Shaking Up Traditional Training With lynda.com

SIGUCCS 2012
17 October 2012
What is lynda.com?

“lynda.com is an online subscription library that teaches the latest software tools and skills through high-quality instructional videos taught by recognized industry experts.”
Products
Academic Solutions

- **lyndaCampus**: Unrestricted web-based access to entire lynda.com library, authenticated via your existing school portal or IP network

- **lyndaPro**: For groups; includes administrative tools and reports for managing and assigning accounts

- **lyndaKiosk**: For campus labs or libraries; access content from designated workstations, with no logins or passwords required

- **lyndaClassroom**: Teacher chooses up to five courses for a designated time period.
What do you get?
› Unlimited access to courses on a wide variety of technology and disciplines
› Up-to-date content revised more often than books and manuals
› New courses added every week at no additional cost
› Access to instructors’ exercise files
› Closed captioning and searchable, time-coded transcripts

What are the benefits?
› Highest quality training at low cost
› Employees learn new skills and keep current skills up-to-date
› Better learning through rich media video
› Short, concise videos are easy to search, easy to understand
› Training from beginner to advanced

How does it work with your organization?
› Cloud solution—no downloaded content
› Web delivery works on all platforms—Mac, PC, and Linux
› Individual login credentials allow users to access training from anywhere

Metrics and reporting
› See usage details for your entire organization and individual users
› Track which courses get the most views from your users
› View how often users access lynda.com and what they’re viewing
› Access users’ certificates of completion
<table>
<thead>
<tr>
<th>Types of Courses</th>
<th>Software/Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>3D + Animation</td>
<td>Apple</td>
</tr>
<tr>
<td>Audio</td>
<td>Avid</td>
</tr>
<tr>
<td>Business</td>
<td>AutoDesk</td>
</tr>
<tr>
<td>Design</td>
<td>Blackboard</td>
</tr>
<tr>
<td>Developer</td>
<td>Facebook</td>
</tr>
<tr>
<td>Home Computing</td>
<td>Google</td>
</tr>
<tr>
<td>Photography</td>
<td>IBM, SPSS</td>
</tr>
<tr>
<td>Video + Motion</td>
<td>Open source</td>
</tr>
<tr>
<td>Web + Interactive</td>
<td>Microsoft</td>
</tr>
<tr>
<td>Adobe</td>
<td>Twitter</td>
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<tr>
<td>College/University</td>
<td>Presenter</td>
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<td>------------------------------------</td>
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</tr>
<tr>
<td>Indiana University</td>
<td>Carol Rhodes</td>
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<tr>
<td>Lafayette College</td>
<td>Courtney Bentley</td>
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<tr>
<td>Louisiana State University</td>
<td>Karen Sirman</td>
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<td>Oberlin College</td>
<td>Cindy Sanders</td>
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<td>Texas A&amp;M University</td>
<td>Elizabeth Wagnon</td>
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<tr>
<td>Vassar College</td>
<td>Chad Fust</td>
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<tr>
<td>Valparaiso University</td>
<td>Becky Klein</td>
</tr>
<tr>
<td>West Virginia University</td>
<td>Kathy Fletcher</td>
</tr>
</tbody>
</table>
Valparaiso University
Becky Klein
Manager of Client Services

- Private, coed, 4-year, residential, Lutheran
- Northwest Indiana, ~ 1 hour from Chicago
- 5 undergrad colleges offering >70 majors, plus over 40 masters’ programs in grad school & school of law
- 4000 students from over 50 countries
Pilar Domer, Training Specialist

“Being the only Training Specialist at our small university, I knew lynda.com was one of the best training resources available. I’d successfully relied upon it in the past to accelerate my knowledge of any new software. So when I was asked to create training sessions to accompany our recent migration to Google Apps for Education, I confidently knew where to go. The migration and training turned out to be a great success – lynda.com never let me down.”
Valpo’s Use of lynda.com

• lyndaCampus site license based on 5500 users
• Started out as IP authentication, later switched to CAS authentication
• Cross-departmental team helps strategize about marketing the service
  • Campus-wide emails
  • Blackboard instructor toolkit
  • MessageNet screens
  • FOCUS presentations
  • Bookmarks
  • Table tents
  • LibGuide
• Digital Media program, GS100 class
• Google Apps webinar
Valpo’s usage statistics, 7/11/11 to present

- July 2011: 419 users
  October 2012: 1,338 users

- Best months
  Most hours viewed = April 2012
  Most logins = September 2012

- Total logins = 4,736
  Average per user = 3.5

- Total hours viewed = 2,183.36
  Average per user = 1.63

- 290 certificates of completion

- Top users:
  - Most hours = 45.73
  - Most logins = 114
  - Most courses = 57
  - Most completions by a user = 10

- Top 5 courses:
  - Gmail Essential Training
  - LinkedIn Essential Training
  - Excel 2010 Power Shortcuts
  - Google Calendar Essential Training
  - iPhone and iPod touch iOS 5 Essential Training
Future Goals...

- Wordpress rollout
- Professional development
- Classroom incorporation
- Lunch & Learn
- Hybrid training sessions
- Goal: number of accounts at 50% of user base
- How to show the value of the subscription?
Indiana University includes nine campuses

110,000 students

Two main campuses administer IT Training to all campuses

Regional campuses have individual offices

All are University Information Technology Services
lynda.com Delivered to Eight IU Campuses Plus One IU/Purdue Campus

• Offered to students, faculty, staff, emeritus

• Exercise files are included

• Undergraduate students are by far the most active group

• Greatest usage is two main campuses; growing on smaller regional campuses

• Following data collected from eight IU campuses
## Metrics FY 2011–2012

<table>
<thead>
<tr>
<th>Role</th>
<th>Users</th>
<th>Logins</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number of All Users</td>
<td>Number</td>
</tr>
<tr>
<td>STUDENT</td>
<td>6,105</td>
<td>57%</td>
</tr>
<tr>
<td>FACULTY/ACADEMIC</td>
<td>955</td>
<td>9%</td>
</tr>
<tr>
<td>STAFF</td>
<td>3,718</td>
<td>34%</td>
</tr>
<tr>
<td><strong>Grand Totals</strong></td>
<td>10,778</td>
<td></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Role</th>
<th>Hours Viewed</th>
<th>Movie Views</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Hours</td>
<td>% of All Users</td>
</tr>
<tr>
<td>STUDENT</td>
<td>25,452</td>
<td>59%</td>
</tr>
<tr>
<td>FACULTY/ACADEMIC</td>
<td>3,379</td>
<td>8%</td>
</tr>
<tr>
<td>STAFF</td>
<td>14,098</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Grand Totals</strong></td>
<td>42,928</td>
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Comparison 2011 to 2012

<table>
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<tr>
<th></th>
<th>FY2011</th>
<th>FY2012</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unique Users</strong></td>
<td>9,693</td>
<td>10,864</td>
<td>+12.1%</td>
</tr>
<tr>
<td><strong>Logins</strong></td>
<td>88,388</td>
<td>83,564</td>
<td>-5.5%</td>
</tr>
<tr>
<td><strong>Movies Viewed</strong></td>
<td>468,241</td>
<td>559,843</td>
<td>+19.6%</td>
</tr>
</tbody>
</table>

- lynda.com numbers continue to be strong
- The number of unique users and movie views increased
- People are viewing more movies each time they log in compared to a year ago, indicated by rise in the other two and decrease in logins
- Usage speaks to the importance of this service in reaching many more people than with traditional workshops
Besides individual study, IT Training is teaching with lynda.com in various ways

- Hybrid learning courses
- Material and exercises from lynda.com
- “Guided lynda”? 
Lafayette College
Courtney Bentley
Director, Instructional Technology

- Private, residential
- 2300 students and 200 faculty
- Liberal arts and engineering
- Focus on Interdisciplinary
- ITS employs 32 full-time staff
Training Issue to Solve

- iTech provides training & documentation
- Majority of group sessions customized for academic courses or admin units
- One-on-one training to meet specific needs of person working on particular project
- Highly time intensive
In Comes lynda

- Started with limited seats
  - Time for staff (me) to coordinate
  - Users wanted flexibility of just-in-time

- lyndaCampus, April 2011
  - Shibboleth authentication/acct creation
Our Results

- Last 12 months:
  - 18% using lyndaCampus
  - 537 users with accounts
    - 35% facstaff, 65% student
  - 740 hours viewed
- Most popular: WordPress, Excel, AutoCAD
Future of lynda.lafayette

- Continue promotion/ increasing visibility
  - Hosting info table in student center
  - Publicly recognize staff
  - Promote as professional development
  - Work with faculty to add links for classes
Oberlin College

Cindy Sanders
Director of Client Services

- Small, private, residential
- College of Arts & Sciences (liberal arts) + Conservatory of Music
- 2800 students: 2200 College, 600 Con (175 double-degree)
- 900 faculty and staff
Training Situation

- No designated training staff
- Offered short courses
  - In Classroom setting
  - Word, Excel, FileMaker Pro, email
  - Generally, once initial training received, follow-on classes not well attended
- Offered One-On-One Training
  - Very few signed up
- Human Resources Dept. offered some courses to union members
  - Contracted with local vendor for onsite training
Summer 2001, procured 1-year unlimited license for lyndaCampus

Available 24x7 for Oberlin College personnel

No additional funding – paid for out of Center for Information Technology budget

Marketed highly: campus-wide email; info posted on website, Wiki, online newsletter, CIT Facebook, Twitter; posters & other materials placed throughout campus
Results

- Received several “appreciative” email responses to email introducing lyndaCampus

- Many created accounts quickly – mainly staff, some students, few faculty

- Then, number of logins and created accounts dropped off

- Additional marketing had little effect

- Could not justify cost to continue unlimited license
Present & Future

• Due to limited usage, dropped from lyndaCampus to lyndaPro for FY2012–2013
  • 30 licenses
  • Help Desk Manager is account Administrator

• At start of academic year, immediately beset by requests from professors to use licenses for classes

• Strong desire by many to return to unlimited lyndaCampus – if funding can be found!
Texas A&M University

Elizabeth J. Wagnon
Training Project Leader

- 50,000+ undergrads
- Open Access Labs (OAL) support 2500+/- computers across campus
- Labs employ 120+ student employees and 30+ full time staff
- Ongoing training for all staff is essential
- With a 24/7 environment, getting the right people into the right class was difficult.
The alliance with lynda.com was born from the necessity to provide technical training to the student employees on their time schedule.

Timeline:

<table>
<thead>
<tr>
<th>Jan ‘12</th>
<th>Feb ‘12</th>
<th>June ‘12</th>
<th>Sept ‘12</th>
<th>Oct ‘12</th>
</tr>
</thead>
<tbody>
<tr>
<td>License Agreement Signed</td>
<td>Began Work on Assessments</td>
<td>Testing on Student Leaders</td>
<td>Launch To All Student Employees</td>
<td>Ongoing Classes</td>
</tr>
</tbody>
</table>

As you can see, this is a fairly new project.
The Nuts and Bolts...

• Our agreement with lynda.com is a lyndaPro account with sixty (60) seats. Jane Foster was our lynda.com rep...she is WONDERFUL to work with.

• Any other division or department at TAMU can tag onto our agreement and receive the same volume pricing.

• These seats are reserved on a first come-first serve basis.

• As Administrator, I manage the seats. Each employee must have approval from their supervisor to take a class.
It’s All About the Advantage....

• Free, unlimited access to the 14,000+ titles lynda.com offers. *They only get paid to take our classes, however.

• Complete all requirements for a technical track (MS Office, Graphics, Web Development, Video Workstation), achieve “Expert” status and be designated as such.

• Employees who advance their technical knowledge are more valuable to OAL and will be paid accordingly.
What We Did Differently:

• Customized “our” classes by selecting the appropriate sections from multiple videos and combining them to reflect our environment.

• Created assessments to ensure retention of material.

• Each class has an instructor available to monitor progress, answer questions and oversee assessments.
Where Do We Go From Here?

Depends on the success, but so far we are pleased with the results.

More classes?
More seats?
Administering for other departments?
lynda.com Campus Agreement?
West Virginia U.
Kathy Fletcher
Manager of IT Training

- Public land-grant institution
- Research University (High Research Activity)
- Fall 2011 student enrollment: 29,617
- 5668 full-time employees + 847 part-time
- Office of Information Technology
  - Infrastructure, enterprise systems
  - Technical support for all colleges & units
Training Issue

- Limited resources
  - 5 IT staff teach workshops, < 2 FTE
  - Workshops scheduled once per term, 16 seats
  - Limited training lab availability on campus
  - Limited software installed in training labs

- Unsupported topics

- Insufficient demand for some topics

- Scheduling or location problems for attendees
lynda.com

• Annual subscription to lyndaPro multi-user accounts; manually create accounts as needed

• 2 weeks for employees; 1 week for students

• Users retain access until license needed

• Users can check out accounts multiple times

• Learning history retained

• Online form to request access

• Maintain additional checkout info in Excel
Results

• Minimal effort required for lending program
• Wait-lists are rare (80% same or next day)
• 32% more users; 42% more requests FY11 > FY12
• Surveyed 104 former/current users:
  • 32 responses
  • Rated lynda.com 4.59 for usefulness, 4.56 quality
  • Ability to pick specific topics within course, convenience, vast # of courses, easy to understand
Future Plans

- Stick with multi-user lyndaPro license plan
- Increased number of licenses to 20 for FY13
- Cannot justify lyndaCampus at this time
- No plans to add other licensed users on campus into our multi-user license
- Continue shorter loan period for students
Karen Sirman
Senior Manager, LSU IT Services
Senior Project Manager for Outreach, Emerging Technologies, Strategic Partnerships

- Located in Baton Rouge
- 29,549 students Fall 2012
- 14 academic colleges
- Approx. 5,000 faculty & staff
- Budget: $600M for 2012

ISSUE FOR IT: Budget, lack of resources for training
Current LSU IT Training

CLASSROOM

• START Program
  • Student Technical and Resource Training
  • Workshops offered at selected times
  • Free – In classroom

• Tech Talks
  • Held monthly
  • Technical staff invited

• Faculty Tech Talks
  • Bi-monthly
  • Faculty

24x7 ONLINE

• Microsoft IT Academy
  • Technical Microsoft Topics
  • Free - available 24x7

• Originally, NO end user training online, other than Microsoft, Apple, Adobe, and vendor sites

• lynda.com begun as a pilot in 2011 with 5000 licenses

• lyndaCampus now funded with Tech Fee dollars
LSU’s branding for online training: mySTART
### Feedback: Intended Usage

3. I plan to use mySTART online training materials for the purpose of enhancing my skill sets in order to:

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplement my coursework</td>
<td>64.2%</td>
<td>163</td>
</tr>
<tr>
<td>Teach an undergraduate class</td>
<td>16.1%</td>
<td>41</td>
</tr>
<tr>
<td>Teach a graduate class</td>
<td>8.3%</td>
<td>21</td>
</tr>
<tr>
<td>Do research</td>
<td>39.8%</td>
<td>101</td>
</tr>
<tr>
<td>Enhance my professional development</td>
<td>71.7%</td>
<td>182</td>
</tr>
<tr>
<td>Perform an administrative task</td>
<td>13.0%</td>
<td>33</td>
</tr>
<tr>
<td>Make myself more employable</td>
<td>57.9%</td>
<td>147</td>
</tr>
<tr>
<td>Prepare for a certification</td>
<td>12.6%</td>
<td>32</td>
</tr>
<tr>
<td>All of the above</td>
<td>5.1%</td>
<td>13</td>
</tr>
<tr>
<td>None of the above</td>
<td>0.0%</td>
<td>0</td>
</tr>
</tbody>
</table>

**Answered question:** 254

**Skipped question:** 0
### Month/Year | Total users with account | New accounts | Total users with log in | Total logins | Distinct courses viewed | Distinct movies viewed |
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Jan 2012</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Feb 2012</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Mar 2012</td>
<td>314</td>
<td>314</td>
<td>314</td>
<td>785</td>
<td>220</td>
<td>2,536</td>
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<tr>
<td>Apr 2012</td>
<td>463</td>
<td>149</td>
<td>250</td>
<td>762</td>
<td>248</td>
<td>2,982</td>
</tr>
<tr>
<td>May 2012</td>
<td>572</td>
<td>109</td>
<td>218</td>
<td>731</td>
<td>221</td>
<td>3,089</td>
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<tr>
<td>Jun 2012</td>
<td>732</td>
<td>160</td>
<td>271</td>
<td>1,174</td>
<td>249</td>
<td>3,701</td>
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<tr>
<td>Jul 2012</td>
<td>803</td>
<td>71</td>
<td>198</td>
<td>741</td>
<td>272</td>
<td>4,345</td>
</tr>
<tr>
<td>Aug 2012</td>
<td>1,040</td>
<td>237</td>
<td>398</td>
<td>1,287</td>
<td>275</td>
<td>3,823</td>
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<tr>
<td>Sep 2012</td>
<td>1,183</td>
<td>143</td>
<td>396</td>
<td>1,407</td>
<td>270</td>
<td>3,502</td>
</tr>
<tr>
<td>Oct 2012</td>
<td>1,204</td>
<td>21</td>
<td>113</td>
<td>227</td>
<td>95</td>
<td>753</td>
</tr>
</tbody>
</table>

### Total for 8 results

<table>
<thead>
<tr>
<th>Total for 8 results</th>
<th>Total users with account</th>
<th>New accounts</th>
<th>Total users with log in</th>
<th>Total logins</th>
<th>Distinct courses viewed</th>
<th>Distinct movies viewed</th>
<th>Total views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total (sum)</td>
<td>-</td>
<td>1,204</td>
<td>-</td>
<td>7,114</td>
<td>-</td>
<td>-</td>
<td>44,038</td>
</tr>
<tr>
<td>Total (average)</td>
<td>789</td>
<td>150.5</td>
<td>269.8</td>
<td>892.3</td>
<td>231.3</td>
<td>3,091.4</td>
<td>5,504.8</td>
</tr>
</tbody>
</table>
Future – For LSU

- LSU Budget tenuous...midyear cuts?
- Funding through Tech Fee secure?
- Must justify each year...BEGIN NOW!
Vassar College
Chad Fust
Technology Training Coordinator

- Private Liberal Arts College in Poughkeepsie, NY
- 2400 students, all undergrad
- 290 faculty
- 950 full-time employees
- 40 employees in formal IT Department: Computing and Information Services (CIS)
Our Training Issues

• Our web-based training solution at the time was not updated frequently enough

• Users desired more in-depth training on a variety of complex software

• They didn’t want to “waste my time”

• There’s only one of me!
What We Did

Pilot Program

• Gave CIS employees access to lynda.com
• Suggested lynda.com to users who were interested in further training
• Bought campus-wide license
• Pushed lynda.com at CIS events (and our Google Apps rollout!)
• Continued suggesting it to busy users
The Story So Far

For YTD 2012:

Total Users: 335 (9.2% of campus community)

Total Hours Viewed: 638

Average hours viewed per user: 3

Most popular courses (by number of users): Gmail, Google Calendar, Excel
Future of lynda.com at Vassar

- Formal lynda.com announcement, publicity, and rollout
- Incorporation into professional development program (including development days?)
- Inclusion in new employee info packet
- Study: is lyndaCampus worthwhile/cost-effective?
<table>
<thead>
<tr>
<th>Institution</th>
<th>Name</th>
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<td><a href="mailto:csrhodes@indiana.edu">csrhodes@indiana.edu</a></td>
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