



LEARNING

is about to get

BIGGER

**SEIU Local 721
is awarding
Lynda.com licenses
to 20,000 members!**

Lynda.com is a library of over 6,500 online training videos taught by experts on a range of topics that can help you be more effective on your current job and better prepared for future jobs.

(sample content on next page)

The licenses can be used on-the-job with supervisor approval to help you achieve your development goals.

WHAT TO DO

1

Reach out.

Let your supervisor know that you are interested in a license. Your department has already received information about this opportunity. Both you and your supervisor must agree to the Countywide usage agreement (see next pages).

2

Register online.

Sign up for the SEIU Lynda offering on the LearningNet at the link below. Your supervisor (or his/her designee if absent) must also authorize your registration through the LearningNet.

<http://bit.ly/SEIU-Lynda>

3

Be on the look out.

Licenses will be granted to the first 20,000 members who have complete registrations. You will receive an email that informs you whether or not you are part of this group (along with instructions for accessing Lynda.com if you are a winner!)

This opportunity is sponsored by the Joint Labor Management Committee, a collaborative effort between the SEIU Local 721 and the County of Los Angeles. Our aim is to support the County's SEIU Local 721 represented employees in achieving their career goals and address the County's present and future workforce needs.



Sample Lynda Content



Leadership & Management

Leadership is a skill for any role—not just managers. Learn how to make better decisions, manage conflict, and build a team.

100+ courses



Professional Development

Learn about time management, decision-making, public speaking, negotiation, and building your personal professional brand.

300+ courses



Business Software

Get better at the business software you use every day with training on Microsoft products and other top business software.

500+ courses



Writing

Communicate more effectively online and in emails, speeches, presentations, proposals, or business reports.

20+ courses



Project Management

Learn about agile project management, business analytics, creating tasks, and managing resources.

80+ courses



Digital Literacy

Increase productivity with training on computer literacy, email, smartphones, tablets, and file management.

100+ courses



Data Science

Learn about data analysis, mining, visualization, and big data, using tools like Excel, R, Hadoop, and Python.

100+ courses



Graphic Design

Learn core design skills and how to use design tools such as Photoshop, InDesign, and Illustrator.

500+ courses



Web Design

Learn HTML5, CSS, and JavaScript and stay current with responsive, mobile, and interactive web design.

300+ courses

Lynda Usage Agreement

Purpose

SEIU is committed to the learning and development of all County employees. In this regard, SEIU is providing the Learner with a license to access the resources of an external online learning content provider.

This Agreement a) outlines the terms and conditions for SEIU's provision of this license, and b) defines the responsibilities of the Learner and his/her Supervisor in the use of the license.

Terms and Conditions

1. Purpose. The license is intended solely for the advancement of learning and development. Completion of any content provided through the license shall not serve as a direct basis or justification for employee selection, compensation, or performance evaluation.
2. Use. Online learning provides a unique opportunity for highly-flexible learning. However, the County has established the following requirements regarding use of the license:
 - a) The license is provided for the Learner only and may not be shared with others.
 - b) Any use of the license outside of regular work hours will be at the Learner's own discretion and solely for personal development. This development would be on the Learner's own time and without compensation from the County.
 - c) The license may be used during regular work hours to view job-related content only. For the purpose of this Agreement, job-related is defined as aligning with:
 - i. responsibilities of the current position;
 - ii. expected changes to the responsibilities of the current position; or
 - iii. responsibilities of another position the Learner and Supervisor have mutually agreed to include in the Learner's development plan.
 - d) The granting of overtime or compensatory time to use the license is prohibited.
 - e) Content viewed using the license will be documented in the Learner's record in the County's Learning Management System.
 - f) The County may periodically request usage detail reports on the Learner's license from the content provider. These reports include the name of content viewed, when it was viewed, how much time was spent viewing it, etc.
3. Support. The County will provide the Learner and Supervisor with resources to facilitate optimal use of the license on the job. These resources include the *Lynda Learning Supervisor's Guide* and the *Lynda Learning Employee Information Sheet*. To obtain these resources, contact the departmental human resources office.
4. Limitations. The County has determined that this license is relevant to achieving professional development goals for most, if not all, County employees. However, the County cannot guarantee that these goals will be achieved through use of the license.

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Lynda Usage Agreement cont'd

Additionally, the County has determined in general that the content provided through this license reflects our principles of professionalism in the workplace. However, the County has not and cannot preview all content. To report meaningful violations of these principles in any content viewed, contact the departmental human resources office.

6. Cancellation. The County may suspend or revoke the license in situations including, but not limited to, the following:
 - a) the Learner leaves County employment
 - b) the Learner moves to a different County department
 - c) the Learner moves to a different functional unit within the current County department
 - d) the Learner changes to a job classification not represented by SEIU
 - e) the Learner abuses the license by violating the terms specified in this Agreement
 - f) the Learner is subject to disciplinary action for violating County policy
 - g) the contract with the online content provider ceases for any reason
 - h) the Learner's work suffers

The County and/or Learner's department can revoke the license as needed based on operational needs.

Responsibilities of the Supervisor

1. Explore and become familiar with the content provided through the license.
2. Recommend and/or assign relevant content to the Learner.
3. Allow the Learner reasonable time, considering operational needs, to use the license during regular work hours. The County recommends the Learner be given at least 25 hours per year to use the license.
4. Establish a framework, either with or without the Learner's input, for how the Learner may use the license (refer to the *Lynda Learning Supervisor's Guide* for examples).
5. Clearly communicate the above framework to the Learner.
6. Ensure the Learner is using the license according to the terms of this Agreement and the supervisor's established framework.
7. Alert departmental human resources staff of any concerns regarding the Learner's misuse of the license.
8. Observe and/or engage with the Learner on a regular basis about outcomes from the Learner's use of the license, such as improved performance, increased productivity, and progress in achieving learning and development goals.

Responsibilities of the Learner

1. Openly discuss professional goals with the Supervisor to enable him/her to effectively determine how to structure the Learner's use of the license.
2. Use the license in a manner consistent with the framework established by the Supervisor.
3. Use good judgement in evaluating the content viewed, keeping in mind that it was not developed specifically for the County and may reflect private sector perspectives.
4. Refrain from copying or distributing the content as one's own or for others' use.
5. Discuss with the Supervisor any concerns regarding completion of recommended and/or assigned content that interferes with the ability to perform work duties.

