<u>Local Workforce Notice: LWN-6</u>

SUBJECT: LinkedIn Learning
Date: 02/05/2021
Revision: 02/10/2021, 4/14/2021, 10/21/2021, 10,01,2022
Attachment A: LinkedIn ETO Touchpoint
Attachment B: PY21 LinkedIn Learning Manual
Attachments C-E: Competency Mapping, Job Search Mapping, Workforce Mapping

<u>Background</u>

The intent of this notice is to provide background and context for the tool LinkedIn Learning. LinkedIn Learning is an educational tool that hosts numerous online classes that can be taken at the learner's (user's) pace. The subject matter of these classes ranges from soft skills, such as communication or leadership, to technical skills, such as data analysis or programming.

None of the courses on LinkedIn Learning are accredited by any educational body, and only provide value in the form of retained knowledge and development of the practical skillset of the learner. Classes and courses taken can be added to a learner's personal LinkedIn Profile, and may be valued by hiring bodies. Licenses are to be used for internal professional development purposes, as a service offered to business customers and incumbent workers, and for

The Employment Security Department has contracted with LinkedIn to provide licenses statewide through July 14, 2022, 700 of which have been allotted for Benton and Franklin Counties. Staff and leadership at Benton-Franklin Workforce Development Council (BFWDC), WorkSource Columbia Basin (WSCB), and Tri-Cities (TC) Futures will be given both Admin and Learner accounts to use LinkedIn Learning both as a tool for workforce system customers and for in-house professional development.

<u>Being Added as a Learner and Admin</u>

Staff at BFWDC, WorkSource, and TC Futures will receive an email inviting them to set up their LinkedIn Learning accounts. All staff will be assigned as sub-admin and given the appropriate permissions (Manage IT Settings, Group Admin, Manage Users and Groups, Curate Content, Recommend Content, Manage Custom Content, and View Reports). All staff should review **Attachment B PY21 LinkedIn Learning Manual.**

If you have not received an email, or are struggling to set up your account, please contact the WorkSource System Coordinator, Crystal Bright (crystal.bright@esd.wa.gov), for technical assistance.

<u>Adding new Learners</u>

To add new users (the term "learners" and "users" is used interchangeably by LinkedIn Learning) navigate to the "People" tab on your admin page. There you can add new users by email or CSV.

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Assigning Content

To view content, navigate to the library. There you can save and share content such as collections and learning paths that can quickly be assigned to a user.

LinkedIn Learning Groups

All new users must be assigned to the appropriate Learning Group. (i.e. TC Futures Customer, WSCB Job Seeking Customer, WSCB Business, etc.)

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Logging Users in ETO

All users, and their progress, shall be logged in Efforts to Outcomes (ETO) as demonstrated in **Attachment A**. Before logging the interaction into ETO, a meaningful conversation with the user shall take place regarding their career goals, obstacles, and/or desired skills and accomplishments. Refer to your supervisor if you need further clarification.

1. The customer's goal should be noted after the initial assignment of the LinkedIn Learning Pro account.
2. During each subsequent meeting, note the customer's progress. Some suggested questions include:
   a. Have you completed any courses?
   b. Do you plan to continue to use LinkedIn Learning?
   c. What's your review of the courses or videos you've completed?

Continue to follow standard practice for entering data into ETO for subsequent interactions

Content Curation

There are two types of content curation: Content Mapping and Content Development.

Content Mapping, or the assembly of already made content into either a learning path or collection, can be developed by WSCB or by the LinkedIn Learning Service team.

- Thousands of learning paths and collections have already been developed and are searchable in LinkedIn Learning. Take some time to explore and familiarize yourself with the LinkedIn Learning search and recommend functions.
- Suggested content mapping is available on the shared drive "LinkedIn Learning" folder, including:
  o Competency Mapping
  o Job Search Mapping
  o Workforce Mapping
- If you would like LinkedIn to create a learning path or collection for a specific position, field, or industry, please submit your request to the WorkSource System Coordinator.

At this time there is no plan in place for Content Development, or the creation of new content, by WSCB or TC Futures. In the case that content is developed, it shall be approved by the WorkSource System Coordinator before being assigned to users.

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