

Workforce Recovery Initiative

April 30, 2020

This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.

coursera
for Governments
& Nonprofits

Our Mission

We envision a world where **anyone, anywhere** can transform their life by **accessing the world's best learning experience.**

53 million+ learners

200+ partners

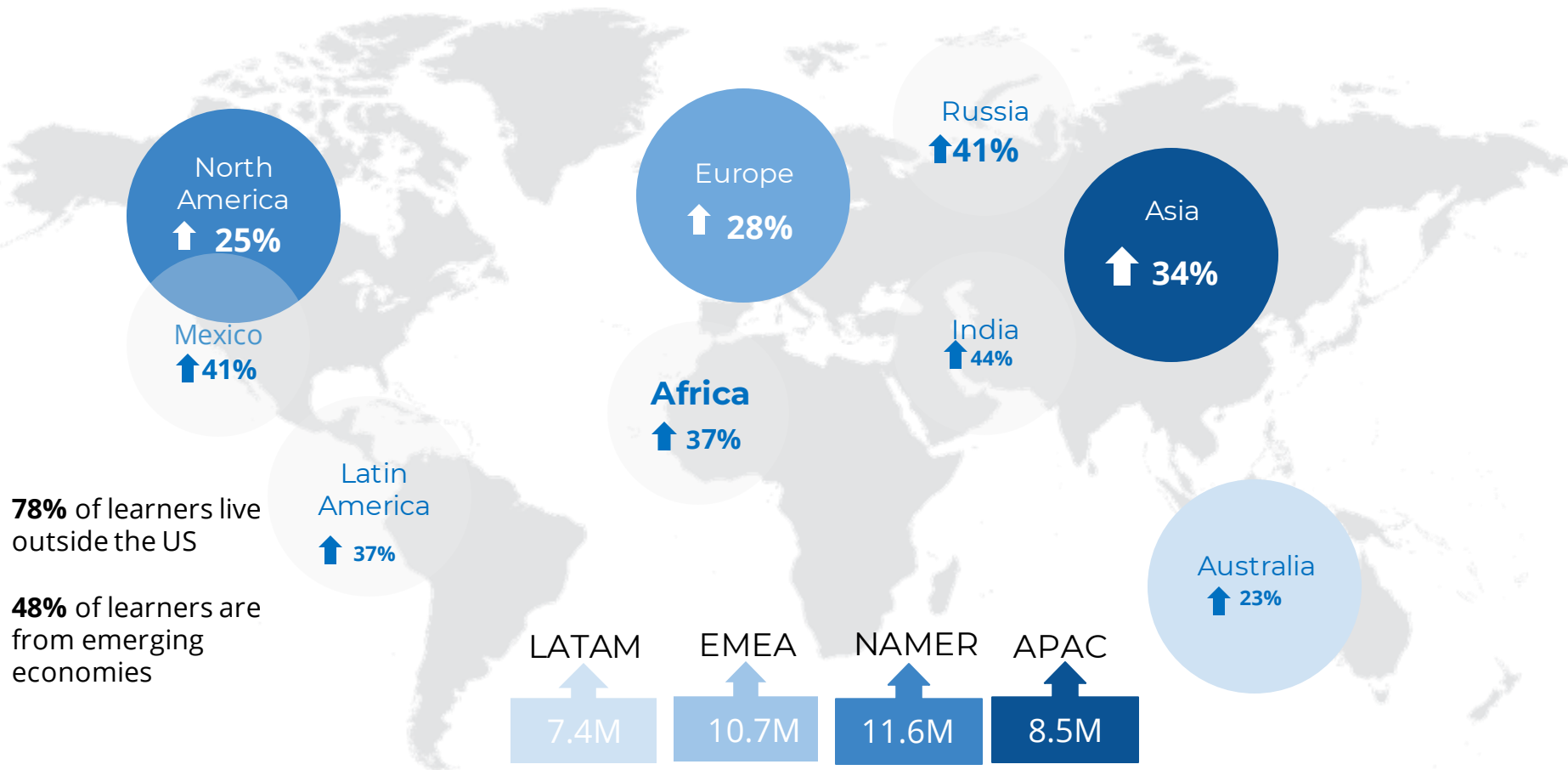
4,000+ courses

53 million+ learners
200+ partners
4,000+ courses

53 million+ learners
200+ partners
4,000+ courses

53 million+ learners
200+ partners
4,000+ courses

Coursera's global **reach and scale**



A global learning platform

"LEARN : PROSPER"



53M+ registered learners



200+ university & industry partners

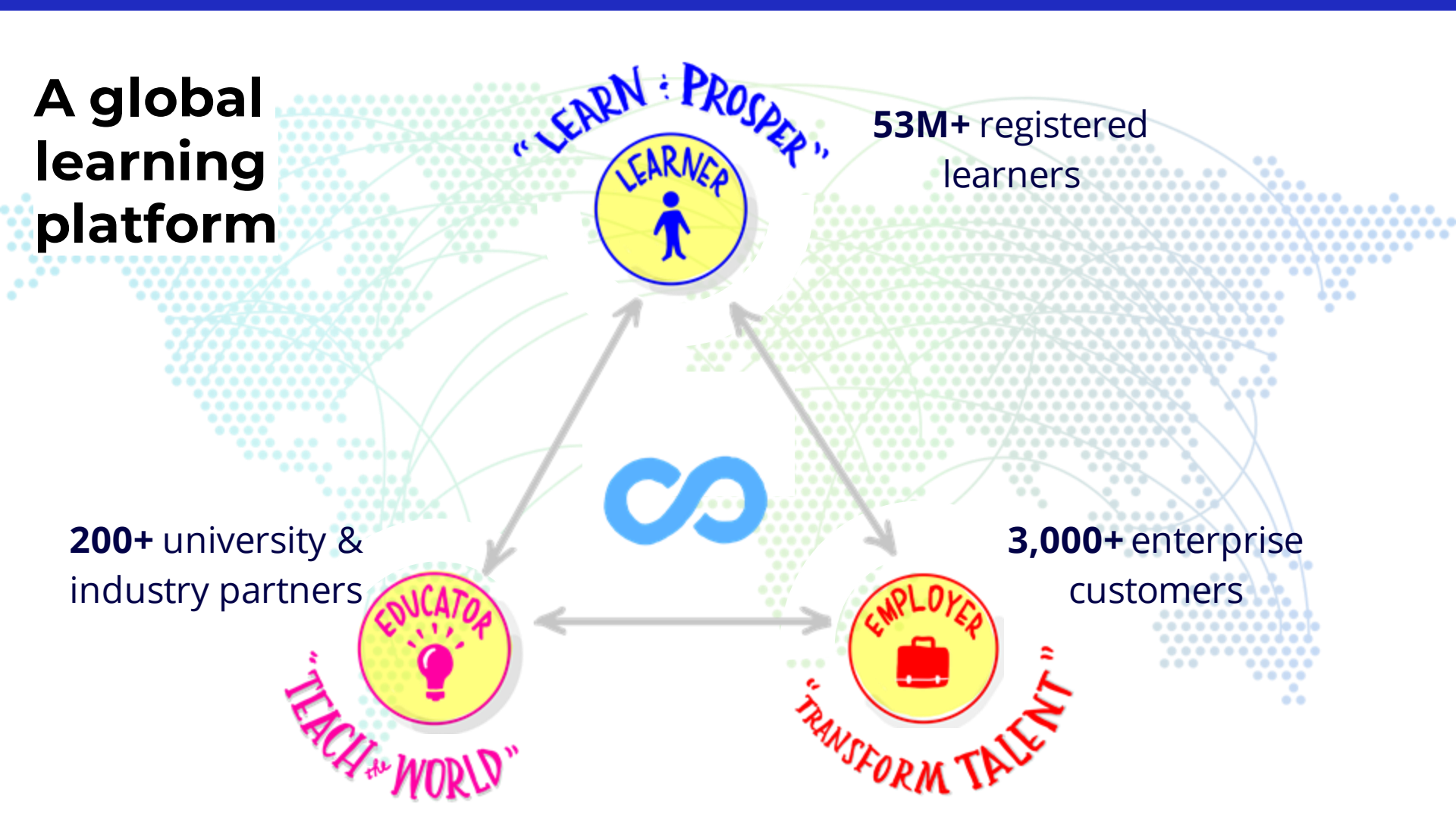


"TEACH the WORLD"

3,000+ enterprise customers



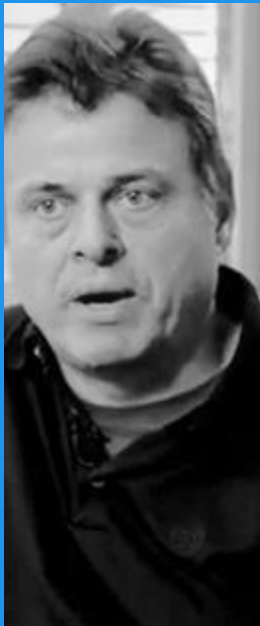
"TRANSFORM TALENT"



Unmatched Teaching Quality



Diana Bilimoria
Chair & Professor
Case Western Reserve
University



Martin Odersky
Founder of the Scala
Programming Language



Hayden Noel
Assistant Clinical Professor
University of Illinois



Cheri Alexander
Chief Innovation Officer,
Michigan Ross, former CLO,
General Motors



Andrew Ng
Coursera Co-Founder
Chief Scientist, Baidu
Founder, deeplearning.ai



Timothy Geithner
Former U.S. Secretary of the
Treasury



Robert Shiller
Professor of Economics
Yale University

A large and growing **Coursera Catalog**



Business

1,000+
courses



Technology

700
courses



**Data
Science**

380
courses



Health

400
courses



**Social
Sciences**

780
courses



**Arts &
Humanities**

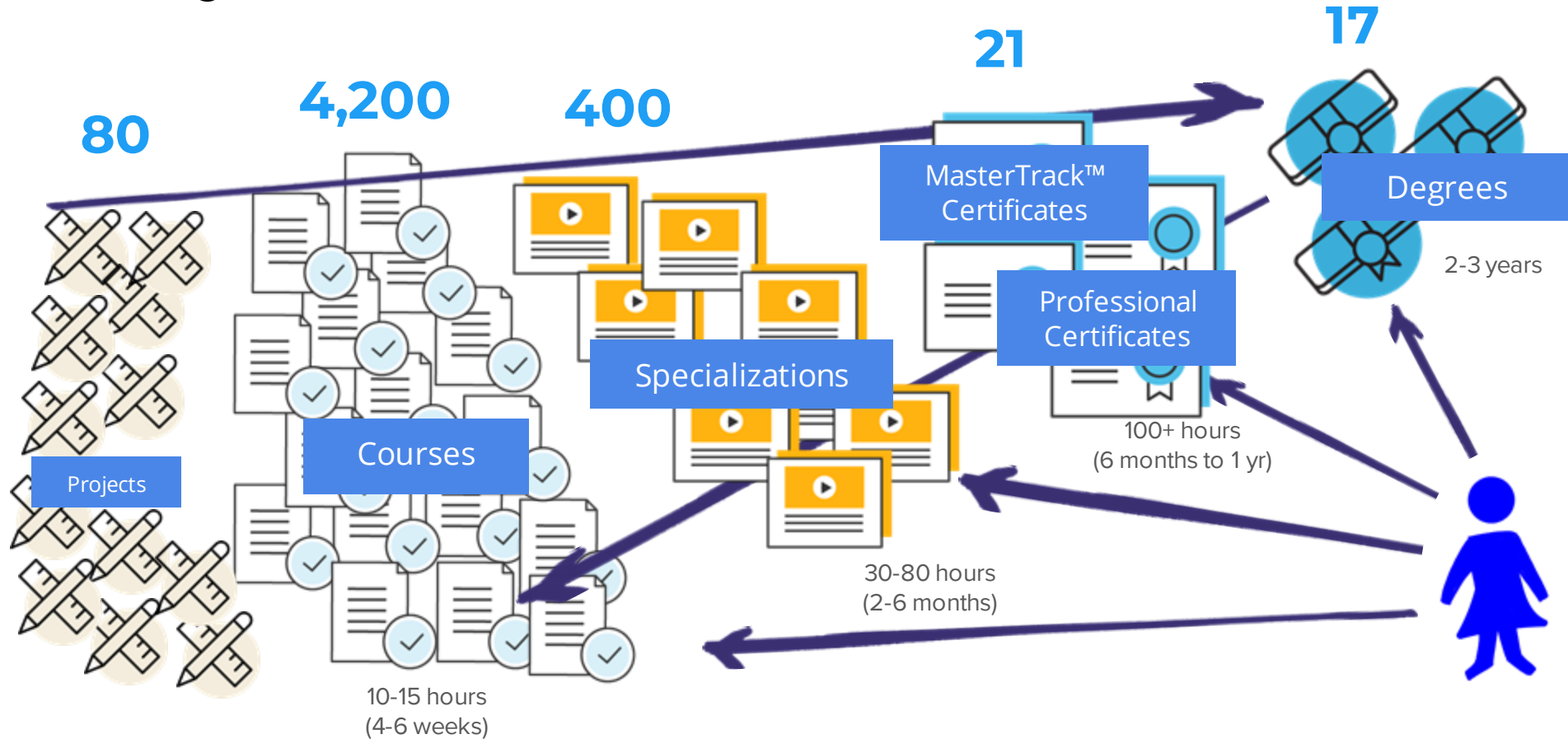
340
courses

4,000+
courses

70,000 lessons

240,000 assessments

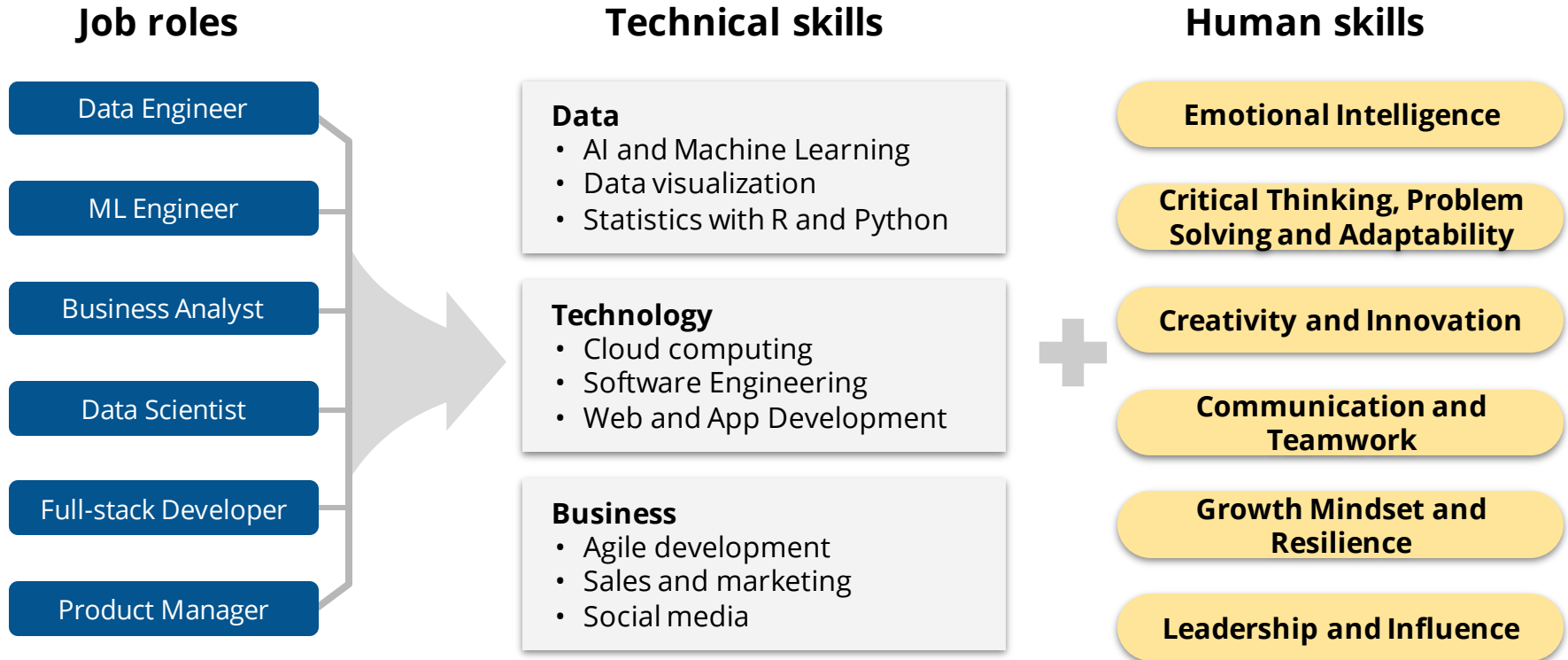
A system of stackable credentials



2,500+ organizations used Coursera in the past 3 years



Future jobs will require human and tech skills

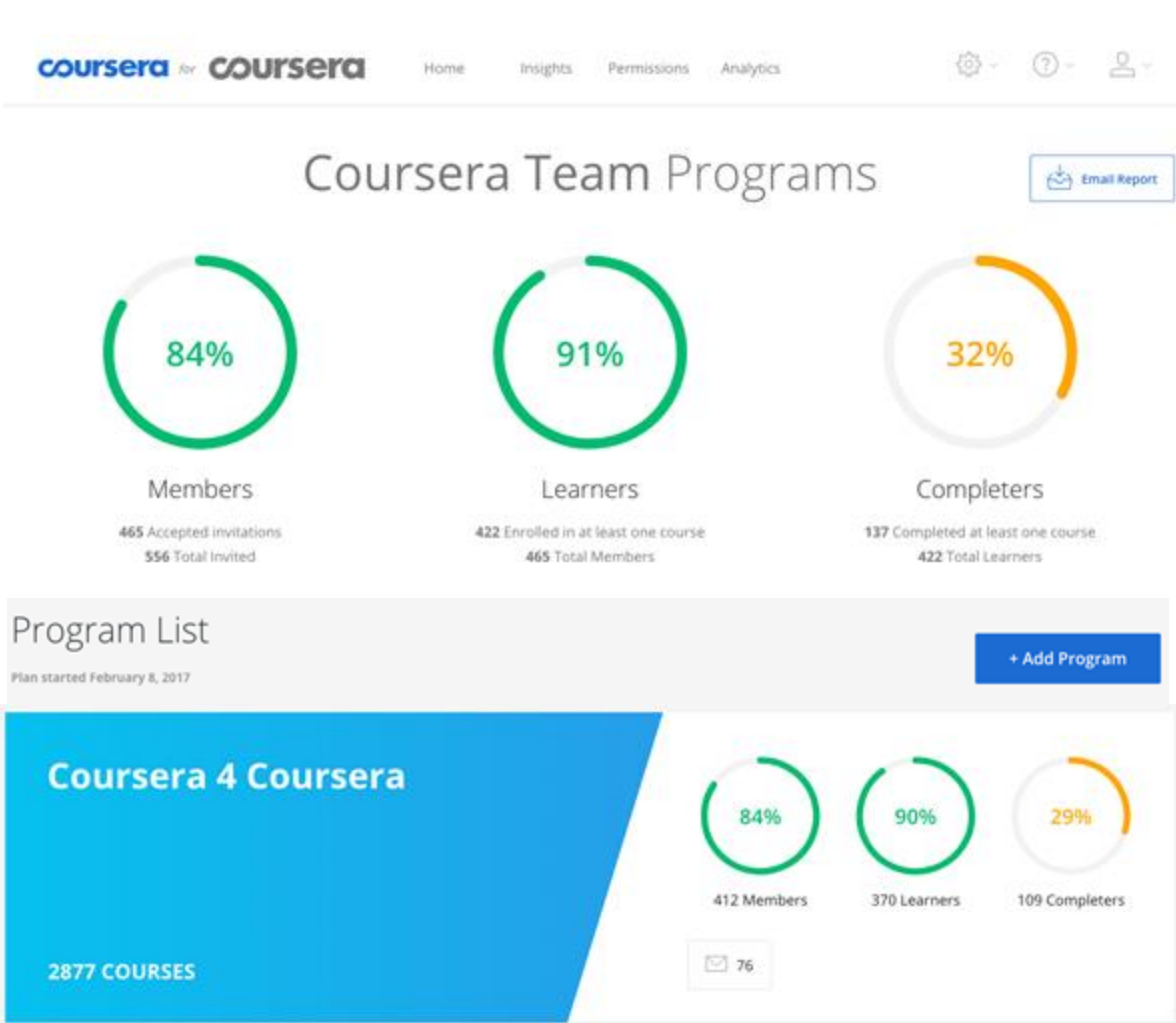




Learning and Analytics Tools

Easy tools for **easy learner management.**

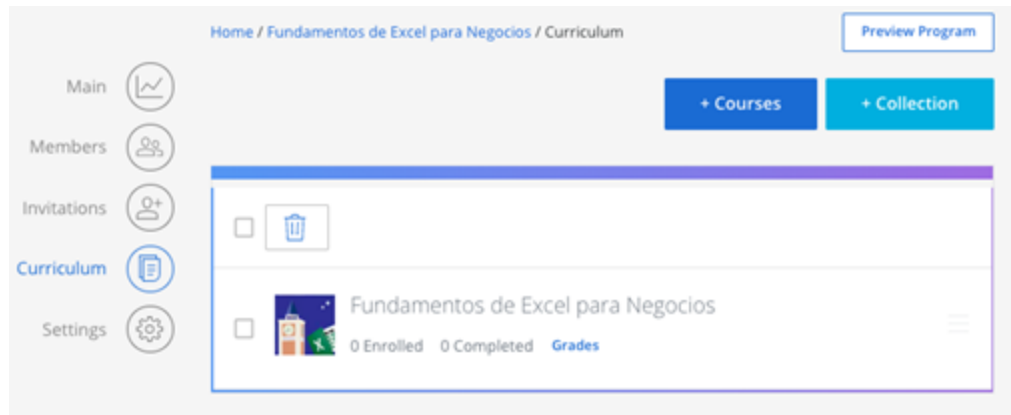
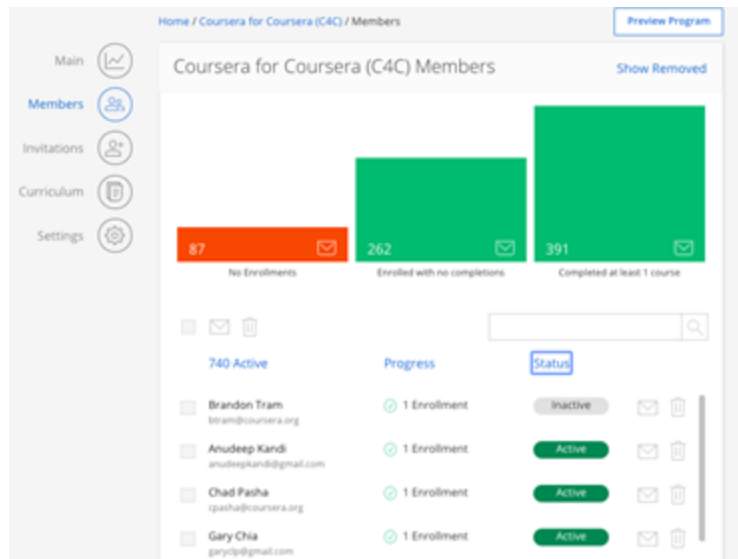
Coordinating hundreds or thousands of learners across multiple subject areas would be challenging without the right tools. Coursera makes it easy with **centralized program management and analytics.**



Easy tools for learner intervention.

Coursera makes it easy to intervene when learners become **inactive**, letting you email all learners in a given category at once.

We also make it simple to adjust curricula instantly based on user feedback.



Live hands-on learning with Coursera Labs

- Short projects
- Hands-on learning
- Zero software install
- Follow along in real-time
- Live sessions with experts
- Collaborate with instructors



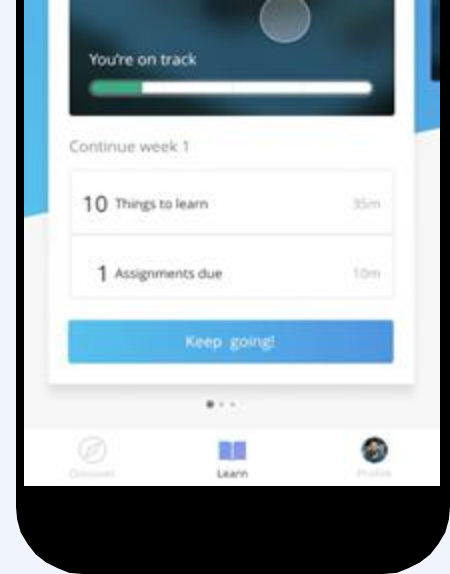
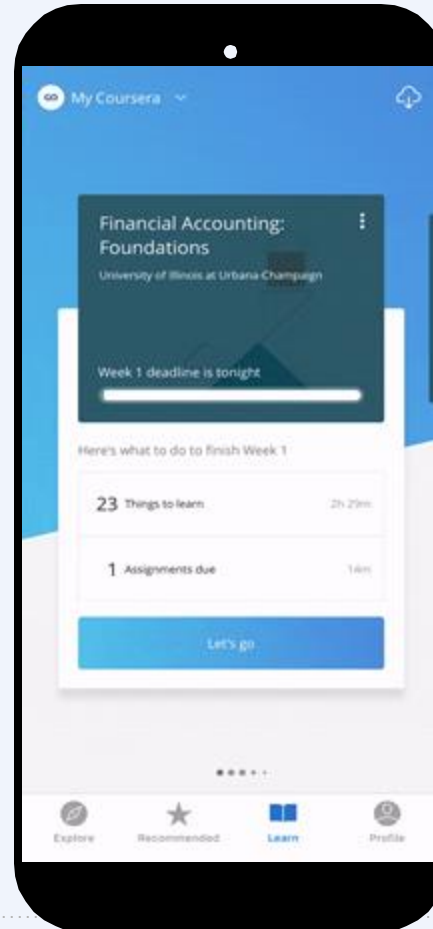
Learning that engages

Short lessons and lectures
so learners can make
meaningful daily progress

Fully **mobile-optimized** app;
learn anytime, anywhere

Download courses for offline
access

Lecture transcripts and
interactive notetaking



Prove mastery and completion

- **Verified, university-branded Certificates** awarded upon completion of a Coursera course or Specialization
- Showcase on **LinkedIn**
- **Signal of skill acquisition** to Potential or current employers



Sample Programmes

We conduct large-scale government workforce development projects



Govt of
Egypt

Provide job-relevant skills to Egyptian citizens, with an emphasis on Data Science, Cybersecurity, and Digital Marketing. Result: 95% completion rate.



Govt of
India

Provide job-relevant skills to 8,000+ Indian citizens, focusing on key growth areas like Google Cloud, IoT, and Python. Result: 3,500+ full specializations completed in only 6 months.



Govt of
Philippines

Provide Data Science, Cybersecurity and Python content to Filipinos, as the Philippines retrains thousands of people, as AI begins to displace jobs in the BPO sector. Result: 88% completion rate, 71 NPS.



Govt of
Pakistan

Train 8,000+ Pakistani citizens in job-relevant skills. 7k enrollments in one week

And we help agencies train their employees



Train over 60,000 government officials in leadership, strategy, customer service, and technology



Singaporean Government

Train thousands of Singaporean government officials in data science, computer science, and leadership



Train thousands of UNDP employees on leadership, management, and innovation and hundreds of OECD employees on communication, leadership and personal development



Govts of US,
Australia,
Kazakhstan

Train thousands of officials across the U.S., Australia, and Kazakhstani governments

Online Business Education for Entrepreneurs and SMEs



The **NYC Department of Small Business Services (SBS)** has partnered with **Coursera** to offer free online business courses developed by industry experts at the world's best universities.

Aspiring or current business owners can learn how to **plan, finance, market,** and **manage** your business anytime, anywhere.

Our course programs include:

- ***Building Your Own Business*** helps aspiring entrepreneurs turn their idea into a viable business.
- ***Operating and Financing Your Business*** helps entrepreneurs who are ready to launch or already operating a business to plan their operations, manage their finances, and access financing.
- ***Mastering Marketing & Sales*** helps entrepreneurs who are ready to launch or already operating a business to master sales and marketing strategies, and tactics.
- ***Managing & Leading People*** helps existing business owners learn to recruit, hire, and manage employees, and develop leadership and communication skills.
- ***Achieving Your Growth Potential*** helps growth-seeking business owners identify growth opportunities, create a growth plan, and communicate the plan to their team, stakeholders, and customers.

Coursera Partnership with Goldman Sachs - Women Entrepreneurship Course



EVOLUTION OF THE PROGRAM

Goldman Sachs *10,000 Women* was founded on the understanding that investing in women entrepreneurs leads to economic growth and stronger communities. By providing a practical business education, mentoring and networking opportunities, and access to capital, *10,000 Women* has reached thousands of women from over 56 countries to date. Graduates from this program report immediate and sustained business growth.

10,000
WOMEN

An icon consisting of ten blue female silhouettes arranged in two rows of five.

56
COUNTRIES

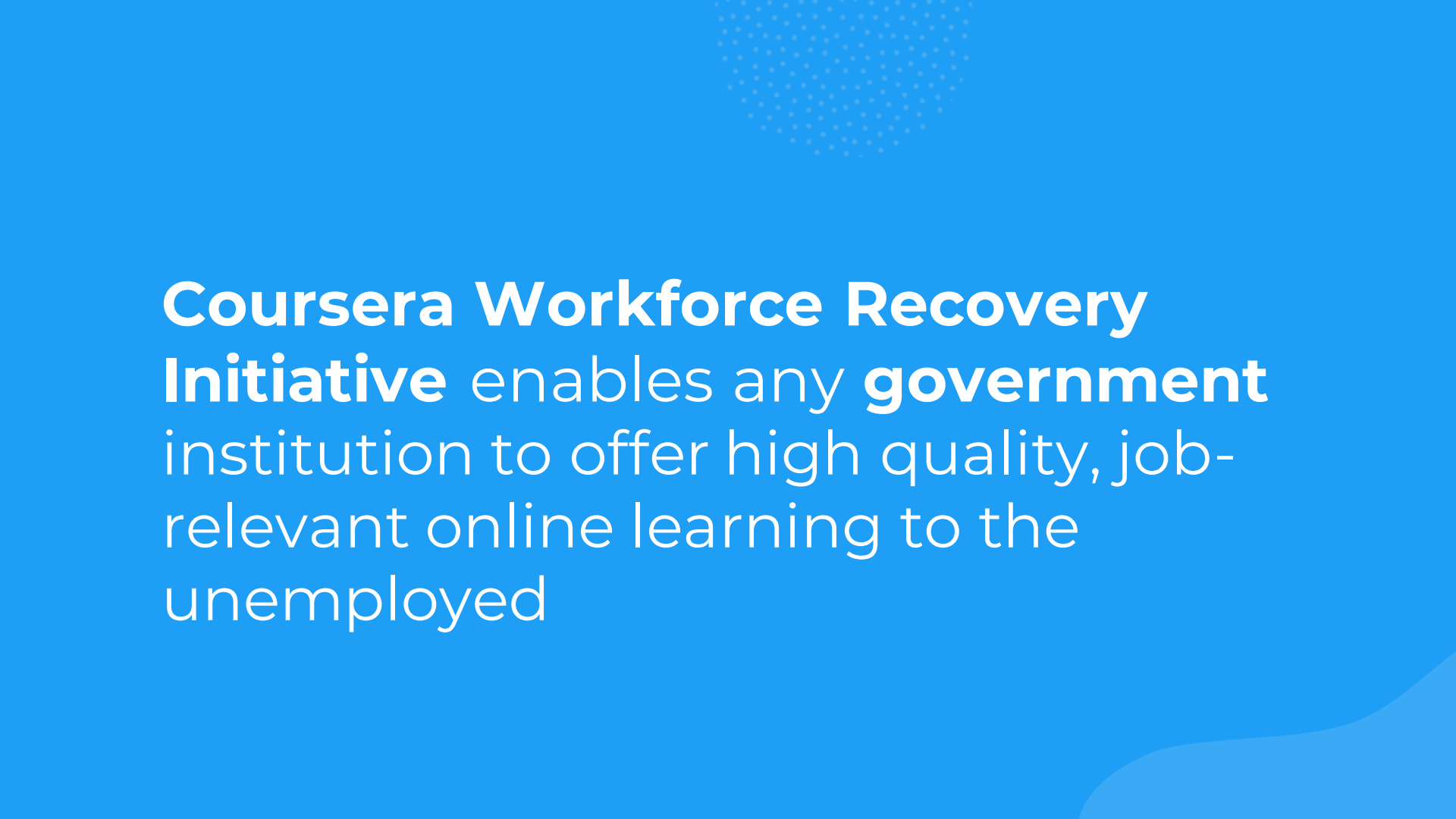
An icon of a world map composed of blue dots, representing 56 countries.

30 + 

WORLD LEADING BUSINESS SCHOOLS

100 

ACADEMIC AND NON PROFIT PARTNERS



Coursera Workforce Recovery Initiative enables any **government** institution to offer high quality, job-relevant online learning to the unemployed

Coursera Workforce Recovery Initiative

Coursera's mission is to transform lives through learning. To assist the world's unemployed during the coronavirus (COVID-19) outbreak, the Coursera community is launching a **global effort to provide free access to Coursera for Government** to assist countries, states and cities to support and reskill their citizens.

What's included in the response program



Courses by world-class faculty
Video lessons, applied projects, and
graded assignments in business,
technology, data science, and more



Coursera for Government platform
Admin dashboard, learner progress
tracking, communications and learning
program management



Online support resources
Coursera Help Center, onboarding
guide, webinars, videos



How it works

The Coursera Workforce Recovery initiative is available to any **government agency directly serving unemployed workers**

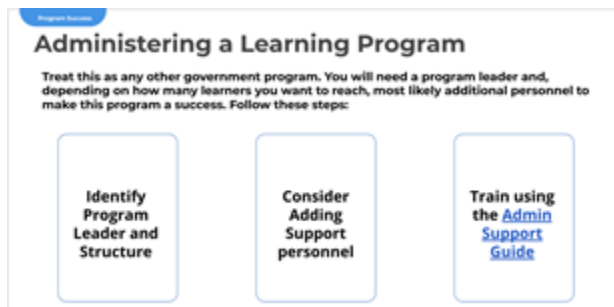
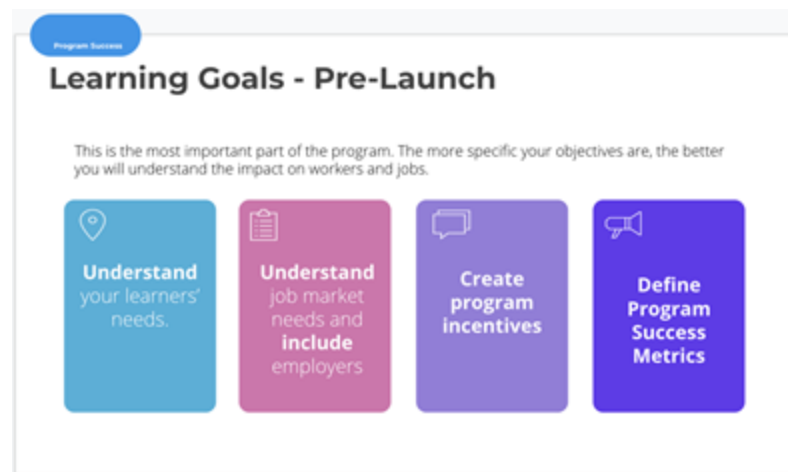
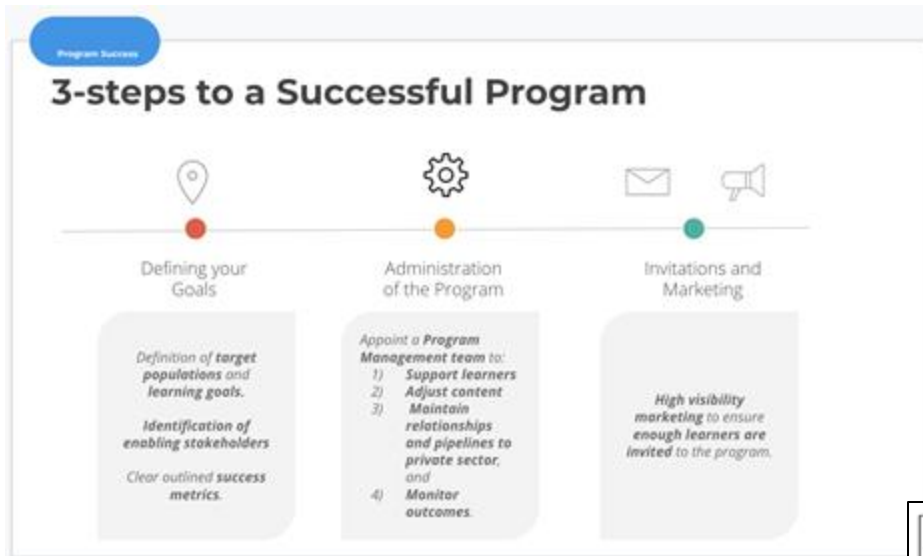
- Access to 3,800 courses and 400 Specializations, including a curation of 288 job-relevant courses
- Course certificates offered for each course completed
- Enrollment open through September 30, 2020 for institutions to enroll unemployed workers in courses
- Learners have until December 31, 2020 to complete their courses
- Dedicated Program Implementation Support, Enhanced Analytics, Customized Content Pathways, and Private Authoring are not included in this pro bono offer

Program participation must be **requested by government officials** at www.coursera.org/government/workforce-recovery

Coursera is the trusted skills advisor for governments



Implementation Guide to be provided: Setting up a Successful Learning Program



Step 1: Estimate Target Audience	Target Sectors	Which sector are our learners are in? (Public, Private, University)
	Target Groups	Which groups will we focus on within each sector?
	Size of Target Population	How large is the population of each group?
Step 2: Estimate Utilisation	Size of Learner Base	How large is the population of potential Coursera learners for each group?
	Number of Coursera Licenses	How many Coursera licenses will we need to satisfy the demand?
Step 3: Select Content	Content Selection	What skills and courses should be targeted for each learner group?
	Private Sector Outreach	Who is verifying that these skills are valuable in my region?
Step 4: Define Learner Journey	Accessibility of email addresses	Where will we get the email addresses of the learners from?
	Size of email addresses	How many email addresses do we have access to now?
	Learner access	How will the learners learn about and access Coursera platform?
Step 5: Define Marketing Activities	Marketing campaigns	What campaigns will we be launching to advertise Coursera?



Q & A