

lynda.com

Seth Hartman

User Interface and User
Experience Designer

srhartman@ou.com

(405) 325 3487

Janea Triplett-Newell, PhD, MBA

Assistant Professor, Management
Information Systems

Michael F. Price College of
Business

jtriplett@ou.edu



What is lynda.com?

- lynda.com is an online learning company that helps anyone learn software, design, and business skills to achieve their personal and professional goals. With a lynda.com subscription, members **receive unlimited access to a vast library of high quality, current, and engaging video tutorials.**

lynda.com

- Over 3 Million Users
- Spectrum + Accel Partners investment in Jan 2013
 - (Investors behind Dropbox, Facebook, Ancestry.com)
- Over 400 lyndaCampus clients
- 7 out of 8 Ivy league universities
- 2,000+ courses, 8,000+ hours of content, 100,000+ videos

lynda.com Courses and Hours of Learning



Subject	Courses	Hours
CAD and 3D Animation	225	930
Video	297	990
Photography	285	968
Audio	119	408
Business	460	1,461
Design	377	1,886
Developer	284	1040
Web	237	970
Education	26	100
Total	2,328	8,800

Top 20 Viewed Courses by lyndaCampus Users



#	Course Title	Subject
1	Excel 2010 Essential Training	Business
2	Photoshop CS6 Essential Training	Photography
3	InDesign CS6 Essential Training	Design
4	HTML Essential Training	Web
5	Illustrator CS6 Essential Training	Design
6	Word 2010 Essential Training	Business
7	Access 2010 Essential Training	Business
8	Premiere Pro CS6 Essential Training	Video
9	Photoshop CS6 One-on-One: Fundamentals	Design
10	JavaScript Essential Training	Developer
11	PowerPoint 2010 Essential Training	Business
12	WordPress Essential Training	Web
13	Java Essential Training	Developer
14	Illustrator CS6 One-on-One: Fundamentals	Design
15	C/C++ Essential Training	Developer
16	PHP with MySQL Essential Training (2007)	Developer
17	Foundations of Programming: Fundamentals	Developer
18	Foundations of Photography: Exposure	Photography
19	Flash Professional CS6 Essential Training	Web
20	Dreamweaver CS6 Essential Training	Web

Mobile & Offline Learning

- iOS App
 - iPhone and iPad apps now allow course downloads for offline viewing
- Mobile Site
 - m.lynda.com
 - Android / iPhone

Flexible Authentication Options/Integration

- IP Authentication
- Integration into D2L
- CAS
- SAML: Single Sign On (SSO) integration
 - Integration for OU 4+4 , which means you won't have to create a separate account

Assign playlists!



Playlists (9)

ARCH: Intro to Architecture 101 Edit Share

Add description...

Priority	Preview	Course	Progress	Remaining	Remove
1		Migrating from AutoCAD to Revit	0%	2h 18m	
2		AutoCAD 2014 New Features	0%	2h 4m	

My playlist (8)
 HR: Professional ... (7)
 PHOTO: Intro to P... (11)
 ARCH: Intro to Arc... (9)
 For All Teachers a... (28)
 For All Teachers a... (34)
 HR: New Employees (9)



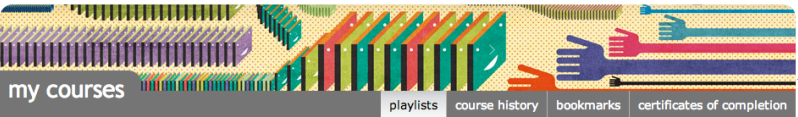
Playlists (9)

PHOTO: Intro to Photography 101 Edit Share

Add description...

Priority	Preview	Course	Progress	Remaining	Remove
1		Foundations of Photography: Macro and Close-Up	0%	4h 14m	
2		Photoshop CS6 for Photographers	0%	12h 20m	

My playlist (8)
 HR: Professional ... (7)
 PHOTO: Intro to P... (11)
 ARCH: Intro to Arc... (9)
 For All Teachers a... (28)
 For All Teachers a... (34)
 HR: New Employees (9)



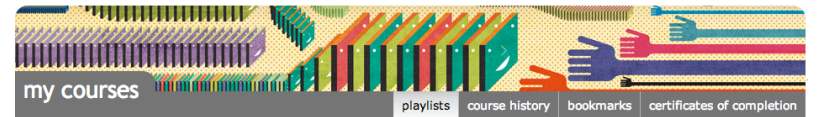
Playlists (9)

Business/Communication Department Edit Share

Add description...

Priority	Preview	Course	Progress	Remaining	Remove
1		Word 2010 Essential Training	0%	8h 3m	
2		Excel 2010 Essential Training	1%	6h 27m	
3		Managing Your Career	0%	41m 14s	

My playlist (8)
 HR: Professional ... (7)
 PHOTO: Intro to P... (11)
 ARCH: Intro to Arc... (9)
 For All Teachers a... (28)
 For All Teachers a... (34)
 Business/Commu... (10)
 Spencers Playlist (12)
 Science (1)



Playlists (9)

HR: Professional Development Edit Share

Add description...

Priority	Preview	Course	Progress	Remaining	Remove
1		Enhancing Your Productivity	0%	45m 40s	
2		Managing Your Career	0%	41m 14s	
3		Achieving Your Goals	0%	25m 25s	

My playlist (8)
 HR: Professional ... (7)
 PHOTO: Intro to P... (11)
 ARCH: Intro to Arc... (9)
 For All Teachers a... (28)
 For All Teachers a... (34)
 HR: Professional ... (10)
 Spencers Playlist (12)
 Science (1)

Track progress and pull specific reporting


Hi, Garrick | products | new courses | support | my account | administration | log out

lynda.com | Subject | Software | Author | My courses | What would you like to learn? | search

Administration | Home | Reports | Users | Groups | Settings

Select report

- Total usage summary**
Shows the total users, logins, and usage for your account within the start and end dates selected.
- Individual usage summary**
View how much each of your users are using lynda.com by tracking the number of courses viewed, and how much time they spend training.
- Individual usage detail**
See what courses each person viewed.
- Certificate of completion**
See what courses were completed. View or print certificates.
- IP video history**
See a list of courses viewed from each of the IP addresses associated with your account.
- Course ranking summary**
Find out which of the courses viewed by your users had the most views and completion rates.
- Video ranking summary**
Find out which videos were watched the most.
- User list**
View all your users, and how often and last time they accessed lynda.com.
- Computer setup**
See the operating system, browser, media player, and IP address that a person used to log in to lynda.com.









[Working with reports](#)

Hi, Garrick | products | new courses | support | my account | administration | log out





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Administration | Home | Reports | Users | Groups | Settings

Tasks

-  **View reports**
Generate, view, and save reports.
-  **Manage users**
View user profile and give and remove access.
-  **Upload users**
Add users to your account individually or in bulk.
-  **Manage groups**
Create groups and subgroups, then add users and administrators.
-  **Settings**
Customize attributes, download templates, and set time zones.
-  **Resource center**
Find resources to spread the word and get help with your account.

Help

- 
[How to manage groups](#)
6/14/2013
- 
[How to manage users](#)
6/14/2013
- 
[Working with reports](#)
6/14/2013
- 
[How to create and assign playlists](#)
8/09/2013

Administrator tools

- [Download course data](#)

Upload Certificates To LinkedIn

Hi, Brendan My account Administration Support Log out

lynda.com Subject Software Author My courses What would you like to learn? Search







lynda.com » my courses » certificates of completion

certificates of completion

playlists course history recommended bookmarks certificates of completion

Now you can check your progress in a course on the course history page.

results 1-6 of 6

certificates of completion	completed		
 The Creative Spark: James White, Visual Artist and Designer released: 11/2013 24m 31s James White	Dec 23, 2013	view/print	share
 Foundations of Photography: Lenses released: 02/2011 2h 32m Ben Long	Dec 13, 2013	view/print	share
 Financial Literacy: Making Investment Decisions released: 11/2013 56m 29s Rudolph Rosenberg	Dec 13, 2013	view/print	share
 Photography 101 released: 03/2012 2h 9m Joseph Linaschke	Dec 12, 2013	view/print	share
 Foundations of Photography: Exposure released: 12/2010 3h 24m Ben Long	Sep 30, 2013	view/print	share
 Tony Cruz's iPhone Surf Photography: Start to Finish released: 06/2013 7m 22s	Jun 21, 2013	view/print	share

Certifications

Illustrator CS6 Essential Training
lynda.com, License BF0125
March 2013 – Present

Illustrator CS5 One-on-One: Fundamentals
lynda.com, License 83D80A
May 2011 – Present

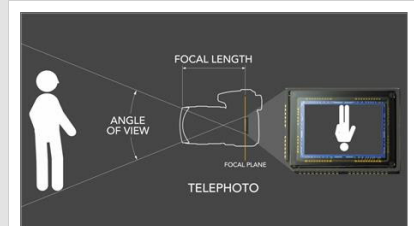
Illustrator CS5 One-on-One: Advanced
lynda.com, License 92F57C
May 2011 – Present

lynda.com



Congratulations on finishing your course!

Want to show your LinkedIn connections what you accomplished? Post your new lynda.com certificate of completion to the Certifications section of your LinkedIn profile. Just click the **Add to profile** button below. Click the **Course feedback** button to let lynda.com know what you thought of the course.



Foundations of Photography: Lenses

Completed December 13, 2013

[Add to profile](#)

[Course feedback](#)

Why LyndaCampus?

- Most cost-effective solution Lynda.com offers
- Seamless integration & authentication methods
- Content for all students, faculty, and staff (professional development, curriculum resource, IT help desk support, 24/7 on-demand answers and problem solving)
- Enrollment in our client services program for personalized implementation planning, marketing, rollout, promotion, and ongoing support
- Extensive metrics and reporting
- Ability to assign playlists and optimized product functionality for a University

What sets lynda.com apart?

- Depth and breadth of content.
- Hours of content available vs. number of courses
- Speed to Market (6-8 courses per week)
- Nine content areas: Ability to support the needs of all curriculum areas across a campus community
- Speed to Market: [lynda.com](https://www.lynda.com) produces all our content in house, which allows for a quick turn around on release. 6-8 courses added every week, 400 courses over the annual subscription.
- Over 200 authors: We work with the most engaging, and well known authors/trainers in the industry.
- High quality service support through client services
- IT help support 7 days a week

To name a few LyndaCampus clients...



Roadmap



- International
 - Acquisition of Video 2 Brain: 6 languages

- Content
 - Academic expansion: more Ed-Tech content
 - Expansion of Business Skill (soft skill) courses
 - More content faster speed to market

- Platform
 - lyndaCampus product enhancements including: offline viewing, sharing/social communities features, new reporting dashboard
 - Assessments

Questions & Feedback

- Is Lynda.com something that would benefit your department?
- What specific challenges would Lynda.com help your department solve?
- Would your department utilize this tool enough to justify the cost?