



Expanding Training Access, Evolving a Learning Culture and Improving Employee Satisfaction

The fourth largest city in North Carolina, the City of Durham is home to the sports powerhouse Duke University and Research Triangle Park, one of the largest and oldest research and technology parks in the world. Like many cities today, the City of Durham is experiencing tremendous growth and new challenges. "Our challenges include continuing to maintain a strong and diverse economy, safe and secure communities, and thriving neighborhoods. We are also challenged with stewardship of Durham's physical and environmental assets," said Sharon Williams, manager, onboarding and professional development, for the City of Durham. Employees work hard every day to provide quality services that make Durham a great place to live, work and play. However, effectively addressing the aforementioned challenges will require an innovative and high-performing workforce that is engaged, well trained and committed to The City's goals.

When Williams joined Durham's HR team in 2015, she found that a fraction of the city's 24 departments were using a LMS primarily for basic compliance training. Williams facilitated an enterprise-wide needs-analysis to increase understanding of employee and organizational development needs. Results suggested that Durham employees would benefit from an increased human capital development focus. However, with limited staff and a tight budget it was clear that additional resources would be needed to facilitate the development process.

Connect

Learning

Industry: Local Government

Region: North Carolina

Employees: 2,400

Live Since: 2016

Business Impact: Strengthened city brand, improved employee satisfaction scores, increased training completion rates, delivered learning to thousands, engaged millennials





“We could not track and provide training options for 2,500 employees without Cornerstone. Our LMS enables us to manage learning more efficiently and to do it more effectively.”

- Sharon Williams, Manager, Onboarding and Professional Development, City of Durham

Why Cornerstone

Williams began the search for a new LMS that would enable Durham to better manage training and support true development opportunities for every employee. “Cornerstone was brought to our attention by Regina Youngblood, Durham’s HR Director. Once we saw Cornerstone in action, we were thoroughly impressed,” said Williams. “It came down to Cornerstone and one other competitor. We felt that Cornerstone was the partner that would be the most innovative, supportive and creative. They also had prior experience with our video-based content provider (an added plus).”

The relationship with Cornerstone was solidified at the outset. Prior to launch, selected LMS administrators participated in an onsite boot camp. “Training was completely high touch. More importantly, Cornerstone was still there after training was over. The night before launch, we ran into a problem at 9 p.m. Our Cornerstone contact responded within minutes and stayed on the phone with us for an hour,” said Williams. “The level of support that we’ve had and the amount of nurturing has been absolutely phenomenal.”

The Results

Strengthened brand. Durham branded Cornerstone as City U Learning, which was paired with City U Engagement and a push-pull strategy to drive platform adoption and ensure message consistency. “Branding the Cornerstone LMS as City U Learning has really helped us market the message to employees that it is up to them (‘all about you’) to learn,” said Williams. “We’re challenging employees to lead from where they are by taking charge of learning and using knowledge to advance their career.”

Improved employee satisfaction scores. “Employees are excited that there are now options to access learning via multiple modalities (videos, webinars, workshops, etc.) from anywhere and at any time. There is still work to be done, but our employee satisfaction scores are improving.”

Increased training completion rates. Currently, the city’s training completion rates are between 65-100 percent, depending on the department. “The Police Department has used City U Learning extensively since rollout. They have their own LMS for technical training but utilize the City U Learning platform for business skills development.” “I went to see the Police Department’s senior leaders before rollout. They saw the benefit of having Cornerstone and additional video-based learning options for business skills development. They are now our highest user with a 90+ percent completion rate for core values training.”

Delivered learning to thousands with a staff of two. Cornerstone makes it feasible for Williams and one other dedicated training resource to manage learning and development for thousands. “We could not track and train 2,500 people without Cornerstone. We have a broader reach and can be more high touch. Cornerstone enables us to do everything more efficiently and effectively.”

Engaged millennials. With Cornerstone, The City can deliver just-in-time learning, crucial for creating a millennial friendly work culture. “Thanks to our City U learning management system all employees can learn anywhere, at any time, even waiting in line or sitting in a doctor’s office.”



Cornerstone OnDemand is the global talent management software provider that is pioneering solutions to help organizations realize the potential of the modern workforce. [csod.com](https://www.csod.com)

