

## Lynda.com Online Technology Training – Technology Fee Proposal

### Proposer:

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### Sponsoring Organization(s):

IT Training Committee  
Office of Academic Technology

### Goals/Objectives:

- To make 24/7/365 online technology training available to all students, faculty and staff
- To add relevant, up-to-date, complementary training for use by students and faculty to assist classroom pedagogy
- To provide a course curriculum for web professionals on campus, so as to ultimately create a better web presence for the UF community

The goal of this service is to make online technology training available to all students, faculty and staff. The service will complement technology curriculum with relevant, up-to-date, all without requiring any additional cost to the student. This will ensure all users are getting the absolute latest training on a wide variety of information technology and web development topics – an offering not currently available. Of course, users do not have to be assigned a technology course in order to access this training material, as it is available 24/7/365 and is accessed via GatorLink. This training is meant to improve upon the formerly available online learning NETg program, discontinued in 2008.

### Project Description:

Lynda.com provides access to high-quality online video instruction and hands-on exercises on a wide variety of topics, including “in-depth Adobe instruction, as well as comprehensive training on Microsoft Office, open source software, Macintosh applications, multimedia, web design, programming, and more”<sup>1</sup>. Exercise files are included for users to work along with the instruction.

Because of the ubiquitous nature of some of the software instruction Lynda.com provides, this training has the potential to reach a larger percentage of students, faculty and staff than ever reached before with online training services. Instructors will be able specifically assign videos relating to programming and web design and development as helpful supplementary material to existing courses. As an example, when Dr. David Carlson, Director of the Center for Media Innovation and Research was told of the possibility of this offering and was asked if he'd use it in his classes, he responded enthusiastically: "Absolutely. I'd use it myself, too."

The Indiana University Lynda.com Online Training Pilot (Fall of 2009) found that 97% of users rated the service as “Very Good” or “Good.” The overall quality rating question on the survey had a Likert scale score of 4.75 (out of 5). These results greatly exceeded their expectations and they approved to extend the pilot through the end of the school year.

Lynda.com utilizes and supports Shibboleth, allowing users to login and authenticate using UF credentials. The implementation of Shibboleth would comprise the total of Lynda.com implementation and overall management, as the service is hosted by Lynda.com and would not require any maintenance by UF staff. Operationally, the Lynda.com agreement uses the University's reported FTE to establish an equal number of User profiles (that can be created) and can use the system. It would be unexpected to have more user profiles created than there are FTE reported. Instructors will be able specifically assign videos relating to programming and web design and development as helpful supplementary material to existing courses.

**Assessment Plan:**

While this program is in place, we intend to measure the usage patterns to see how many people use the system and how much of the individual courses they complete. Overall traffic and usage patterns will be compared to our current Microsoft IT Academy Training and our previously implemented NetG service. We will also administer a survey to gauge user satisfaction, similar to Indiana University. This survey will be available to users on the Shibboleth login screen.

**Sustainability:**

This project will be financially supported after the first year by University of Florida's Office of Academic Technology, assuming the measured outcomes are sufficient.

**Budget:**

The annual fee to establish unlimited access to Lynda.com Online Training Library services on a 24/7/365 basis by all Staff, Faculty, and Students (users) of the University of Florida would be ~\$126,727.50. This fee is based on standard pricing of \$2.50 per FTE. The annual fee can fluctuate due to increases and decreases in our reported FTE.

The FTE must be established prior to each year's subscription. The basis of the FTE is obtained from University of Florida reported IPEDS statistics to the IES National Center for Educational Statistics within the US Department of Education Institute of Educational Sciences. Their web site is: <http://nces.ed.gov/globallocator/>. FTE enrollment is 50,691 based on enrollment data from Fall 2009.

**Technology Fee Concept Paper Proposal Template Sponsor Signature Form**

**Title:**

Lynda.com Online Technology Training

**Proposer's Name:**

**Bruce Floyd**

**Note: By signing this form the sponsor is making a commitment to support the project if selected for submission of a full proposal. This may include providing startup or recurring resources, but at this time no specific commitments are made.**

**Signature of sponsor: College Dean, or Unit Director, or VP for Student Affairs.**

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**Name and Title**

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**Date**

**Note: By signing this form the UF IT unit is making a commitment to manage the project if selected for submission of a full proposal. This may include providing startup or recurring resources, but at this time no specific commitments are made.**

**Signature of managing unit administrator:**

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**Name and Title**

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**Date**