WIOA Professional Development

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icsps impacting educational equity

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

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- 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

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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

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

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.

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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

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.

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

icsps impacting educational equity

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

Illinois IT Training on Coursera Webinar

Coursera Workforce Recovery Initiative Overview

June 5, 2020

coursera for Government

Sam Combs - Government Partnerships

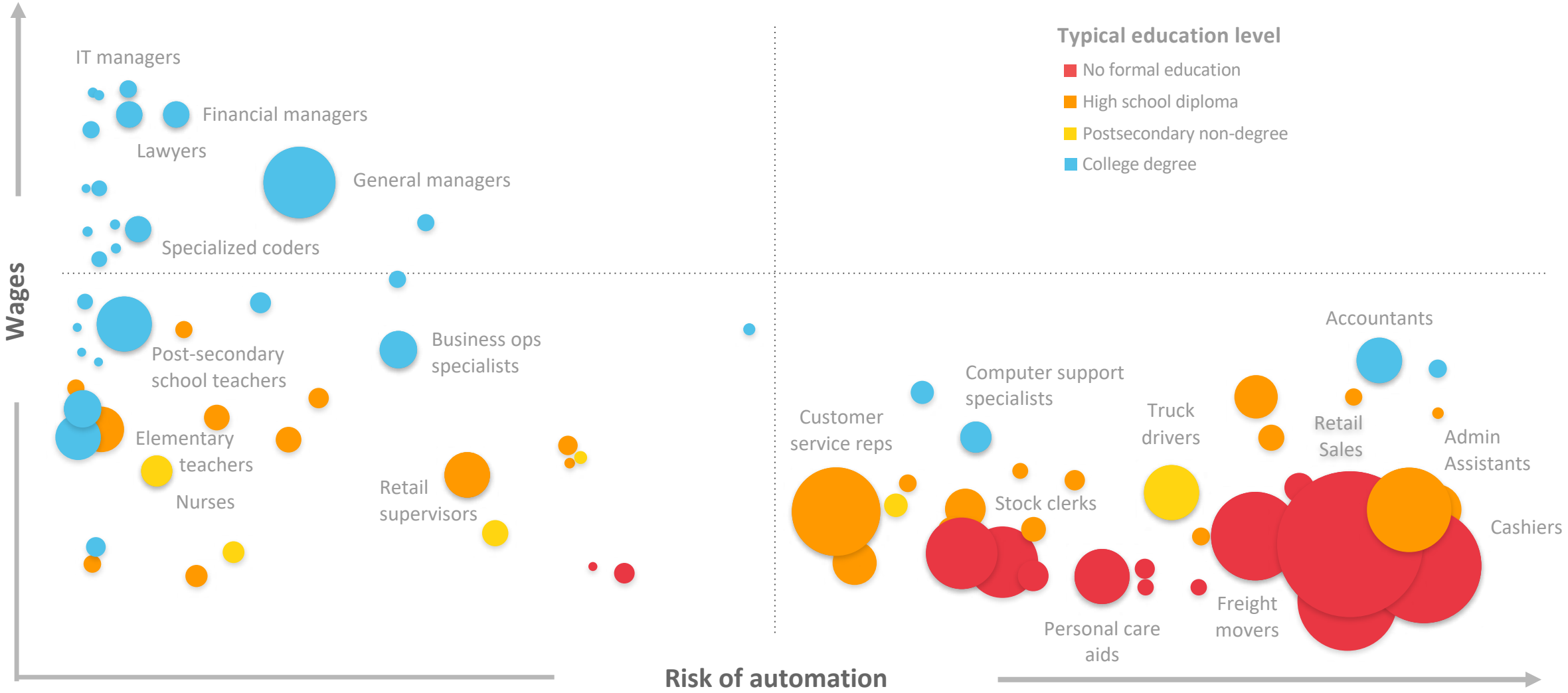
Reskilling Revolution Initiative Announcement
WEF Annual Meeting January 2020, Davos

WORLD ECONOMIC FORUM

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

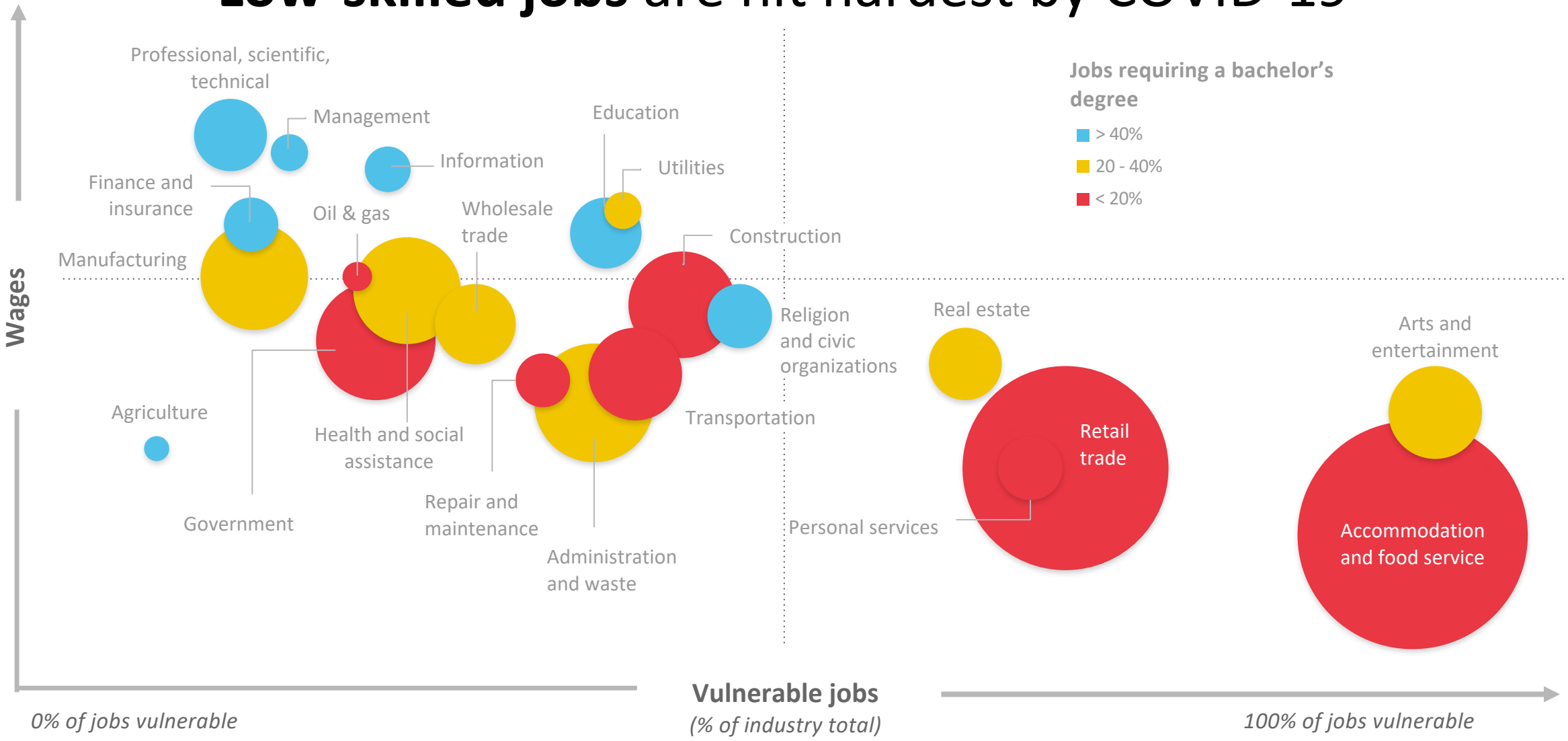
1.1 billion jobs are liable to be radically transformed by technology in the next decade. The World Economic Forum finds that skills instability with all jobs will mean that nearly **half of core skills are set to change by 2022**. Additionally, if current trends continue, the **outdated content of education will further exacerbate the skills mismatch** in the future.

Low-skilled jobs are at risk of automation



Source: Bloomberg, 2018 | McKinsey & Co. 2018

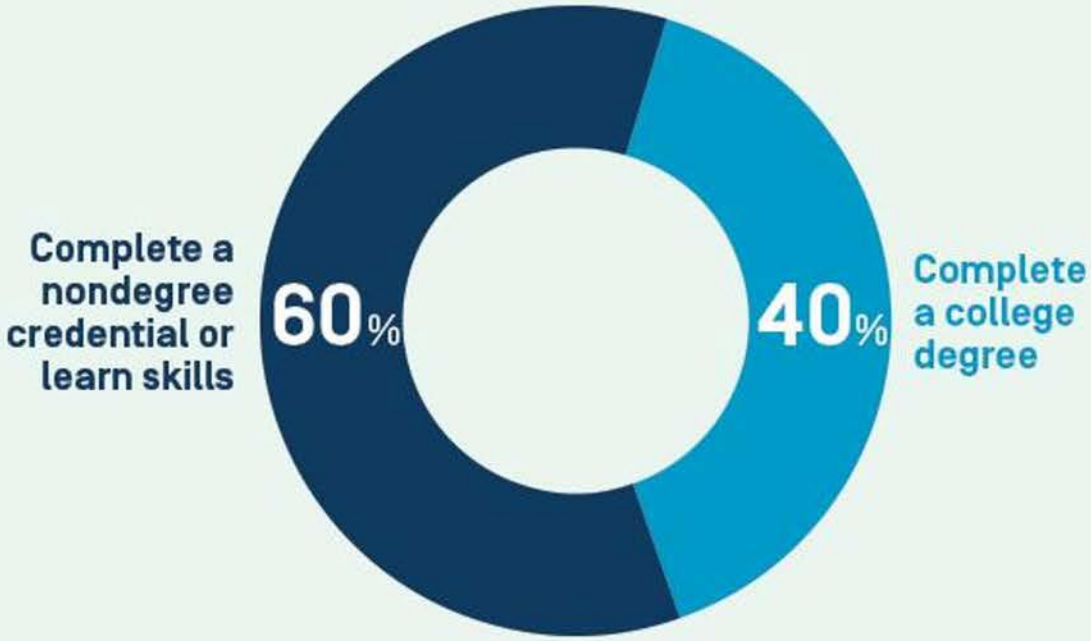
Low-skilled jobs are hit hardest by COVID-19



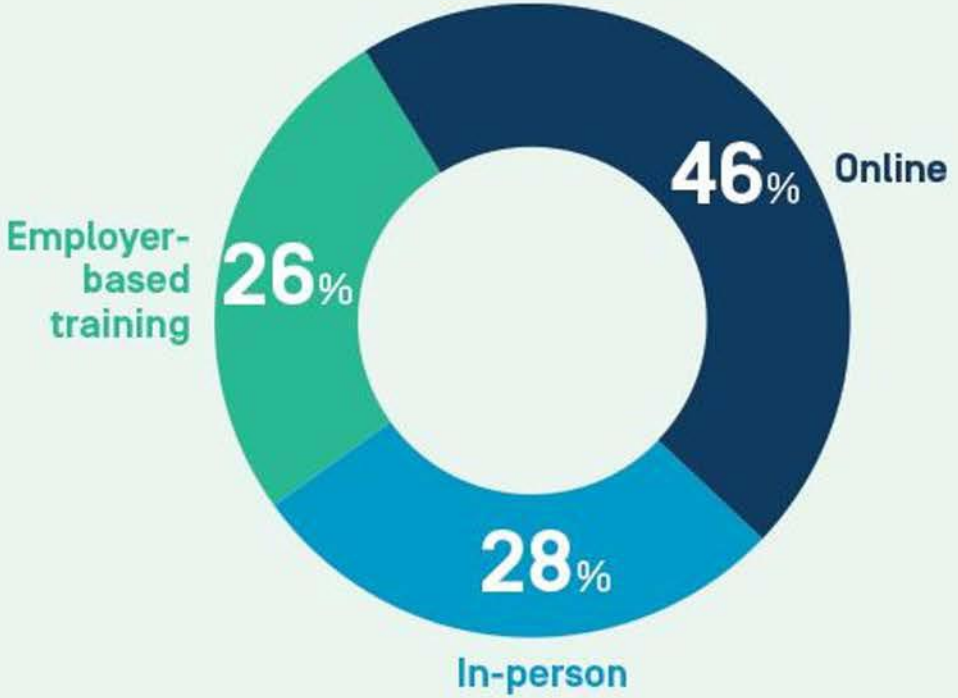
Source: McKinsey, April 2020

Strada EDUCATION NETWORK

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

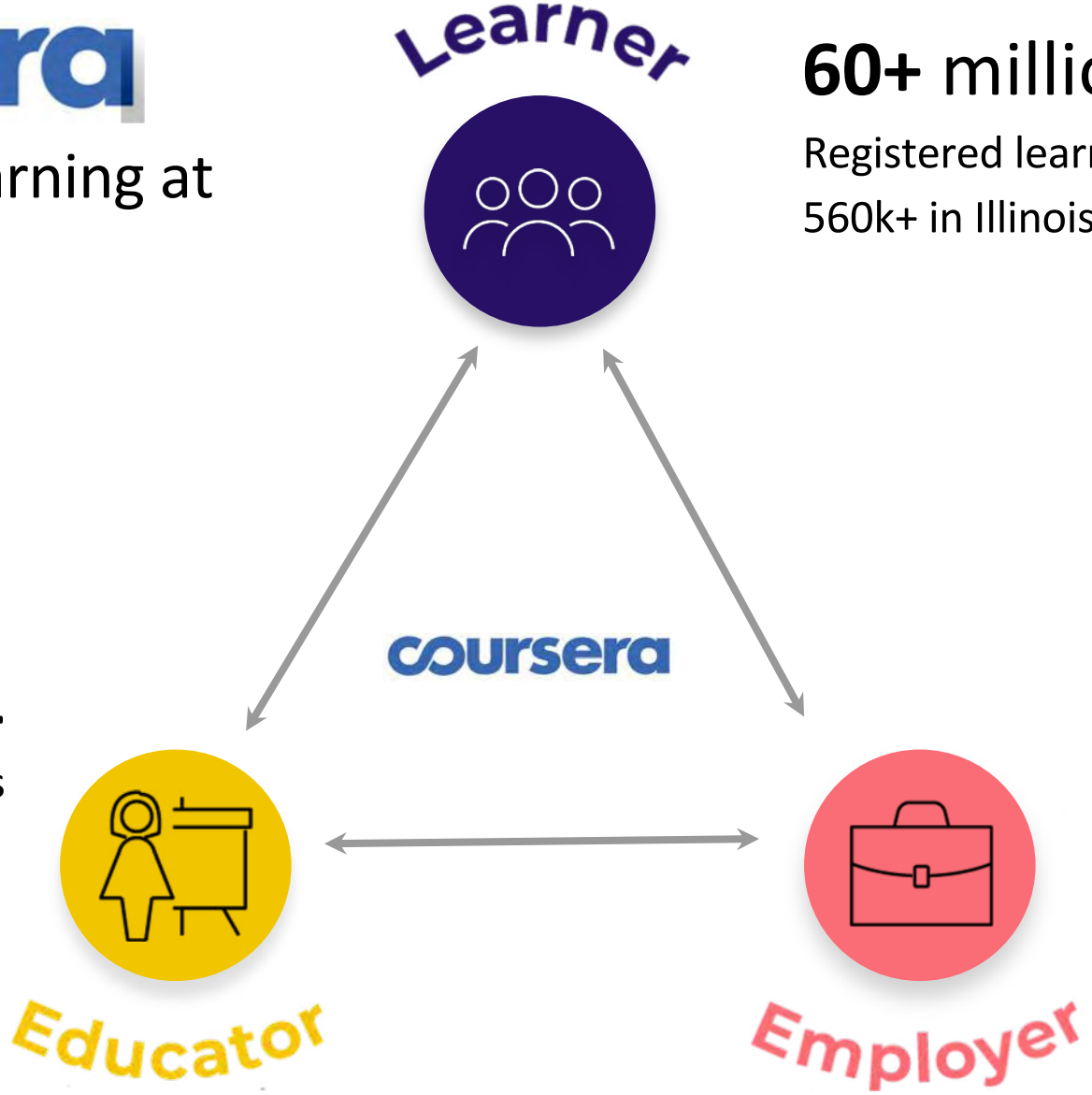


Across job fields, workers prefer that education and training are **delivered online**.



coursera

A platform for learning at scale



60+ million

Registered learners

560k+ in Illinois

165+

University Partners

40+

Industry Partners

2,300+

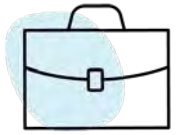
Coursera for Business

Coursera for Government

Coursera for Campus

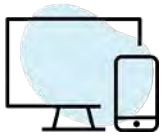
coursera

Extensive catalogue of **online courses**



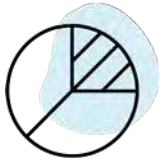
Business

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

Stanford University · Duke University · The University of Chicago · Northwestern University · UCI · Yale

Google · aws · cisco · intel · FACEBOOK

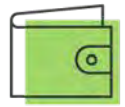
Career Transformation

72% of all learners report gaining confidence

84% of people seeking career advancement reported a benefit

Measuring **Coursera's impact** on over 60 million learners

56% were better equipped for current job



9% received a raise or promotion

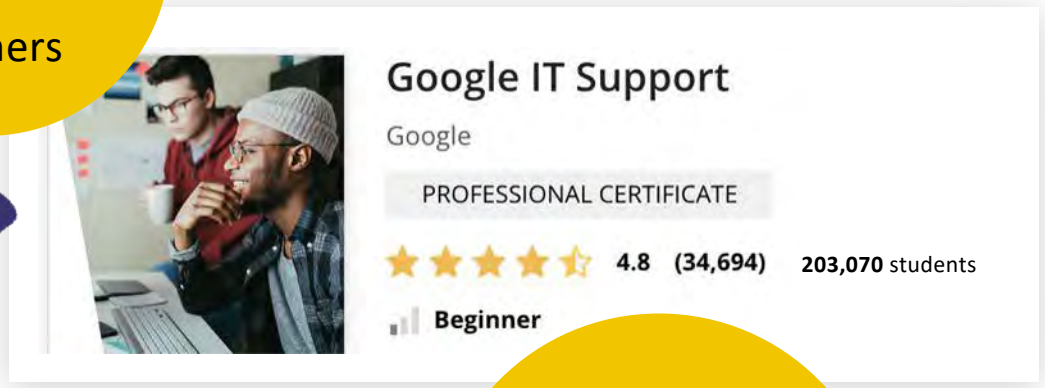
38% improved candidacy for their job

20% moved to a new career

coursera

Online **on-ramps to jobs** and degrees

200,000
+
learners



57%
do not have a four-year degree

Career pathway
50+ hiring partners

intel · HOME DEPOT · Walmart

Degree pathway

UNIVERSITY OF LONDON
Northeastern University · UNT UNIVERSITY OF NORTH TEXAS

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**

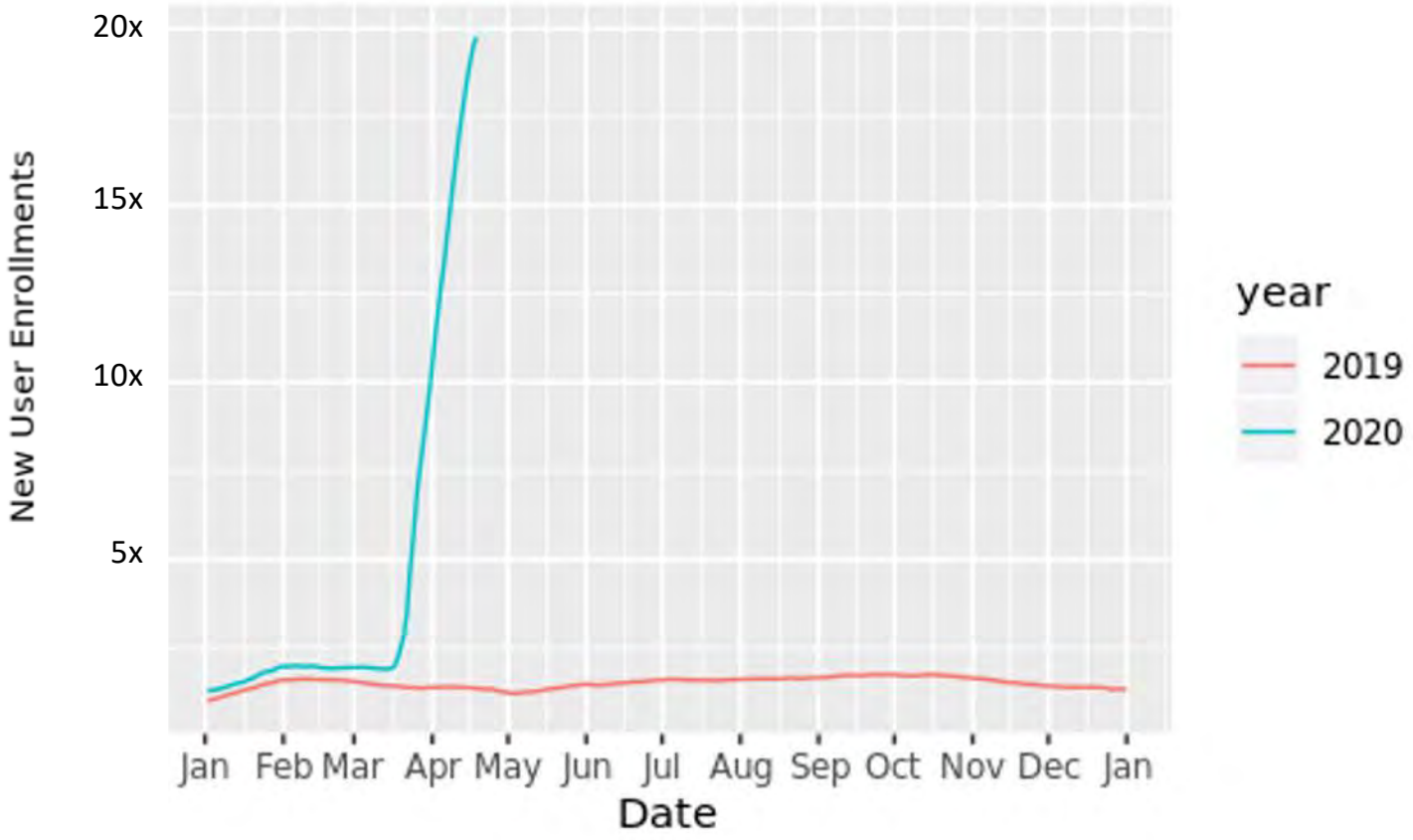
Cybersecurity	**Business Mgmt**
Cloud computing	**Career Mgmt**
Data Science	**Digital Engineering**
AI	**Healthcare**

Source: Coursera data, April 2020

Discussion

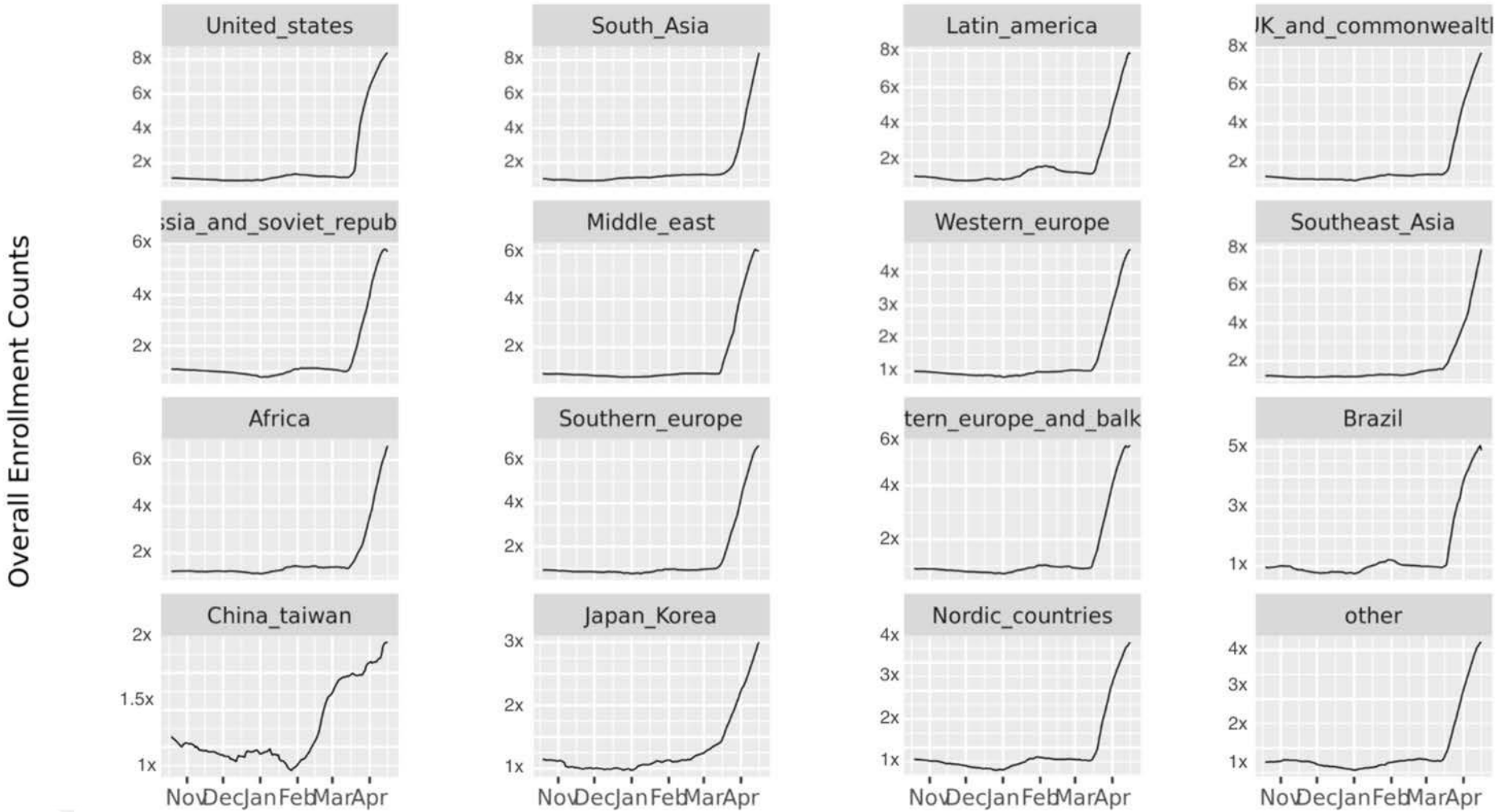
Learning is **growing on Coursera**

- **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



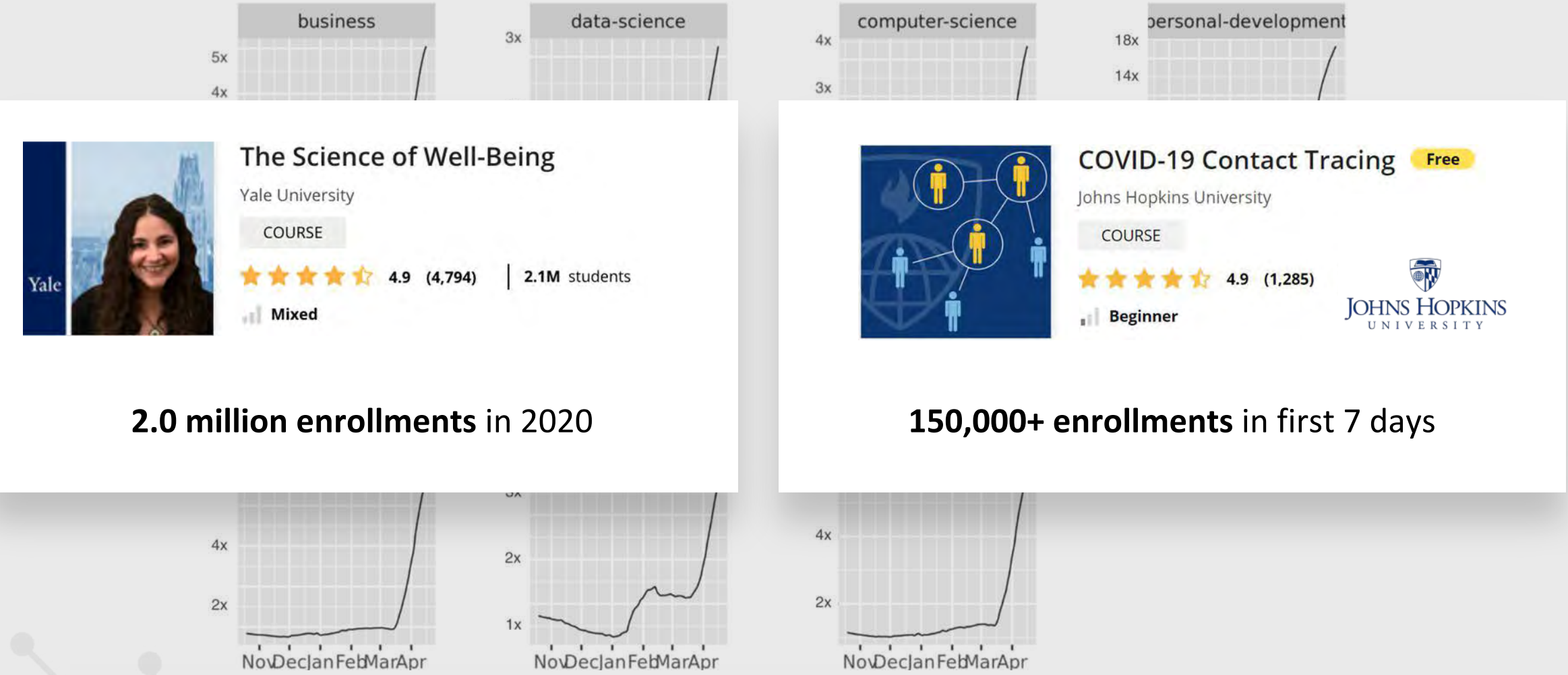
Source: Coursera data, March and April 2020

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



Source: Coursera data, March and April 2020

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

JOHNS HOPKINS UNIVERSITY

150,000+ enrollments in first 7 days

Source: Coursera data, March and April 2020

Illinois IT Training on Coursera Webinar

Driving Organizational & Learner Success with Coursera

June 5, 2020

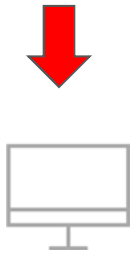
coursera for Government

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

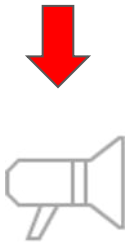


Drive New Learners

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

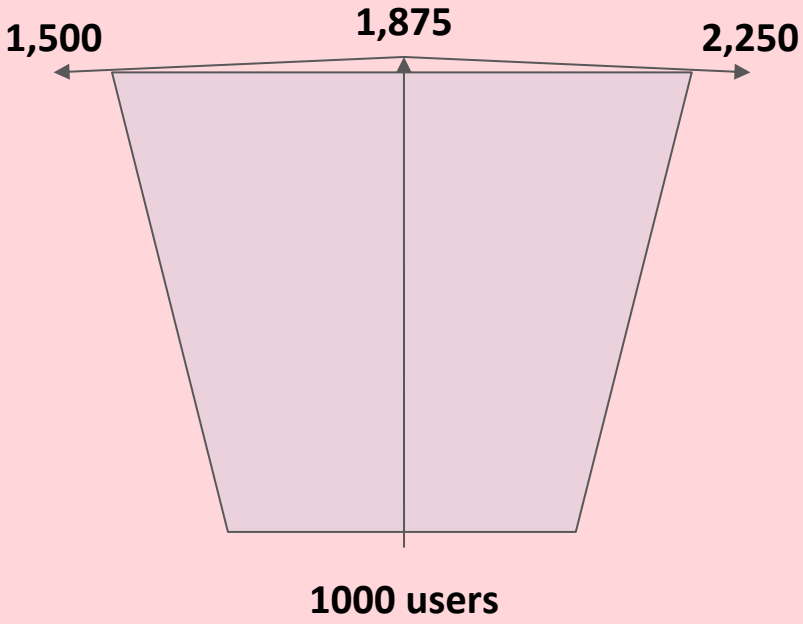
Enough invitations sent?

- 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

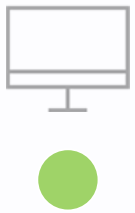
Best practice

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.

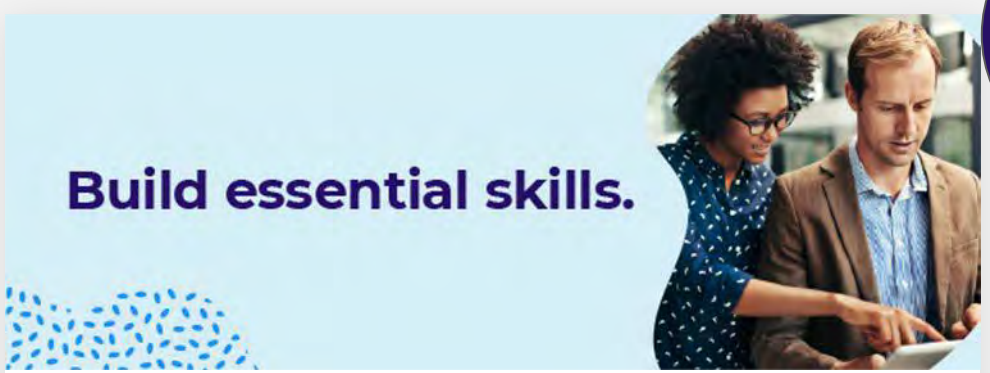
Audience

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.

Example



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.

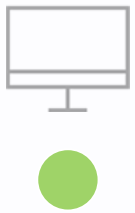
Signing up and enrolling in courses is easy. Just click on the link below and follow the brief instructions. We even provide course recommendations for you, or you can check with your manager for additional guidance.

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:**



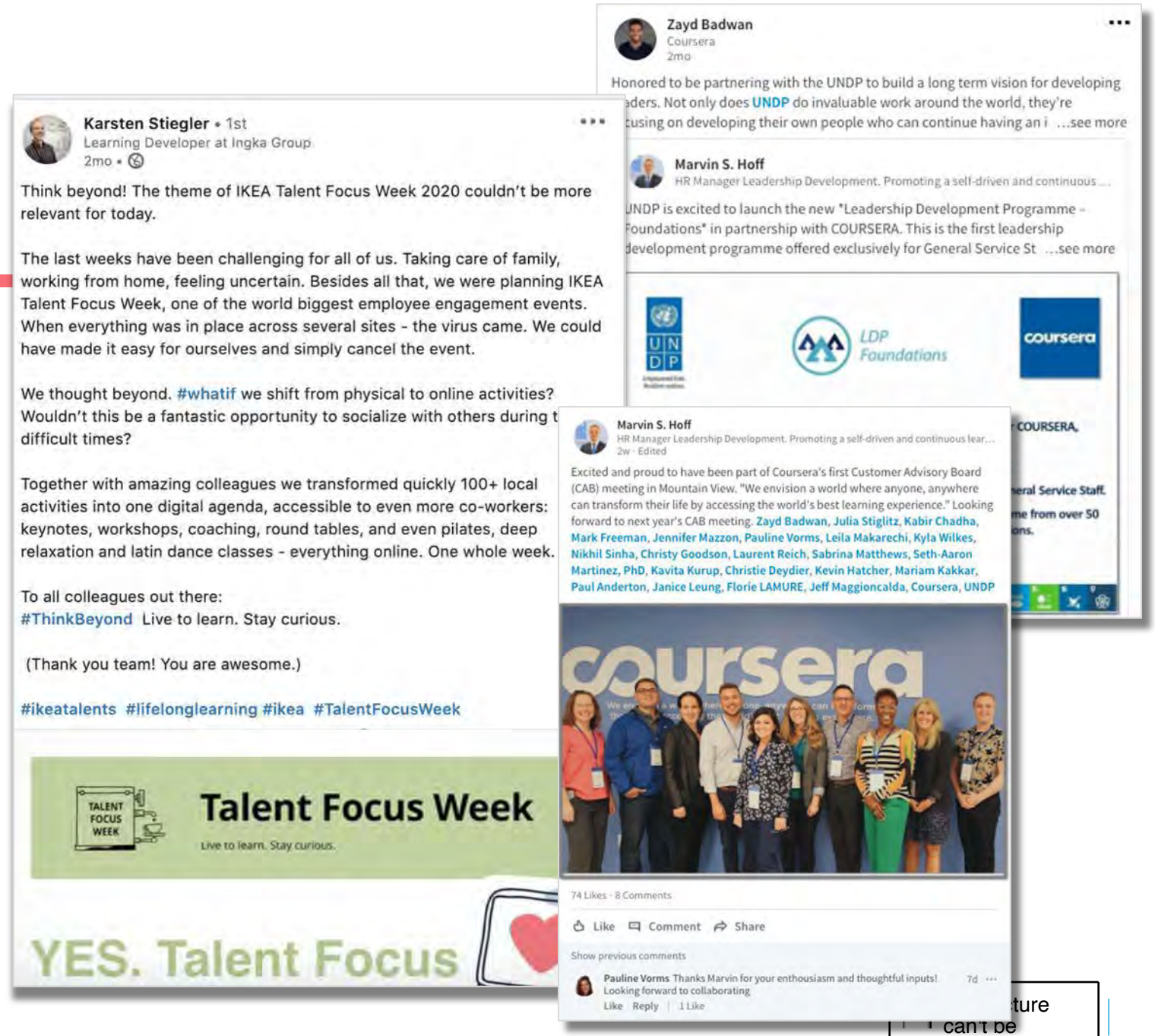
Drive New Learners

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

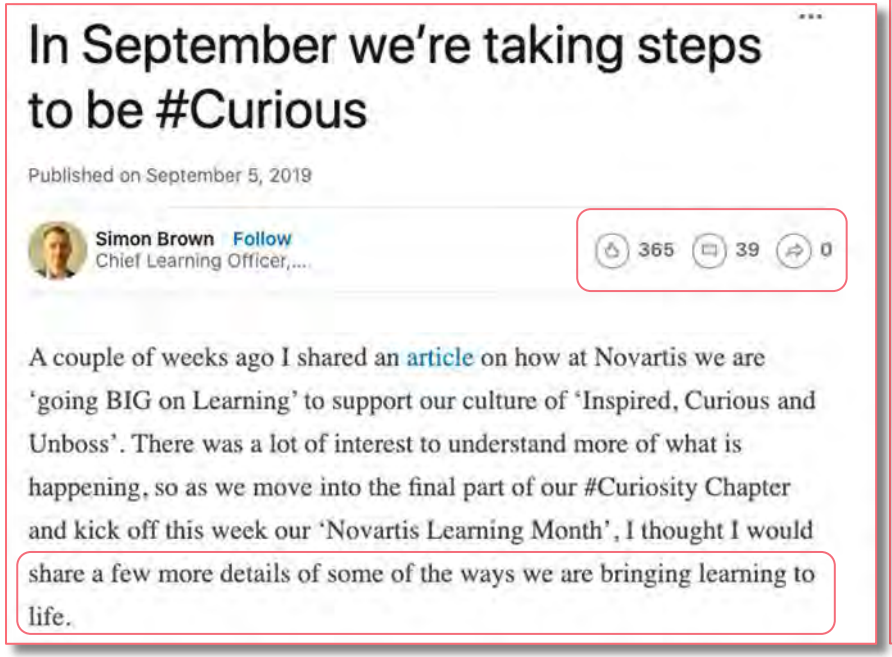
Posting regularly on professional social media sites and tagging business profiles and individual profiles can help to generate a larger following.

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

Example

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

Audience

All potential new learners

Build an Online Community

Example

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

coursera
for Business

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

Download the kit here
or reach out to your CSM for other delivery methods.

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?

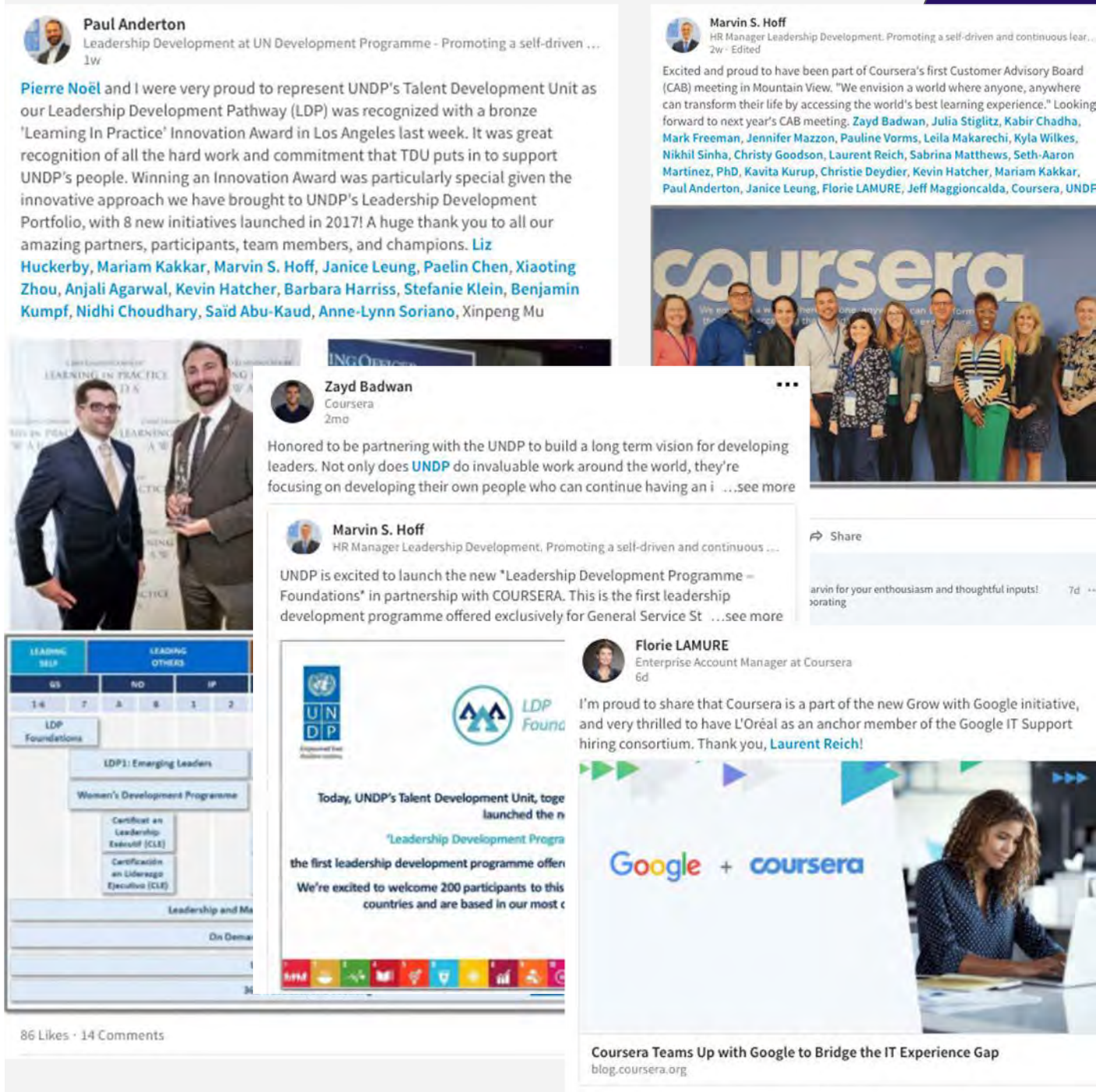
Leverage Professional Social Media sites like LinkedIn to highlight success stories, and capture the interest of a broader audience.

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



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.

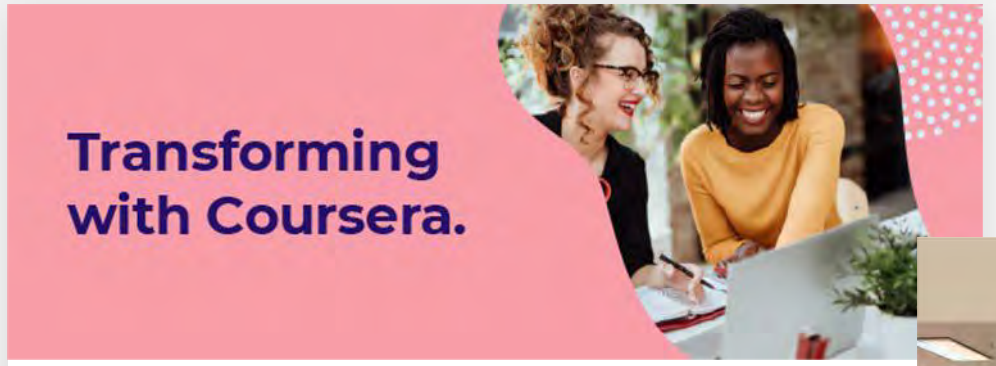
Audience

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.

Example



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….

Questions?