



# LinkedIn Learning in Education

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Head of Education EMEA & LATAM  
LinkedIn Learning



# Agenda

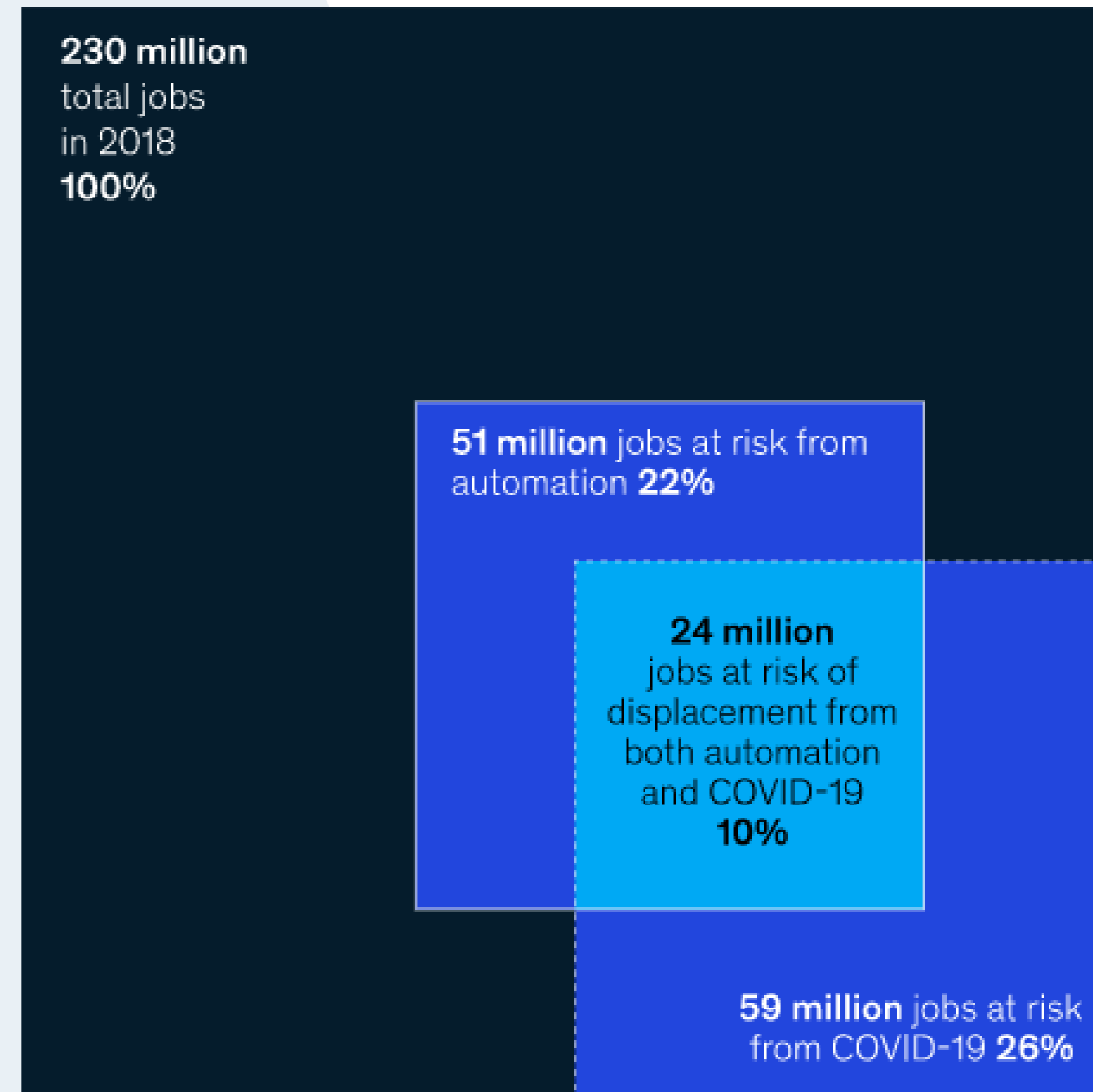
- 1 Emerging Education Trends
- 2 LinkedIn Learning
- 3 Customer Spotlight: University of Leeds
- 4 Next Steps

40% of all employees will need reskilling & upskilling to respond to changing work requirements by 2025”

World Economic Forum, October 2020

# 86 Million jobs are at risk of displacement from both COVID-19 and Automation across Europe

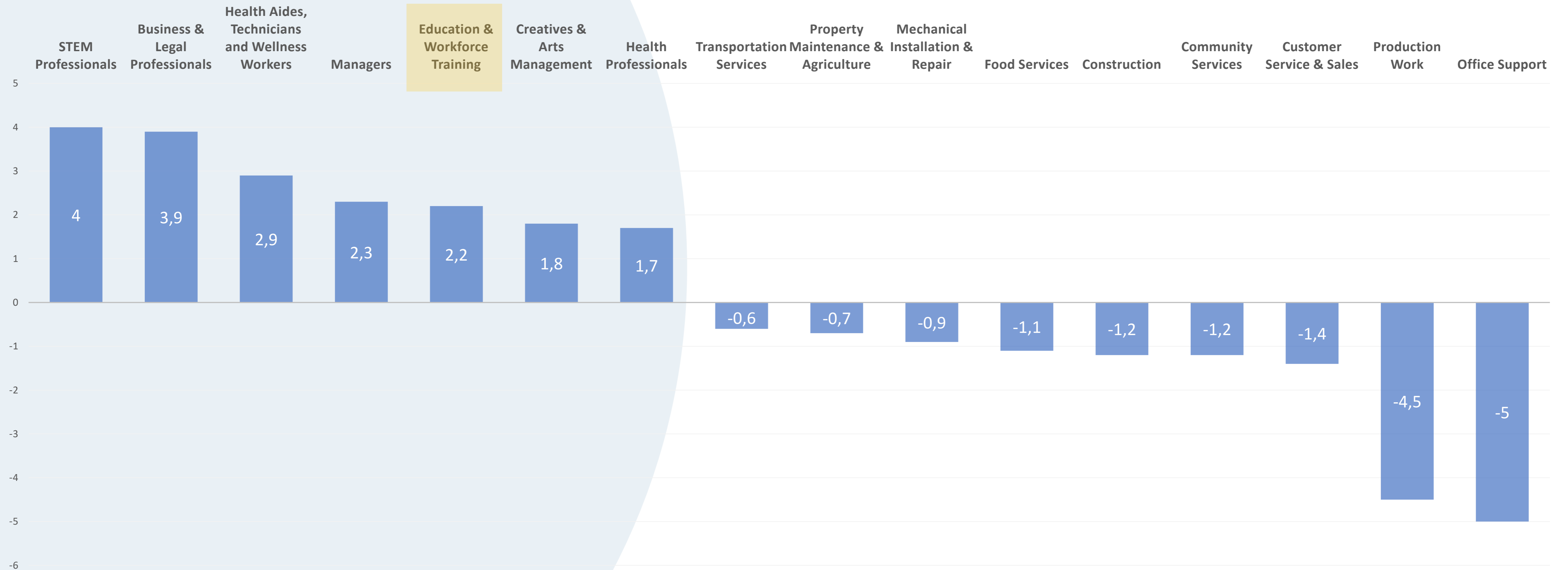
McKinsey, 2020



“97 million new roles may emerge that are more adapted to the new division of labour between humans, machines and algorithms.”

World Economic Forum, October 2020

# Potential Net Job Growth 2018-2030 (millions)

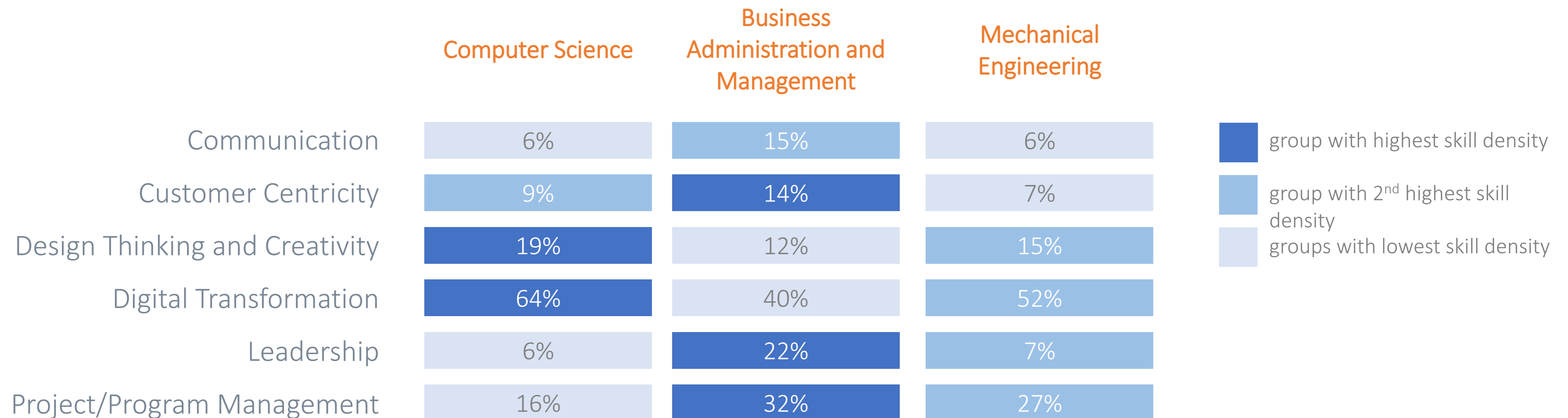


# Anticipated 10 highest demand skills for 2025



# Students in every field of study need to close gaps in the wide range of in-demand skills

## % OF STUDENTS WITH THE SKILL

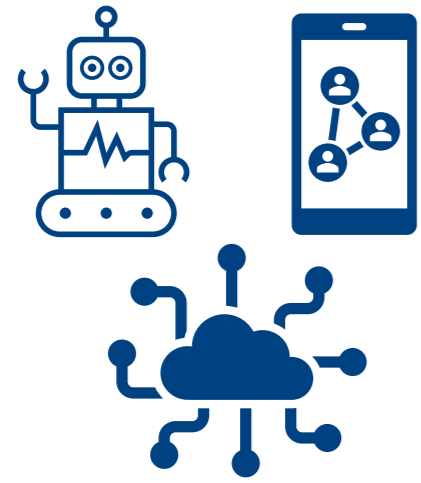


Source: LinkedIn Platform Data

Students have been placed into categories based on the field of study they are in. % represent the amount of students in that field of study that possess that skill, over total number of students in that field of study



# Disruption across Further & Higher Education increasing



Rapidly Changing  
Technology



Rise in Remote/Blended  
Learning



Rapidly changing Skills &  
Industry Needs



Institutions facing  
funding Challenges



Support & upskill Staff  
& Academics



Rising Inequality



How can LinkedIn partner  
with Education  
Institutions?

# You need a partner that is in a unique position to help you overcome these challenges

LinkedIn Learning empowers Universities to do things like:

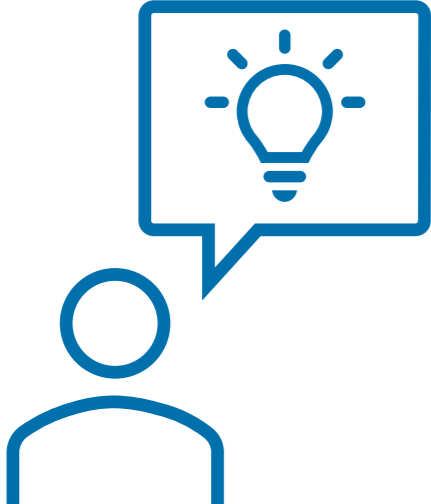
- Compliment their curricula with content that covers tip-of-the-spear skills.
- Support University-wide initiatives like Student Onboarding/Orientation, Preparing for graduation, IT training on using Campus Technology etc.
- See the jobs their students are landing after graduation.
- Understand the biggest skill gaps in their region.
- Better understand their staff's skill strengths and gaps.

And more.

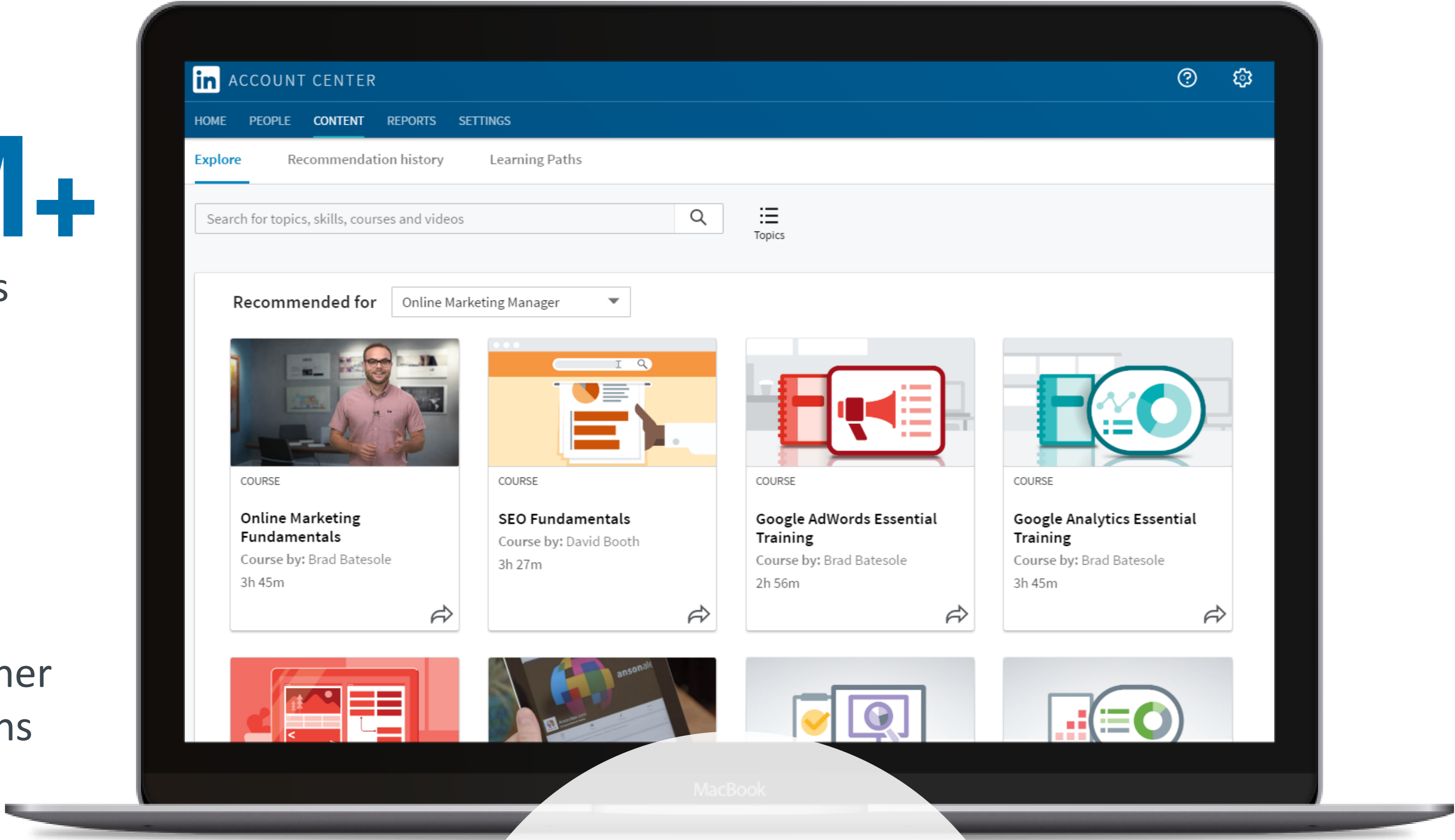


# On demand, e-Learning platform providing personalized learning recommendations relevant to your staff and student's needs

**740M+**  
professionals



Personalized learner  
recommendations



7 Languages



Integrated into  
VLE & Teams

# Complement your learning programs with relevant content from industry-leading practitioners and expert instructors

26 years  
of experience

16,700+  
courses overall

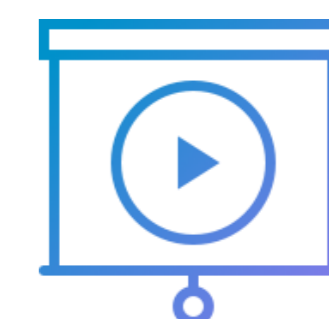
3,000+  
new courses per year



Designed by  
Instructional Designers



Taught by expert  
instructors



High quality  
production value

# What does success with an online learning solution look like?



## For Students:

- They are gaining cutting-edge skills necessary to get competitive jobs.
- It's helping them build out their professional brand.
- It's engaging and improving their college experience.



## For Staff:

- They are gaining necessary skills to become more productive.
- It's fostering a growth mindset among employees.
- It's engaging and improving their employee experience.



## For Faculty:

- They are leveraging it to teach the latest software and skills.
- It's empowering them to have deeper in-class discussions.
- It helps students onboard faster.

# LinkedIn Learning supports skills development across 6 main areas of the University

## Information Services

- Supporting changes in software and systems
- Office365
- IT Helpdesk & Training
- 'Just-in-time' learning

## Teaching Excellence

- Blended Learning and e-learning
- 'Flipped Classroom'
- Instructional design
- VLE training

## Career Readiness

- Employability agenda
- Professional (soft) skills outside of University
- Showcasing skills to potential employers

## Digital Competencies

- IT Skills for Students
- IT Skills for Staff
- Transition to digital resources

## Staff Professional Development

- HR L&D
- Professional and Specific Career Skills
- Staff Retention
- Self-directed learning

## Development & Alumni Relations

- Career skills for recent graduates
- Maintain value and relationships
- Long-term brand impact

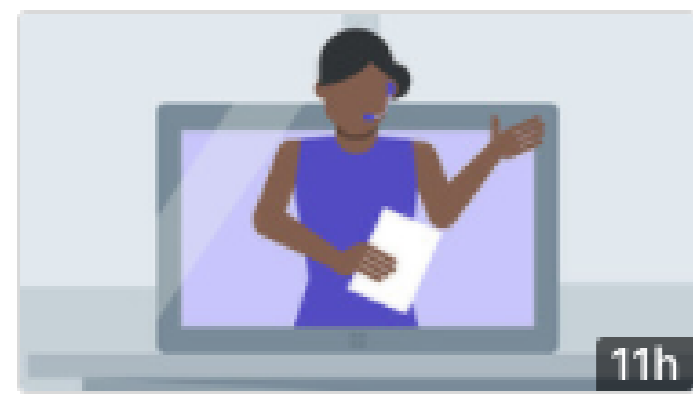
# Content that covers all the needs of Students, Staff and Faculty.



Leadership & Management	Functional Roles	Tech & Software Engineering	Soft Skills & Business Software
Business Strategy	Program Management & Six Sigma	Security	Communications & Public Speaking
Coaching & Mentoring	Finance & Operations	Data Science	Collaboration
People Management	Instructional Design	Software Development	Writing
Innovation	Marketing	Web Design & Development	Studying Skills
Decision-Making	Customer Services	IT Infrastructure	Productivity
Operation Management	Creative Pro & Graphic Design	Operations Management	Business Software
Each Institution can also upload their own content!	Sales	Testing and Methodology	Excel/Word/PowerPoint
	HR & Recruiting	Information Management	Outlook
	AutoCAD		Access
	Business Intelligence & Analytics		Tableau



# Education Courses (Updated in last 4 months)



LEARNING PATH

## Become an Instructional Designer

Skills: Camtasia, Captivate

Save | More

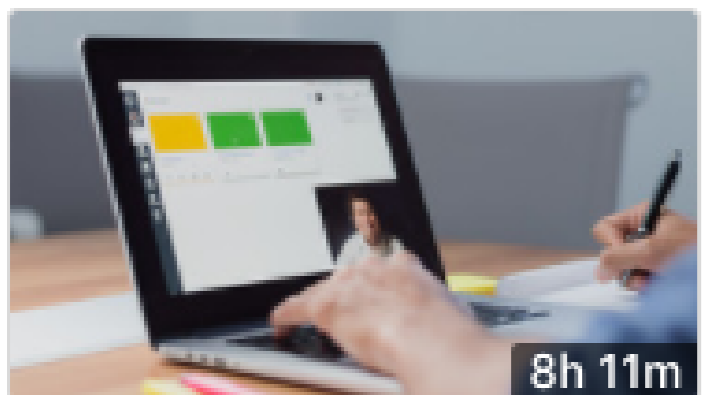


LEARNING PATH

## Become an Instructional Developer

Skills: Training, Educational Technology

Save | More

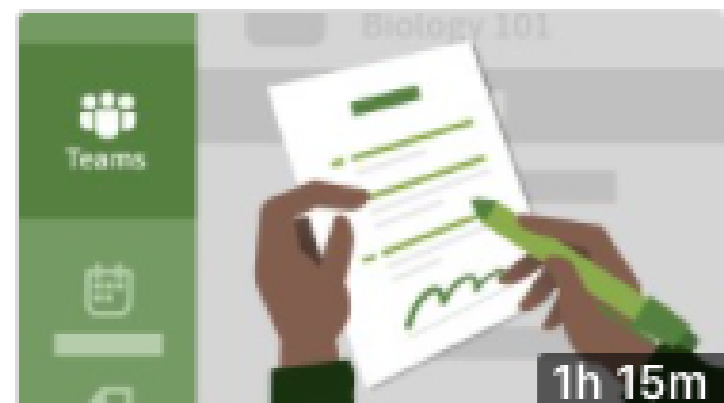


LEARNING PATH

## Develop Your Course Design and Instructional Skills

Skills: Training & Development, Employee Learning & Develo...

Save | More

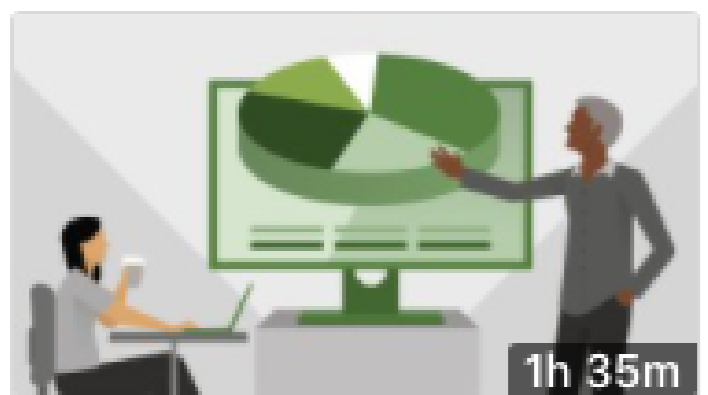


COURSE

## Learning Microsoft Teams for Education

By: Oliver Schinkten · Released 3 months ago

Save | More



COURSE

## Office 365 for Educators

By: Oliver Schinkten · Released 2 months ago

Save | More

# Your LinkedIn Learning Account Team



## Relationship Manager

### Dedicated Account Lead

- Business Partnership
  - Industry & talent insights
  - Executive engagement
- Commercial Relationship
  - Contract renewal
  - Account growth



## Customer Success Manager

### Strategic Learning Program Consultant

- Engagement and adoption
  - Marketing & promotion
  - Content advice
- Change management
- Measure and track success



## Technical Consultant

### Implementation Expert

- Single sign on authentication
- Learning management system integration



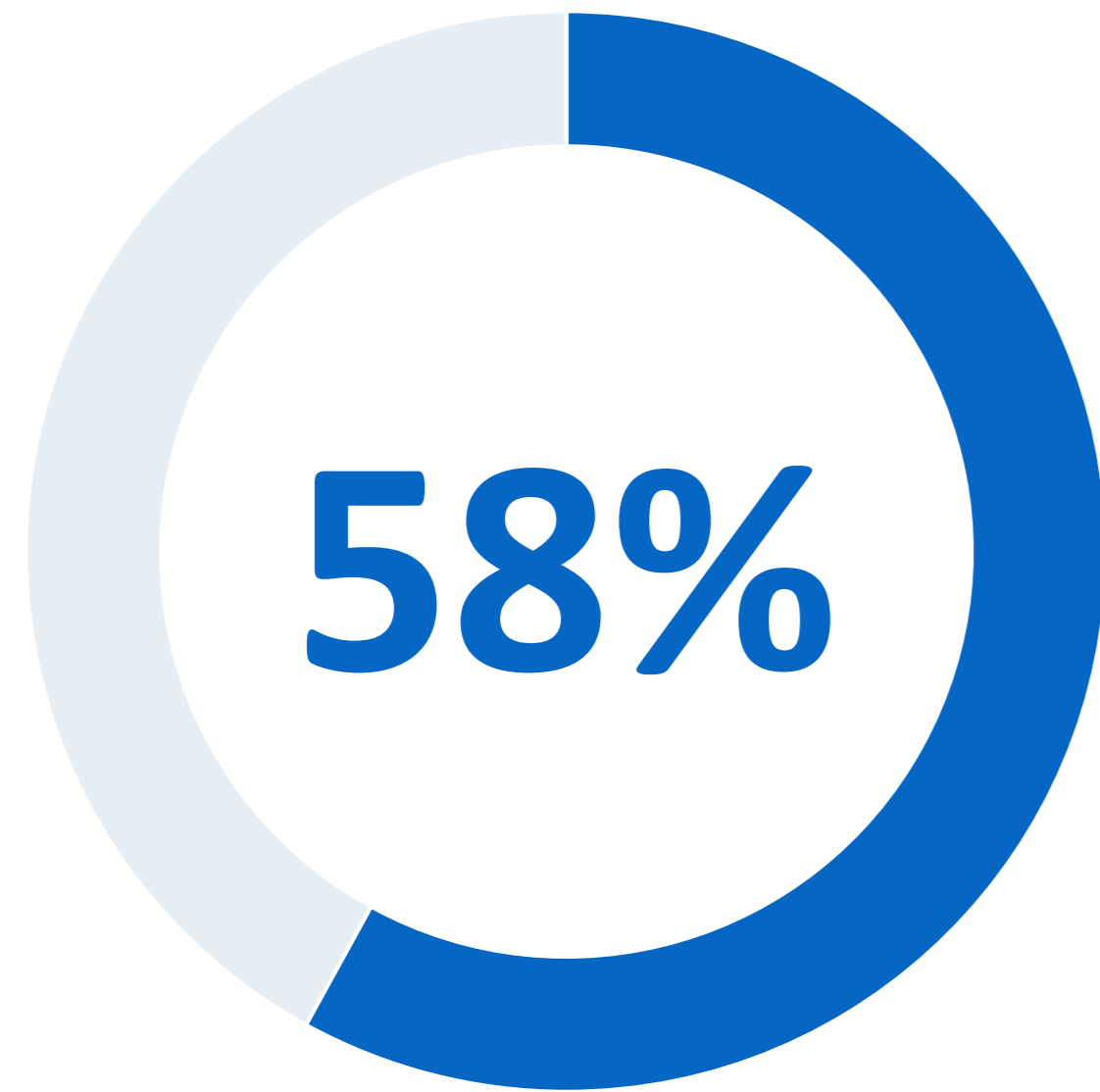
## Customer Support

### Technical Assistance

- Learner support
- Helpdesk questions
- Technical issues

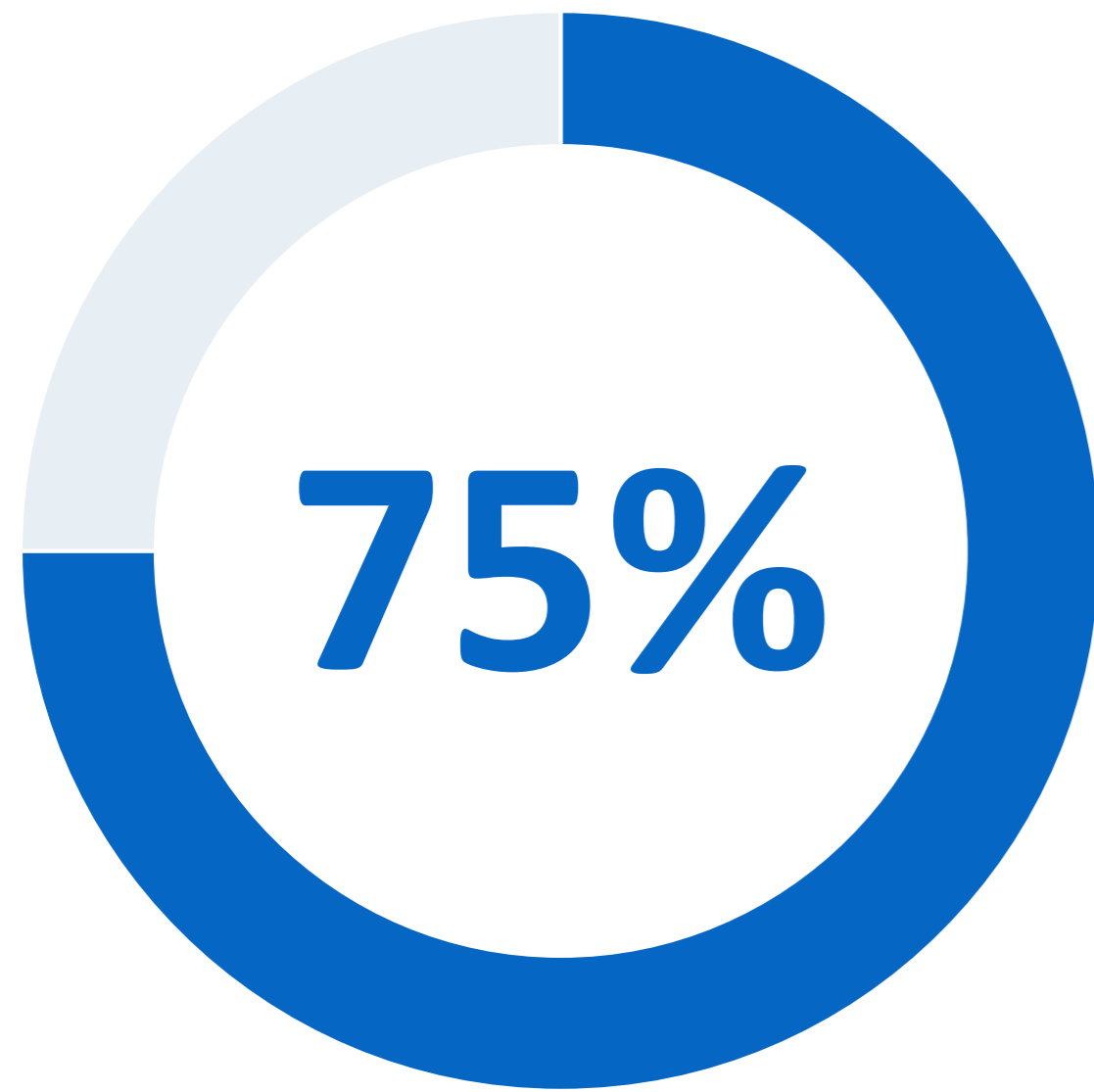
### Shared roles

- Trusted advisor
- Business priority alignment
- Program Value Review



**58%+ of Top Global  
Universities use  
LinkedIn Learning**





75% of Top 20 UK  
Universities use  
LinkedIn Learning

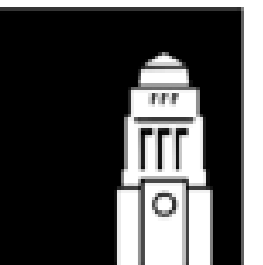
**THE** WORLD  
UNIVERSITY  
RANKINGS



## Customer Spotlight with University of Leeds

**Louise Woodcock**

Director Academic Practice, Organisational  
Development & Professional Learning



**UNIVERSITY OF LEEDS**



# Next Steps

# OCRE in a nutshell

OCRE framework aims to accelerate cloud adoption in the European research community, by bringing together cloud providers and the research and education community, through ready-to-use service agreements.

- Agreements with public cloud providers and connected these to the Research and Education IT ecosystem.
- Members of 40 European NRENs (National Research Education Networks) are eligible
- 10,000 European Research and Education (R&E) institutions to easy access to cloud-based services
- Public cloud agreements negotiated through the OCRE framework without any additional procurement being required.

Interested in learning more about how  
LinkedIn and your Institution can partner?

**Significant Education Discounts available**

Reach out to your Microsoft Account  
Executive or OCRE Solutions partner or  
reach out to me directly on  
[ndoherty@linkedin.com](mailto:ndoherty@linkedin.com)

