Welcome

• Introduction: Devin Avilla
  – LinkedIn Learning is available at no cost to CU staff, faculty, and students on all four campuses.

• Resources
  – The PowerPoint and webinar covered today is available: www.cu.edu/linkedin
Agenda

• Welcome and Overview
• LinkedIn Learning
• Demonstration
• Privacy Setting on LinkedIn.com
• Success Tips
• Resources
• Q & A
Skills are Changing

• For students, it means 1/3 of what you teach them in their freshman year will be out-of-date a year after graduation.

• Same for staff – it means an employee hired in 2015 would have 66% of the skills needed to do that same job in 2020.

• An example of this fluidity in motion – the fastest-growing software among developers today didn’t exist 3 years ago.

1/3 of core job skills will change in the next five years.
LinkedIn Learning

A robust online learning platform students and staff will use, love and apply.
Content Tailored to the Learner

15,000+
Professionally produced courses.

60+
Courses added every week.

100%
Of our instructors are experts in their field.

7
Languages represented among courses
Courses for Every Department

Content for Deans
- Finance
- Engineering
- Marketing
- Creative arts
- Business analysis
- Journalism
- Accounting
- And much, much more

Student Services
- Resume writing
- Job interviewing
- Networking
- Landing an internship
- First month on a job

HR
- Communication
- Leadership
- Time management
- Diversity and inclusion
- Collaboration

Career Center
- Managing your career
- Mentoring
- Soft skills
- Personal finance
- Salary negotiating

IT
- Microsoft Suite
- Google Suite
- Instructional Design
- DevOps
- AWS and Azure

Plus, curate your own collections

University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus
LinkedIn Learning offers approved Continuing Education courses to help learners easily maintain their PMP, HRCI, SHRM, IIBA, and CompTIA certifications.

**Certification Prep and Continuing Education**

- **Industry-Leading Continuing Education**

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Working from Home

The skills employees are developing in this environment are also changing.

Virtual Collaboration +1393%

Video Conferencing +1353%

Virtual Work +1099%

Telecommuting +2571%

Source: LinkedIn Platform Data, Feb - March 2020
LinkedIn

LinkedIn is the world’s largest professional network.

660+ million
Professionals on LinkedIn

20+ million
Jobs on LinkedIn

Connect you to the professional world.

Stay informed through professional and industry news.

Get hired and build your career.

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Connecting

A richer learning experience powered by the data and insights of the LinkedIn Network:

1. Faster, easier sign-in directly from LinkedIn.com.
2. More personalized course recs based on your job title, skills and industry.
3. Access to Q&A with course instructors.
4. Option to play courses directly from your LinkedIn newsfeed to always be learning.
5. Easily add course completions and skills to your profile.

Learners who connect their accounts are 1.5x more engaged on LinkedIn Learning.

- Successful activation rate of learners who connected their accounts on the first attempt: 95%
- Of connected learners stay signed in to LinkedIn: 90%
Connecting LinkedIn

Adding a LinkedIn account after you set up LinkedIn Learning?

1. Login to LinkedIn Learning
2. Open up any course
3. Click the Q&A Section on the right-hand side of the video player
4. Click Connect my LinkedIn Account
5. You will be prompted for your LinkedIn Login and Password.
Social Product Usage

Course Shares +194%

Learning Group Joins +160%

Q&A Contributions +110%

LinkedIn Internal Data: 3/1-3/29
Recent LinkedIn Usage Increase

Linkedin Internal Data: 3/10 – 3/16 vs. 3/17 - 3/23

- Job Seekers: 24%
- Students: 31%
- New Hires: 35%
- C-Level: 42%
Privacy Information

What data can CU access?
• Viewed or completed courses.
• Profile information: name, work title, and profile photo.

What data can't CU access
LinkedIn does not provide CU access to private activity from your personal LinkedIn account, such as:
• Personal connections
• Private messages
• Job searches or viewed job posts
• Courses learned or viewed in your personal account

What can my LinkedIn Network see?
You're in control of what learning activity is shared with your network. For example, you have the option to:
• Add completed courses to your profile.
• Share courses with your LinkedIn network.

More Info:
• Managing profile settings
• LinkedIn Privacy Policy
• LinkedIn Learning privacy information
Access

Login through your campus portal (https://my.cu.edu).

1. Open the CU Resource dropdown menu.
2. Select Training.
3. Click the LinkedIn Learning tile.

Easily access LinkedIn Learning by connecting your LinkedIn account. This will add the icon below to your LinkedIn profile.

Activation link (direct access): https://lnkd.in/eDv6GVh
Success Tips

Certificates of Completion

✓ Building personal and professional brand
✓ Digital Portfolio
✓ Skills Inventory
✓ Resume Building
Success Tips

Start a Learning Path or Collection

- Working from home and Teaching Online
- Become a Project Manager
- Learning Python
- Become a Front-End Web Developer
- Become a Manager
- Become a Graphic Designer
Success Tips

Goal Setting

Set your own weekly goals to keep yourself accountable. This will activate weekly emails that highlights your progress and celebrates your success.
LinkedIn Learning Resources

New Sharing Resources on LinkedIn Learning

New Working Remotely

New Preparing for your Career

LinkedIn for Higher Ed Professionals and Students

Certification Prep and Continuing Education

FAQ's

www.cu.edu/linkedin
LinkedIn Learning Resources

- I want to...
  - New Request posters and fliers
  - Join LinkedIn
  - Connect my LinkedIn profile
  - Download the mobile app
  - Access the LinkedIn privacy policy or LinkedIn Learning privacy information
  - Compare available resources

www.cu.edu/linkedin
Contact Info

• **Annie.Melzer@cu.edu** Project Manager - LinkedIn Learning
  Email to request:
  - Posters, fliers, and marketing materials
  - Admin access to create collections in LinkedIn Learning
  - Department specific training and support
  - Presence at campus professional development events
  - Other questions

• **system.training@cu.edu** General contact
  - Email with any technical questions or problems logging in