



Illinois Center for Specialized Professional Support,
Illinois State University, College of Education

Introduction to Illinois' IT Training on Coursera

*Online Learning Options for
Individuals to Gain In-Demand
Skills While Unemployed*

June 5, 2020



- Phone lines will be muted for better sound quality
- Please 'introduce' yourself by typing your name in the chat box
- Please use question box to ask questions

Today's Speakers



Lisa Jones

Manager,
Office of
Employment &
Training, Illinois
Department of
Commerce &
Economic
Opportunity



Michelle Cerutti

President,
Illinois
Workforce
Partnership
& Program
Director,
Man-Tra-Con



Sam Combs

Senior
Manager,
Government
Partnerships,
Coursera



Natasha Telger

Integration &
Training
Coordinator
Center for
Workforce
Development,
SIU



Jennifer Foster

Deputy
Executive
Director,
Illinois
Community
College Board



Jeff Kaplan

Customer
Success -
Public Sector,
Coursera



Introduction to the Illinois Coursera Partnership: AGENDA

Welcome from state and local perspectives

- Lisa Jones, DCEO and Michelle Cerutti, Illinois Workforce Partnership and ManTraCon

Overview of Coursera and its focus on skills for high-demand job roles

- Sam Combs, Coursera

How to sign up for Coursera on Illinois workNet

- Natasha Telger, Center for Workforce Development at SIU

Connections to additional learning through Illinois Community College Board

- Jennifer Foster, Illinois Community College Board

Ensuring successful learner experiences and outreach materials available to LWIAs

- Jeff Kaplan, Coursera

Open for Questions & Answers

Increase In-Demand Skills While Out of Work

May 14, Governor Pritzker announced the launch of [Get Hired Illinois](#) – a state web portal designed to connect workers with available job and career training opportunities across the state of Illinois. The page is designed to be user-friendly for job seekers of all levels and backgrounds and allows employers to upload jobs, virtual career fairs and training opportunities.

During the announcement the Governor also announced an upcoming launch of a partnership with the [Coursera's Workforce Recovery Initiative](#) which will offer online career training for Illinois residents, with a special emphasis on pathways to information technology professional certificates.

Growth in IT Jobs in Puts in in Top 6 Sectors for Illinois Economic Development Plan

STATE

IT is key industry in Illinois Gov. Pritzker's five-year economic plan



Between 2009 and 2018, employment in Illinois' IT industry grew by 39.5 percent.

Written by [Ryan Johnston](#)

OCT 15, 2019 | STATESCOOP

A new five-year economic plan from Illinois Governor J.B. Pritzker's administration names information technology as the state's fastest-growing industry, and one of six key sectors in which investment will make the state's economy more equitable.

The [plan](#), released last Wednesday by the Illinois Department of Commerce and Economic Opportunity, laid out the state's current and future initiatives to grow the IT industry, primarily through increased government investment in research facilities and collaboration between universities, private companies and the Department of Innovation & Technology.



Illinois IT Training on Coursera Webinar

Coursera Workforce Recovery Initiative Overview

June 5, 2020



coursera for Government

Sam Combs - Government Partnerships

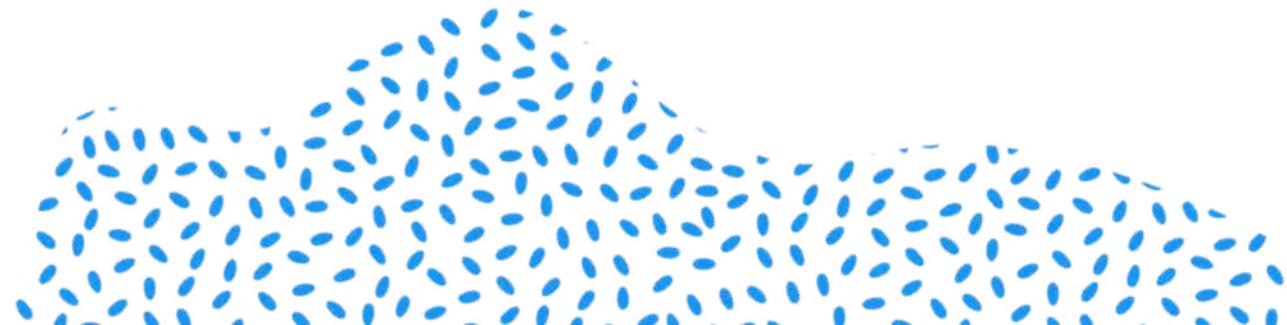


Reskilling Revolution Initiative Announcement
WEF Annual Meeting January 2020, Davos

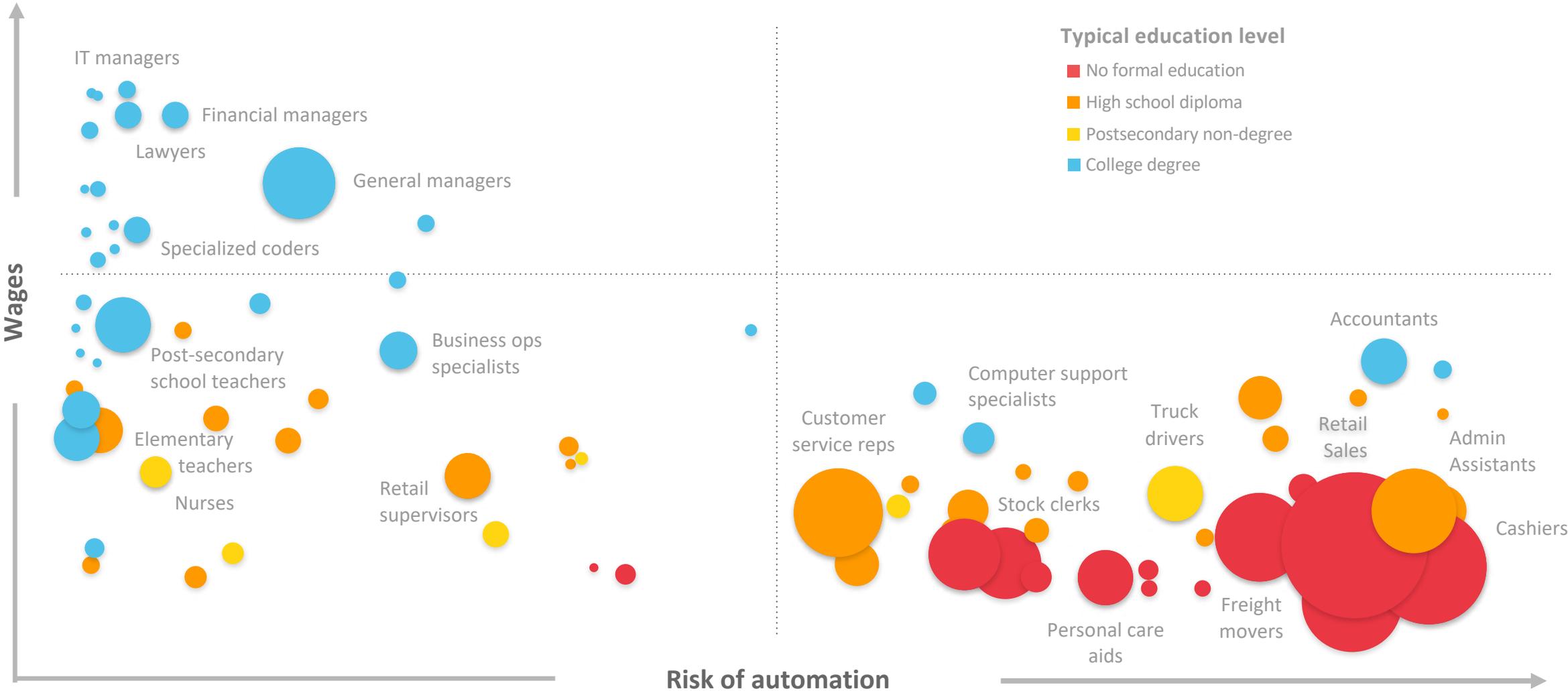


World Economic Forum on **the Future of Jobs**

“
1.1 billion jobs are liable to be radically transformed by technology in the next decade. The World Economic Forum finds that skills instability with all jobs will mean that nearly **half of core skills are set to change by 2022.** Additionally, if current trends continue, the **outdated content of education will further exacerbate the skills mismatch** in the future.”

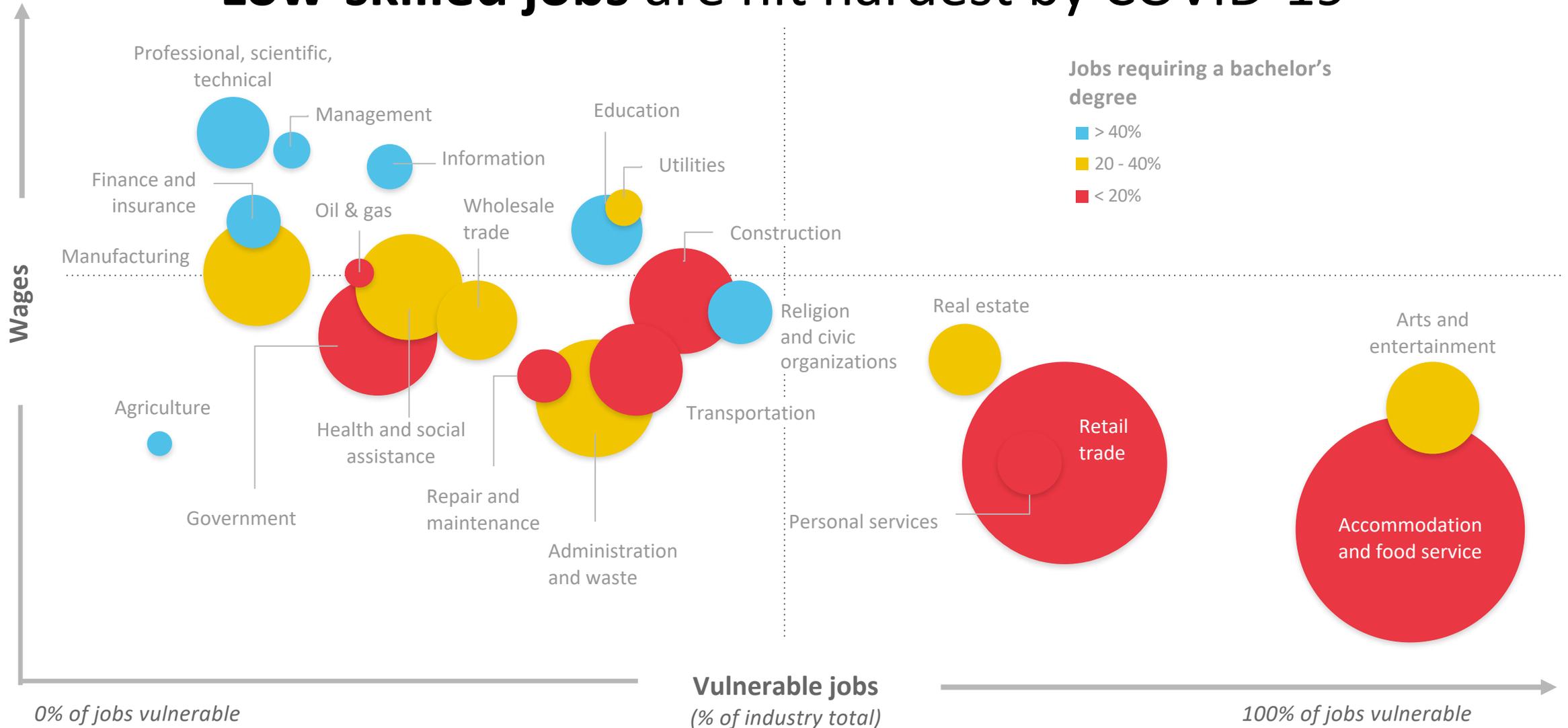


Low-skilled jobs are at risk of automation

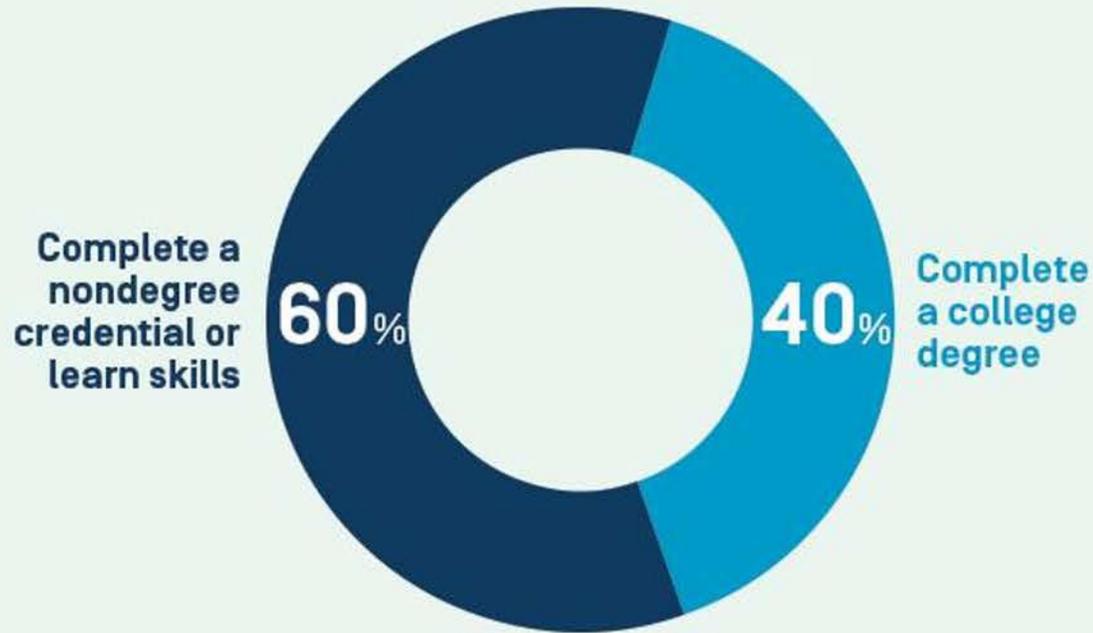


Source: Bloomberg, 2018 | McKinsey & Co. 2018

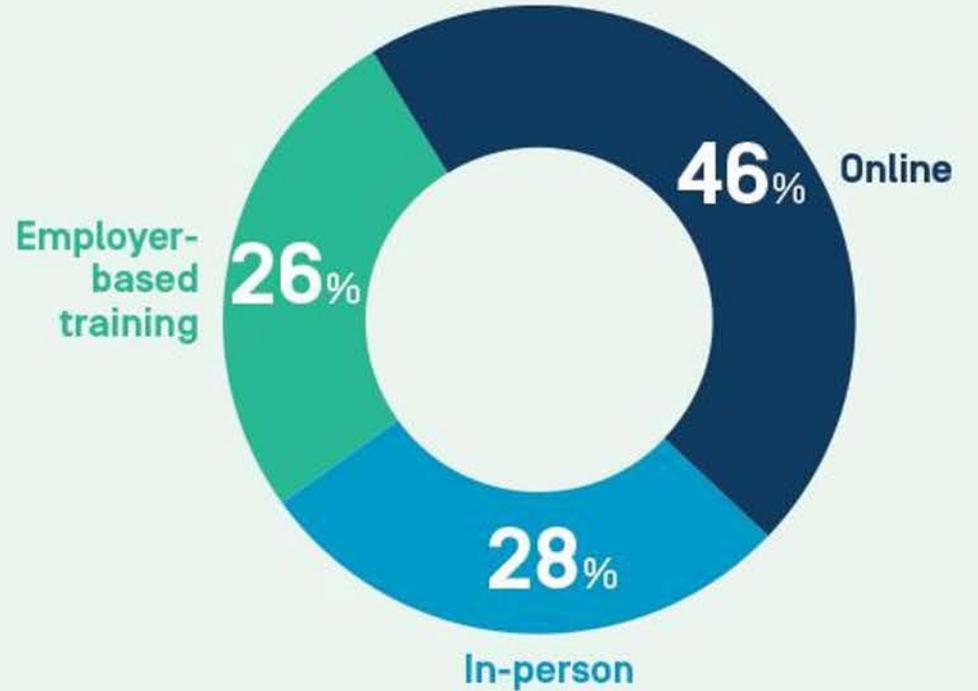
Low-skilled jobs are hit hardest by COVID-19



A majority of American workers say they **prefer nondegree and skill-based education** and training programs.



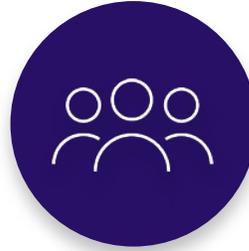
Across job fields, workers prefer that education and training are **delivered online**.





A platform for learning at scale

Learner



60+ million

Registered learners
560k+ in Illinois

coursera

165+

University Partners

40+

Industry Partners



Educator

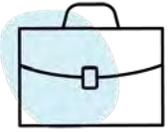
2,300+

Coursera for Business
Coursera for Government
Coursera for Campus



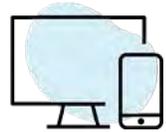
Employer

Extensive catalogue of online courses



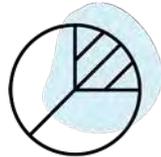
Business

1,000+
courses



Technology

700
courses



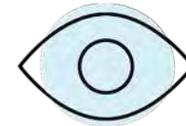
**Data
Science**

380
courses



Health

100
courses



**Social
Sciences**

780
courses



**Arts &
Humanities**

340
courses

4,000 courses

140,000 lecture videos

370,000 assessments

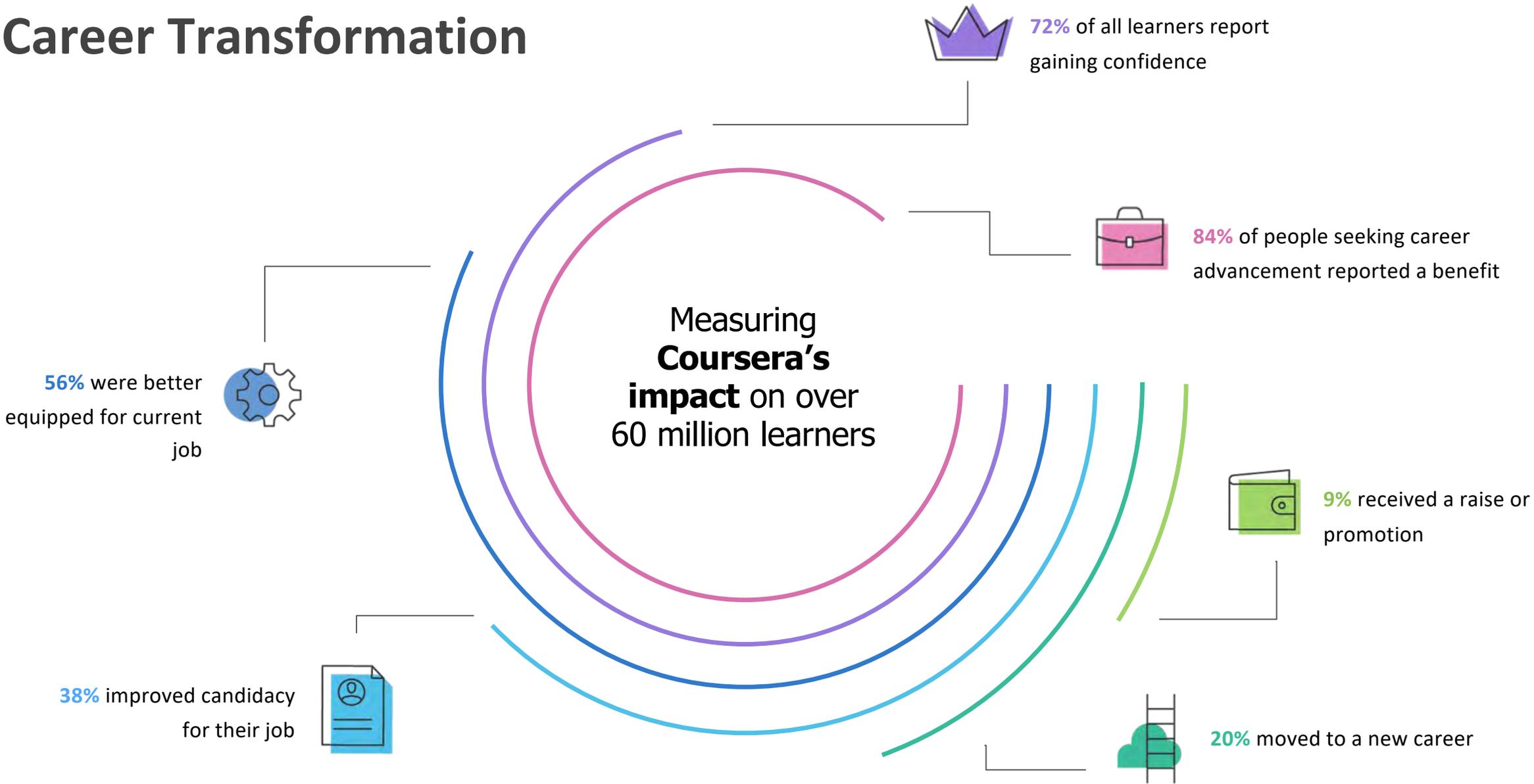


THE UNIVERSITY OF
CHICAGO

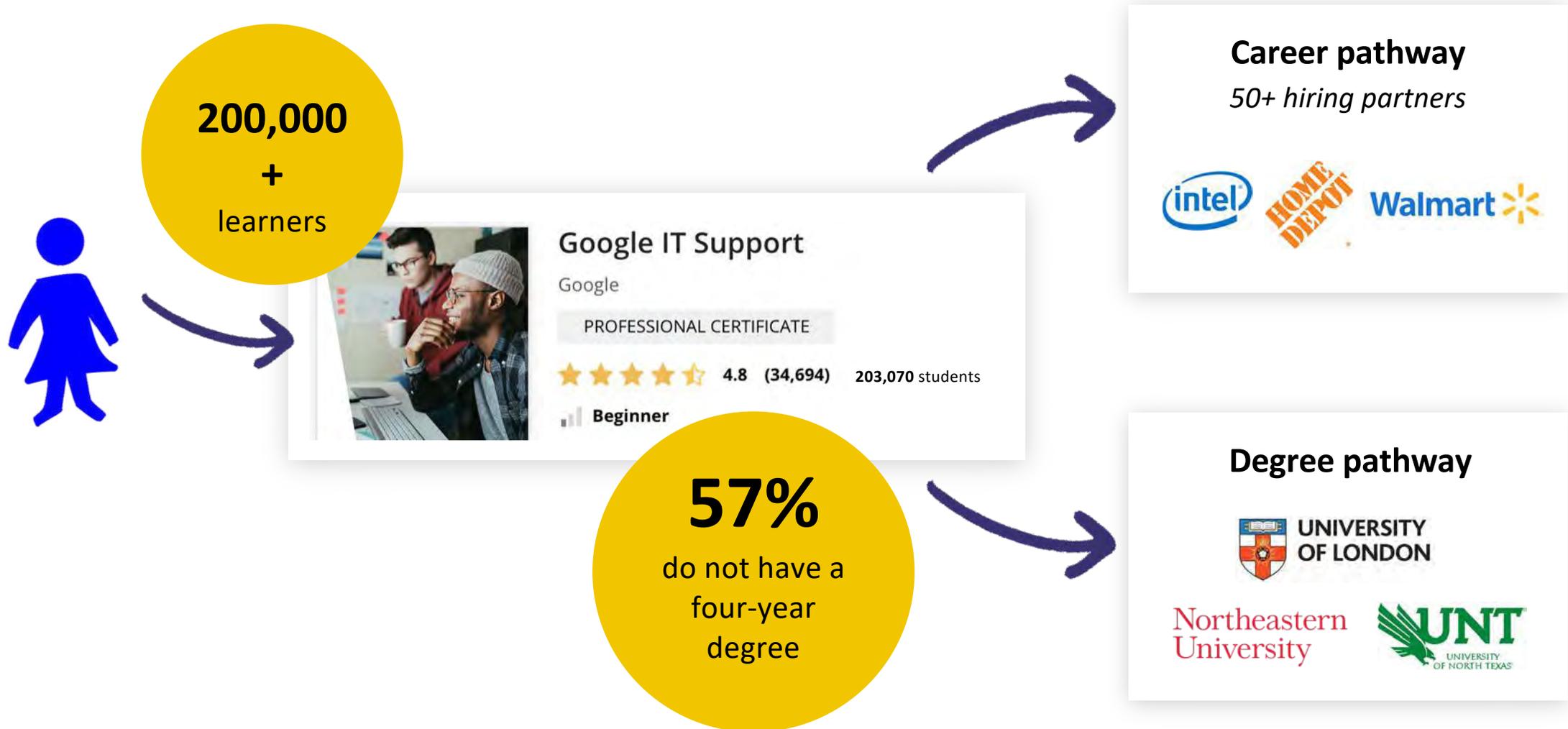


FACEBOOK

Career Transformation



Online on-ramps to jobs and degrees



coursera for Government

Coursera Workforce Recovery Initiative

On April 24, Coursera began offering free access to Coursera for Government for national, state, and local govts to help displaced workers.

Currently launching with agencies in 30+ States



[/government/workforce-recovery](#)

Free access to “paid” Coursera Catalog

gives unemployed citizens access to 3,800 job-relevant courses and certifications from America’s leading universities and companies

Cybersecurity



Cloud computing



Data Science



AI



Business Mgmt



Career Mgmt



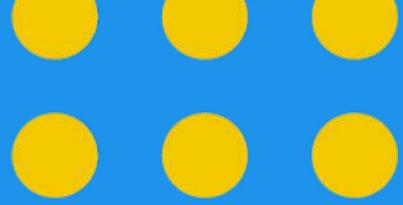
Digital Engineering



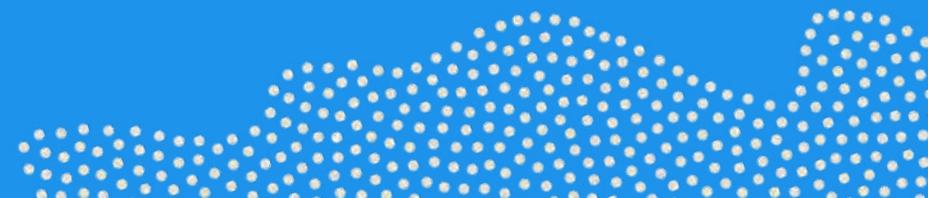
Healthcare





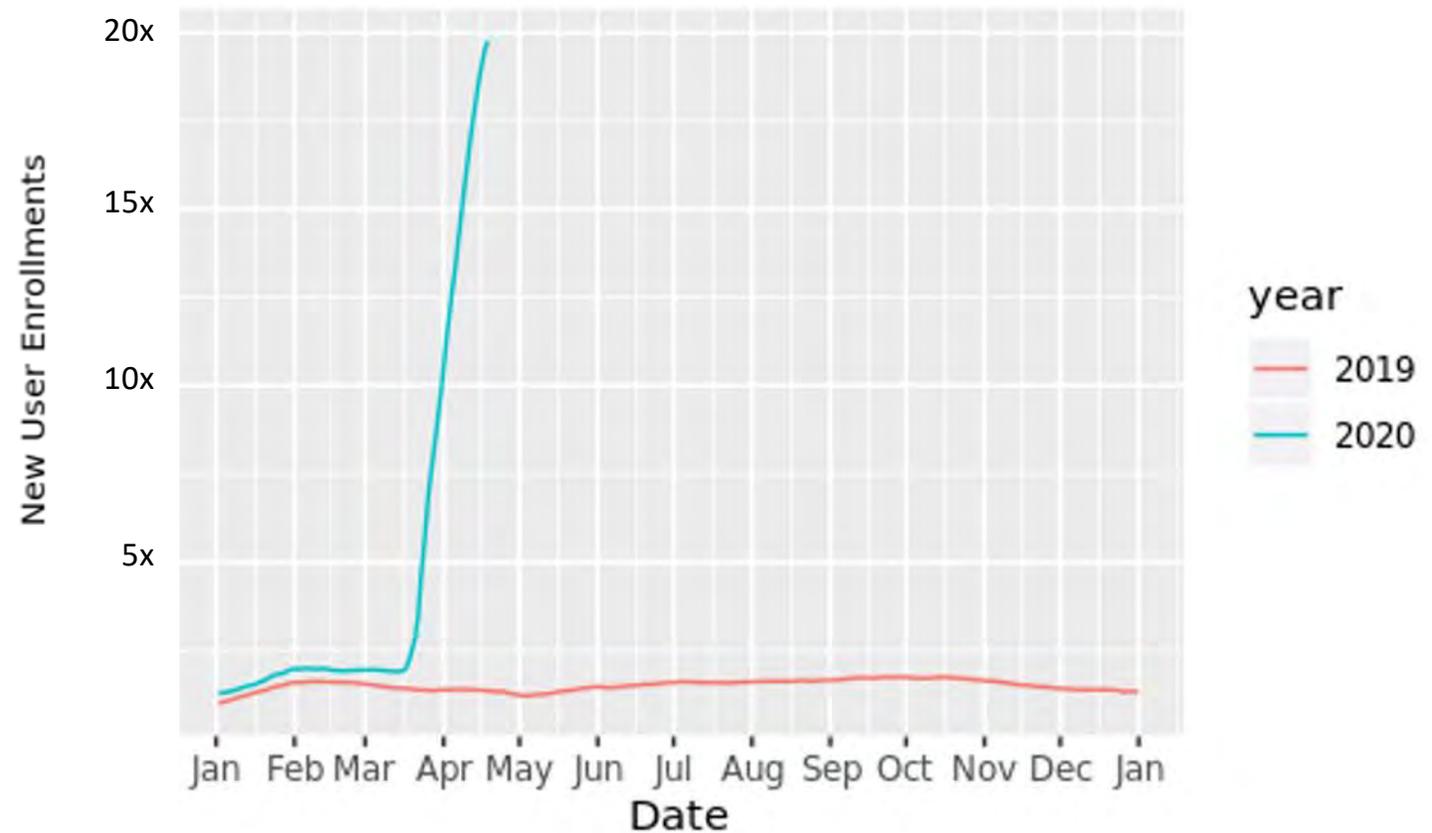


Discussion



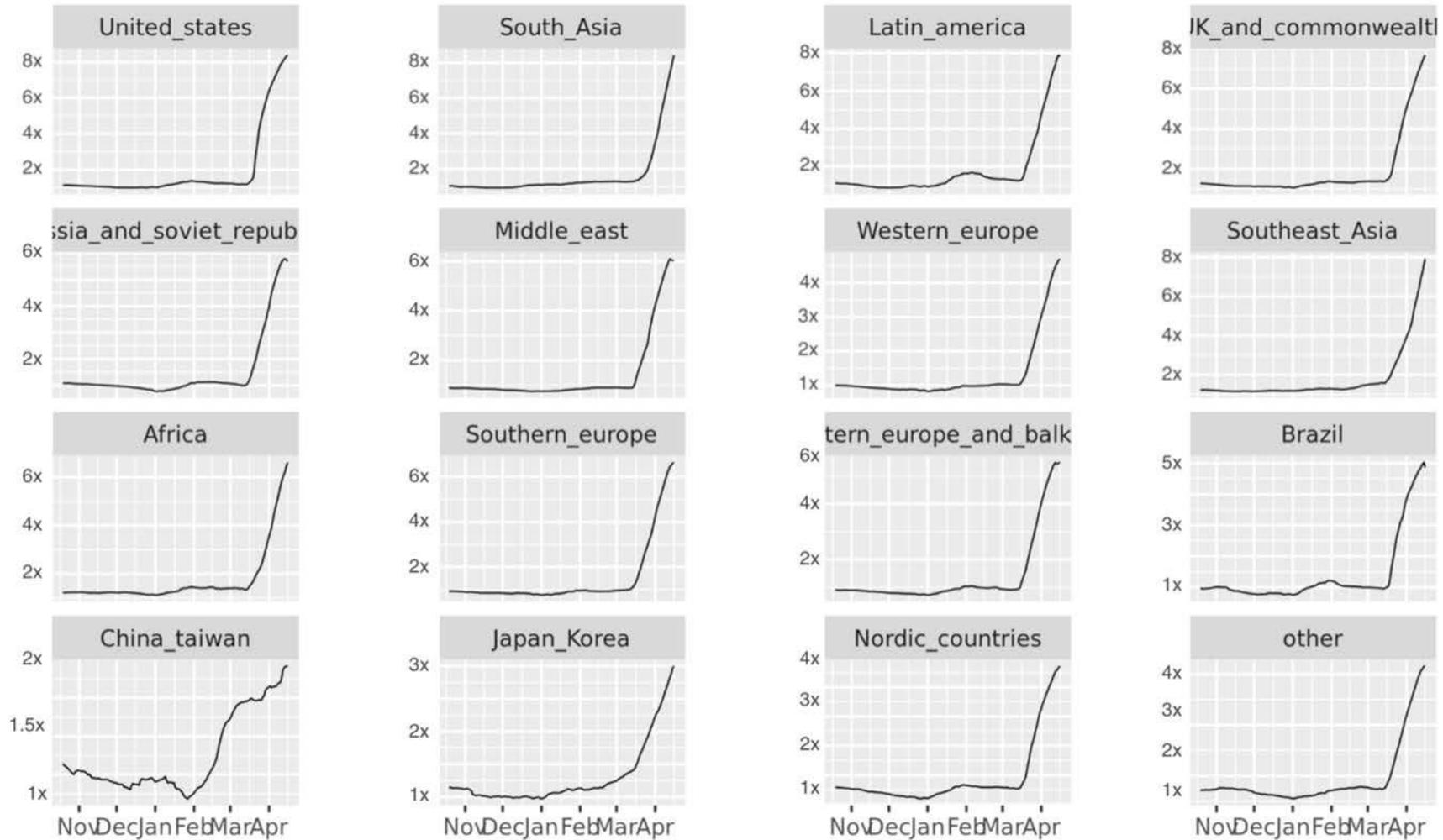
Learning is growing on Coursera

- **10.3 million total enrollments** in the last 30 days, **up 644%** from last year
- Enrollments from learners **new** to Coursera is up **15x** in the last 30 days



Enrollments up **2x** to **8x** across geographies

Overall Enrollment Counts



Enrollments up **significantly** across domains



The Science of Well-Being

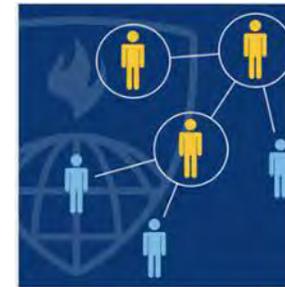
Yale University

COURSE

★★★★☆ 4.9 (4,794) | 2.1M students

Mixed

2.0 million enrollments in 2020



COVID-19 Contact Tracing

Free

Johns Hopkins University

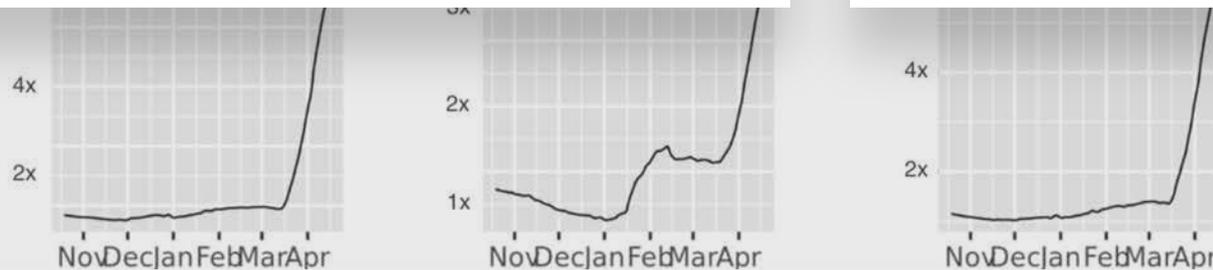
COURSE

★★★★☆ 4.9 (1,285)

Beginner



150,000+ enrollments in first 7 days



Illinois IT Training on Coursera Webinar

Driving Organizational & Learner Success with Coursera

June 5, 2020



coursera for Government

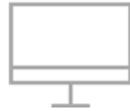
Jeff Kaplan - Customer Success

5 steps to successful online learning programs



Program
Goals

Clear outlined learning goals & success metrics aligned to the goals of your learning program



Drive New
Learners

*Generate excitement and ensure enough learners are invited to the program
(Think 2x of target)*



Launch &
Onboard
Learners

Provide easy access for Learners to sign-up and enroll



Engage &
Motivate

Create high-visibility marketing and launch continuously



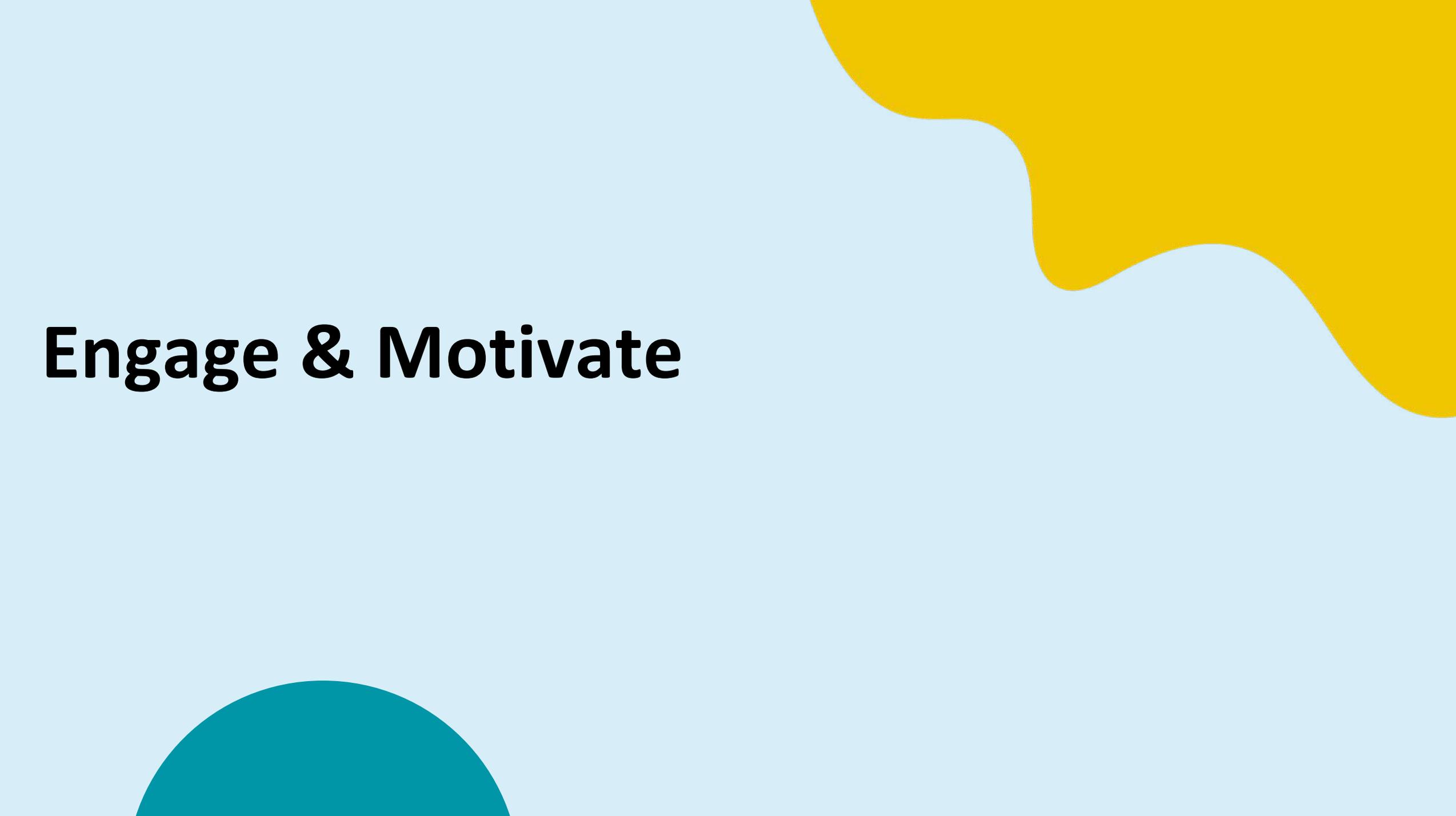
Celebrate
Success

*Promote and reward successful learners
(eg, get learner stories)*



Drive New Learner Enrollments

Engage & Motivate



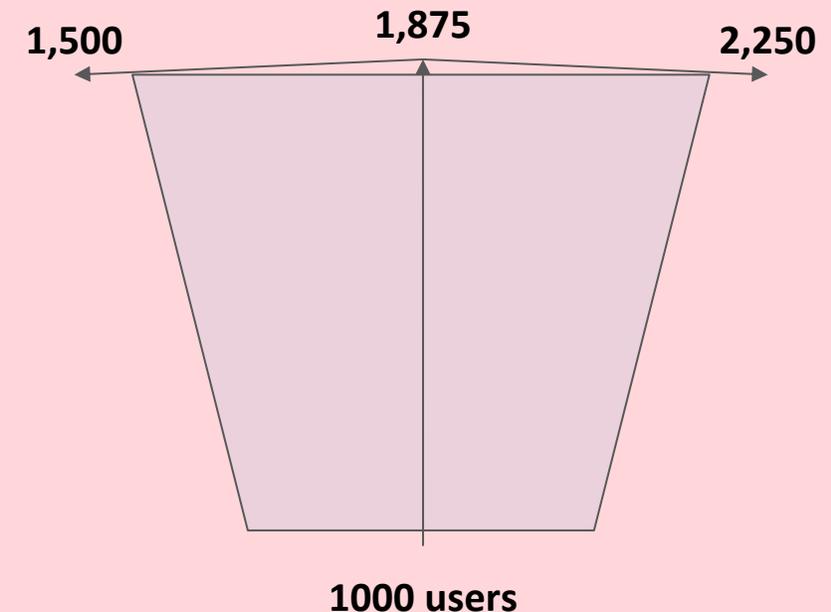
Enough **invitations** sent?

- Sending out enough invitations is the key driver to have enrolled learners
- Don't be afraid to send more invitations than the number of licences you have available
- Customers with enough invitations sent reach higher utilization in the first 90 days

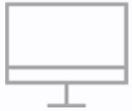
Best practice

We recommend
1.5x - 2.25x invitations to achieve
full utilization

Example of 1000 licenses



Suggestions to drive new learners to the Online Learning Program:



Drive New
Learners

1. **Run targeted digital and print media marketing campaigns** to the key demographics you want to apply for the program
2. **Build an online community** of potential new learners through a social media page e.g. Facebook page
3. **Leverage stakeholders** to drive and amplify social media and other campaigns.
4. **Clearly position the goals of the your learning program and the benefits of the program** e.g. Coursera is providing free access that will provide you with an opportunity to earn a course certificate from a leading University upon successful completion of the course, learn new skills, and get special access to employment opportunities, etc.
5. **Build partnerships** with companies and organizations that are hiring to consider learners achieving certain skills, certificates, specializations, etc.

Targeted Email Campaigns

What is this?

Send targeted emails to learners to encourage them to take action to start or continue their learning journey.

These could cover: reminders to join the program and enroll, encourage to make progress, engage inactive learners, congratulate learners.

Audience

All invited and existing learners

KEY INSIGHT



Dedicating time is the biggest barrier to learning. In fact, **65% of learners report that time is the ultimate obstacle to learning new skills.** Coursera's bite-sized modules and our mobile app provide employees with the flexibility to learn anytime, anywhere in just a few minutes per day.



Dear <NAME>,

A quick reminder that our new partnership with Coursera is underway, and we encourage you to <Sign Up><Enroll in Your First Course> as soon as possible.

We're offering this unique learning opportunity to help empower you to be more successful in every phase of your job. In fact, 80% of Coursera users apply the skills they learn in their current role every day. And with more than 3,000 technology and business courses available, you'll build the right skills to drive your career.

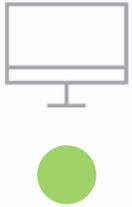
Signing up and enrolling in courses is easy. Just click on the link below and follow the brief instructions. We even provide course recommendations for you, or you can check with your manager for additional guidance.

You can also download the [Coursera Mobile App](#) to learn new skills anytime, anywhere.

<SIGN UP FOR COURSERA NOW>
<ENROLL IN COURSES NOW>

Best regards,
<NAME>

(continued) Suggestions to drive new learners to Online Learning Program:



Drive New
Learners

6. **Schedule a Webinar series** to broadly promote the program
7. **Schedule and promote program enrollment information sessions** directly 1-to-1 with interested learners to explain the program benefits and opportunities from joining the program
8. **Create a “recommend a friend” campaign** where previous successfully accepted learners can recommend a friend to the program too
9. **Run a campaign to promote the most popular subjects / tracks** to help encourage new learners to explore the offering, and join a webinar or schedule a session.

Promote your learning initiatives on social media

What is this?

Leverage professional social media sites like LinkedIn to showcase the vision and mission of the program, highlight success stories, and capture the interest of a broader audience.

Strengthen your brand as an organization who invests in its people development.



QUICK TIP

Posting regularly on professional social media sites and tagging business profiles and individual profiles can help to generate a larger following.

Karsten Stiegler • 1st
Learning Developer at Ingka Group
2mo • 🌐

Think beyond! The theme of IKEA Talent Focus Week 2020 couldn't be more relevant for today.

The last weeks have been challenging for all of us. Taking care of family, working from home, feeling uncertain. Besides all that, we were planning IKEA Talent Focus Week, one of the world biggest employee engagement events. When everything was in place across several sites - the virus came. We could have made it easy for ourselves and simply cancel the event.

We thought beyond. [#whatif](#) we shift from physical to online activities? Wouldn't this be a fantastic opportunity to socialize with others during difficult times?

Together with amazing colleagues we transformed quickly 100+ local activities into one digital agenda, accessible to even more co-workers: keynotes, workshops, coaching, round tables, and even pilates, deep relaxation and latin dance classes - everything online. One whole week.

To all colleagues out there:
[#ThinkBeyond](#) Live to learn. Stay curious.

(Thank you team! You are awesome.)

[#ikeatalents](#) [#lifelonglearning](#) [#ikea](#) [#TalentFocusWeek](#)

Zayd Badwan
Coursera
2mo

Honored to be partnering with the UNDP to build a long term vision for developing leaders. Not only does UNDP do invaluable work around the world, they're focusing on developing their own people who can continue having an i...see more

Marvin S. Hoff
HR Manager Leadership Development. Promoting a self-driven and continuous...

UNDP is excited to launch the new "Leadership Development Programme - Foundations" in partnership with COURSERA. This is the first leadership development programme offered exclusively for General Service Staff...see more

Marvin S. Hoff
HR Manager Leadership Development. Promoting a self-driven and continuous learning...
2w • Edited

Excited and proud to have been part of Coursera's first Customer Advisory Board (CAB) meeting in Mountain View. "We envision a world where anyone, anywhere can transform their life by accessing the world's best learning experience." Looking forward to next year's CAB meeting. [Zayd Badwan](#), [Julia Stiglitz](#), [Kabir Chadha](#), [Mark Freeman](#), [Jennifer Mazzon](#), [Pauline Vorms](#), [Leila Makarechi](#), [Kyla Wilkes](#), [Nikhil Sinha](#), [Christy Goodson](#), [Laurent Reich](#), [Sabrina Matthews](#), [Seth-Aaron Martinez, PhD](#), [Kavita Kurup](#), [Christie Deydier](#), [Kevin Hatcher](#), [Mariam Kakkar](#), [Paul Anderton](#), [Janice Leung](#), [Florie LAMURE](#), [Jeff Maggioncalda](#), Coursera, UNDP

Talent Focus Week
Live to learn. Stay curious.

YES. Talent Focus

74 Likes · 8 Comments

Like Comment Share

Show previous comments

Pauline Vorms Thanks Marvin for your enthusiasm and thoughtful inputs! Looking forward to collaborating.
Like Reply 1 Like 7d

ture
can't be
displayed.

Executive sponsorship on social media

Leadership promoting learning campaigns via LinkedIn

Sharing with & inspiring the ecosystem

Positioning as a organization that invests in people

In September we're taking steps to be #Curious

Published on September 5, 2019

 **Simon Brown** Follow
Chief Learning Officer,...

365 39 0

A couple of weeks ago I shared an [article](#) on how at Novartis we are 'going BIG on Learning' to support our culture of 'Inspired, Curious and Unboss'. There was a lot of interest to understand more of what is happening, so as we move into the final part of our #Curiosity Chapter and kick off this week our 'Novartis Learning Month', I thought I would share a few more details of some of the ways we are bringing learning to life.

 **Simon Brown** • 1st
Chief Learning Officer, Novartis
15h

Today we kick off 'Novartis Learning Month' - four weeks of exciting learning events all round the world plus over 115 global webinars to inspire [#curiosity!](#) [#Novartis](#) [#iamcurious](#)

 **Steven Baert** • 2nd
CHRO at Novartis, passionate about shaping culture, leaders...
1d

"I have no special talents. I am only passionately curious." - Albert Einstein

...see more



16

Like Comment Share

Program Enrollment Information Sessions

What is this?

To help potential new learners to understand more about the Google IT Program and receive advice on the courses and resources available, scheduling virtual appointments creates an opportunity for a 1-to-1 personal experience.



QUICK TIP



Use an online scheduling system to publish available dates and times

All potential new learners

Build an Online Community

What is this?

Building online communities through social media can help to promote the objectives and benefits of your Coursera Program to communicate key dates and application process and generate excitement.

Audience

All potential new learners

QUICK TIP



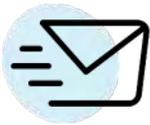
Use this online community to promote each track as a post and encourage potential learners to like and share the post

The screenshot displays the Facebook interface for the 'NTLeaders' page. At the top, there's a login section with fields for 'Email or phone' and 'Password', and a 'Log In' button. Below this is a network of university logos including University of Virginia, Northwestern University, Johns Hopkins University, and Google. The main post area features a blue-themed graphic with the text 'STUDY FROM HOME' and 'FREE'. The post has 94 reactions, 113 comments, and 133 shares. The right sidebar shows a 'Sign Up' button, a 'Send Message' button, and sections for 'Community' (47,780 likes, 48,696 followers), 'About' (www.ntl.gov.eg), and 'Page transparency'.

Follow up frequently

Learner Awareness Kit

We've provided a variety of assets to help you drive enrollment and learner engagement, including:



Email Templates

5 easy-to-use email templates to send to students



Collateral

Includes a print poster, print postcard, and digital signage



Short slide decks

Present program benefits to faculty and students



Social media

Set of suggested messages with potential hashtags to choose



QUICK TIP

This kit can be used in variety of ways including to launch a new program or drive re-engagement with an existing program. We will provide some guidelines and best practices along the way, but feel free to use these tools in whatever way you see fit.

Celebrate Success



Suggestions to engage and celebrate success with learners within the program



Celebrate
Success

1. **Create and publish Learner Success Stories** to publicly recognise and promote the achievements of the learners
1. **Promote the success of the Program on professional social media sites** to publicly recognise and promote the achievements of the learners, as well as promote your learning program
2. Create opportunities for **senior leaders (e.g., Mayor, CEO) to spotlight learners** with great success stories.

Celebrate Success on Social Media

What is this?

Leverage Professional Social Media sites like LinkedIn to highlight success stories, and capture the interest of a broader audience.

Audience

Public

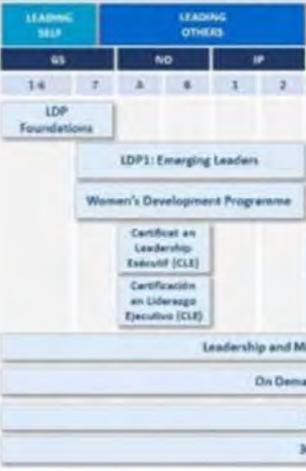
QUICK TIP

Posting regularly on professional social media sites and tagging business profiles and individual profiles can help to generate a larger following



Paul Anderton
Leadership Development at UN Development Programme - Promoting a self-driven ...
1w

Pierre Noël and I were very proud to represent UNDP's Talent Development Unit as our Leadership Development Pathway (LDP) was recognized with a bronze 'Learning In Practice' Innovation Award in Los Angeles last week. It was great recognition of all the hard work and commitment that TDU puts in to support UNDP's people. Winning an Innovation Award was particularly special given the innovative approach we have brought to UNDP's Leadership Development Portfolio, with 8 new initiatives launched in 2017! A huge thank you to all our amazing partners, participants, team members, and champions. [Liz Huckerby](#), [Mariam Kakkar](#), [Marvin S. Hoff](#), [Janice Leung](#), [Paelin Chen](#), [Xiaoting Zhou](#), [Anjali Agarwal](#), [Kevin Hatcher](#), [Barbara Harriss](#), [Stefanie Klein](#), [Benjamin Kumpf](#), [Nidhi Choudhary](#), [Saïd Abu-Kaud](#), [Anne-Lynn Soriano](#), [Xinpeng Mu](#)

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Zayd Badwan
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Florie LAMURE
Enterprise Account Manager at Coursera
6d

I'm proud to share that Coursera is a part of the new Grow with Google initiative, and very thrilled to have L'Oréal as an anchor member of the Google IT Support hiring consortium. Thank you, [Laurent Reich](#)!



Coursera Teams Up with Google to Bridge the IT Experience Gap
blog.coursera.org

Learner Success Stories

What is this?

We recommend that you interview your course completers and promote their success stories on social media. This can be a great way to motivate other learners to enrol into the same courses and complete the courses.

Audience

All existing learners

KEY INSIGHT

Sharing real-world learner stories is an impactful way to showcase the impact of learning and inspire other learners to start down their own skills acquisition path.



Dear <NAME>,

We hope you're enjoying building new skills on Coursera! Developing a habit of continuous learning can have a significant impact on your development. In fact, 80% of Coursera learners have applied the skills they have learned to their roles.

It is always exciting to share examples of how our employees are developing new skill sets and how their efforts are impacting their professional lives. We hope these success stories will motivate you, and we look forward to hearing your own personal experience soon!



Mark Smith
Software Engineer

Mark, a senior software engineer, has enjoyed a successful 23 years at <COMPANY>. When we began the Coursera program, Mark looked for new learning opportunities that would improve his ability to innovate in his role. Our leadership team identified artificial intelligence (AI) as a critical new development opportunity for the organization. Mark identified two AI courses that fit his learning needs: "Neural Networks for Deep Learning" from AI pioneer Andrew Ng's deeplearning.ai, and "Machine Learning Foundations: A Case Study Approach" from the University of...



I am always looking to improve my skills, that's why I enrolled in the Strategic Management MOOC. I was attracted by the content of the course and because it is provided by a great and respected Business School.

I attended the first course in a three part specialization focused on strategy in innovation-based competition.

I learned insights about how strategy intersects with innovation, culled from one of the world's top regions for creative business.

Also, I learned important strategy ideas, learned from past strategy mistakes, and understood how changes in the world are changing how we 'do' strategy.

Taking a Coursera MOOC was an amazing experience that I recommend for sure for everyone. Study topics of your interest is the best way to improve your skills without being boring.

The content was watching videos lectures, reading articles, quizzes, and review material. The final exam was a summary of all the MOOC content where we had to do a presentation and be evaluated by our MOOC classmates.

A good tip is to take notes during the lectures and always reviewing the old one. The exam helped me to ensure the material that was discussed during the MOOC.

Igor from L'Oréal IT Brazil certified in Strategic Management by CBS COPENHAGEN BUSINESS SCHOOL

Questions?

