



A **government technology** Case Study: **Lynda.com**
FROM LINKEDIN

Attracting, Retaining, and Engaging Government Employees

The state of Nebraska uses online learning leader Lynda.com from LinkedIn to close employee skill gaps and enhance hiring.

Aging baby boomers are increasingly leaving the workforce as a significantly smaller number of younger people are entering it — challenging state and local governments to find new and competitive ways to attract, retain, and engage talent. To do this, government agencies must energetically market their organizations and the communities they serve as desirable places to live and work. Providing employees with access to the latest workplace technologies is a key strategy.

Nebraska: Meeting Staff Needs with Lynda.com from LinkedIn

Nebraska state government faced its recruitment and retention challenges by using Lynda.com from LinkedIn to provide 18,000 employees statewide with on-demand technology, business, and creative skills training. Impressed by the vast and high-quality

The Interplay of Retirement and Recruitment

According to a 2016 member survey by the Center for State and Local Government Excellence:¹

54% of respondents reported retirements increased from 2014 to 2015.



Recruiting and retaining was the **No. 1** priority.



“With Lynda.com, we can give new hires the management and technology skills they may not come in with but need in order to advance within government.”

Dovi Mueller, Training and Development Administrator, Nebraska Department of Administrative Services, State Personnel Division

Lynda.com content library, the state replaced a much smaller online education program, increasing the number of courses available to staff from 300 to more than 5,000.

Nebraska uses Lynda.com for customer service training by aligning Lynda.com courses with training programs and initiatives created in house. And as an incentive for signing up for the state's year-long leadership program, participants get 12 months of access to all Lynda.com tutorials. These include leadership, management, creative, and technical courses, as well as courses that are not necessarily work related such as photography and interior design to inspire ongoing training and development.

“We encourage employees to take just 15 minutes every day to learn something new, and in doing so, we hope learning will become something that's embedded in their everyday activities. We want our staff members to make learning a habit,” said Dovi Mueller, training and development administrator with the Nebraska Department of Administrative Services, State Personnel Division.

Engaged Employees Bring Improved Retention

Engaged employees are five times more likely to be very satisfied with their jobs, five times more likely to recommend their places of employment to others, and four times less likely to leave, according to the International Public Management Association for Human Resources (IPMA-HR).²

“Lynda.com helps us create employee development plans, in turn helping employees build career paths in state government and stay engaged,” said Mueller.

For administrators like Mueller, Lynda.com reporting features are critical for tracking and ensuring learner engagement. An easily accessible dashboard shows statistics for active users, total hours

Strategies for Engaging Employees and Enhancing Performance



Reduce the time between hiring and producing. Sixty percent of organizations report that effective onboarding reduced time to productivity among new hires.³ With on-demand learning provided by Lynda.com from LinkedIn, new employees can be productive quicker. This makes Lynda.com a cost-effective solution.



Provide tools for career transformation and close skills gaps. Lynda.com empowers employees to develop skills that help them move to the next career level, as well as be more productive in their roles.



Promote self-paced learning. Offering access to a vast range of bite-size videos and comprehensive courses, Lynda.com makes it easy for agencies to promote a learning culture relevant to all employees. While most courses are 1 to 2 hours long, thousands of videos on single topics are only a couple of minutes.



Attract and retain employees. Government agencies can incentivize learning opportunities by providing Lynda.com as a value-added employee benefit.

of video viewed, the number of videos viewed, and more. Last year, Nebraska state employees viewed more than 137,000 Lynda.com videos. Of those who signed up for Lynda.com, 97 percent logged in to watch a course.

“Two-thirds of our employees can retire within 5 to 10 years, so we're going to have this great need for succession planning,” Mueller said. “With Lynda.com, we can give new hires the management and technology skills they may not come in with but need in order to advance within government. Offering 24/7 learning content is one of the best ways we can assist in the development of our employees.”

ENDNOTES

1. <http://slge.org/wp-content/uploads/2016/05/State-and-Local-Government-Workforce-2016-Trends.pdf>
2. http://icma.org/en/icma/newsroom/highlights/Article/105309/New_Report_on_Employee_Engagement
3. <https://www.shrm.org/foundation/ourwork/initiatives/resources-from-past-initiatives/Documents/Onboarding%20New%20Employees.pdf>

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