

Key Trends to Deliver Learner Value

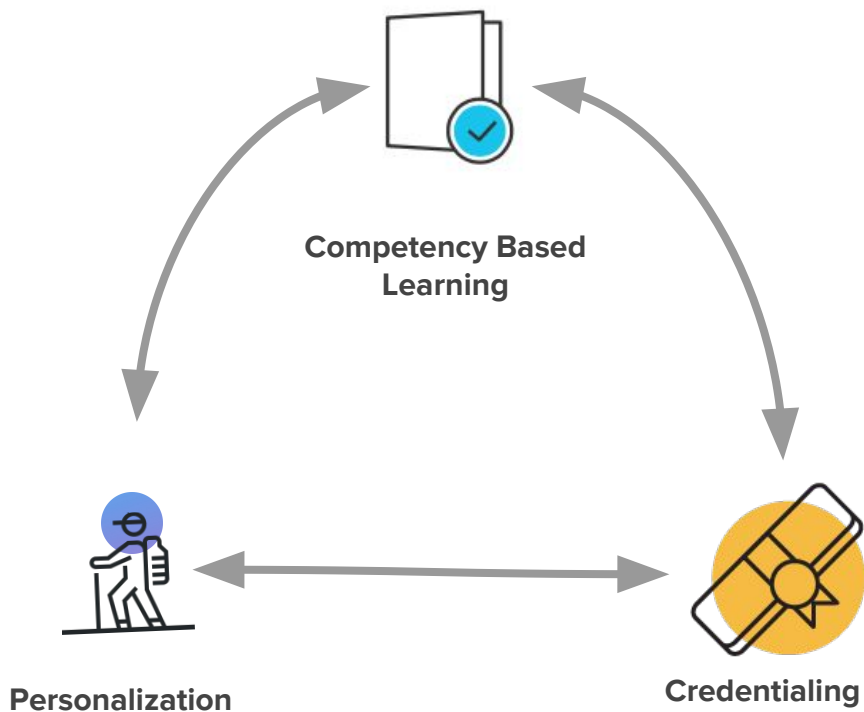
October 10, 2017

What are the key **elearning trends**?

How do these trends impact our **audience**?

What are some key **challenges and opportunities**?

Delivering value to diverse learners by responding to **Key Trends**



The
Economist

JANUARY 14TH-20TH 2017

Trump v the spooks

The stain of Guantánamo

Pop stars and patronage in Congo

Inflation's welcome return

Lifelong learning

**How to survive in the age
of automation**

A SPECIAL REPORT



Redefining the
“lifelong learner”
and changing
learning to meet
their needs

Learners can be reached through different channels



Individuals

- Career Starters
- Career Advancers
- Academic Advancement



Government

- Underemployed Youth
- Teacher Professional Development
- Refugees

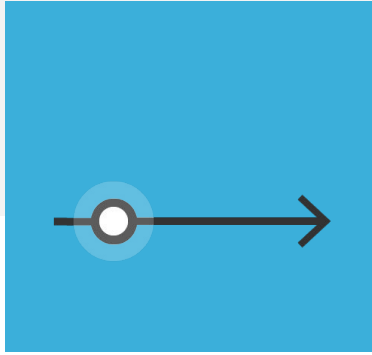


Business

- New Hire Onboarding
- Upskilling for Promotion
- Prerequisites for Transfer

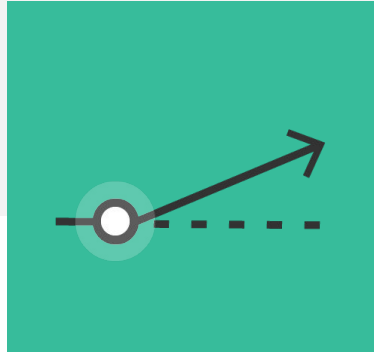
Different needs based on different goals

Career Advancers



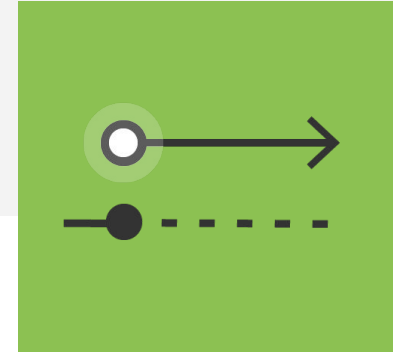
- Specific skills
- Most up-to-date tools
- Advanced content

Career Adjusters



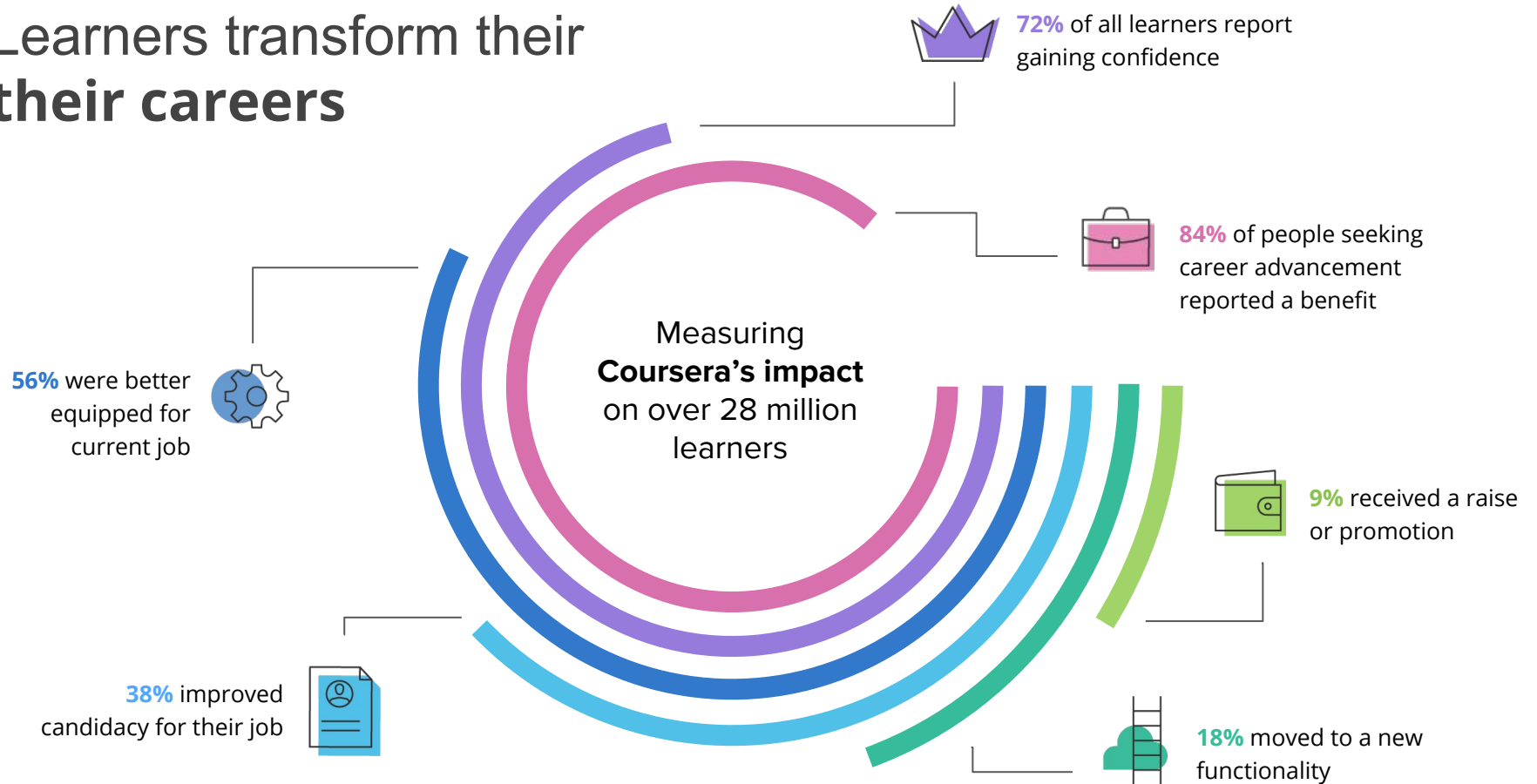
- Right for me
- Clear outcomes
- Full catalog for all levels

New Career Starters

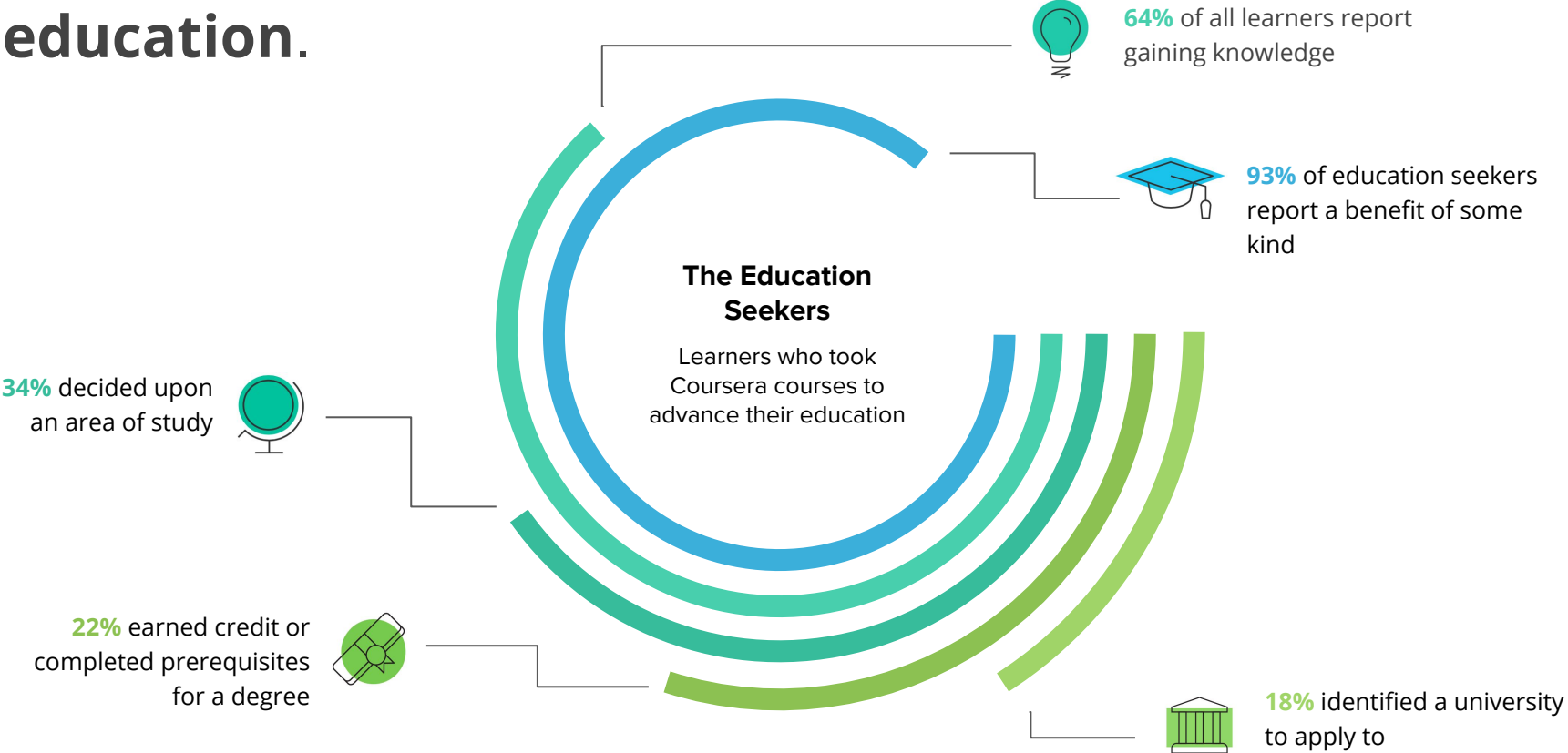


- Pathfinding
- Start to finish
- Content that builds

Learners transform their careers

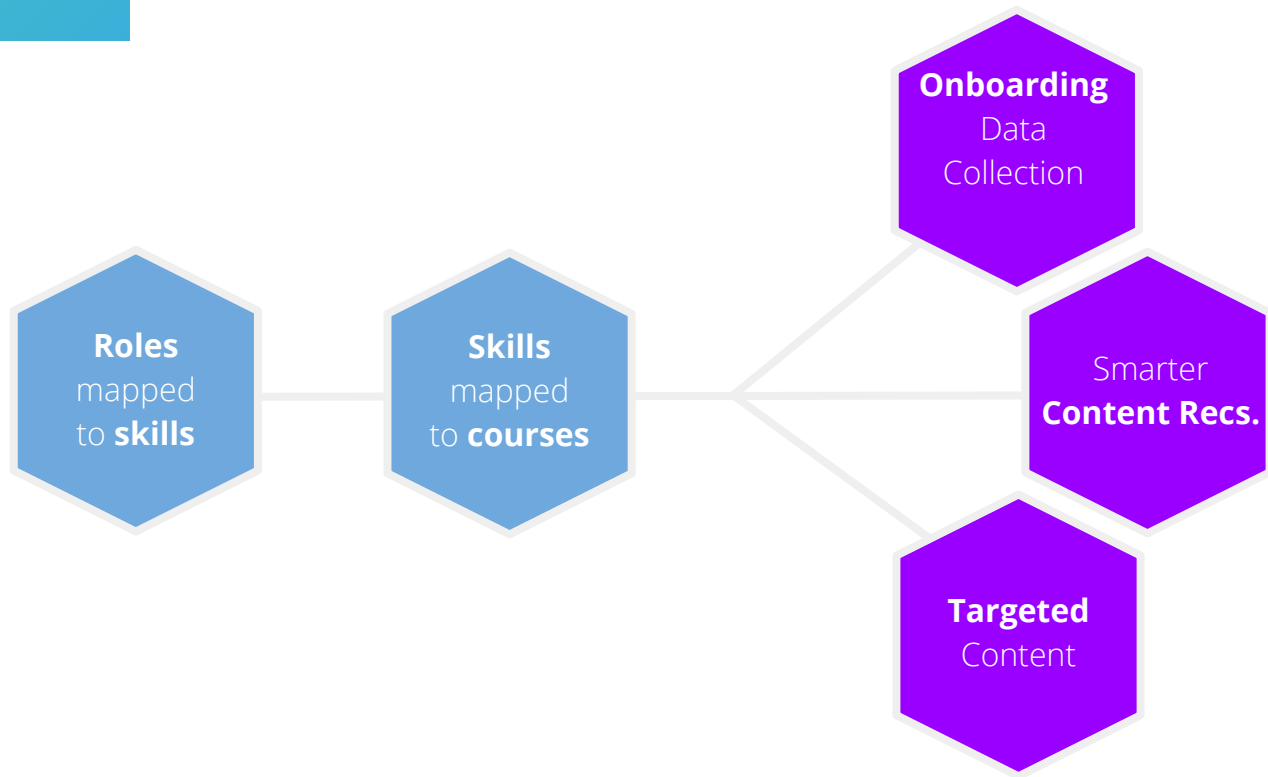


And advanced their education.





Guiding our learners for improved content matches



Competency Based Personalization



**Personalized
dashboards**
to motivate
learners

Learner Dashboard

Search []

Johnathan Smithy
Sr. iOS Engineer Lvl 1

Plan Mile Stones Sr. iOS Engineer Lvl 2

Self Assessment

Learner Statistics

Statistics Skills

XX XX XX

Learner Skill

Search Skills

My Top 5 Skills

Customize Training Plan

Legend

- Self Assessment
- My Current Skill
- Progression Goal
- Industry Avg

My Skill 1
My Skill 2
My Skill 3
My Skill 4
My Skill 5

1 2 3 4 5 6 7 8 9 10

Engineer Manager Plan Path

Courses Timeline

COURSES	DESCRIPTION	INDUSTRY SKILL VALUE	STATUS
Course Name Blah University Name	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas sed diam sit amet tortor dignissim pellentesque non ut dui. Curabitur scelerisque ligula sit	\$10,200	In Progress

Continue



Credentials must be **valued** by the learner and by the employer

30%

of course completers elect to earn a credential

**Valuable
Credentials**

75%

of employers will recognize MOOCs for hiring

**Industry
Partners**

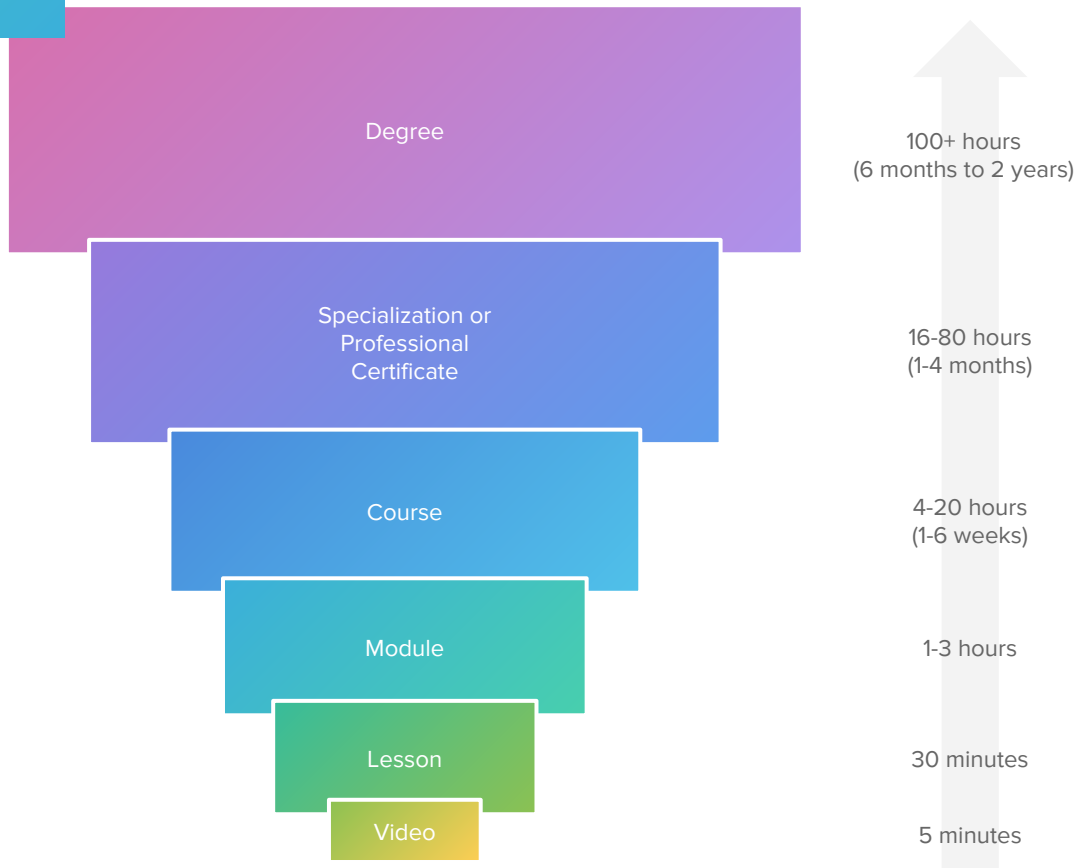
70%

posted their certificate on LinkedIn

**Career
Builders**



Stackable learning with credentials for different needs



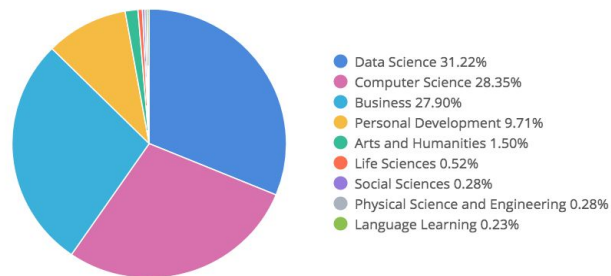


Competency based learning linked to **clear outcomes** and value

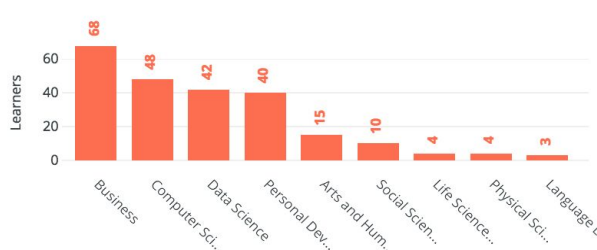
Skill Development Value

Among learners taking courses in your learning programs, here is the estimated skill development value across learning domains.

Estimated Skill Development Values (USD) by Domain



Learners by Domain



Domain Summary Data

Course Primary Domain	Learners	Avg Skill Value per Learner	Total Skill Value USD Estimate	Total Value %
1 Data Science	42	\$2,847	\$119,581	31.22%
2 Computer Science	48	\$2,262	\$108,570	28.35%
3 Business	68	\$1,571	\$106,848	27.90%
4 Personal Development	40	\$930	\$37,204	9.71%
5 Arts and Humanities	15	\$383	\$5,745	1.50%
6 Life Sciences	4	\$501	\$2,003	0.52%



Covering a **breadth** of topics across disciplines

Coursera hosts courses in every subject, including 163 in data science, 571 in business, 270 in social sciences, and 207 in the arts and humanities.



Entrepreneurship



Business Essentials



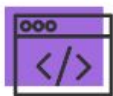
Machine Learning



Probability & Statistics



Mobile & Web Development



Software Development



Data Analysis



Marketing



Finance



Product Design



Physical Science



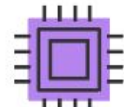
Personal Development



Leadership



Strategy



Computer Science



Life Science



Computer Science & Networks



Algorithms



Languages



Social Sciences



Increasing the **depth** and focus of our content with more specialized courses

Scalability

- Content Creation
- Product Changes
- Reaching Learners
- Matching Learners

Targeted Impact

- Differentiation
- Engagement
- Market Value

lifelong learning with personalized milestone **credentialing and clear skill outcomes**

