**Recommendation to Renew Norco College's Subscription
to Lynda.com through lyndaCampus**
Submitted by the Technology Committee

Background

For the academic year 2016-2017, Norco College purchased a lyndaCampus subscription to provide all Norco College students with 24/7 access to Lynda.com, an online technology and business skills training resource used by many other educational institutions for its students as a resource. Prior to the campus-wide subscription, the Business, Engineering, and Information Technology (BEIT) academic department has been the sole subscriber to Lynda.com providing access to its department faculty and students through stand-alone licenses and lab kiosks. The college purchased the subscription in response to the college's goals of making technology a priority through training and support for faculty, staff, and students (Technology Plan Goal No. 1), strengthening student learning (Strategic Planning Goal No. 5), and strengthening its commitment to its employees (Strategic Planning Goal No. 7). Since then, Lynda.com has become a free resource for faculty and staff through the state chancellor's office but the offer was not extended to students. The Technology Committee is aware that the goal of offering technology training and strengthening student learning are still goals of the college through its Technology Strategic Plan and therefore still identifies the need for resources such as Lynda.com for students. Lynda.com courses and videos have been used for various purposes such as course supplemental content in various disciplines, and even lab activities for some disciplines in the BEIT department.

Committee Evaluation

During the Spring 2017 semester, the Technology Committee conducted a survey to evaluate student user satisfaction. A total of 49 valid responses were received. Results showed high satisfaction rates on the usefulness, convenience, and quality of the courses in Lynda.com with at least over 80% of respondents selecting 4 or 5 on a five-point scale in each question. Additionally, comments described Lynda.com as "fantastic," "a phenomenal resource" and "a tremendous value." One user liked that Lynda.com is "a great resource to equip me in meeting my career goals." The complete quantitative results of the survey are shown in Table 1.

Table 1
Lynda.com User Satisfaction Survey Spring 2017 (in percentages)

Question	1	2	3	4	5
On a scale of one to five, …					
How useful was it? Did it meet your needs?	8.33	2.08	8.33	4.17	77.08
How convenient was it to use the service?	6.25	0.00	6.25	10.42	77.08

How would you rate the quality of the course(s) you took?	6.25	0.00	14.58	12.50	66.67
How likely are you to use it again?	10.42	0.00	8.33	6.25	75.00

As of April 19, 2017, Lynda.com has 3,119 active student users, a 101% increase from the 1,550 active student users of Lynda.com reported in Fall 2014.

Lynda.com offers many courses in technology software, hardware and business skills. Over 450 courses were viewed by Norco College users such as Microsoft Office (top 16/20 courses were Microsoft Office products), Photoshop, AutoCAD, Java, Photography, Programming, Windows 7 & 8, Job Hunting Online, Setting Up Your Small Business as a Legal Entity, ProTools, and more. Based on data from the 2016 Annual Technology Survey, students were interested in tutorials on Microsoft Office, Photoshop, C++, AutoCAD, Coding, Gaming software and more.

The technology committee agrees that our subscription to lyndaCampus needs to focus its outreach specifically to students and widen the marketing efforts to reach more students to encourage them to use Lynda.com. The new LinkedIn partnership with Lynda.com could be a valuable benefit to students. The committee sees potential in using Lynda.com as an exploration tool where students can take control of their own learning and apply the skills they learned in their classes beyond the classroom. The committee has begun a partnership with the Learning Resource Center to be the home of Lynda.com awareness and support for students. This is in the early stages and the committee hopes that if the subscription is renewed to build upon the subscriber base to increase student success at Norco College in line with the Completion Initiative.

Related Costs

The subscription fee for lyndaCampus is based on college FTE of students. At our current FTE level, the standard price is $25,000 per year.

Recommendation

With a considerably favorable outlook, the committee recommends that the college fund the Lynda.com on an annual basis for students. The technology committee will continue to evaluate the effectiveness of the resource as it helps the college fulfill its mission and achieve its goals for student success and learning.