Upgrading from Lynda.com to LinkedIn Learning

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Executive Summary

Our team consists of Annie Sun, a Senior Ambassador representing LinkedIn Learning at the University of Toronto, and a few talented and dedicated Junior Ambassadors, namely Ali Khan and Heather Ngo. We strongly believe in the core foundations of the LinkedIn Ambassador Program: to lead on campus by self-starting a diverse array of initiatives that leverage the LinkedIn Learning platform. This opportunity continually encourages us to learn as we work while also enhancing our various skill sets along the ambassadorship journey.

In order to support over 40 higher education institutions throughout Ontario in their process of effectively transitioning from the Lynda.com course platform to LinkedIn Learning, the LinkedIn Customer Success Team must propose a quick growth strategy that considers both the universities' institutional and departmental levels to effectively appeal to students. Main issues that should be mitigated are management concerns regarding change, lack of LinkedIn Learning and Lynda.com student awareness, and gaining the necessary departmental support from institutions. The main mission is to communicate to students the switch to LinkedIn Learning, their free access to the platform, and the immense professional and personal benefits students reap from taking courses. An effective project proposal should address these goals, consider expected challenges, and detail the needed resources and communication processes required to communicate the platform transition.

Project Plan: Our Solution

While our project plan specifically features the University of Toronto to model the intended marketing and communication plans, the solutions are consistent regardless of the educational institution. On two levels, institutionally and departmentally, the plan targets the career centers, registrars, and residences of the educational institutions to communicate to students the transition from Lynda.com to LinkedIn Learning. By focusing on a top-down approach, we will ensure that there are consistent marketing efforts across the school and we will garner additional student interest by supplementing our plan with department-specific marketing initiatives.

LinkedIn Learning Passport

We hope to initiate a LinkedIn Learning "Passport" activity that can be distributed at specific, LinkedIn booths at the beginning of the academic year to encourage students to begin new courses. Each course that is completed will be recognized on the student's LinkedIn profile as well as the student's passport. Once the student completes four courses, they are eligible for a Co-Curricular Record (CCR) credit, which goes towards their official university record. In terms of the department style advertising, we plan to market relevant and targeted courses by using LinkedIn data analytics to identify the top "sought after" and "in-demand" skills that are relevant to the industries students have shown interest in.

Figure 1.1 LinkedIn Learning Passport Design

in LEARNING

PASSPORT PROGRAM

CCR APPROVED · BUILD YOUR EXPERIENCE · TELL YOUR STORY ·

Your gateway to free CCR!

UNIVERSITY OF TORONTO

PASSPORT PROGRAM

WHAT IS THE PASSPORT PROGRAM ABOUT?

A whole new way to earn free CCR! **Complete 4 courses on LinkedIn Learning** to get CCR credit. Get ready take your career to the next level.

HOW CAN I AVAIL THIS INCREDIBLE OPPORTUNITY?

Log on to : uoft.me/LLpassportprogram

THERE ARE MORE THAN 12,000+ COURSES AVAILABLE ON LINKEDIN LEARNING. WHICH ONE'S THE BEST FOR ME?

That is a great question! The University has taken the initiative to send out **newsletters with regards to useful courses that students can complete in respective to their program of study or interest**. Don't forget to sign up for the newsletter and check your email!

UNIVERSITY OF TORONTO

CREATE YOUR OWN CHART

COURSE 1	COURSE 2
COURSE 3	COURSE 4

Faculty

For the departmentalized scope, skill-focused posters about specific programs such as Rotman Commerce or Computer Science could be created and advertised to the respective students through student groups, program mailing list, and program bulletin board. This will provide an opportunity to reach all students regardless of how active they are in extracurricular activities on campus. As well, these courses and advertisements will consider students who rely heavily on technology and those who prefer gaining their information from paper printed posters. Specific courses for students in the commerce department include videos on Microsoft Office 365 applications, leadership, and Google Ads and digital advertising. Alternatively, for computer science departments, students will benefit from courses on JavaScript, Python, and many other pertinent coding related skills.

Figure 1.2 Department Emails – Commerce and Computer Science

College

LinkedIn Learning is not only for gaining academic or professional skills but it also provides opportunities for students to explore their passions and interests. This means an opportunity to collaborate with a non-academic oriented campus partner such as the Colleges of the Faculty of Arts & Science at the University. New College, for example, has a Residence Academic Programmer (RAP) team in the Office of Residence & Student Life who are responsible for holding sessions for their residents in themes varying from crafts to motivation and study tips. Potentially collaborating with the RAPs could give LinkedIn a chance to bring in a speaker who can speak to residents about how

LinkedIn Learning can be used not only to gain skills academically and professional but also explore recreational activities such as photography and blogging.

Figure 1.3 New College Personal Skills Poster Design

Financial Projections

The solution currently being offered strives to find an appropriate balance between advertisement at low cost and no cost. LinkedIn Learning Booths at Orientation events and club fairs will require a financial subsidy for the LinkedIn related products (pens, notepads, and other potential goods) that could be passed out to students who join LinkedIn Learning or LinkedIn on the spot. This could be provided by the LinkedIn Head Office or purchased by the team and later reimbursed. The newsletter publication and routine emails that are sent to all staff, faculty, and students of the institution should not come at extra cost. A forecast of $500 is estimated to be used.

The LinkedIn Learning "Passport" program will not have an additional cost because the program will be initiated and monitored electronically. The collaboration with Co-Curricular Record should not require any financial investment. The departmentalized advertisement will require a low financial subsidy for the paper printed posters that will go up on bulletin boards and various program walls. Advertising through the student group and program mailing list should not be at additional cost. Collaborating with one of the Colleges to hold an event should come at a low cost even if some food and snacks are provided for the attendees. In consideration to the collaborative aspect of hosting these events this cost could be split between the team from the respective College (i.e. Residence Academic Programmer team from New College) and the marketing team of LinkedIn at the University. A forecast of $100 is estimated to be used per event.

In whole, this marketing plan forecasts a financial projection of $600 total.