

**Workforce Development System
Technical Advisory #21-01
January 5, 2021**

To: Workforce Development Community

SUBJECT: Local area implementation of the New York State Department of Labor (NYSDOL) partnership with online learning platform Coursera

PURPOSE

Provide guidance to Local Workforce Development Boards (LWDBs) and local staff on their responsibilities related to the implementation of Coursera in their local area.

POLICY

LWDBs and local staff must assist Dislocated Worker (DWs) and unemployed adults, whose unemployment is COVID-19 related, within their local areas with participation in Coursera courses for the duration of the NYSDOL-Coursera partnership, which is November 17, 2020 – November 23, 2022.

ACTION

LWDBs must have identified two (2) staff to serve as Coursera administrators, who will:

1. Conduct outreach to potential participants, providing information on the registration process and sending email invitations to Coursera as appropriate;
2. Assist in troubleshooting participant accounts and inactivating accounts as necessary;
3. Track participant learning to collect course completion data, using this data to customize email communication to learners. This communication should include reminders to enroll in and complete courses; and
4. Create reports for participant and course completion data to determine which courses are the most popular and have the most successful completion rates. This data will then be used to develop curriculum for various programs of study. Participant data derived from reports will also be used to enter outcomes in NYSDOL's case management system, the One Stop Operating System (OSOS).

Should updates to these staff members be required, LWDBs must complete **Attachment A: Change of Coursera Administrator** and submit it to

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Coursera.Help@labor.ny.gov using the subject line “[LWDB Name] Coursera administrator update.” This information must be provided as soon as changes occur.

ADDITIONAL INFORMATION

NYSDOL plans to integrate Coursera with OSOS so participants can be effectively and efficiently tracked through the system. However, until this integration is complete, local staff will need to data enter an activity in OSOS for customers who are enrolled in Coursera. NYSDOL added an activity, “Referred to Coursera Enrollment,” to OSOS on December 10, 2020 for this purpose. NYSDOL will work to identify customers who were enrolled in Coursera prior to this date to ensure the activity is entered in OSOS.

Coursera customers who do not receive any other services will initially be counted as reportable individuals and will not count in performance. If a Coursera customer receives an enrolling service, such as an Initial Assessment, they will be enrolled in WIOA and count in performance measures.

Once Coursera has been fully integrated with OSOS, NYSDOL will review and take appropriate action to automate the closure of services and entry of any credential and/or skills gain obtained with the intent of customers being included in performance as appropriate.

Individuals who are eligible for Coursera include those who meet the WIOA definition of a DW or unemployed adults whose unemployment is linked to the COVID-19 pandemic. This is made possible by the expanded eligibility criteria provided by the United States Department of Labor regarding eligibility under the Dislocated Worker Grant (DWG) utilized to execute the partnership with Coursera. More information related to eligibility for Coursera is provided in **Attachment B: Eligibility for Coursera**.

BACKGROUND

On November 17, 2020, Governor Andrew M. Cuomo issued a [press release](#) detailing the partnership between NYSDOL and Coursera, which was secured to provide training and re-employment assistance to New Yorkers via funding from NYSDOL’s second COVID-19 National Dislocated Worker Grant (NDWG) award.

Coursera is the leading online training provider, offering nearly 4,000 free training courses to more than 60M global learners in high-growth industries including advanced manufacturing, technology, and healthcare. Courses on Coursera will help participants:

- Learn new skills to excel in their current roles;
- Prepare for their “dream” job;
- Maintain essential and critical skills;
- Become better informed on a variety of topics; and
- Access content from over 160 universities and 30 industry partners.

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Many courses also provide a pathway to certifications and professional certificates that can help New Yorkers elevate their careers or retrain for a new one in light of the economic impact of the COVID-19 pandemic.

INQUIRIES

Questions regarding Coursera should be submitted via email to Coursera.Help@labor.ny.gov.

ATTACHMENTS

A: [Change of Coursera Administrator](#)

B: [Eligibility for Coursera](#)

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