

**Workforce Development System  
Technical Advisory #21-01.1  
August 18, 2022**

**To:** Workforce Development Community

**SUBJECT:** 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.

Rescind and replace Workforce Development System Technical Advisory (WDS TA) #21-01: Local area implementation of the New York State Department of Labor (NYSDOL) partnership with online learning platform Coursera (January 5, 2021).

**POLICY**

LWDBs and local staff must assist unemployed and underemployed Workforce Innovation and Opportunity Act (WIOA) Title I Adult, Dislocated Worker (DW), and Youth participants within their local areas with participation in Coursera courses for the duration of the NYSDOL-Coursera partnership, which is November 17, 2020 – April 30, 2024.

NYSDOL may, at its discretion, partner with other entities to offer Coursera program access to targeted participant populations and/or locations.

**ACTION**

**1. WIOA Title I Adult, DW, and Youth Participants**

LWDBs will enroll eligible WIOA Title I Adult, DW, and Youth participants in the local area in Coursera courses.

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

- Conduct outreach to potential participants, providing information on the registration process and sending participants email invitations to enroll in Coursera as appropriate;

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- Assist in troubleshooting participant accounts and inactivating accounts as necessary;
- 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
- 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 curriculums 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 [Coursera.Help@labor.ny.gov](mailto:Coursera.Help@labor.ny.gov) using the subject line “[LWDB Name] Coursera administrator update.” This information must be provided as soon as changes occur.

## 2. Partner Use of Coursera

NYSDOL may, at its discretion, partner with other entities to offer Coursera program access to targeted participant populations or locations. These partners will recruit and refer participants into programs operated by NYSDOL using licenses contracted from Coursera. Partners will be responsible for administering the programs using resources and training provided by NYSDOL and Coursera staff.

Partners may use Coursera to offer distance learning opportunities to their participants. Licenses and course availability will be subject to agreement with NYSDOL. Partners will, subject to agreement with NYSDOL, be responsible for collecting and entering participant data in OSOS.

### ADDITIONAL INFORMATION

#### 1. OSOS

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 and partner staff will need to data enter an activity in OSOS for customers who are invited to enroll 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.

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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.

## 2. Participant Eligibility

Eligible Coursera participants include WIOA Title I Adults, DWs, and Youth, as well as underemployed individuals and those referred by partners.

WIOA Title I Adults and DWs eligible for Coursera include those who meet the WIOA definition of an unemployed or underemployed Adult or DW. Eligibility for DWs whose unemployment is linked directly to the COVID-19 pandemic 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.

Information related to WIOA Youth Program eligibility is provided in WDS TA #[19-02](#): Workforce Innovation and Opportunity Act (WIOA) Title I Youth Program – Participant Eligibility Criteria.

Note: Coursera licenses made available to individuals who are youth, underemployed, and/or referred by partners are available under separate contract with Coursera, and staff is responsible for assigning them to the appropriate program(s).

### BACKGROUND

On November 17, 2020, the partnership between NYSDOL and Coursera was announced, which was secured to provide training and re-employment assistance to New Yorkers.

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.

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.

### INQUIRIES

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Questions regarding Coursera should be submitted via email to [Coursera.Help@labor.ny.gov](mailto:Coursera.Help@labor.ny.gov).

#### **ATTACHMENTS**

A: Change of Coursera Administrator

#### **REFERENCES**

WIOA §3(15)

Training and Employment Guidance Letter (TEGL) No. [16-21](#)

WDS TA #[19-02](#): Workforce Innovation and Opportunity Act (WIOA) Title I Youth Program – Participant Eligibility Criteria (08/15/2019)

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