

eCampusOntario Open Casebook

Expression of Interest (EOI)

Opportunity

eCampusOntario is seeking expressions of interest from member institutions for case contributions regarding the use of Lynda.com. All successful submissions will be collected into an open casebook for publication.

Key Dates

- Submission: November 29, 2018, 4:00pm Eastern
- Case selection: November 30, 2018 to December 4, 2018
- Case submission—draft: February 15, 2019
- Final case submission: March 10, 2019
- Publication: March 29, 2019

Background

In 2017, the Government of Ontario purchased a blanket, three-year license to Lynda.com to provide postsecondary students with free access to the skills-focused, online learning platform. The Higher Education Quality Council of Ontario (HEQCO) and eCampusOntario have since partnered to evaluate this investment with a focus on understanding whether and how Lynda.com can help address perceived skills gaps among Ontario college and university students.

In addition to HEQCO's province-wide evaluation of the platform, member institutions are engaged in a variety of grassroots projects using Lynda.com. By creating and publishing an open casebook eCampusOntario acknowledges the breadth of its members' innovative teaching and learning strategies and creates opportunities for our members to engage in small-scale study and assessment of these projects. This casebook will allow members to learn from the experiences of their peers.

Aim

To showcase a diverse set of cases that reflect the use of Lynda.com, the casebook will include selections from new Lynda.com adopters as well as seasoned users at universities and colleges. The casebook will seek to delve into categories and sub-topics that emerged during the first year of the pilot, including, but not limited to:

- **Library and Learning Commons:** Augmentation and/or resource replacement, student engagement and usage, faculty implementation
- **Co-curricular use and support:** Co-curricular transcripts, transferable skills, just-in-time learning, tutorial and resource centre use

- **Curriculum use and support:** Resource replacement, ancillary support, remediation resources, work-integrated-learning, continuing education
- **Professional development:** Onboarding, just-in-time learning, professional development, career advancement, teaching innovation, support for institution-wide change or technology implementation, life-long learning
- **Teaching and Learning:** In-class/online/hybrid teaching impact, resource evaluation, skill assessment

Each case will consist of 5-20 finished book pages (roughly 2000-10,000 words) and will include the following:

- | | |
|------------------------|------------------------------|
| • Key words | • Results* |
| • Introduction | • Pedagogical considerations |
| • Background | • Discussion |
| • Research question(s) | • Conclusions |
| • Method* | • Lynda.com content used |
| • Procedure* | • References |

*these headings may change depending on the case

Incentive

Successful applicants will be paid a fee of \$5,000 upon completion and submission of the case to eCampusOntario.

Requirements for Submission

- Submissions will be no more than 1-3 pages and will include an abstract, author biography, and a detailed outline
- Author biography (no more than 200 words)
- Abstract and outline that clearly outlines the proposed case, including:
 - A description of the proposed case including characteristics to be investigated and the aim of the study
 - The specific use of Lynda.com
 - The objective of the adoption and use of Lynda.com and the targeted need or opportunity Lynda.com addressed
 - The research question(s) and plan for analysis
 - A detailed account of the impact of teaching and/or learning with Lynda.com

Evaluation

Following receipt, evaluators will score each submission against the evaluation criteria provided below. Each submission will be evaluated by two independent reviewers.

Evaluation Criteria and Weighting

1. **Interest and relevance of the topic (20%)**
2. **Quality of the document (10%)**

- Quality of writing
- Structure of the document
- Clarity and conciseness

3. **Quality “as a case” (40%)**

- Presenting a concrete plan for the case that addresses one of the 5 categories of use listed (Library and Learning Commons, co-curricular use and support, curriculum use and support, professional development, and teaching and learning)
- Articulated outline of Lynda.com implementation and impact
- There are clear teaching/learning objectives, as explicitly identified by the author; these teaching/learning objectives are appropriate for targeted users,

4. **Quality of the “Pedagogical Consideration” (30%)**

- The Pedagogical Consideration is clear and provides unique insight into the impact of use of Lynda.com

Interested members must submit a single PDF document to procurement@ecampusontario.ca by November 29, 4:00pm Eastern.

Please direct any questions to lyndasupport@ecampusontario.ca