



GEORGETOWN UNIVERSITY

About Georgetown University

Established in 1789, Georgetown University is the oldest Catholic and Jesuit university in the United States. Located in Washington, DC, it offers undergraduate and graduate degrees in business and economics, international affairs, government, history, law, mathematics, sciences, and more. Georgetown has more than 18,000 students, full- and part-time faculty members, and administrative staff members.



Georgetown University provides entire campus with cost-effective lynda.com instruction

The Gelardin New Media Center at the Georgetown University Library supports campus multimedia and innovative technology initiatives. Since 2001, it has loaned out equipment and helped thousands of students, faculty members, and university staff members learn to use digital tools.

To fulfill this mission, center employees themselves need to stay up to speed on technology trends and the latest applications. But as the cost of educating just one employee at an off-site training course regularly exceeded \$1,000, administrators were challenged to find an alternative.

The New Media Center needed a cost-effective solution, and administrators wanted it to be more efficient than sending staff off campus for several days at a time. It wasn't evident then, but the solution they chose would eventually be made available to all Georgetown students, faculty, and staff.

Solution: lynda.com

When the New Media Center purchased several lyndaPro licenses for its staff in 2008, the goal was to save money using online video instruction to support a small team.

"We had several years of loving lynda.com," said Beth Campolieto Marhanka, head of the center. "It fulfilled our needs. We could get training immediately on all the different kinds of software that we support."

The deployment was such a success that Marhanka and administrators sought to expand access. In early 2012, the Georgetown University Library in partnership with the Georgetown School of Foreign Service in Qatar purchased lyndaCampus, which lets educational institutions provide site-wide lynda.com access.

"I was thrilled," Marhanka said. "Our mission is to provide resources that help people with teaching, learning, and research. And lynda.com does that."

BENEFITS

- Supplements curricula and supports the flipped classroom
- Provides a virtual help desk for quick answers
- Prepares students for the workforce

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lynda.com: a feature-rich option

Georgetown was impressed with lynda.com features that set the service apart—including downloadable exercise files, which let users follow along and practice manipulating photos, videos, audio files, business documents, and more using the same example files featured by lynda.com instructors.

Another selling point was the timeliness of course releases. lynda.com often negotiates advanced access and publishes training on major software applications the same day updates or new versions hit the market.

To encourage widespread adoption, Georgetown sent a campus-wide email promotion. Emails targeting specific groups followed, Marhanka said. “It was springtime, so for students we focused on taking advantage of online training during the summer. For faculty, we discussed personal development, how to spread the word about lynda.com to students, and using online training to supplement curricula. For staff, we highlighted building work skills.

“We saw a pretty steep spike in use,” Marhanka said. Those early emails served as models for others that followed. In addition, Georgetown has promoted lynda.com with a banner, posters at residence halls, branded mugs and bookmarks, and user contests. The university also developed a lynda.georgetown.edu portal to highlight faculty and student usage, share the most viewed courses, and provide access to curated course playlists.

Result: student, faculty, and staff development

Students use lynda.com for help with class projects. “For example, we provide training in Apple iMovie here at the New Media Center. It’s easy enough to use that students often have just one question, and they can jump on lynda.com to get the answer,” Marhanka said.

“But lynda.com is not just for classwork. Students can also use it for career development so they are prepared to get jobs after school.”

Bailey Holtz, a senior French and film studies student, and others used lynda.com to learn Apple Final Cut Pro® 7 for a documentary film class. “We really, really benefited,” she said, noting searchable transcripts make learning efficient. “It’s not as if learning about something involves you watching an entire video about it that might go on for hours and hours.”

Faculty members use lynda.com for their own professional development. The lynda.com playlist feature lets them share and assign online courses. And they use lynda.com to support the flipped-classroom learning model, in which homework consists of online video instruction while class time is reserved for concept mastery and one-to-one assistance.

“It frees me up from having to know everything I want my students to know,” said Mark Carl Rom, associate professor of government and public policy. “It allows them to have a resource that’s thoughtful, that’s insightful, and that’s

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careful, that they can turn to anytime—day or night—to help them learn new things or to solve the kinds of problems that leave them stuck on projects.”

Evan Barba is an assistant professor in the Communication, Culture, and Technology program. lynda.com has allowed him to refocus 30 percent of class time otherwise spent explaining technology, he said. Moreover, “There’s really no textbook for the things I use right now in class. Having lynda.com there to help standardize education . . . is really helpful.”

lynda.com helps fill gaps in Georgetown curricula. For administrative staff, lynda.com serves as a virtual help desk that offers quick answers to questions about software, technology, business skills, and more. Human Resources personnel regularly refer Georgetown employees to lynda.com for instruction. And lynda.com helped users when Georgetown recently migrated to Google Apps, which included a campus-wide switch to Gmail® for email.

Result: support for IT help staff

As more and more individuals on campus use lynda.com, New Media Center staff members spend less time answering basic questions.

“We’re able to refer people to lynda.com and say, ‘Go watch this movie. Do some basic training and come back when you’re working on your project. You can get one-on-one time with us then,’” Marhanka said. “It’s a much more efficient way for us to meet instructional needs. We can spend our time on higher-level skills and unique requests, rather than the rote parts of learning.

“And that’s not to say that my staff isn’t valued,” Marhanka said. “We have not seen a decrease in the volume of instruction we provide. I was afraid administrators would say, ‘Oh, we don’t need as many staff members, because people are going to get training through lynda.com.’ But that’s not the case. I’ve just found that we can work more efficiently to reach even more of the Georgetown community.”

lynda.com provides detailed, downloadable reports. Georgetown uses these to track usage and promote new training opportunities to users, Marhanka said. “We look at what people are using and try to make others in the community aware of that content.”

Looking ahead

Administrators plan to continue promoting lynda.com through events and visits to various departments across campus.

In addition, Marhanka said she would like to increase the use of lynda.com playlists, particularly to encourage career development. “Students at Georgetown are getting a fabulous education. But the economic downturn has affected the job market. Everyone needs to graduate with skills necessary to make it in the workforce. I see a push toward making students more marketable once they leave college. lynda.com is a valuable, supplemental resource to help them succeed.”