LinkedIn Learning University-Wide Implementation & Promotion Plan

University Context: - Total Students: ~15,000 - Institutes/Schools: 20 (School of Computing, Engineering, Design, Architecture, Merchant Navy, etc.) - Target Duration: 6 Months (1 Academic Semester) - Implementation Body: LinkedIn Learning Club (Central + Institute-wise Chapters)

---

1. Objectives

Category	Goal
Awareness	100% of students know about LinkedIn Learning and have login access
Activation	70% (~10,500 students) complete at least one course
Completion	25,000+ total courses completed across all schools
Integration	50+ faculty integrate courses into subjects
Sustainability	Establish LinkedIn Learning Club in every school for continuous engagement

---

2. Phase-Wise Plan (6-Month Roadmap)

Month 1 – Awareness & Onboarding (Target: 20%)

- Students: 3,000 (~20%)
- Initiatives:
- University-wide launch event (hybrid)
- Institute-level orientation sessions
- Faculty briefing workshop
- Digital promotion (posters, WhatsApp, LinkedIn, screens)
- Estimated cost: $2,000 (events + digital materials)

Month 2 – Engagement Kickstart (Target: +15% = 35% cumulative)

- Students: 5,250 (~35%)
- Initiatives:
- "Complete Your First Course" challenge
- Department playlists for each institute
- Student ambassadors deployment
- Estimated cost: $1,500 (certificates + minor incentives)

Month 3 – Collaboration & Themed Learning (Target: +20% = 55% cumulative)

- Students: 8,250 (~55%)
- Initiatives:
- Learning Month theme (per school)

• Faculty integration pilot
• Micro-certification week
• Estimated cost: $2,000 (events, posters, incentives)

Month 4 – Career Alignment & Skill Development (Target: +15% = 70% cumulative)

• Students: 10,500 (~70%)
• Initiatives:
• Career Readiness Week
• LinkedIn Profile Enhancement Workshop
• Skill-building competitions
• Estimated cost: $2,500 (career events + expert sessions)

Month 5 – Gamification & Recognition (Target: +15% = 85% cumulative)

• Students: 12,750 (~85%)
• Initiatives:
• Inter-institute learning championship
• Leaderboards weekly updates
• Club collaboration events
• Estimated cost: $1,800 (trophies, badges, marketing)

Month 6 – Evaluation & Expansion (Target: +15% = 100% awareness, 70% active)

• Students: 15,000 total, 10,000 active (~70%)
• Initiatives:
• LinkedIn Learning Annual Awards
• Feedback & Impact Survey
• Next-phase planning (academic integration)
• Estimated cost: $3,000 (awards + survey + promotional materials)

3. Feasibility Analysis

Factor	Assessment
Institutional Support	High – support from administration + faculty engagement programs
Student Interest	High – 70% engagement realistic with incentives and club initiatives
Technology Integration	Medium – LMS integration may require IT support; external login possible as fallback
Budget	Moderate – $12,800 estimated for 6 months including events, incentives, and promotional materials
Scalability	High – can expand club chapters per institute; leaderboard and ambassador model scalable

4. Estimated Cost & Pricing Model

Item	Estimated Cost (USD)	Notes
Launch Event & Orientation	2,000	Venue, digital materials, speakers
Engagement & Challenges	1,500	Certificates, minor incentives
Themed Learning & Faculty Pilot	2,000	Posters, badges, event logistics
Career Alignment & Workshops	2,500	Guest speakers, career-focused sessions
Gamification & Recognition	1,800	Trophies, badges, club events
Evaluation & Expansion	3,000	Awards, survey tools, promotional items
Total Estimated Cost	**12,800**	6-month plan for 15,000 students

Pricing Model (LinkedIn Learning Subscription): - Current University Institutional Licensing: Approx. $30–$35 per student per year (bulk enterprise pricing) - For 15,000 students, annual cost: $450,000–$525,000 - Additional budget covers events, workshops, incentives, and promotional campaigns.

5. Recommendations & Initiatives

1. **Central LinkedIn Learning Hub Portal:** Track participation, completions, and leaderboards across institutes.
2. **Institute-Level Clubs:** Each of 20 institutes has micro-club with ambassadors.
3. **Faculty Integration Program:** Incentives for faculty embedding courses in subjects.
4. **Placement Cell Collaboration:** Showcase certificates to recruiters.
5. **Annual LinkedIn Learning Week:** Institutionalized skill fest with contests and workshops.
6. **Continuous Visibility:** Weekly social media posts and leaderboards for motivation.

6. Expected Outcomes

Metric	Target
Student Reach	100% awareness (~15,000 students)
Active Learners	~70% (~10,500 students)
Course Completions	25,000+ courses
Faculty Participation	50+ faculty integrating courses
University Branding	Recognized as a LinkedIn Learning Partner Institution
Placement Readiness	30% improvement in employability confidence (survey-based)

Conclusion: The proposed 6-month university-wide LinkedIn Learning promotion plan is **feasible, cost-effective, and scalable**, targeting 15,000 students across 20 institutes. By combining structured awareness campaigns, club-led engagement, faculty integration, career alignment, gamification, and recognition, this initiative can successfully cultivate a **sustainable culture of lifelong learning** and improve student employability outcomes.