

DEED-Coursera Partnership

Utilization for Job Seekers



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What's Coursera? What courses do they have?

- Almost 8,000 courses in MN's course catalog on Coursera
- “Hard Skills” courses – in IT/tech, business, as well as other industries
 - Multiple CompTIA A+ Exam prep courses or adjacent training through Google; Cybersecurity
 - Project Management, Intuit Bookkeeping, Data Analytics
- Personal & Professional Development (“Soft Skills”)
- Career and College Exploration-type courses
- Guided Projects: project-based (final product instead of certificate/certification)
 - Examples: “Write a Resume and Cover Letter with Google Docs”, “Create a Profile & Network on LinkedIn”

Professional & Gateway Certificates

(in DEED's course catalog on Coursera)

Google IT Support

Arizona State University TESOL

Facebook Social Media Marketing

(ISC)² Systems Security Certified Practitioner (SSCP)

Google IT Automation with Python

Cloud Architecture with Google Cloud

Cloud Engineering with Google Cloud

Data Engineering with Google Cloud

SRE and DevOps Engineer with Google Cloud

Google Cloud Networking

Google Cloud Security

IBM Full Stack Cloud Developer

IBM Data Science Professional Certificate

IBM Customer Engagement Specialist

IBM Cybersecurity Analyst

IBM Applied A.I.

IBM z/OS Mainframe Practitioner

IBM AI Engineering

IBM Data Analyst

IBM Machine Learning

Intuit Bookkeeping

SAS Advanced Programmer

SAS Programmer

SAS Visual Business Analytics

Salesforce Sales Development Representative

DeepLearning.AI TensorFlow Developer

Certified Ethical Emerging Technologist

ICPM Certified Supervisor

Google UX Design

Google Project Management

Google Data Analytics

DEED & Coursera Partnership: June 2020 – June 2021

- June-Dec 2020: Any Minnesotan could sign up at CareerForceMN.com/Coursera whose employment, wages, or education had been impacted by the pandemic.
 - Unlimited number of learners (free courses + free certificates)
 - Dec 31 was sign-up cut-off; access lasted through June 2021
- Over 10,000 Minnesotans requested access before the 12/31/20 deadline
- Partnership renewed with different terms (runs through 4/30/22)

DEED & Coursera Partnership: Spring 2021 - April 2022

- Fewer (and limited) learner licenses but as of 10/27/21 we still have some left to allocate
- Seeking more workforce partners to utilize access to the full course catalog through partnership with Coursera, which runs through **April 30, 2022**
- Beyond April 2022:
 - Google's professional certificate programs still available to us, if we want them: IT Support, Project Management, Data Analytics, UX Design, and IT Automation (4 of 5 have ACE college credit recs)
 - Ongoing CPL work/collaboration with MN State

Data & Usage: Broad Overview (as of 10/27/21)

Course Completions: **12,411**
Collective Learning Hours: **204,460**
Lessons Completed: **244,866**

Average Course Review: **4.7/5.0**
(1,561 reviews with a “star rating” of 1-5)

MN Course Completers:

Exactly 1 Course: **1,508**
Exactly 2 Courses: **574**
Exactly 3 Courses: **335**
Completed 4+ Courses: **999**

Total Unique MN learners with 1 or more course completions: **3,146**

Challenges

- WIOA parameters (physical location; ETPL rules; virtual platform vs. content owner)
- Digital literacy and other barriers can make asynchronous (“on-demand”) learning more difficult, with not much “wrap-around support” built in
 - Some CBO workforce partners attempting this
- Other existing systems and bandwidth issues

MAWB JSS Questions

- Have you/your colleagues utilized Coursera since DEED made it available?
 - Any insights to share? Happy to chat 1-on-1 or in a small group, too!
- Do you have the interest and capacity to explore utilizing this tool during DEED's remaining time with this partnership?
 - How about for the longer term (Grow with Google-only content)?
- Future of training is here ("on-demand", bite-sized), not going away - especially in some industries specifically: how do we utilize it within our system?
- Want to check out Coursera for yourself? Email me: Ben.Baglio@state.mn.us
 - Will send an invitation as a learner through Coursera

Thank You!

Questions?

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