



The University of Brighton delivers well-rounded learning with Lynda.com

The University of Brighton is a public university with five campuses along the south coast of England. The university serves 20,000 students annually and focuses on professional education in a wide range of fields — including technology, architecture, nursing, and business.

The challenge of staying ahead of the curve in education

The University of Brighton rolled out a digital transformation initiative to better prepare students for employment in the modern world. As part of this initiative, the University's information services team was tasked with keeping university staff up-to-date on the latest trends in technology, known as digital literacy. The team needed a way to easily update faculty on modern advances.

"We needed to provide training for skills that are constantly changing," Jill Shacklock, information officer at University of Brighton, said, "so we thought an online solution would be the best way forward."

It wasn't just staff that needed training; students did, too. Julie Fowlie, deputy head of learning and teaching at Brighton Business School, explained, "Students regularly use programs like the Adobe Creative Suite or Microsoft Word, and their skills sometimes need improvement. We needed a way to teach them the basics so they could focus in class."

Spreading the knowledge about Lynda.com from LinkedIn

The University of Brighton's information services team found a modern, cost-effective learning solution that could serve as a key part of their digital literacy strategy: Lynda.com. They began spreading the word right away by attending departmental meetings and explaining how Lynda.com could provide the training that staff needed.



University of Brighton

Challenge

- Providing cost-effective, relevant training for university staff and students
- Keeping faculty up-to-date on the latest technologies, software, and methods

Solution

- A unique method for teaching the basics before training sessions
- Modern, approachable content for staff and students
- Content that complements university classes

Result

- 6,000+ hours of content viewed in one year
- 94,000 videos viewed by students and staff
- ~1,000 new learners in 30 days
- 3,000+ new learners in one year

The team also found clever ways to promote Lynda.com adoption. “We came up with a memory card game at a conference,” Shacklock said. “Staff members had to match pairs of the lessons you could find on Lynda.com. We gave out prizes and made it fun, and it really got people interested and demonstrated the breadth of content available.”

The University of Brighton has ongoing cross-functional initiatives to encourage Lynda.com usage, including collaboration with student groups and staff, and putting links to Lynda.com on the university website.

Another take on traditional training methods

The University of Brighton has implemented Lynda.com in many ways, one of which is through their use of the flipped classroom method. Before a training session, learners are sent a list of Lynda.com videos to watch, to gain precursory knowledge.

As a result, there has been an immense improvement in staff trainings. “In my lessons, I constantly had staff at different levels. I couldn’t start sessions without covering the basics, which takes up valuable time,” said Faye Brockwell, information services training and communications specialist. Now, she can begin a session with an exercise, which is already more applicable. “Using Lynda.com in this way helps fill in the gaps so that everyone is on the same page for training,” she said.

Relevant, approachable learning for staff and students

How has Lynda.com been received at the University of Brighton? The numbers speak for themselves. In one year, the university gained more than 3,000 new Lynda.com learners, with a continued increase in new learners per month as the year progressed. In one 3-month period, more than 40% of learners had logged on, a number the information services team was happy to see.

Lynda.com has proven to be a valuable resource for the university. Students and staff watched 94,000 videos (6,000+ hours) over the year. “People have learned that the content on Lynda.com is really relevant and digestible. Sometimes all you need is a minute-and-a-half video, and you gain a new skill,” said Brockwell.

Fowlie’s students have benefited from Lynda.com as well. “I create Lynda.com playlists and use them like I would reading lists or academic content,” she said. “It’s just another tool for students’ development.” She most often uses Lynda.com playlists when giving students feedback on their work or skills. “I can tell them what they need to work on and give them Lynda.com courses to help them actively make those improvements,” she said.

Extending the student benefits even further

The University of Brighton is starting to expand their application of Lynda.com to the student population in a few different ways. “Before students arrive, we give them a pre-arrival module with things that will help them succeed at the university, such as how to avoid procrastination,” said Shacklock.

“I’m encouraging using Lynda.com across my courses, and I’m trying to encourage my colleagues to do the same,” said Fowlie, who is excited to see more students benefit. “With Lynda.com, we’re driving solution-based feedback and complementing what we’re doing in the classroom.”

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