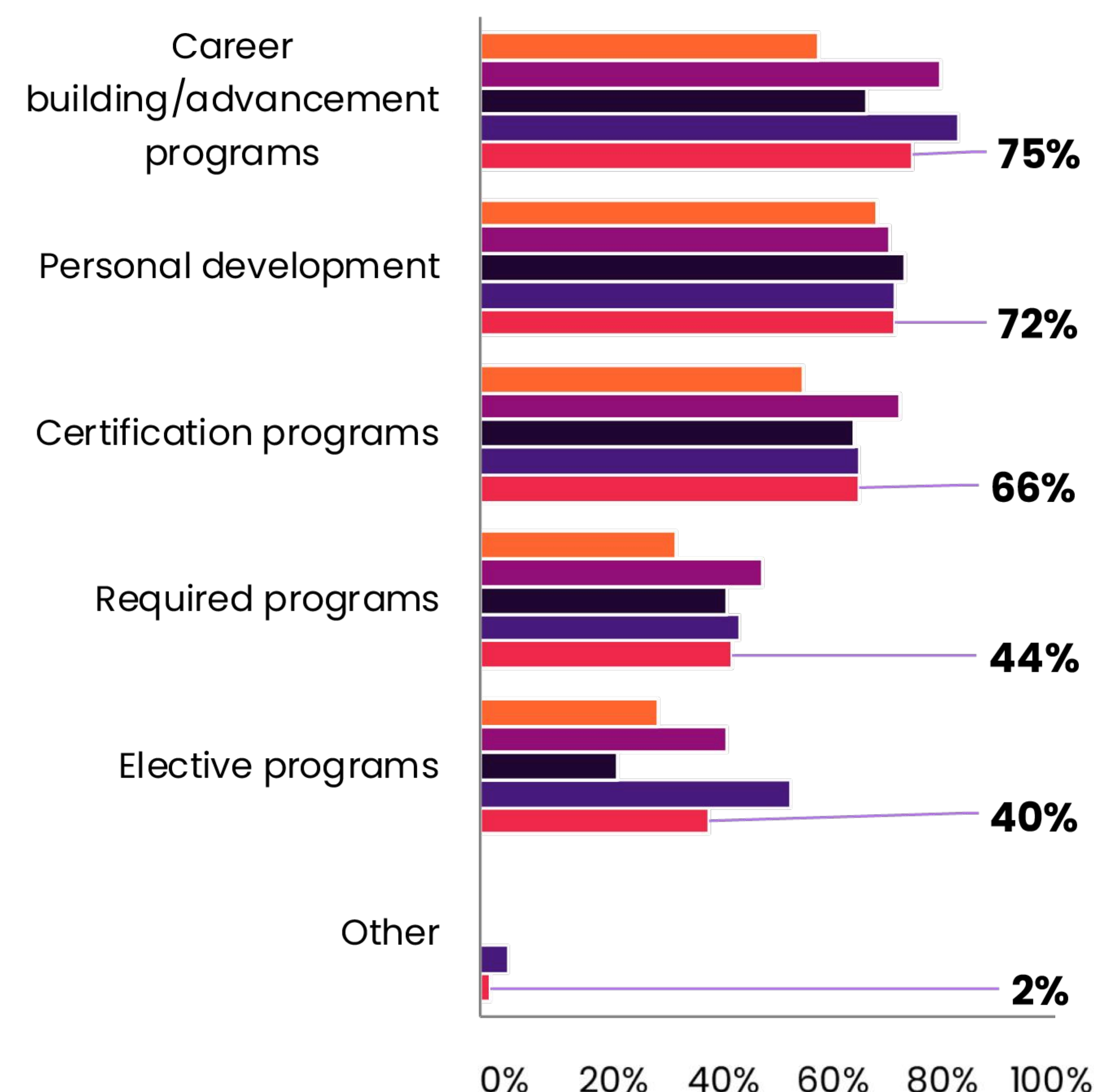
IMPROVEMENTS FOR CURRENT SERVICES



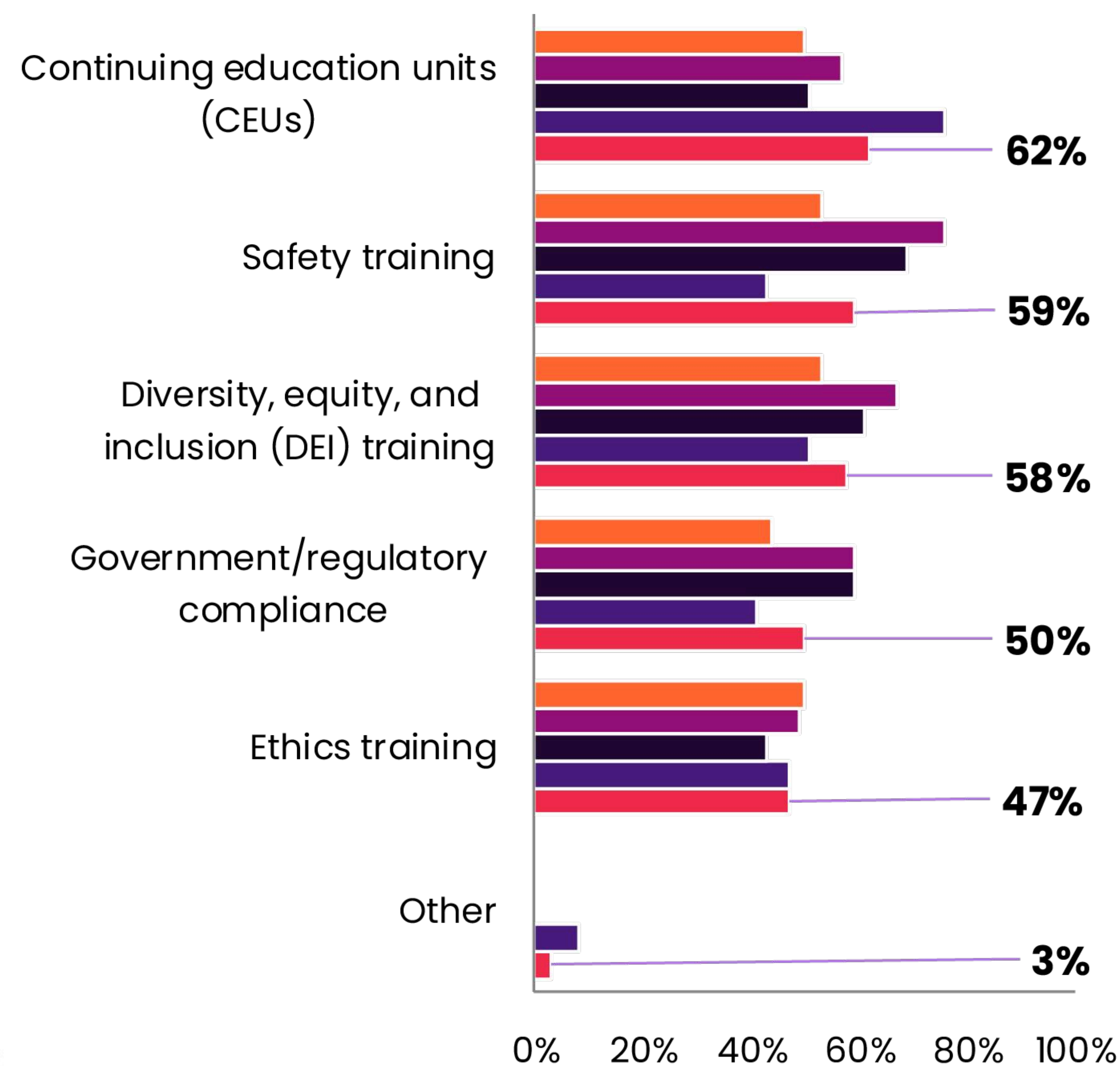
Local Requirements Shape Tech Needs

Local training requirements significantly shape technology needs. In the U.S., associations focus on continuing education units (CEUs). In the U.K., there is a strong emphasis on safety and equity measures. These varied compliance priorities lead associations to seek flexible technology solutions capable of adapting to local regulations and maintaining current content.

TYPES OF PROGRAMS OFFERED



TYPES OF TRAINING REQUIRED



ABOUT BOUNDLESS LEARNING™

A pioneer in the creation and implementation of tech-empowered education services for more than 30 years, Boundless Learning is leading the way in designing personalized learning experiences for higher education institutions, corporations, and associations. Serving approximately 17,000 learners in more than 150 countries, Boundless Learning has launched more than 450 online programs that boost access and create economic mobility around the world.

For more information about our innovative solutions, visit **boundlesslearning.com**

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