

Fast Facts: *[®]*

TO UNDERSTAND THE ASTRO LEARNER 5 KEY QUETSIONS WERE ASKED OF PARTICIPANTS AT KEY ASTRO MEETINGS, THE MEMBERSHIP SURVEY AND ASTRO ACADEMY USERS DURING 2018.



Print (48%) is the primary learning style across various learner profiles, followed by interactive (29%) and visual (14%). Consider including a print piece, article or takeaway when building your activity.

Employer type and meeting attendance play an important role in how learners access their educational content with live meetings still ruling the landscape in regard to access.



When accessing content we see a small difference where private practitioners use web-based, online and mobile/tablet methods. Private practice also stands out showing more interest to shorter video/online learning.

Age is a key influencer in how learners are accessing their education. Younger learners show greater preference for web-based and on-demand. Visual and interactive styles of learning also appeal more to younger generations.



How we design our future educational content will drive what learners want.

For more information on the ASTRO Learner Profile:

https://academy.astro.org/LearnerProfile

For questions or comments please contact education@astro.org.



This project started a little over a year ago (2018) as part of the process to develop a five year strategic plan for ASTRO's Education program.

This is in response to:

- A continually evolving education landscape.
- Providing for the future needs of ASTRO learners.
- Identifying ways to add value to ASTRO education.
- Understanding what motivates learners to pursue education beyond their board and licensure requirements.



When we started we had very preliminary data available that didn't provide a clear direction:

In 2017, when ASTRO Academy users were asked "what education activities are you most interested in seeing?

26% said more Journal Activities21% said Shorter Videos19% said Case Vignettes18% said Guidelines and White Papers16% said Interactive simulations

This was very preliminary data but showed us that there is still interest in what we currently offer as well as interest in new formats.

We needed to dig deeper and to tease out more specifics.



To do this we needed to conduct a thorough needs assessment to identify leaners needs, how and what they learn and what motivates them to learn

We asked:

- How do you access your educational content, either from ASTRO or other organizations? (Select all that apply)
- How much value do you find in the following education content delivery methods?
- In which of the following presentation styles would you like to receive your educational content? (Select all that apply)
- What is your primary learning style for educational content?
- In addition to CME and/or MOC, what motivates you to participate in educational activities?

By asking these questions in different ASTRO learning settings it has allowed us to create a picture of what our members truly want from their ASTRO education. This provides forward thinking that leads us to shape ASTRO Education for the future. Alone or together the following data points provide insight into future delivery of education at ASTRO as well as targeted knowledge of adult learning trends and needs.



We asked these five key questions as part of ASTRO meetings, membership survey and ASTRO Academy over the course of 2018. It was important to survey people in different settings as we know that this can influence their responses.



First, we looked at the overall ASTRO Learner:

- Majority survey respondents were Gen X, followed by Baby Boomers and then Millennials.
- 76% of respondents were radiation oncologist or residents, with 11% physicist and 13% other.
- When we asked what motivates learners to participate in educational activities beyond their licensure and board requirements the responses centered around patient care and <u>staying up to date</u> or current in their practice. Learners are focused on obtaining new knowledge and continued learning.



- Overall, learners access their education content in live meetings (69%) followed by webbased/online (48%) and then on demand (41%).
- Learners preferred presentation style is foremost interactive, followed by short and personalized to their needs.
- Majority of ASTRO learners primary learning style is print this did not matter, what generation, practice setting or how they accessed education.



We have started to look at the data from different perspectives – the first being employer type.

Overall the two groups are very similar with a few nuances:

- We see more millennials in the academic setting and more baby boomers in private practice.
- When accessing content we see a small difference where in addition to live meetings private practitioners use web-based, online and mobile/tablet methods as well.
- Private practice also stands out showing more interest to shorter video/online learning.
- This data makes since if we think about that there may be greater time constraints on private practice and/or community physicians.



We also looked at a learner profile based on ASTRO meeting attendance: For this data we compared all meeting attendees to anyone who had not attended a meeting during 2018. For the purposes of this profile the Online (Academy) users were excluded from the data set.

In general we see fewer Millennials and Residents attending meetings.



Interestingly, we still see 58 percent of ASTRO non-meeting attendance – still accessing their content through meetings. Just not necessarily ASTRO in 2018.

- There is increase of those who attend meetings to accessing content through their mobile or tablet devices.
- Non-meeting attendees like their information shorter and want "Ask the expert" formats.
- Non-meeting attendees also have a stronger preference for print as a primary learning style as compared to meeting attendees.



We also looked at the learner profile from the perspective of Age.

- Most residents are millennials, there are a few residents in the older generations.
- Also worth noting is there are fewer physicist in the millennial generation.



Overall across the different age groups, live meetings is still preferred to access content. There is a shift towards online, on demand, and mobile applications the younger the physician learner is.

Print remains the primary learning style. Again with visual and interactive styles of learning appearing more the younger generations.

Lastly – most learners still prefer the presentation styles to be interactive, short and personalized. Millennials show a stronger preference for "ask the expert" as presentation style when compared to other generations.

Summary

• Live meetings still rule the landscape in regard to access; webbased/online and on-demand are also important.

-ASTRO

- Print is the primary learning style across various learner profiles.
- Learners want content to be interactive, short and personalized.
- Employer type and meeting attendance play an important role in how learners access their educational content.
- Age will be a key influencer in how our learners are accessing and acquiring their education.
- How we design our future educational content will drive what our learners want.

ASTRO Learners access of content through live meetings mainly, or Online. They want content to be interactive, short and personized to their needs. Majority of Astro learners are print style learners. Where we do see younger learners leaning more towards visual and interactive as a learning style and moving away from print.

Consider including a print piece, article or takeaway when building your activity.