



LEARNING
WITH Lynda.com CONTENT

LinkedIn Learning Sole Source Justification

November 5, 2019

To Whom It May Concern:

**RE: Single Source provider for LinkedIn Learning
With Lynda.com content, library of instructional videos**

Thank you for your interest in the LinkedIn Learning services comprised of the online learning library. The library currently offers thousands of courses in many subject areas such as 3D/Animation, Audio, Business, CAD, Design, Developer, Photography, Video and Web. Some of the attributes of the online learning library include the following:

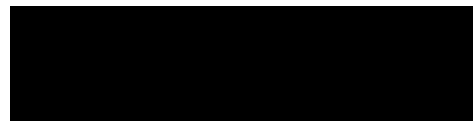
- **Unique Online Learning Library:** LinkedIn is currently the sole provider for this collection of licensed or owned online learning content.
- **High-Quality Content:** Access over 15,000 courses in 7 languages. Learn from best-in-class instructors across a broad and deep international learning library with many courses available in English, Spanish, German, French, Japanese, Mandarin and Brazilian Portuguese. On average 70 courses are launched per week. The speed to market with inclusive, fresh, engaging content is what makes LinkedIn unique.
- **Macro-and micro-learning content:** We offer robust learning paths and thousands of bite-sized videos for learning 'in the moment.
- **Leverage Unique LinkedIn Data and Skills Insights:** LinkedIn can provide a real-time view into your institution's skill profile to assess where to provide targeted training. Understand how jobs, industries, organizations, and skills are evolving using LinkedIn data, helping you identify the skills that your organization needs. Skills Insights fuel course recommendations to deliver relevant training to your employees and or students. No other content provider has access to the data behind the LinkedIn ecosystem with over 650 million users.
- **Integration with LinkedIn.com:** LinkedIn provides the ability to pair end learner's LinkedIn Learning with their LinkedIn.com profile which will allow a learner's course history and any Certificate of Completion to remain with the individual learner after graduation or a change in employment. Courses can easily be "Liked" and recommended using the "Share" button from a learner's LinkedIn profile. Learners can navigate directly to an author's LinkedIn profile and discuss a course directly with the author or have a community discussion with other learners within a particular course. Customize your organization's learning experience by adding videos, documents, and links. No other platform can tie in the social aspects of learning to a 650 million-member ecosystem.
- **Insights-Based Curation:** Relevant course recommendations for each learner, based on unique data from LinkedIn.com. LinkedIn data powers an algorithm for each learner, creating a highly personalized learner experience driving better learner engagement. No other content provider can use both the learners' history and the learners' personal network to deliver customized recommendations.
- **Data-based Content Roadmap:** LinkedIn.com data informs our content team of new and emerging skills, and skills gaps in the labor market. On average over 70 new courses are added per week; based on topics identified by LinkedIn.com data. No other content provider can watch emerging technologies via the data and in-house economist, to be able to determine what emerging technologies will surface and need to be taught.
- **Certification, Continuing Education Programs and Microcredentials:** LinkedIn Learning offers many on-demand courses to help prepare a learner for professional certification exams and earn continuing education units (CEUs). Some examples include Adobe, Amazon Web Services, Cisco, Google, Microsoft, Salesforce, PMP, NASBA, HRCI, SHRM, IIBA, CompTIA. Learners who complete courses within the platform will earn recognized, microcredentials that can be used to bolster a resume or digital portfolio.

- **Respected Authors:** LinkedIn's instructors are proven experts in their respective fields, clear communicators and excellent teachers. They must pass a rigorous vetting process before being chosen.
- **All You Can Learn:** LinkedIn does not place any limits on our active subscribers' access to the online learning library. Subscribers may watch as many titles as they want, access them at any time for as long as the subscription is maintained.
- **Task-Based Learning:** A learner can learn an entire topic or program from start to finish or just learn a specific task or feature to solve an issue or trouble shoot a problem.
- **Video-Based Training:** Watch, rewind, fast forward, speedup and replay as often as you like. Easier than reading textbooks or e-books, our video-based format is great for visual learners.

Additional Benefits of LinkedIn Learning

- Learn from any desktop or mobile device.
- Up to 70 new courses added weekly, on average.
- Upload proprietary/custom content to create learning experiences unique to your institution with LinkedIn Learning Pro.
- Available in bite-size tutorials for just-in-time learning.
- Downloadable exercise files that reinforce a learner's retention.
- Learner management dashboard with engagement metrics and reporting capabilities for the account's Master Administrator.
- Certificates of completion, which can be printed or added to a LinkedIn profile.
- Master Administrators can customize and recommend learning paths that map courses to curriculum and skill competencies.
- For large deployments, a dedicated Customer Success Manager will help with goal setting, user adoption, etc.
- Learning management system (LMS) integration and single sign-on (SSO) authentication available.

Date:



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[LinkedIn Learning Solutions](#)

