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.

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 learning options, Nebraska state government leveraged Lynda.com to address skill gaps, support professional development, and enhance employee engagement.

The Interplay of Retirement and Recruitment

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

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).

“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 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


SPONSORED BY:

For more information, visit https://lynda.com.

© 2017 e.Republic. All rights reserved.