

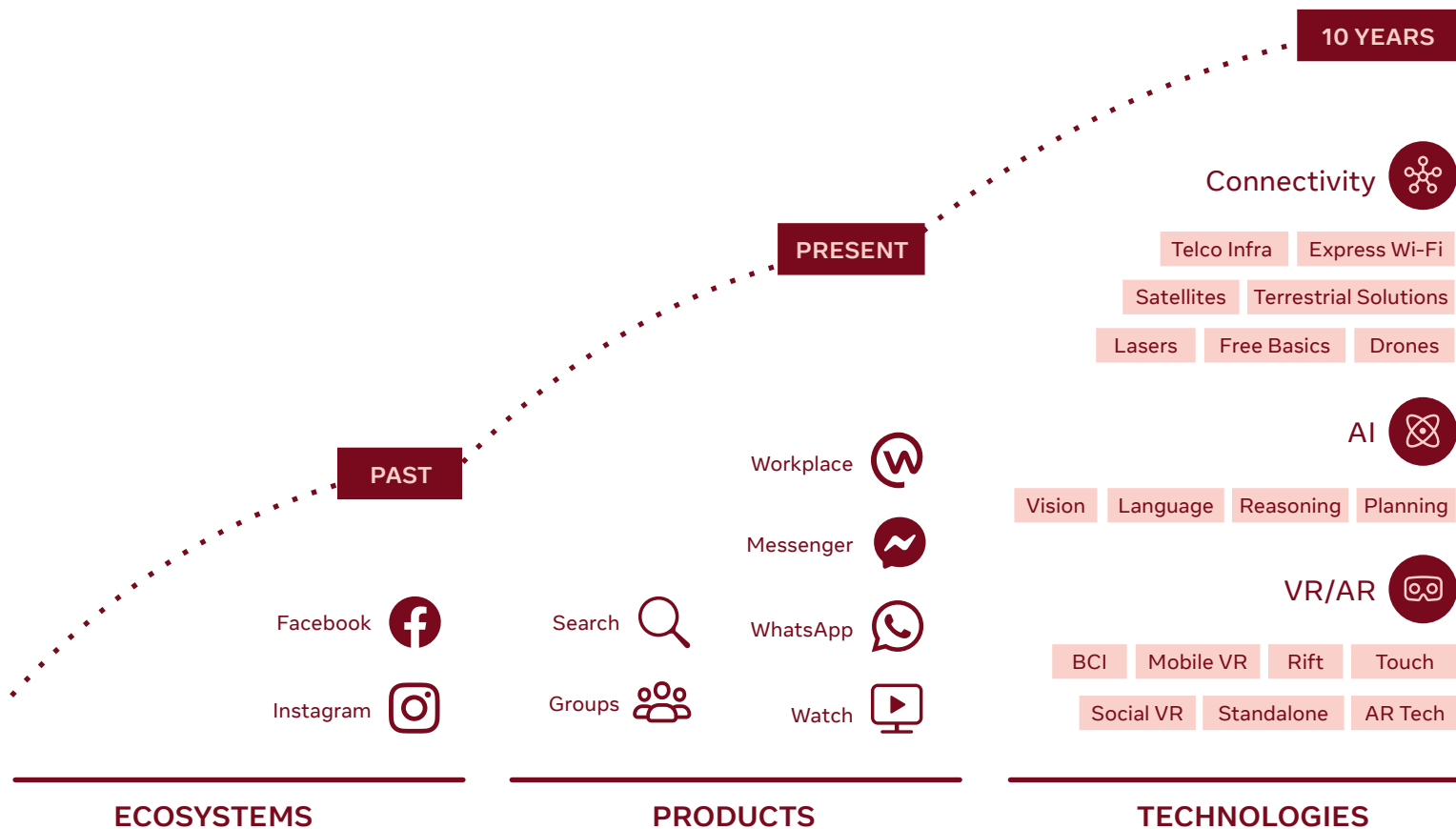
Coursera and Facebook partner to support skills pathways

NOVEMBER, 2020

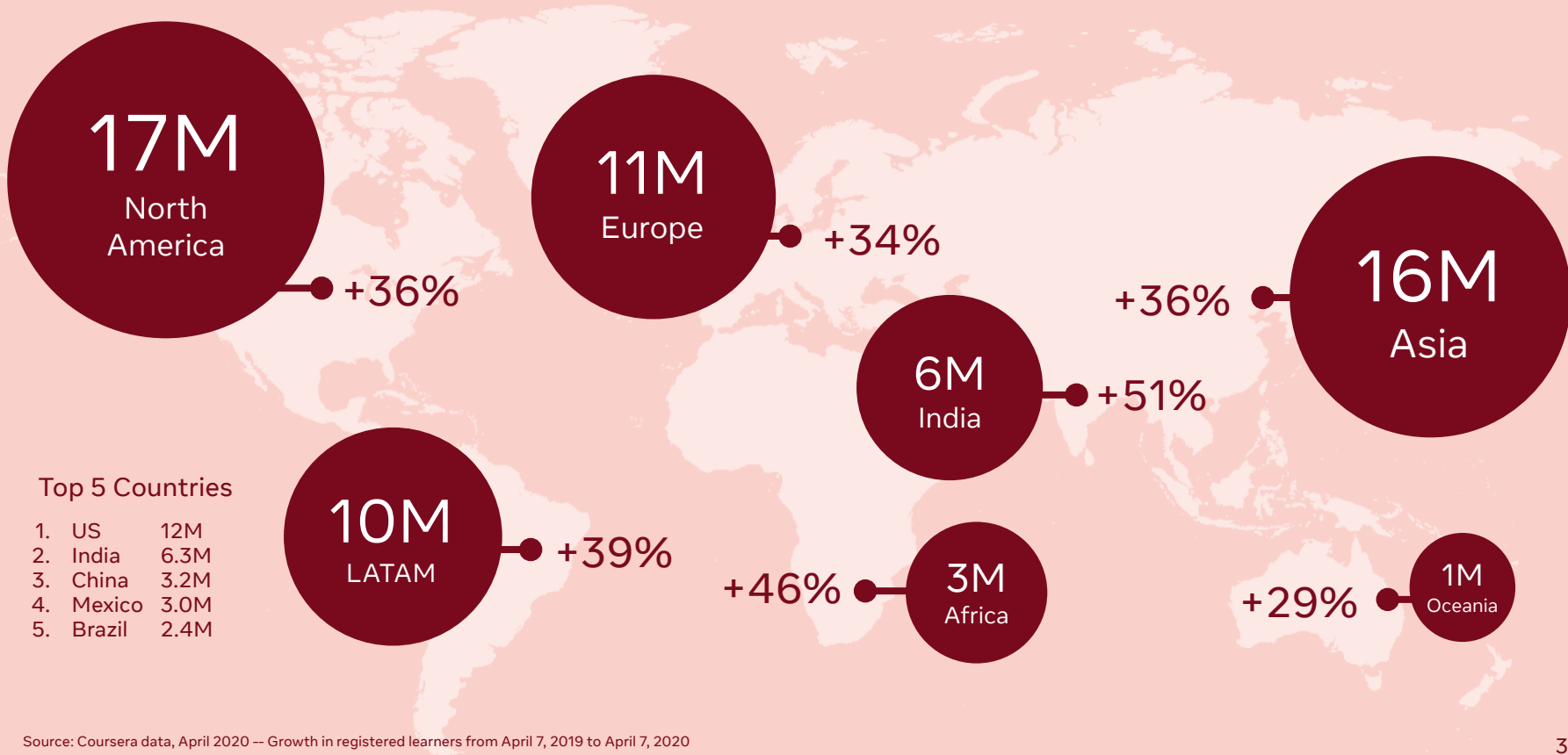


FACEBOOK

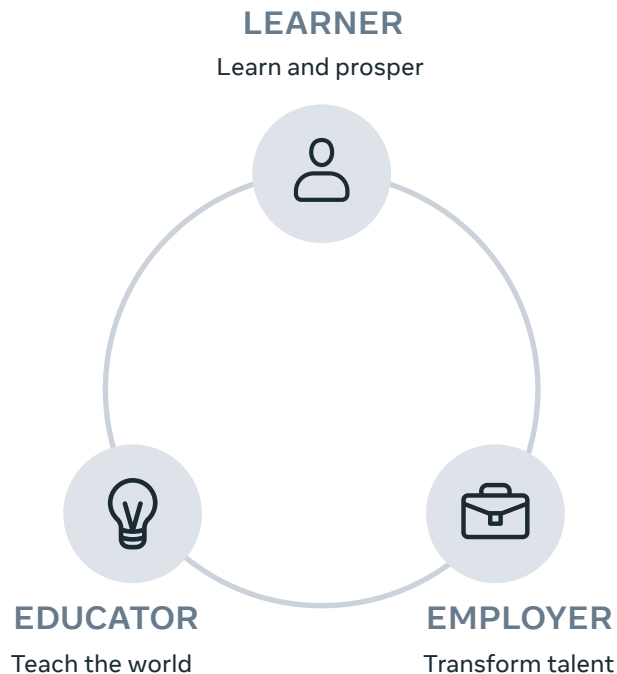
| coursera



Over 64M learners globally



Disrupting access to great jobs



70M+

Registered users

2,300+

Coursera for Business
Coursera for Government
Coursera for Campus

40M+

Industry partners

170M+

University partners

THE WALL STREET JOURNAL.

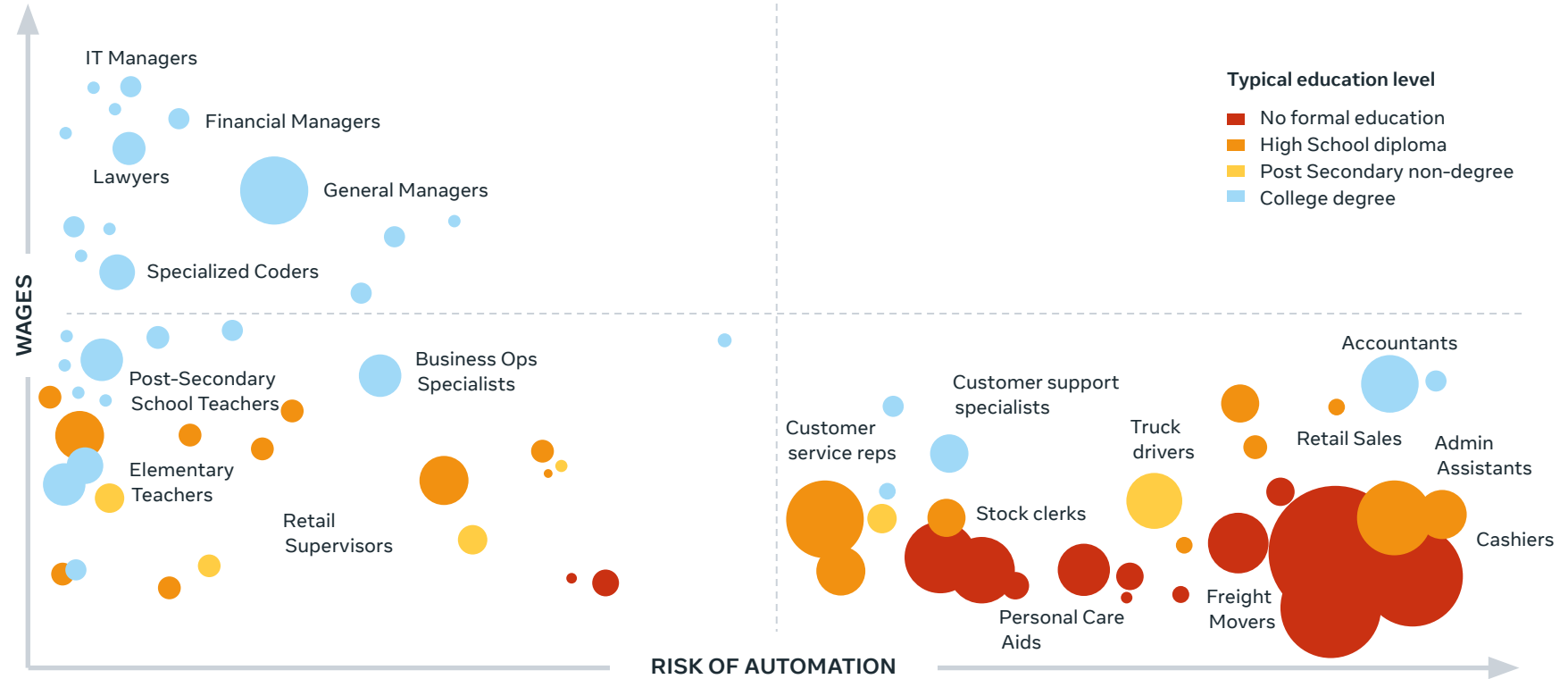
The Covid Economy Carves Deep Divide Between Haves and Have-Nots

Comeback since start of pandemic is kind to those who can work from home, to firms serving them and to regions hospitable to them. Many others are left behind.

By Eric Morath, Theo Francis and Justin Baer

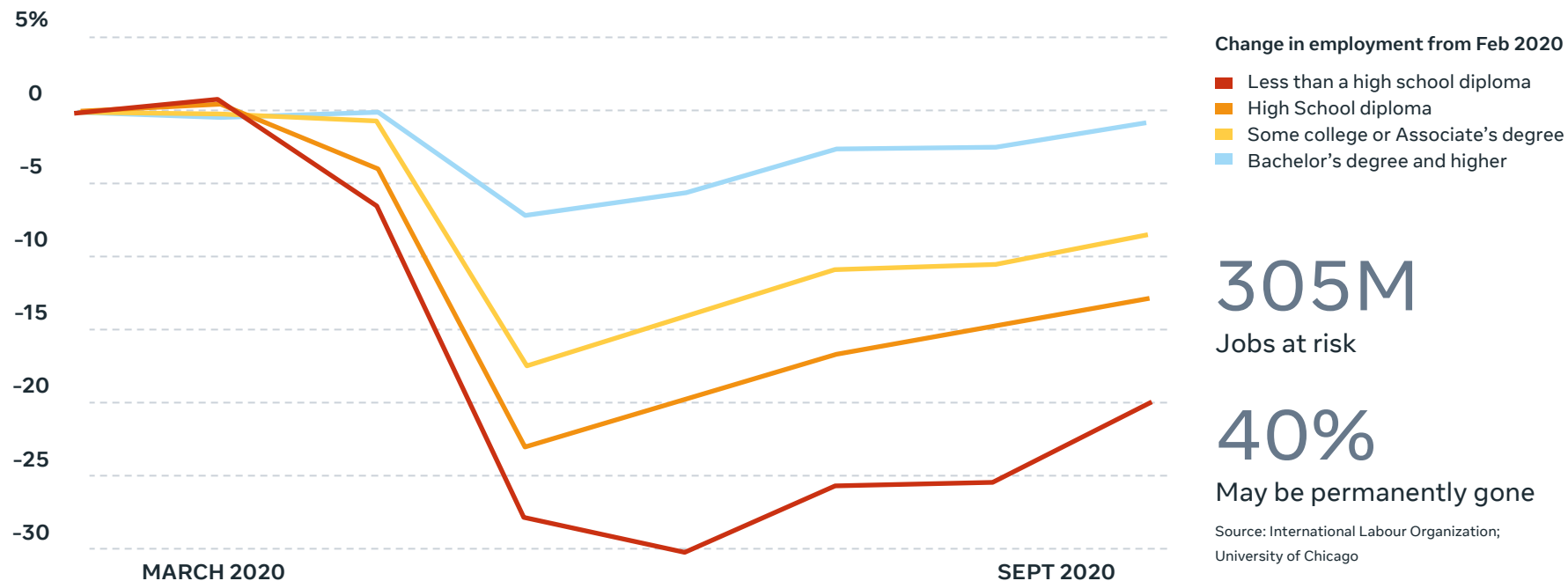
October 5, 2020, 11:09 a.m. EDT

Low-skilled are already at risk of automation



Source: Bloomberg, 2018; McKinsey & Co. 2018

The less educated hit hardest by COVID-19



Note: 25 years and older, seasonally adjusted.

Source: U.S. Labor Department; Wall Street Journal.

School closures as of April 20, 2020



Universities embraced Coursera for Campus

LAUNCHED MARCH 12, 2020

3,700+

campuses served

2.4M+

students enrolled

16M+

course enrollments



And demand for online learning **accelerated**

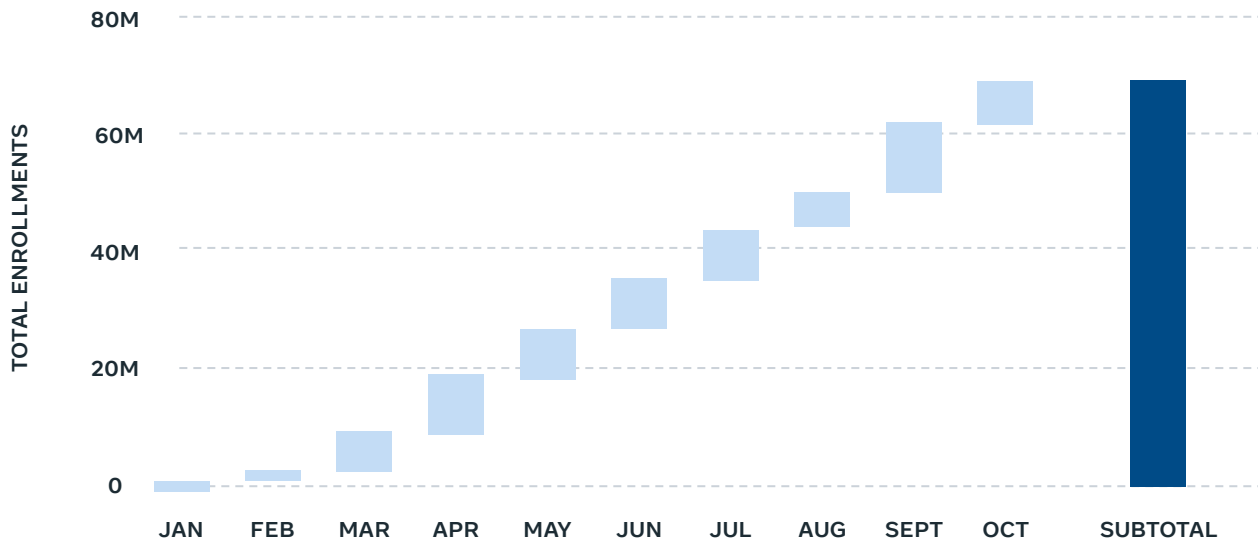
58M

total enrollments
since mid-March, **up**
472% from last year

Enrollments from learners
new to Coursera is up

6x

COURSERA ENROLLMENTS IN 2020



Source: Coursera data, Jan-Sept 2020

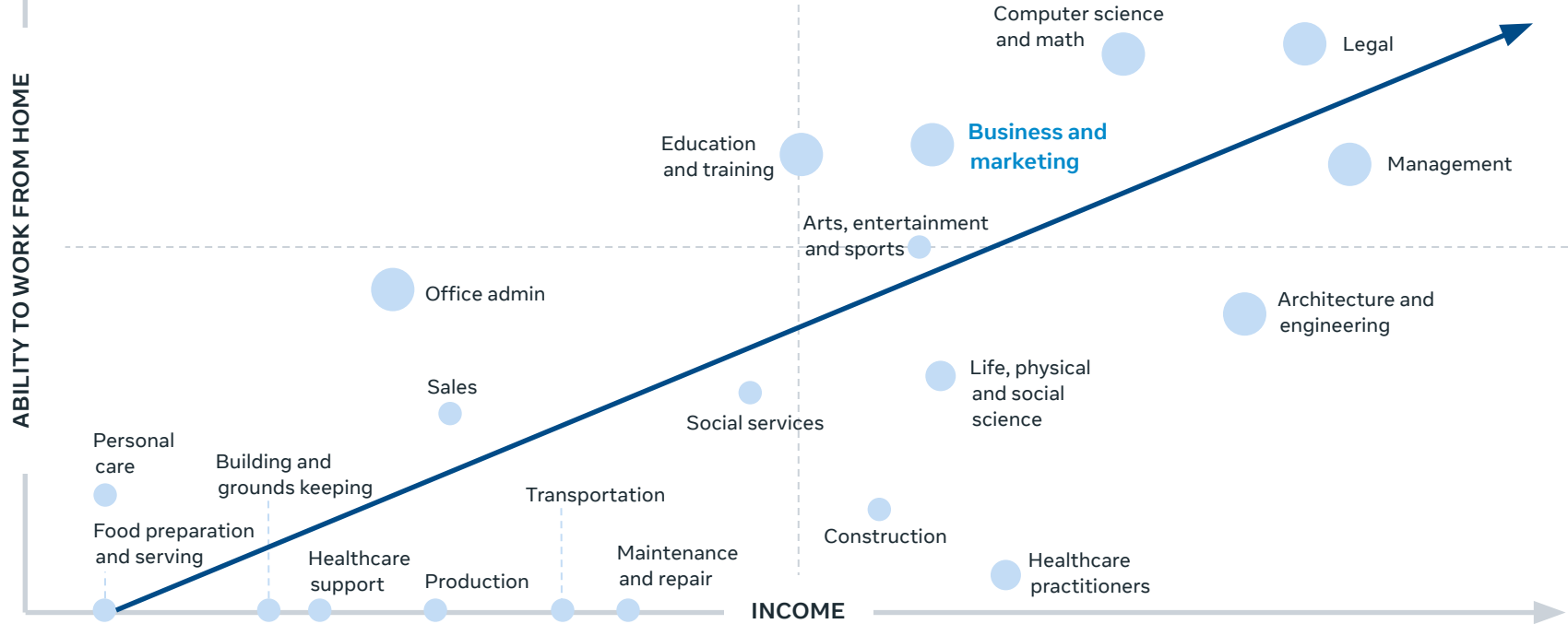
“ One of the most exciting things about **digital jobs** is often they can be **learned online**, and they can be **performed online**”

Jeff Maggioncalda
Coursera CEO

“The rise of the MOOCs: How Coursera is retraining the American workforce for a post-COVID economy” (Nov 2020, Fortune Media)

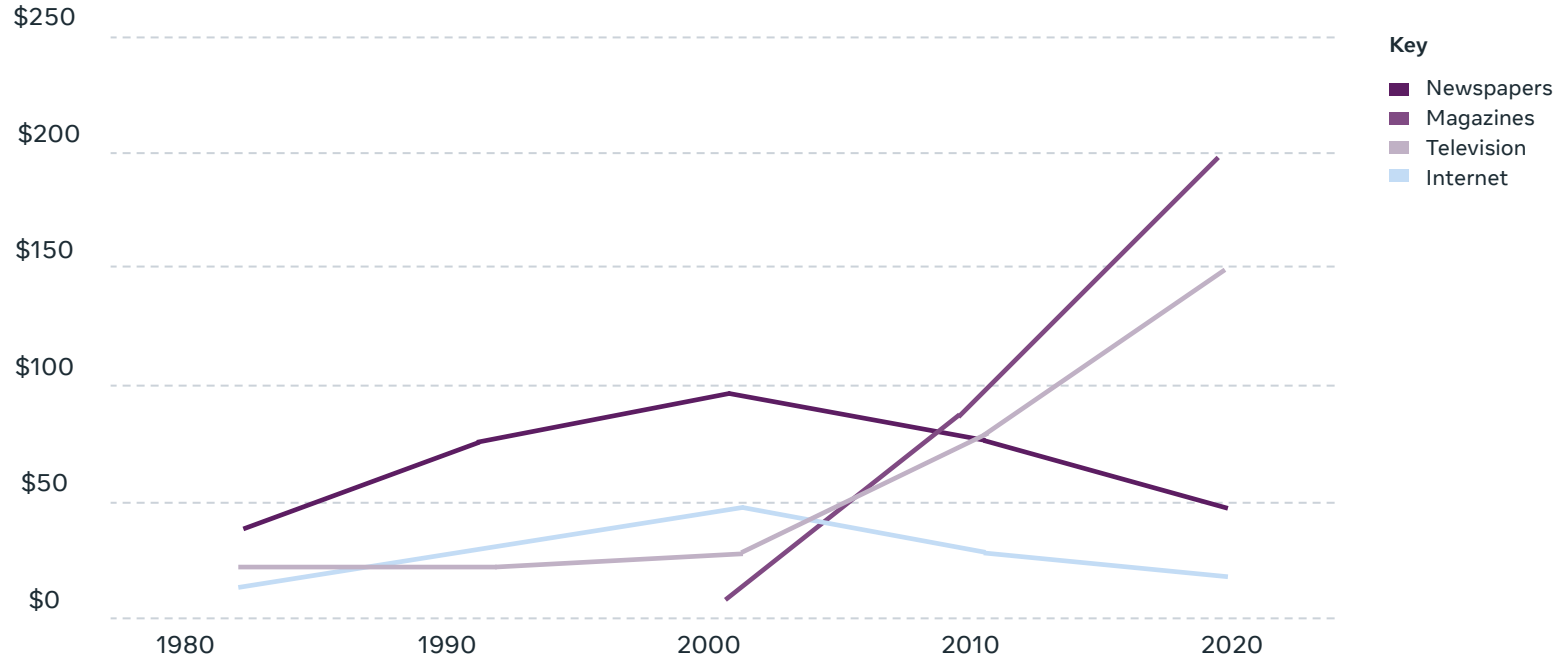


Skilled jobs can often be done remotely and so many businesses need these skills even more



Source: University of Chicago, Jun 2020

Growth of digital advertising



Source: Zenith

Jobs requiring digital skills are growing fast

Digital Marketing
roles are growing at

+10%

with internet ad
spend growing

1.5X

in 2020

A man with dark hair tied in a ponytail, wearing glasses and a dark blue button-down shirt over a light blue t-shirt, is holding a blue and white marker. He is looking towards the right side of the frame. The background is a blurred office setting with a whiteboard and a wooden shelf holding several binders.

Why a partnership
to create alternative
pathways?

The need for alternative pathways: higher education is unaffordable and the industry is shifting globally to micro-credentialing

40%

of the F500 won't exist in 5 years

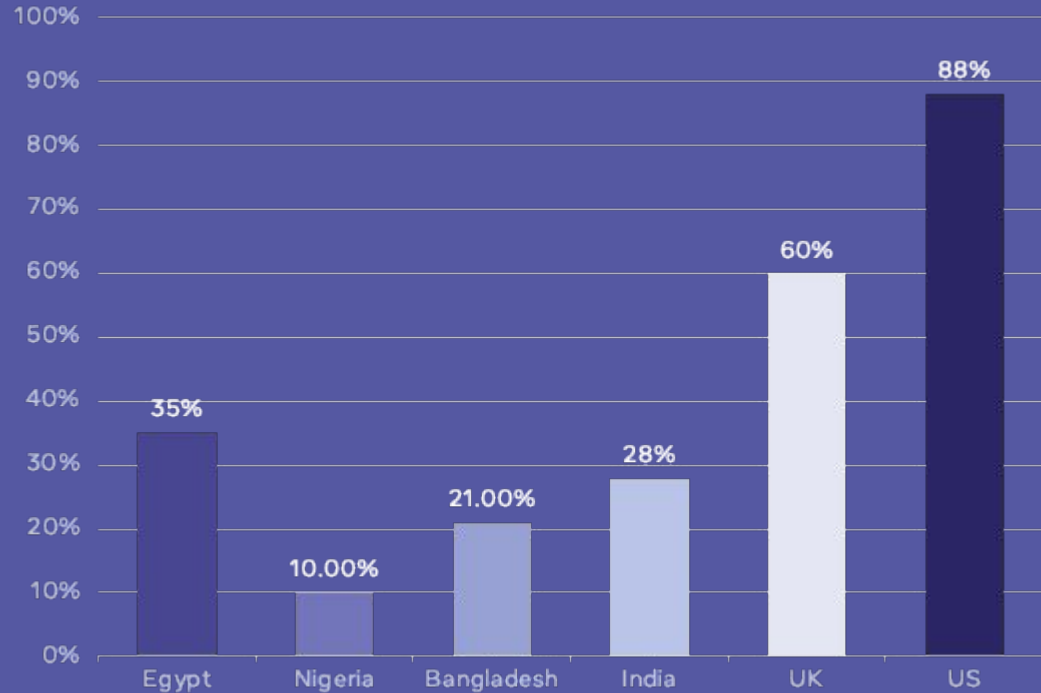
2.0

The average shelf life, in years, of a technical skill in the working world today

\$33K

Average US student loan debt

Gross enrollment in tertiary education



Coursera program trains learners for roles as Social Media Managers and Strategists

1 TRAINING IN DIGITAL MARKETING

100 hours, hands-on labs/projects to build out portfolio

OVERVIEW SKILLS

- Core Facebook marketing and ad fundamentals
- Established platform presence
- Create and manage ads
- Reporting

SOFT SKILLS

- Passion toward online marketing
- Ability to put digital marketing into business context
- Articulate strategy, metrics and outcomes
- Eagerness to never stop learning
- Presentation and interview skills

APPLIED SKILLS

- Facebook, YouTube, WhatsApp, Messenger, WeChat, Instagram, TikTok, Snapchat, LinkedIn, Twitter, Pinterest
- Hootsuite/Sprout Social
- Facebook Ads Manager
- Facebook Audience Insights
- Facebook Pixel
- Facebook Business Manager
- A/B Tests

2 CERTIFICATIONS

Offer students a sign of proficiency in the field when entering into the workforce after they pass an exam and graded projects.



3 CONNECT TO JOBS

Employer job-board and hiring consortium to allow certified learners to send their resumes to employer partners and get an ROI for employers and learners.



RUGGABLE

Summary of equitable access

- 1 Access to those that cannot pay through financial aid and scholarships
- 2 Blended learning and wrap-around support with NGO partners and Governments
- 3 Downloadable and accessible on mobile devices (potential Telco partnerships)
- 4 Subtitles and localization
- 5 AI driven retention and engagement
- 6 Soft-skill development & interview prep
- 7 No prerequisites to start learning

In just one month we
are seeing a huge uptake
amongst learners

230K

unique visitors

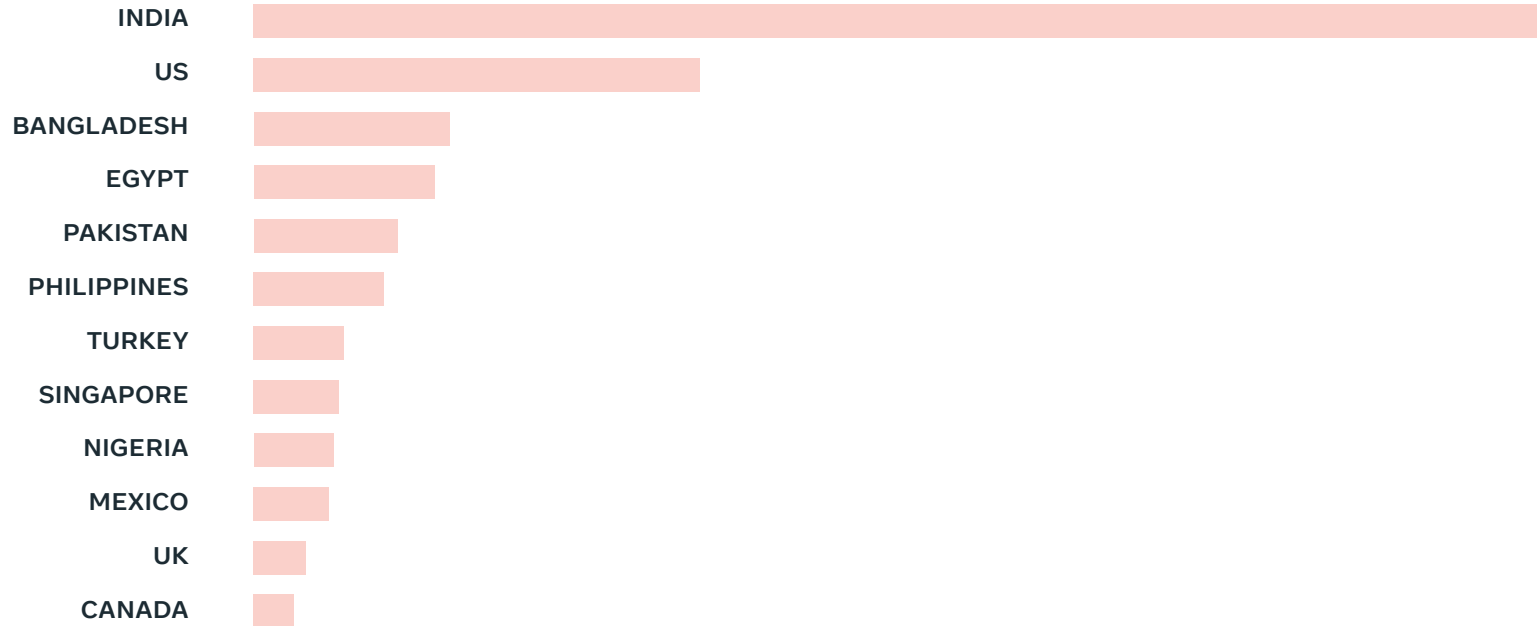
60K

unique learners enrolled







Where are our learners and strong community engagement?

NUMBER OF ENROLLED LEARNERS



Peers learning from each other



glographics  [Follow](#)  

4,962 posts 221k followers 984 following

Glo Atanmo — Creator + Coach
✈ Spreading joy for the glory of God
📚 Answering your life/biz questions
📺 Seen in: @Oprah + @Forbes + @BBC
✉ management@theblogabroad.com
yoitsglo.com

Followed by [meganmarkoff](#), [theasheacademy](#), [tbergess](#) + 4 more



carlosgil83 [Follow](#)  

2,346 posts 31.9k followers 6,629 following

Carlos Gil
👉 @OutlawMasks 🍷
Cuban-American Bestselling Author 📖
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

tiffanycheung.co [Follow](#)  

2,556 posts 70.2k followers 3,361 following

Tiffany | Instagram Coach
🔥 I help coaches step up as BOSS + create content to book clients consistently
🏆 Y! Finance's 2020 Top Social Media Coach
📅 Book a 1:1 IG Intensive
tiffanycheung.co/links

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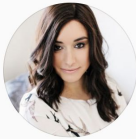


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499 posts 42.1k followers 146 following

AsianBossGirl
ABG - a podcast for the modern day Asian American woman
🎧 EP 82: Starting Your Own Skincare Brand with @liahyoo 🎧
linktr.ee/asianbossgirl

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misaac85 [Follow](#)  

107 posts 40.4k followers 1,466 following

Miriam Isaac ~ UX Designer
🎤 Interviewed by @instagram for @design
📅 Top 18 UX Insta to Follow
🏆 Top 50 Woman in Marketing 2020
🔥 Worked in Fortune 200
💡 UX tips
🌟 #AdobePartner
adobe.ly/miriamixdd

Outcome/output metrics (how to track success)

3 surveys at different points

1

Outcomes based approach
including entry, exit and 6M
post-completion surveys

Enrollments, engagements,
completions, job placement,
wage gains

2

**Real-time progression
tracking** with ML driven
interventions to drive
engagement

Retention rate through program

3

**Learners are encouraged to
share feedback** with peers
and instructors to help refine
curriculum

4

Connections made between
employers and graduates

5

Feedback from employer partners

Recruitment time is reduced
Onboarding time reduced
Feedback on approach to hiring
diverse talent

Where next

- 1 Other pathways— ML, web-developer, AR etc (demand for skills + job growth)
- 2 Always optimizing learning experiences and supporting placement in jobs
- 3 Partnerships with non-profits/ governments for implementation
- 4 Is there a way for us to partner - Task Team Leaders and everyone on the call?

Thank you



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