

# LinkedIn Learning – University Engagement & Implementation Plan

## Objective

Create a skill-driven campus ecosystem that enhances student employability, faculty engagement, and LinkedIn Learning adoption across the university.

### Key Targets:

- 100% awareness (15,000 students)
- 70% activation (10,500 active learners)
- 25,000+ course completions
- 50+ faculty integrations

## Key Initiatives Overview

Initiative	Description	Outcome
National League Competition	Shark Tank–style inter-university skill contests	Recognition, certificates, internships
Human–AI Duo Mentorship	Students paired with mentors + AI for learning guidance	Personalized upskilling, employability boost
Regional/Multilingual Courses	Courses in Hindi, Tamil, Telugu, Marathi, Bengali	Accessibility, Tier 2/3 city engagement
Campus Projects/Startups	Use LinkedIn courses in capstones & incubators	Real-world project integration
Skill x Art Festival	Blend technical & creative fields (music, design, arts)	Creative engagement & visibility

## 6-Month Implementation Plan (Dedicated Section)

Month	Focus	Key Actions	Target	Cost (USD)
1	Awareness & Onboarding	Launch event, orientations, digital promo	20%	\$2,000
2	Engagement Kickstart	“First Course” challenge, playlists, ambassadors	35%	\$1,500
3	Themed Learning	Faculty pilot, micro-certification week	55%	\$2,000
4	Career Alignment	Career readiness week, LinkedIn profile workshop	70%	\$2,500
5–6	Gamification & Evaluation	Championships, awards, survey, expansion	100%	\$4,800

**Total Cost:** ~\$12,800 (for 15,000 students)

## Feasibility & Expected Outcomes

### Feasibility:

- Strong institutional & faculty support
- Moderate tech integration (via LMS or direct access)
- Scalable across institutes nationally

### Expected Outcomes:

- 100% student reach, 70% active learners
- 25,000+ course completions
- 50+ faculty integrations
- 30% improvement in placement readiness
- Recognition as LinkedIn Learning Partner Campus

## Impact & Next Steps

### Impact:

- Competitive, creative, and collaborative learning culture
- Real-world skill application through mentorship & competitions
- Improved employability and campus reputation

### Next Steps:

1. Establish LinkedIn Learning Clubs across institutes
2. Launch pilot awareness & engagement campaigns (Month 1–2)
3. Track participation via dashboards and mentor reports
4. Scale to cross-university competitions and creative festivals