eLearning Subscription for City Employee Training

City Council Presentation

April 16, 2024

Summary

- Three-year service agreement with Carahsoft Technology Corporation will provide City with access to a three-year annual subscription to LinkedIn's Learning for Government

- Purpose of annual subscription to LinkedIn's Learning for Government is to provide professional development and continuing education resources for City of Corpus Christi employees

Overview

- Over 9,000 training courses

- Ability to curate learning plans and/or use pre-built plans

- Provides career development opportunities

- Provides professional certifications and on-going educational courses to retain certifications

- Examples include, but not limited to:
    - web development
    - leadership and management
    - project management
    - human resources
    - customer service
    - performance management
    - professional development
    - occupational safety and health
    - workplace ethics
    - skilled trades

LinkedIn Learning
Content Coverage

2023
English Language

Key Statistics
- 9300+ courses
- 266000+ videos
- 550+ learning paths

* Appears in multiple subjects

Business

Business Analysis and Strategy
- Business Analysis*
- Business Intelligence*
- Business Strategy*
- Crisis Management*
- Data Analysis*
- Data Visualization*
- Ethics and Law
- Operations Management*
- Product Management
- Supply Chain Management
- Sustainability*

Business Software and Tools
- Accounting Software*
- Cloud Storage Apps
- Computer Skills
- CRM Software*
- Data Analysis*
- Data Visualization*
- Desktop Databases
- Devices
- Diagramming
- Document Management
- Email
- Forms
- Messaging
- Note Taking
- PDF Management
- Personal Productivity Software
- Presentations
- Project Management Software*
- Spreadsheets
- Video Conferencing
- Word Processing

Career Development
- Career Management
- Job Searching
- Personal Branding*

Customer Service
- Contact Centers
- Customer Experience Management (CX)
- CRM Software*
- Customer Service Management
- Customer Service Skills
- Service Metrics

Education and Instructional Design
- Corporate Training
- E-Learning Software
- Educational Technology
- Higher Education
- Instructional Design
- Screencasting
- Teaching

Diversity, Equity, and Inclusion (DEI)
- Accessibility*
- Allyship*
- Cross-Cultural Communication
- Inclusive Leadership*
- Workplace Equity
- Anti-racism
- Recruiting Diverse Talent*
- Neurodiversity Support
- DEI Culture

Finance and Accounting
- Accounting Skills
- Accounting Software*
- Corporate Finance
- Cryptocurrency*
- Income Tax
- Personal Finance
- Small Business Finance*

Human Resources
- Compensation and Benefits
- Recruiting Diverse Talent*
- Hiring and Interviewing
- HR Administration
- HR Software
- HR Strategy
- Learning and Development
- Recruiting
- Talent Management
- Skills First Hiring

Leadership and Management
- Business Strategy*
- Coaching and Mentoring
- Communication*
- Crisis Management*
- Decision-Making*
- Inclusive Leadership*
- Executive Leadership
- Leadership Skills
- Management Skills
- Meeting Skills*
- Nonprofit Management
- Organizational Leadership
- Talent Management
- Teams and Collaboration*

Sales
- CRM Software*
- Sales Management
- Sales Metrics
- Sales Skills
- Social Selling*

Marketing
- Advertising and Promotion
- B2B Marketing
- B2C Marketing
- Brand Management
- Content Marketing
- Conversion Marketing
- Crisis Management*
- Email Marketing
- Enterprise Marketing
- Event Planning
- Lead Generation
- Marketing Automation
- Mobile Marketing
- Marketing Strategy
- Pay-Per-Click Marketing
- Personal Branding*
- Public Relations
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Small Business Marketing*
- Social Media Marketing
- Social Selling*
- Virtual Marketing
- Web Marketing Analytics

Project Management
- Agile Project Management
- Business Analysis*
- Operations Management*
- Project Leadership
- Project Management Skills
- Project Management Software*

Professional Development
- Allyship*
- Communication*
- Creativity*
- Decision-Making*
- Health and Well-Being
- Meeting Skills*
- Personal Development
- Public Speaking
- Remote Work
- Teams and Collaboration*
- Time Management
- Writing

Small Business and Entrepreneurship
- Entrepreneurship
- Freelancing
- Small Business Finance*
- Small Business Management
- Small Business Marketing*
- Small Business Sales
- Web Design Business*

Creative

AEC
- 2D Drafting and Drawing*
- 3D Modeling*
- Architectural Design
- BIM
- Civil Engineering
- Computational Design*
- Construction
- Construction Management
- GIS*
- Interior Design
- MEP
- Previz*
- Real-Time*
- Rendering*
- Structural Engineering
- Sustainability*

Animation and Illustration
- 2D Animation
- 3D Animation*
- 3D Lighting*
- 3D Materials*
- 3D Modeling*
- 3D Sculpting*
- Art Composition
- Character Animation
- Color Theory*
- Concept Art
- Digital Painting
- Drawing*
- Illustration
- Painting
- Rendering*
- Rigging
- Storyboarding*
- Typography*

Audio and Music
- Audio Editing
- Audio Engineering
- Audio Hardware
- Audio Mastering
- Audio Mixing
- Audio Post-Production
- Audio Recording
- Digital Audio Workstations
- Music Business*
- Music Composition
- Music Lessons
- Music Production
- Music Theory
- Podcasting
- Songwriting
- Sound Design*
- Synthesis
- Virtual Instruments

Web Design
- Interactive Web Content
- Mobile Web Design
- Responsive Web Design
- Web Design Business*
- Web Graphics
- Web Standards
- Web Typography

Graphic Design
- Asset Management*
- Brand Design
- Color Theory*
- Creativity*
- Design Business*
- Design Thinking*
- Digital Publishing
- Drawing*
- Infographics
- Layout and Composition
- Logo Design
- Poster Design
- Print Production
- Typography*

Product and Manufacturing
- 2D Drafting and Drawing*
- 3D Modeling*
- 3D Printing
- 3D Scanning
- Augmented Reality*
- Automotive Design
- CNC and CAM
- Computational Design*
- Electrical Engineering
- Manufacturing
- Mechanical Engineering
- Previz*
- Product and Industrial Design
- Prototyping
- Real-Time*
- Rendering*
- Simulation

Photography
- Analog Photography
- Real Estate Photography
- Asset Management*
- Black and White Photography
- Color Correction
- Image Editing
- Landscape Photography
- Macro Photography
- Mobile Photography
- Night Photography
- Photo Business*
- Photo Compositing
- Photo Restoration
- Photo Sharing
- Photography Gear
- Photography Lighting
- Photography Printing
- Photographic Storytelling
- Portrait Photography
- Product Photography
- Raw Processing
- Retouching
- Street Photography
- Time-Lapse Photography

Motion Graphics and VFX
- 2D Tracking
- 3D Particles and Dynamics*
- 3D Tracking
- Compositing
- Keying*
- Motion Graphics
- Motion Typography
- Rendering*
- Storyboarding*
- Video Color Grading*
- Visual Effects

User Experience
- Accessibility*
- Content Strategy
- Design Thinking*
- Information Architecture
- Interaction Design
- Multidevice Design
- Usability
- User Interface Prototyping
- User Research
- UX Design
- Wireframing

Video
- Audio for Video
- Cinematography
- Filmmaking
- Keying*
- Script Writing
- Shooting Video
- Sound Design*
- Video Color Grading*
- Video Editing
- Video Gear
- Video Lighting
- Video Post-Production
- Video Pre-Production
- Video Production

Visualization and Real-Time
- 3D Animation*
- 3D Lighting*
- 3D Materials*
- 3D Modeling*
- 3D Particles and Dynamics*
- 3D Sculpting*
- 3D Textures
- Architectural Visualization
- Augmented Reality*
- Previz*
- Real-Time*
- Real-Time Scripting
- Rendering*
- Virtual Reality
- Visualization

Technology

AI and Machine Learning
- Artificial Intelligence
- Deep Learning
- Generative AI (GAI)
- ML Frameworks
- Natural Language Processing (NLP)
- Neural Networks
- Responsible AI

Back-End Web Development
- Content Management Systems
- E-Commerce Development
- APIs*
- ASP.NET and ASP.NET Core
- Java EE
- Spring and Spring Boot
- Web Frameworks (Django, Laravel)
- Web Development Tools

Cloud Computing
- Cloud Administration
- Cloud Development
- Cloud Foundations
- Cloud Platforms
- Cloud Security
- Cloud Services
- Cloud Storage
- Amazon Web Services
- Azure
- Google Cloud
- Cloud Architecture

Databases
- Database Foundations
- Data Resource Management
- Database Administration
- Database Development*
- NoSQL Databases (MongoDB, Redis, Cassandra, Couchbase)
- SQL Databases (SQL, MySQL, PostgreSQL)
- Graph Databases

Data Science
- Big Data
- Business Intelligence*
- Data Analysis
- Data Engineering
- Data Governance
- Data Modeling
- Data Privacy*
- Data Visualization*
- GIS*
- Statistics

DevOps
- Agile Software Development
- DevOps Foundations
- DevOps Tools

Front-End Web Development
- JavaScript Frameworks (React, Angular, Vue)
- Full-Stack Web Development
- Style Frameworks (Tailwind, Bootstrap, Sass)
- Structure and Style (HTML and CSS)
- Web Security
- UX

IT Help Desk
- Client Operating Systems
- Help Desk Skills
- Operating System Distribution
- Software Support
- Upgrade and Maintenance

Network and System Administration
- CRM Administration
- Enterprise Content Management
- IT Automation
- IT Service Management
- Mobile Device Management
- Network Administration
- Server Administration
- Software Administration
- Virtualization
- Linux
- Other Operating Systems
- Windows Server
- Networking Basics
- Networking Development
- Cisco

Tech Career Skills
- Cloud
- Database
- Data Science
- Developer
- DevOps
- Tech Recruiting

Software Development
- APIs*
- Database Development*
- Software Design Patterns
- Enterprise Architecture
- Git and GitHub
- Internet of Things (IoT)*
- Microsoft Development
- Mobile Development (iOS, Android)
- Object-Oriented Programming
- Programming Foundations
- Programming Languages
- Software Architecture
- Software Design
- Software Development Tools
- Software Quality Assurance
- Software Testing
- Version Control

Security
- Identity and Access Management
- Cryptography
- Incident Response
- Malware Analysis
- Mobile Application Security
- Network Security
- Penetration Testing
- Data Privacy*
- Security Awareness
- Security Careers
- Security Testing
- Software Development Security
- Vulnerability Management
- Web Application Security
- Governance, Risk, and Compliance

Texas Organizations and LinkedIn Learning

Linkedin Learning - Success Stories in Texas

- City of Austin   Ranked 5th in TX
- City of Houston   Ranked 1st in TX
- City of El Paso   Ranked 6th in TX
- City of Allen
- City of Lubbock
- City of College Station
- City of Arlington   Ranked 7th in TX
- Harris County
- Dallas County
- Denton County
- Travis County
- Montgomery County
- Capital Metro
- Lower Colorado River Authority

- Dep of Licensing & Regulation
- Legislative Council
- Water Development Board
- General Land Office
- Commission on Environmental Quality
- Department of Transportation
- Office of Attorney General
- Texas Veterans Commission
- Health and Human Services Commission
- Texas Workforce Commission
- Teacher Retirement System
- Dep of Public Safety
- State Office of Administrative Hearings
- Higher Education Coordinating Board

Price Comparison eLearning Subscription

- Previous agreement with OpenSesame Plus expired in December 2023
  - Agreement was for three years in amount of $203,400.00

- Proposed agreement's pricing is approximately 25% lower than previous agreement
  - Savings of $51,002

OpenSesame Plus	LinkedIn Learning	Variance
$203,400.00	$152,398.00	$51,002.00

Recommendation

- Staff recommends approval of this motion authorizing a three-year service agreement with Carahsoft Technology Corporation, through the Texas Department of Information Resources, for the LinkedIn Learning HUB for Government, as presented

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