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

Background

For the academic year 2014-2015, Norco College purchased a lyndaCampus subscription to provide the entire campus community with 24/7 access to lynda.com, an online technology and business skills training resource used by many other educational institutions and businesses for employee professional development. Prior to the campus-wide subscription, the Business, Engineering, and Information Technology (BEIT) academic department had 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 courses and videos have been used for various purposes such as employee professional development, course supplemental content in various disciplines, and even lab activities for some disciplines in the School of STEM.

Committee Evaluation

During the Spring 2018 semester, the Technology Committee conducted a survey to evaluate user satisfaction for students. Year over year, the results have shown 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 "very helpful" and "vital to my life." One user wrote, "It is the best tool I have ever used. The courses are so helpful. It helped me succeed in my classes. Before I took any computer programming and music classes, I watched a few videos on Lynda. So when I started the classes I already had a good idea of what was going on. Extremely helpful." Results of the survey are shown in Table 1.

Table 1
lynda.com User Satisfaction Survey 2018 (in percentages)

Question	1	2	3	4	5
On a scale of one to five, …					
How useful was it? Did it meet your needs?	9.5	0.0	14.3	14.3	61.9
How convenient was it to use the service?	10.0	5.0	5.0	5.0	75.0
How would you rate the quality of the course(s) you took?	0.0	4.7	9.5	4.7	80.9
How likely are you to use it again?	9.5	0.0	14.2	0.0	76.1

As of May 1, 2018, lynda.com has 3463 active users. The breakdown is:

- Staff: 75 = 2%
- Students: 3274 = 94%
- Full Time Faculty: 51 = 2%
- Part Time Faculty: 59 = 2%

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 (especially Excel), Adobe Photoshop CC 2017/2018 (7 of the top 20 courses were related to Photoshop), SOLIDWORKS, Adobe After Effects, Photography, HTML, animation, AutoCAD, Job Hunting Online, Setting Up Your Small Business as a Legal Entity, ProTools, and more. Based on data from the 2018 Annual Technology Survey, faculty, staff, and students were interested in tutorials on Adobe Creative Cloud (which includes Illustrator, Photoshop, InDesign, DreamWeaver, etc.), Microsoft Office 365, programming, web development, AutoCAD, game development, music industry studies, and more.

The Technology Committee agrees that our subscription to lyndaCampus needs more than one year for the institution to develop a culture of using the application as a resource. Aside from being a technology and business skills resource, 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. Similarly, Norco College employees can use lynda.com as a reliable lifelong learning resource where they can continuously update their technological proficiency in various applications and learn other skills in the process.

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. We currently have a quoted price of $22,500 per year for a contract agreement of two years commencing July 1, 2018 and ending June 30, 2019.

Recommendation

With a considerably favorable outlook, the committee recommends that the college fund the annual contract of lynda.com and institutionalizes the resource by providing a recurring budget for the annual renewal cost. Also, with an institutionalized resource, recent legislation (AB 2558) may help the college secure funding for the annual renewal costs. The technology committee will continue to evaluate the effectiveness of the resource as it helps the college fulfill its mission and achieve its goals.