

ADMINISTRATOR GUIDE

Learner Engagement Toolkit

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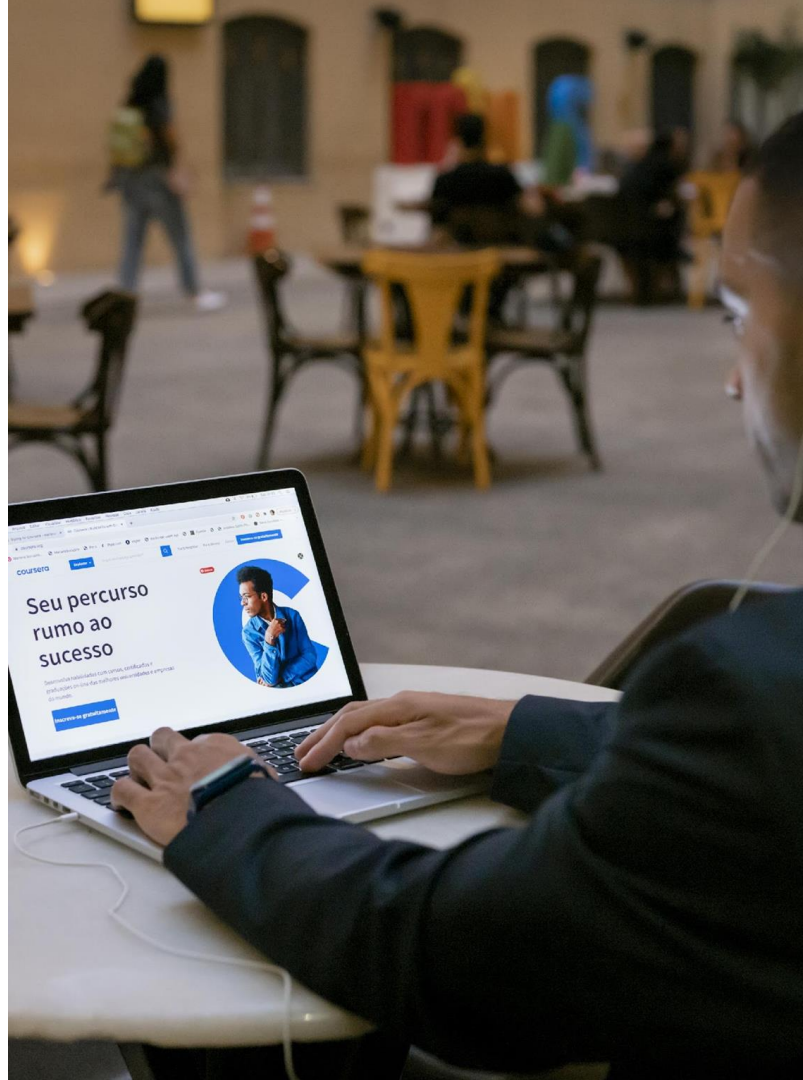


The opportunity

We couldn't be more excited about our partnership with your institution. And we look forward to helping you transform the learning experience for each of your students, faculty and staff. Below are just a few benefits your university may experience from this partnership:

- Improved student job outcomes and career readiness
- Enhanced curricula with world-class content and hands on experience
- Preparation for graduates with job-based learning
- New, supplemental content to help enable your faculty
- Opportunity to promote blended learning

This kit is designed to give you the tools you'll need to launch Coursera and continue to engage your learners on their learning journey. Together, we can provide opportunities in many formats for your students, faculty, and staff to help them reach their goals and aspirations.



What your students, faculty, and staff can do with Coursera

In the simplest terms, Coursera provides world-class learning for anyone, anywhere. To do that, Coursera has partnered with more than 250+ leading universities and companies like Google, IBM, Duke, and Yale, to bring flexible, job-relevant, online learning to individuals and organizations worldwide.

With deep understanding of job market trends worldwide Coursera can curate courses and learning programs to your students and faculty that will provide opportunities for increased employability for students and knowledge development for students, faculty, and staff.

Here are a few of the things we provide

- Data-driven expertise
- Skill-based learning pathways
- Recognized credentials to help build economic opportunities for everyone



ADMINISTRATOR

Engagement Best Practices



COMMUNICATION CHANNELS



ENGAGEMENT STRATEGY



CO-BRANDING

Define your target audience

It is important to discern your audience's education and career goals to understand what drives them. Then use these insights to customize your messaging about Coursera to make it more impactful.

Start by segmenting your audience into two categories:

- Those you are able to reach;
- Those you are not able to reach;

Then consider additional ways to segment your audience. Examples include:

- **Higher Education Students:**
 - Students studying outside of their major area of study;
 - Students gaining credentials to help improve their employability;
 - Students augmenting their education with courses not offered at your university.
- **Higher Education Stakeholders:**
 - Professors and instructors who are upskilling;
 - Institution employees using Coursera to help close skill gaps.

Audience



Addressable or
reachable contacts



Audience



Undefined or
unreachable contacts



Communication strategy

All communications regarding Coursera should have three strategic objectives:

1

Building awareness
about your partnership
with Coursera

2

Nurturing those that
may be aware or
interested in Coursera,
but have not signed up

3

Acquiring new learners,
or getting individuals to
sign-up and begin
taking courses

We encourage you to frequently follow-up with each group using the tools and messages provided in this toolkit, as well as any relevant information and calls-to-action that are appropriate for each audience.

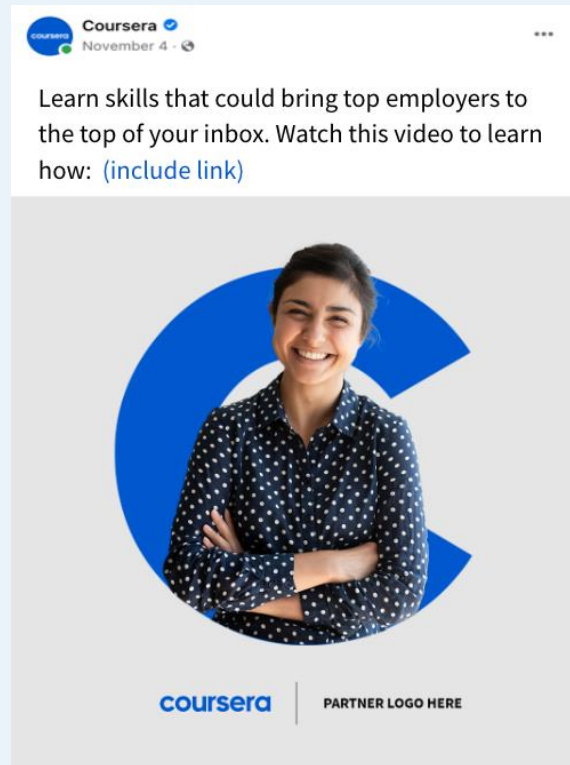
We encourage you to utilize the mindset of “Always Be Launching.” With regular communication that explains what Coursera is and its benefits, you will see learner numbers and utilization of the program grow over time.

Your communication channels

We recommend using a range of communication channels to communicate with your students, faculty, and staff about Coursera and to encourage sign-ups and utilization.

Direct communication channels

- Smaller reach, but more targeted audience, so messaging can be tailored to specific audiences.
- Examples:
 - Email
 - Constituency Newsletters
 - Direct Mail
 - Internal meeting groups
 - Requesting five minutes from another meeting or event to mention the partnership with Coursera



Your communication channels

Indirect communication channels

- High reach, less targeted audience, so messaging must be broader
- Examples:
 - Social Platforms
 - Posters / Flyers
 - Digital video / TV monitors
 - Broadcast Radio / Television
 - Other Community placements: message boards

Events / PR

- Distribution of a press release
- Hosting an event or webinar to announce Coursera

QUICK TIPS: Within the Coursera Engagement Toolkit, you will find creative assets that you can utilize across any of these channels.



How to find success (direct channels)

By following these guidelines for your direct communications channels, you can increase your chances of easily increasing enrollment and usage of this program.



Get personal: Customize your messages for each learner audience.



Time it right: Test different email send times to determine the best times for optimal performance.



Be clear, conversational and succinct: Treat email as a conversation, not as an advertising billboard. Focus on providing value and building relationships.



Incorporate your institution branding: Many of the provided creative assets will allow you to incorporate your institution logo. For example, to add a logo to a PDF you can follow these easy steps:

- Open the PDF in Acrobat, then choose Tools > Edit PDF > Add Image
- In the “Open Dialog” box, locate the image you want to insert
- Select the image file, and click “Open”
- Click where you want to place the image, or click-drag to size the image as you place it.



How to find success (direct channels, cont.)

By following these guidelines for your direct communications channels, you can increase your chances of easily increasing enrollment and usage of this program.



Ask questions: Grow engagement by asking your audience questions like, "What do you think?" or "Can you give us your opinion?".



Use variety: Use the different templates, headlines, and message topics we've provided to ensure you are providing fresh content.



Try A/B testing: Use this technique to maximize performance. This test effectively "splits" your recipients into two or more groups and sends different emails to test which performs better. Test different subject lines, different images and even different topics. For a first test, try dividing your recipient list into halves, then use one subject line for the first half and a different subject line for the second half to see which has the best open rates.

How to find success (indirect channels)

Here are guidelines that lay the foundation for success with in-direct channels.



Keep it brief and straightforward: Make sure each message is broad so that every member of your audience feels included.



Monitor and respond on social: Respond to all comments and @ mentions as promptly as possible. We encourage you to monitor each platform at least 1x a day.



Use data from the platforms: Leverage the data from each platform to develop specific engagement strategies. For example, learners may be on Instagram at all hours, but on LinkedIn only during business hours.

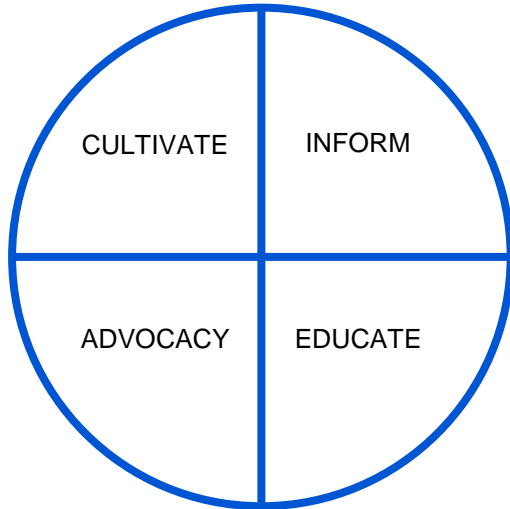


Try A/B testing: As with email, test different topics and messages on your learners to determine what is most influential and engaging.



Sample engagement strategy

Below is an example of an engagement strategy approach you can take to increase adoption and further engage your students, faculty and staff in this partnership:



- **Inform** students of your partnership with Coursera using broad messaging around what Coursera is and the benefits that can be achieved.
- **Educate** students about the benefits of learning on Coursera using specific messaging about the types of courses available, partnering institutions, and learner outcomes.
- **Build brand advocacy** by providing testimonials and success stories from your students centered around successful outcomes and positive learning experiences on Coursera.
- **Cultivate** active learners by providing specific course recommendations, learner outcomes, and a direct call to action.

Branding and co-branding guidelines

Below are Coursera brand guidelines to utilize when co-branding learner-facing materials that communicate the partnership between your organization and Coursera .

Coursera logo



Use pipe | to show we are working together on an initiative.



Coursera Primary Colors



Blue
HEX: 0056D2
RGB: 0,86,210
CMYK: 90,68,0,0
PMS2728



Black
HEX: 000000
RGB: 0,0,0
CMYK: 0,0,0,100



White
HEX: FFFFFFFF
RGB: 255,255,255
CMYK: 0,0,0,0

Coursera Secondary Colors



HEX: 002859
RGB: 0,40,89
CMYK: 100,89,35,33
PMS 648 C



HEX: ED852B
RGB: 237,131,43
CMYK: 7,26,96,0
PMS 143 C



HEX: FF0E7
RGB: 255,128,231
CMYK: 10,56,0,0
PMS 237 C



HEX: D8E4F2
RGB: 214,228,242
CMYK: 14,5,1,0
PMS 657 C



HEX: F4DB8E
RGB: 244,219,142
CMYK: 5,11,53,0
PMS 7402 C



HEX: AF75AA
RGB: 175,117,170
CMYK: 32,62,5,0
PMS 7440 C

Download logos and fonts [here](#).

How to customize the creative assets

Create a shortened URL

- Provide a short, easier to use URL for your institution's Coursera learning portal.

How

- Select and copy your institution's unique Coursera portal URL.
- Utilize a trusted URL shortener, like Bitly. Visit the site and follow the steps provided to generate your unique short URL: [Bitly URL Shortener](#)
- Add the new, shortened URL to the creative assets provided.

Generate a QR Code

- Allow learners to access to your institution's Coursera platform via mobile devices.

How

- First select and copy the unique Coursera portal link for your university.
- Next, utilize a trusted QR Code generator, like Google Chrome or Adobe. Visit either and follow the steps provided to generate a unique QR Code:
 - [Adobe QR Code Generator](#)
 - [Google Chrome QR Code Generator](#)
- Copy and paste the QR Code into the creative assets provided.
- See example to the right.

Explore in-demand careers using Career Academy from Coursera.

Find the career that's right for your goals and earn Professional Certificates in programs designed by industry leaders. You'll learn from the experts, master the skills you need to succeed, and stand out to employers.



coursera | <your logo here>

Scan to get started.
coursera.org/FPO



Getting Started

How students should get started

Getting started on Coursera is easy. But it's important to communicate to your students that they must follow the below steps:

1

Sign up for Coursera services through your university website

2

Receive a unique URL that will direct you to Coursera.org.

3

Sign-up at Coursera with your name and email. Look for your university's logo on this page.

4

Begin browsing the curated courses and learning programs that are designed to increase learner employment outcomes

QUICK TIP: For a visual explanation of these steps, watch the “How-to get started learning on Coursera” video we’ve included in the toolkit.

What's in this engagement toolkit?

To help you rollout Coursera for Campus, we've provided a variety of assets and instructional information you can use to help drive learner enrollment and engagement, including:

Copy and imagery	You can post on your university website at program launch to help build awareness of the partnership with Coursera
Creative assets	Email, social channel posts, and flyers (to develop awareness and generate learner sign-ups)
Best practices An infographic	With tips and instructions to help launch Coursera and increase engagement and utilization of the program To provide general overview of Coursera offerings and benefits
Video	You can use to help promote Coursera
Calendar	That provide suggestions for sending different types of content to learners at specific points of their learning journey

Engagement Calendars

Program calendar (Days 1-30)

What is the calendar

This calendar is provided to give you step-by-step actions that you should take to begin engaging your audience with Coursera during the first thirty days.

If you have already launched the Coursera program, refer to the post launch calendar on the next slide.

How to use

- Save this calendar to your desktop or print it off and keep it accessible.
- Use the calendar as a daily-checklist as you communicate the program.

[Click here](#) to download the calendar.



Checklist of action-items

DAYS 1-5

- Add information about the Coursera partnership to your university website
- Distribute Email #1:** Coursera for Campus program launch to all students in your database
- Forward Email #1 to all employees at your university who work with students** to ensure they are familiar with the program
- Publish Social Post #1** across all your university's active social channels, like Facebook, Instagram, or others
- Print all provided posters in 11x17 format and hang on windows and walls** across campus where students are likely to see them
- Display provided graphics on televisions and monitors** across campus
- Deploy Email #2:** Reminder to Sign Up, to all students

DAYS 6-10

- Deploy Email #3:** Course recommendations
- Publish Social Post #2** across all active social channels
- Monitor progress:** Check to see how many Coursera sign-ups you've received, how many students opened their emails, or liked the social posts
- Begin to complete the marketing plan information** - this will provide additional tools to market Coursera after the initial 30 days

DAYS 11-20

- Deploy Email #4:** Making Credentials Count
- Publish Social Post #3** across all active social channels
- Monitor progress:** Again, check how many Coursera sign-ups you've received, how many students opened their emails, or liked the social posts

DAYS 21-29

- Deploy Email #5:** Reminder to Complete Courses
- Publish Social Post #4** across all active social channels
- Complete the marketing plan information:** develop a checklist and create a schedule for future messaging deployment after Day 30

DAY 30

- Evaluate and compare performance** of all emails and social posts

DAY 31

- Deploy a celebratory email to students noting that it's been 1 month since Coursera has launched** at your university. Messaging should encourage students to register or enroll in a course if they haven't done so

Engagement calendar (Post Launch)


What is the calendar

This calendar is provided to give you step-by-step actions that you should take to market Coursera during a sustained period of time. This calendar can be utilized as a checklist of action-items which are intended to help ensure a successful program.

How to use

- Save this calendar to your desktop or print it off and keep it accessible.
- Use the calendar as a weekly-checklist as you communicate the program.

[Click here](#) to download the calendar.



Outreach and Communications Calendar Extension Months 2-6

After your initial program launch, continued outreach is essential to keep Coursera front of mind for your audience. Below are several themes you can use to create and publish content throughout the year—via email, social channels, and other mediums.

We have noted the assets [☰](#) that are provided for you as part of the mid-cycle campaign kits. The instructions for deploying emails and social posts can be used as a checklist. Additional themes are provided so you can create supplemental content and messaging to keep your students engaged.

We recommend deploying one of the following messages every two weeks, starting from the completion of your initial launch campaign.

Checklist of action-items

Theme 1: BOOST YOUR SUCCESS IN THE FUTURE JOB MARKET ☰	Theme 4: WHICH EMPLOYABILITY SKILLS ARE YOU MISSING? ☰
Deliver a message about how today's employers are hiring for skills, and how skills-based learning can help you stand out to recruiters and hiring managers.	Highlight the opportunity your students have to close the skills gap that is typically found amongst those entering the workforce and increase their chances for the career that they want.
<input type="radio"/> Deploy Email	<input type="radio"/> Deploy Email
<input type="radio"/> Publish Social Post	<input type="radio"/> Publish Social Post
Theme 2: SOCIAL PROOF	Theme 5: ENGAGING CONTENT
Highlight the fact that 100+ million global learners are using Coursera to advance their lives and careers, and encourage people to see themselves as part of this movement.	Inspire and motivate registered learners who have not yet enrolled in a course by highlighting top-quality content curated to their interests.
<input type="radio"/> Deploy Email	<input type="radio"/> Deploy Email
<input type="radio"/> Publish Social Post	<input type="radio"/> Publish Social Post
Theme 3: OPPORTUNITIES FOR SUCCESS	
Highlight that students have an opportunity to better prepare for in-demand jobs with enhanced skills training and hands-on learning from leading universities and world-class companies.	
<input type="radio"/> Deploy Email	
<input type="radio"/> Publish Social Post	

coursera for campus

Launch Assets

Website copy and imagery

When to use

- We recommend posting an announcement of the Coursera partnership to your university website home page immediately.

How to use

- Download the provided copy and imagery at the link provided below.
- If you have knowledge on posting copy and imagery to your company website, please do so. If not, we recommend working with someone experienced within your university who can help.

[Click here](#) to download the copy and image assets.



Learn industry-specific skills that help open more industry doors.

<<Name of your university>> is excited to announce our partnership with Coursera - one of the largest global online learning platforms. Through Coursera, our students will continue to have access to 5,000+ cutting edge online courses, taught at 250+ of the world's leading universities and companies.

Since today's career market is constantly evolving, this is an incredible opportunity to supplement your current curricula by learning additional job-relevant skills that today's top employers are looking for – before you graduate.

Ready to learn new skills and enhance your career readiness? Let's get started. First, you'll need to register for Coursera through the <Name of your university> website. <<CLICK HERE - Add link that directs viewers to a sign-up page>>

Webinar Invitation Template

What:

- Template invitation to announce a presentation or webinar where your university's partnership with Coursera can be announced and explained.
- The invitation includes customizable sections on the date, time, agenda, location and speakers..

When to use

- Prior to meetings, or events that involve or attract students that your university supports.

How to use

- Download the invitation at the below link.
- Update to include your institution's logo and additional details for the event.

[Click here](#) to download the invitation.

MAKE A COPY

(your logo)

coursera for campus

You are invited to the launch of [your institution's learning program title]

[Your institution] has collaborated with Coursera to make world-class online learning content from top universities and businesses available to you.

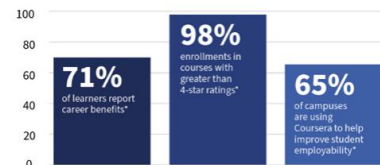
Through this partnership, learners will have access to more than 6,500 [to be confirmed] courses, guided projects, Professional Certificates and skillsets to help you learn more in-demand skills and boost your employability.

<p>Date: [fill in] Time: [fill in] Agenda: [to be confirmed by institution] • Coursera introduction • Learner Demo • Future of Digital Learning • Q&A</p>	<p>Event Speakers: • [fill in] • [fill in]</p>
<p>Join the webinar here: <[add link here]></p>	

About Coursera:

Coursera provides online learning to over 100+ million registered learners, 100+ Fortune 500 companies, and more than 7,000 campuses, businesses, and governments, providing world-class learning content – anytime, anywhere. Through Coursera courses, learners are able to complement the knowledge gained from university with additional skills to become more job ready.

Coursera learners report the following outcomes



*Coursera Impact Report 2021

Learn without limits, with [your institution] and Coursera.

Launch Presentations

What:

- Presentation templates to help you announce the partnership between your university and Coursera.
- The presentation includes details on how the program can benefit students, faculty and staff, and how to get started.

When to use

- At meetings, or events that involve or attract students
- At meetings with faculty

How to use

- Download the student/faculty presentation at the below link.
- Update to include your university's logo and additional details that will make the presentation more specific for your audience

[Click here](#) to download the presentation.

MAKE A COPY OF PRESENTATION



Boost your career potential on a world-class learning platform

coursera for campus

(Your logo here)

MAKE A COPY OF PRESENTATION



Enhance student employability and expand your curriculum with Coursera

coursera for campus

(Your logo here)

Learner Facing Engagement Materials

Video creative assets

VIDEO: Why learn on Coursera

What:

- A brief video that shares the benefits that your students, faculty and staff may experience from learning on Coursera.

When to use

- Utilize this video regularly in your engagement channels to talk about your partnership with Coursera.
- This video may be utilized on your website, in presentations, webinars, email, social channels, digital monitors, and more.

How to use

- There are multiple versions of the video that reflect the lessons being free, or with some cost. Please ensure you utilize the video that reflects the partnership details between your company and Coursera.
- Include a link to this video in email four. This video can also be used as part of your announcement presentations.

[Click here](#) to download the video.



Digital Infographic

What:

- Infographic that provides the benefits of learning on Coursera to be used on social and digital platforms.

When to use

- This asset may be utilized on your website, in webinars, email, social channels, digital monitors, and more.

How to use

- Download the infographic at the below link.
- We are providing you with this infographic at the following size:

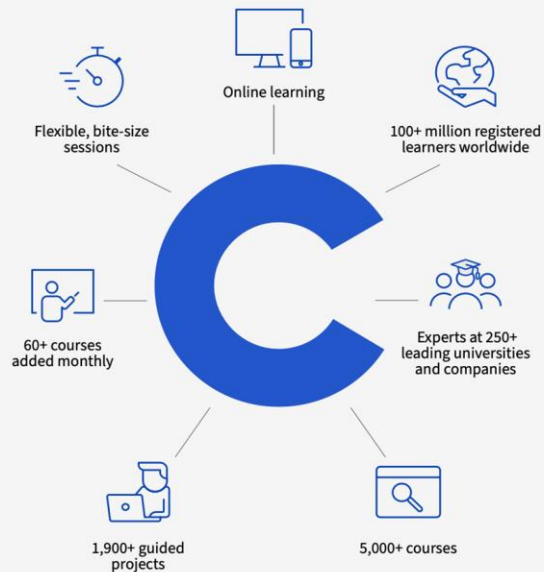


792 x 4032 px
11" x 56"

[Click here](#) to download the infographic.



What is Coursera?



Email creative assets

What:

- Email imagery and copy that you can use to encourage your students, faculty and staff to learn on Coursera.

When to use

- Use these email assets in conjunction with the program calendar. Following the initial three-month cadence, we recommend sending two emails per month.

How to use

- For each email template we are providing you with a standard size header image and copy to be placed in your email deployment tool.



Email Header Image Size: 1200 x 628 px

- Download the assets at the link below each example.
- Create the email in your university's email deployment tool and send to your recipients.



Build skills that build careers.

Dear <NAME>,

As you work towards your degree, you may have witnessed how the business landscape is constantly evolving. Which means employers will be looking for those who have the skills to keep pace.

At <insert name of institution>, we are committed to making the educational experience relevant for our students' careers, ensuring that each of you is equipped with job-relevant skills when you graduate. To enhance student employability and modernize your curriculum, we have partnered with Coursera - a global online learning platform.

Through Coursera, you'll have access to more than 5,000 courses from over 250 leading universities and companies like Yale, University of Michigan, Google, and IBM. This is your chance to supplement our on-campus curricula and learn additional job-relevant technology, business, and interpersonal human skills through online courses with Coursera. Yes, this will require an investment of your time, but it's also an opportunity for you to become a more qualified job candidate upon graduation.

We encourage you to explore the collection of courses that can boost your job ready skills, <here>, and enroll today.

Once you sign up on Coursera, you will be able to:

- Enjoy **interactive learning experiences** and be a part of Coursera's global learning community
- **Balance your on-campus coursework by studying at your own pace**, with Coursera's bite-sized sessions, self-paced learning model, and convenient mobile experience
- **Earn job-relevant certifications** that can help boost your resume

<NAME>, **Here's how to begin learning on Coursera:**

- Register for Coursera through our <name of your institution> site, here <<add link to your institution site>>
- Look out for the invitation email in your inbox
- Click the included link to go to the program's home page
- Complete the signup process and join the program
- Select and enroll in a course

Why learn on Coursera?

[Watch video](#)

Download email [here](#).



Open our invite, then open new doors for your future career.

Dear <NAME>,

We wanted to send you a quick reminder that you can now <sign up/enroll> to take your first course on Coursera.

If you're still wondering why you should invest extra time in these courses – learning in-demand, job-relevant skills today's employers are looking for is a great way to become a great job candidate after you graduate.

Choose from over **5,000 curated courses** taught by some of the **world's leading universities and companies**. With an **average course rating of 4.7 out of 5**, you'll build critical skills across in-demand domains such as data & analytics, software engineering, cloud & IT, business, and more.

<NAME>, getting started is easy:

- Register for Coursera through our <name of your institution> site, here <<add link to your institution site>>
- Accept the invitation and join the program
- Select a recommended course or one of your choosing
- Enroll and begin your learning journey

For additional guidance please contact <faculty/program coordinator>.

And remember, content for courses is built in short, digestible modules so you can learn at your own pace. Anytime. Anywhere. Use the [Coursera Mobile App](#) to download course materials and learn offline, a convenient feature that also helps you save on data costs.

This is a chance to better prepare yourself for future employment. **Don't wait to get started.**

[Enroll Now](#)

Download email [here](#).



Learn industry-specific skills that help open more industry doors.

Dear <NAME>,

The career landscape is constantly evolving, so it's important to make sure you have the job-relevant skills employers are looking for in domains like data science, artificial intelligence, machine learning, blockchain, and more.

With over 5,000 Coursera courses to choose from, you can supplement your current curricula and learn additional in-demand skills that will help prepare you for coveted roles in some of today's most sought-after jobs in technology and other innovative industries – before you graduate.

<NAME>, try these Coursera course recommendations to future-proof your skill sets:

Core Technical Skills / Digital Skills / Domain Skills

- <Course 1>, which will help you XXX
- <Course 2>, which will prepare you to XXX
- <Course 3>, designed to give you XXX

Business Skills

- <Course 1>, which will help you XXX
- <Course 2>, which will prepare you to XXX
- <Course 3>, designed to give you XXX

Soft / Power Skills

- <Course 1>, which will help you XXX
- <Course 2>, which will prepare you to XXX
- <Course 3>, designed to give you XXX

[Enroll Now](#)

Download email [here](#).



Keep the momentum going – you've got this!

Dear <NAME>,

We all know that getting started (with anything) is the hardest part. Now that you've enrolled in a Coursera course, you're well on your way to creating new opportunities in your life and career by learning new in-demand skills. Keep up the great work! And continue to remind yourself that all the effort you're putting in today will eventually pay off.

Plus, some Coursera course(s) may be eligible for awarding credits upon completion, depending on whether it's listed for credit online and integrated with our curricula.

<NAME>, follow these steps to complete your Coursera courses for a certificate:

- Enroll in recommended courses or pick courses that fit your career aspirations and goals.
- <Insert this bullet if your institution is offering learning forums> Participate in learning forums we have scheduled.
- Ensure that you have watched all videos, read the course materials, and completed the quizzes and assessment associated with every week of the study.
- <Insert this bullet if your institution is offering courses for credit.> Once you complete your Coursera courses and pass the final exams here at <University Name>, you will be awarded credit.

Ensure that your Coursera account is set up properly and that you have verified your name and ID, which is required to receive your course completion certificate. Then you can update your resume or business profile to showcase your newfound skills – which will be valued by employers in <country name> and globally.

[Learn more](#)

Download email [here](#).



Your future is bright. You're just making it even brighter.

Dear <NAME>,

We know that you're likely midway through your Coursera courses by now. Great job! Here's a quick reminder why you should continue expanding your current skill base by learning additional in-demand skills – and stay the course to completion.

1. Job relevant learning

You will learn new, job-relevant skills by completing courses on Coursera. Leading employers like Google, Mindtree, Mahindra AFS, Airtel, and Novartis all use Coursera to upskill their employees.

2. Learn new skills with highly rated courses

98% % of enrollments are in courses with greater than a 4-star rating*.

3. Use the skills you learn

71% of individuals learning for professional development report career benefits like improving performance, selecting a new career path, or gaining confidence in their skills*.

4. Make a habit of boosting your career

The skills you learn today can help you land a job today. But in this ever-changing digital landscape, online learning offers a flexible way to reskill even while you work.

[Explore courses](#)

*Coursera Learner Outcome Survey (2021-Q4)

Download email [here](#).



Prepare for in-demand jobs employers are hiring for

Dear <NAME>,

It is an exciting time in your life; you're currently studying for a great degree and may have a dream career in mind. It is also important that you begin to consider how you plan for post-graduation and the workforce. Through <insert University's name>'s partnership with Coursera, you have a fantastic opportunity to learn new in-demand skills that can help you better prepare and improve your employability.

Coursera offers a wide-range of learning options, including world-class content from top universities and industry partners, emerging-skills content that is mapped to your curriculum, and Professional Certificates from global employers that provide job-based learning programs.

Now is a good time to enroll in Coursera courses that can help prepare you in the future job market.

<The Art of the Job Interview>

<How to Write a Resume>

<Successful Negotiation: Essential Strategies and Skills>

[Learn New Skills](#)

Download email [here](#).



Enhance your employability, one new skill at a time

Dear <NAME>,

In today's ever-growing and changing world, employers are looking for individuals that possess skills that may not be part of your curricula. Skills like creative thinking, leadership, conflict management, and others, are desired by many employers.

With Coursera, you can start learning new skills like these that will enhance your employability. It's easy to get started. First, sign up for a course that can enhance a skill, or you can even enroll for a Professional Certificate that is taught by world-class industry partners like Google or Meta and offer workforce-relevant learning.

Take this opportunity to better prepare yourself for your future.

[Join for free](#)

Download email [here](#).



Rewarding a job well done should be done more often.

Dear <NAME>,

As a student working towards a degree, you face countless academic challenges. And if you're like many students, you probably wait until you've completed the biggest challenges before taking time to acknowledge and reward your accomplishments. But we feel that rewards are something you should give yourself more often.

Did you get an A on a mid-term? Complete a paper? Finish a course? Make time to treat yourself to a coffee, ice cream, a movie, or a concert. Use whatever motivates you most and you'll likely find that you can accomplish more by putting the right rewards in place.

With graduation on the horizon, now might be a good time to sign-up for some Coursera courses that can help better prepare you to go after the job you want.

<The Art of the Job Interview>
<How to Write a Resume>
<Successful Negotiation: Essential Strategies and Skills>

[Explore Courses](#)

Download email [here](#).



A little self-focus goes a long way towards building self-confidence.

Dear <NAME>,

If you ever need a confidence boost, try doing some self-reflection. Feeling good about who you are, what you're doing, and where you're going will put you in position to succeed across many aspects of your life.

Once you start thinking about all the good things you've accomplished – at school, work, in your family, through a hobby, or in your community – the more your confidence will grow. And always remember that you're capable of accomplishing so much more. The greatest reward you can give yourself is to spend some time focusing on you.

Another way you can grow your confidence is by learning new skills with Coursera. With over 5,000 courses across a wide range of topics, the possibilities to learn and build your confidence are endless.

[Explore Coursera](#)

Download email [here](#).



Passionate about learning? Try learning something you're passionate about.

Dear <NAME>,

You're already working hard towards your degree. But as focused as you may be on graduation, it's important to take an occasional break from your university curriculum to focus on an area of study that you're personally passionate about.

From photography to art, history, and more, there are countless Coursera courses, guided projects, or specializations you can sign-up for, which will enable you to have some fun while learning new skills. It's a great way to keep your mind fresh as you focus on preparing for life after graduation.

[Explore Coursera](#)

Download email [here](#).

Social media messages

What:

- Following are social post creative assets that you may utilize across social channels that your university has a presence on.
- The social posts are to help you promote the partnership with Coursera and educate on how the program may benefit students, faculty and staff.

When to use

- Follow the provided engagement calendars that include a checklist on when to use the social posts.
- It is recommended that new social posts be deployed twice a month.

How to use

- We're providing you with copy for social posts, as well as one image optimized for each social channel at the following sizes:

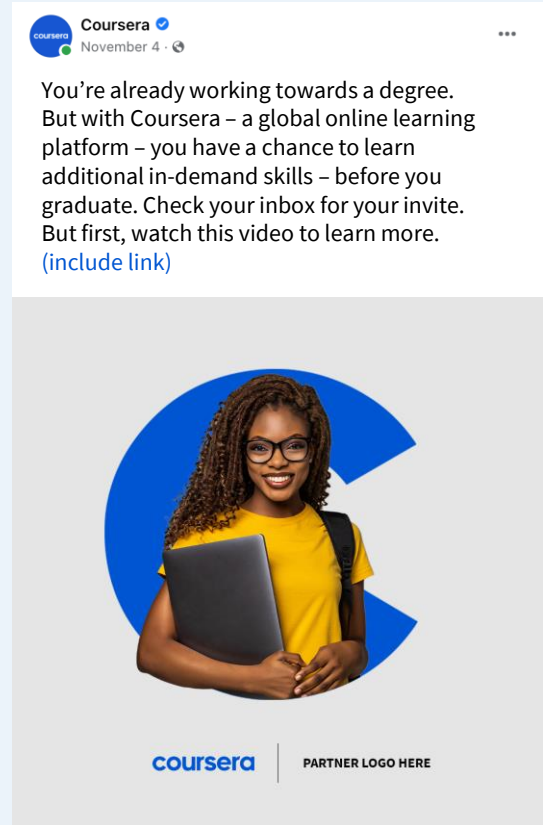


Facebook (1200 x 630 px)

Instagram and WhatsApp (1080 x 1350 px)

Twitter (1900 x 1600 px)

- Download the social post copy and imagery at the links below each example.
- The social post images are provided in ready-to-use sizes and formats..
- You may customize the copy and image asset to add your institution logo.



Download social post [here](#).



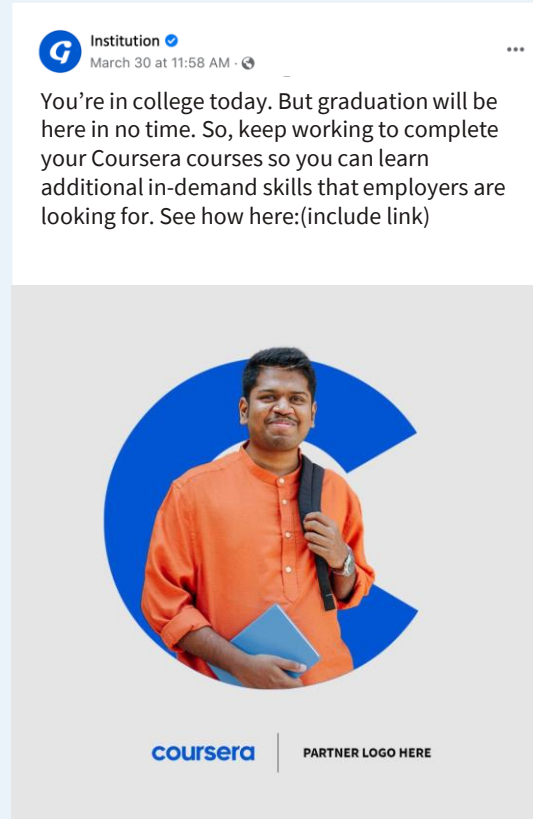
Download social post [here](#).



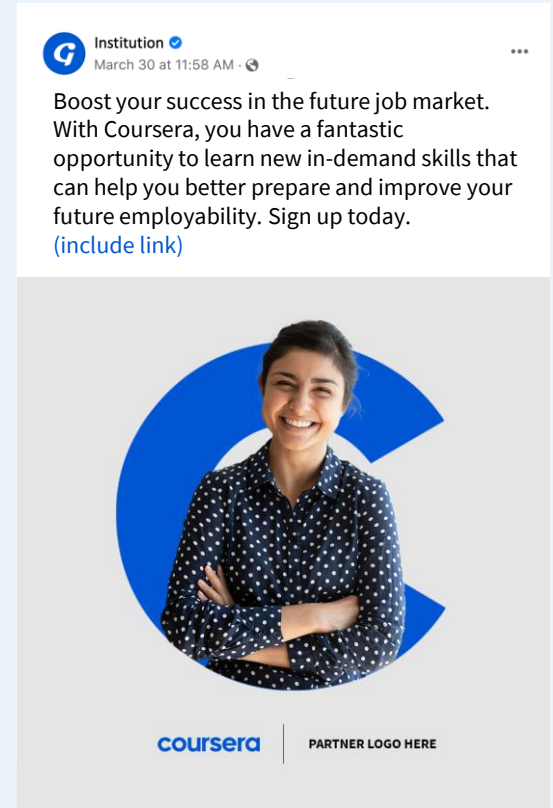
Download social post [here](#).



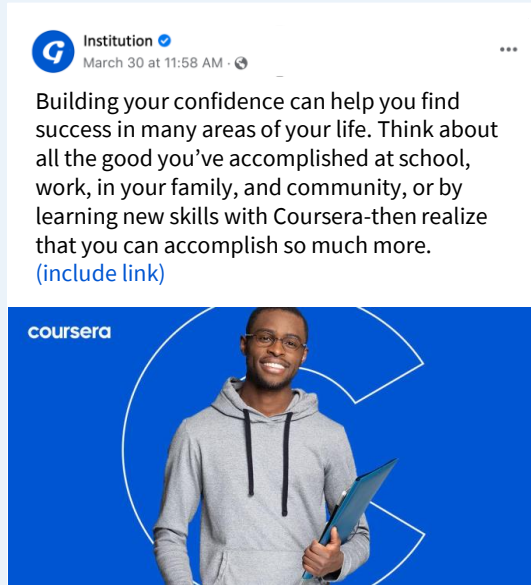
Download social post [here](#).



Download social post [here](#).



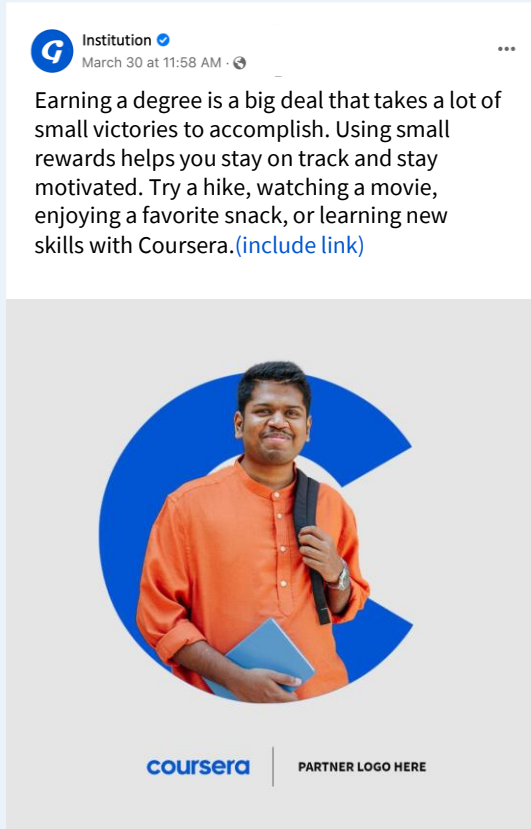
Download social post [here](#).



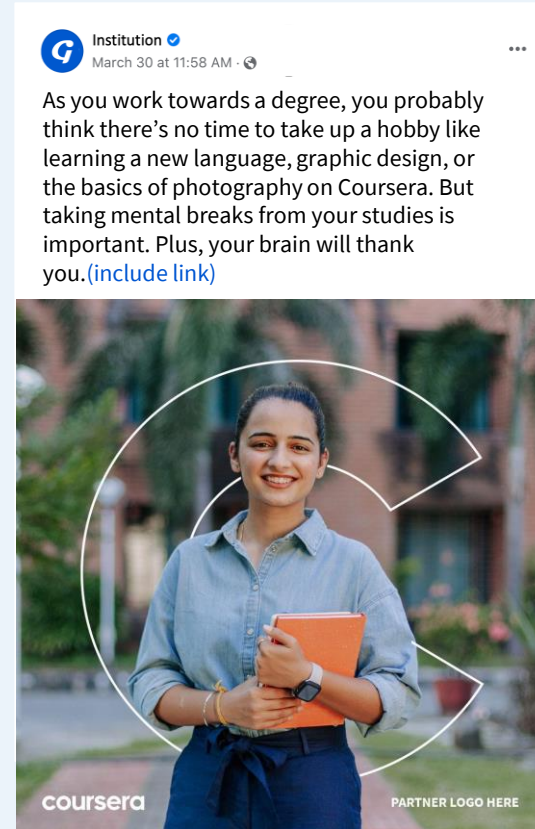
Download social post [here](#).



Download social post [here](#).



Download social post [here](#).



Download social post [here](#).

Print and digital signage

What:

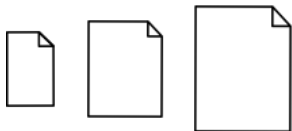
- Print collateral and digital signage assets are intended to help create awareness and interest with the Coursera program.

When to use

- It is recommended that the signage is used immediately and rotated monthly or quarterly, at a minimum.

How to use it

- We're providing you with three different collateral sizes:



Half Page (5.5" x 8.5")

Letter (8.5" x 11")

Tabloid (11" x 17")

- Collateral can be printed and hung on windows and/or walls throughout your campus offices and buildings.
- Where available, digital signage can be showcased on TVs or monitors at your university.
- Just insert your logo and/or the name of your learning portal and you're ready to go!



You can never have too many job-relevant skills.

All the work you've put towards earning your degree proves how serious you are about life after graduation. Now here's a chance to supplement your curricula and learn in-demand skills that employers are looking for. Through our partnership with **Coursera – a global online learning platform – you can access 5,000+ certified courses**, taught at **250+ of the world's leading universities and companies**. Take only the courses you want. Learn at your own pace. Check your inbox for an email invite on how to get started with Coursera.

coursera

PARTNER LOGO HERE

Download signage [here](#).



**Expand your skill base.
And job readiness.**

Sign up for Coursera courses and learn job-relevant skills that employers are looking for.

coursera

PARTNER LOGO HERE

Download signage [here](#).



**Learn new skills that
will benefit your future.**

71% of individuals learning for professional development report career benefits like improving performance, selecting a new career path, or gaining confidence in their skills*.

coursera

PARTNER LOGO HERE

Download signage [here](#).

*Coursera Learner Outcome Survey (2021-Q4)



**Increase your job readiness
one in-demand skill at a time.**

Learning in-demand skills is a great way to become a great job candidate. Sign up for a free Coursera course today.

coursera

PARTNER LOGO HERE

Download signage [here](#).



Boost your success in the future job market.

It is an exciting time in your life. With Coursera, you have a fantastic opportunity to learn new in-demand skills that can help you better prepare and improve your future employability. Sign up today.

coursera

PARTNER LOGO HERE

Download signage [here](#).



Which employability skills are you missing?

In today's ever-growing and changing world, employers are looking for individuals that possess skills that may not be taught as part of typical curricula. Skills like creative thinking, leadership, conflict management, and others, are desired by many employers. Enhance your employability, one new skill at a time, with Coursera. Enroll today.

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PARTNER LOGO HERE

Download signage [here](#).



Expand your skill base. And job readiness.

Sign up for free Coursera courses and learn job-relevant skills that employers are looking for.

coursera

PARTNER LOGO HERE

Download signage [here](#).



**Increase your job readiness
one bite-sized course at a time.**

Learning in-demand skills is a great way to become a great job candidate. Sign up for a free Coursera course today.

coursera |

Download signage [here](#).

Additional messaging themes

What

Here is additional messaging themes that can be utilized across all media that you may have access to. This copy can appear in headlines, subject lines, body copy, or as posts for a variety of social, poster, or email communications.

Expand your skill base. And job readiness.

Look for opportunities to learn skills that top employers look for.

Connect newfound skills to new career opportunities.

Build skills that build careers.

Increase your job readiness one course at a time.

Career markets evolve. Learn in-demand skills to evolve with it.

Make it easier for employers to make you an offer. Learn in-demand skills employers want.

Show the world just how job ready you are.

You have what it takes. Now add the skills you'll need to take it.

Additional messaging themes

You can never have too many job-relevant skills.

Get skills that will get employer's attention.

Open our invite to learn and create new opportunities for your future.

Learn industry-specific skills that help open more industry doors.

You are university ready. Now become job ready.

Get ready to boost your resume with Coursera..

Learn skills to help you put your best educated foot forward.

Your future is bright. You're just making it even brighter.

Career Academy

What your students can do with Coursera and Career Academy

Coursera is the global online learning platform that offers anyone, anywhere access to online courses and degrees from world-class universities and companies.

With Coursera for Campus, you'll build on top of your curriculum with innovative, career-aligned courses and microcredentials to strengthen employment outcomes that attract students and increase enrollments.

Here are a few things that learners will experience with Career Academy:

- Opportunity to identify the role that fits their career goals
- Hands-on learning
- Skills-based assessments to help measure progress
- And more



What engagement tools are we providing?

To help you launch Career Academy, we've provided the following assets and instructional information:

Learner-facing creative assets

To develop awareness and generate learner sign-ups, which can be used in email, social channel posts, and flyers

Asset instructions

informational instructions on how to download and customize creative assets for your institution and program

Faculty launch email

Purpose

- Provide details and support for the Career Academy program to faculty and staff.

How to use

- Download the assets via the link under the example.
- Add the URL to your institution's Career Academy portal.
- Create the email in your organization's email deployment tool.

What is provided

- At the link below the email example you will find the following assets:



1. Email header and support images in JPG, PNG and PSD formats
2. Image Sizes provided: 1200 x 628 px
3. Copy document that:
 - a. Announces the partnership;
 - b. Provides details on why this program is being offered;
 - c. Provides details on a training course for faculty, if you choose to provide one.

Note: The preview to the right is an example of how this email will be displayed.

Click [here](#) to download the full email imagery and copy.



Hello <insert name of your institution> Faculty,

I am excited to announce that we have officially launched a partnership for **Career Academy from Coursera**.

Coursera is the global online learning platform that offers anyone, anywhere access to online courses from world-class universities and companies.

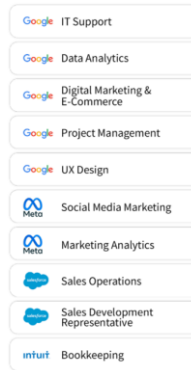
With Career Academy, you can help students find the right role for their career goals, build skills, and earn a micro-credential from a leading company.

- Connect students to role-specific expert instruction from industry leaders, including Google, Meta, IBM, and more

- Teach the career skills that employers are hiring for
- Empower students to earn a Professional Certificate and demonstrate their job-readiness for entry-level work

Please reach out to your Coursera Admins for an overview of the program and content available.

<insert link to institution Career Academy portal>



Learner launch email

Purpose

- Build awareness and provide a link to direct learners where to get started.

How to use

- Download the assets via the link under the example.
- Add the URL to your institution's Career Academy portal.
- Create the email in your organization's email deployment tool.

What is provided

- At the link below the email example you will find the following assets:



1. Copy file
2. Email header image in JPG, PNG and PSD formats
3. Email Header Image Size: 1200 x 628 px

Download learner launch email assets
[here.](#)



Stand out to employers and launch your career with Career Academy.

Dear <NAME>,

Learn cutting-edge skills to advance your career by earning a Professional Certificate on Coursera, the global online learning platform. Get job-ready for the most in-demand fields with world-class, flexible, online training.

Using Career Academy, you can:

- Explore different career paths
- Master real-world skills through hands-on learning in fields like data analytics, digital marketing, data science, and more.
- Earn Professional Certificates from the world's leading companies, including Google, Meta, and IBM.

Take the next step toward your new career today.

[Click here to get started](#)

Career fair flyer

Purpose

- Build awareness of Career Academy.
- Inform learners that they can earn a Professional Certificate, and share roles they can explore.
- Provide a QR code that directs learners to where to get started.

How to use

- Download the flyer at the link after this list.
- Edit “[event name]” and “[Institution name]”.
- Add a shortened URL to your institution’s portal or a QR code (see page 9).

What is provided

- At the link below the email example you will find the following assets:



1. Editable PPT and PDF with image options
2. PNG for reference

Download the editable flyer [here](#).

Students, get job-ready with a Professional Certificate



Employers are increasingly moving to a skills-based hiring approach, with many recognizing the value of Professional Certificates.

88%

of employers believe a Professional Certificate helps a candidate stand out¹

72%

of employers say they are more likely to hire a student with a Professional Certificate¹

77%

of employers are using or considering moving toward a skills-based hiring approach¹

Join us at [event name] to find out how you can earn a Professional Certificate alongside your degree for FREE!

[Institution name] has partnered with Coursera for Campus to offer all our students access to job-aligned career training programs through Career Academy, featuring courses from industry-leading companies, such as Google, Meta, IBM, Microsoft, and more!

Prepare for in-demand job roles, including:

- Cybersecurity Professional
- Data Analyst
- Data Scientist
- Project Manager
- DevOps Engineer
- Digital Marketer
- Front-End Developer
- Back-End Developer
- Application Developer
- Data Engineer
- Social Media Marketer
- UX Designer

Google

LinkedIn

Meta

Microsoft

IBM



Find out more about Professional Certificates today!



¹. Advancing Higher Education with Industry Micro-Credentials, Coursera, 2023

Social media posts

Purpose

- Build awareness of Career Academy.
- Provide a link to direct learners where to get started.
- Engage your learners by answering questions.

How to use

- Download the assets.
- Add a shortened URL to your institution's portal ([click here to learn how](#)).

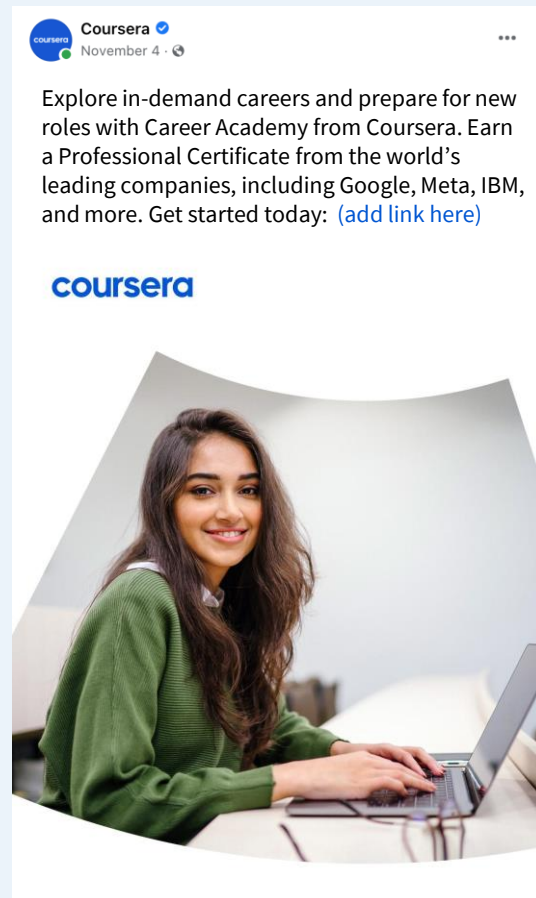
What is provided

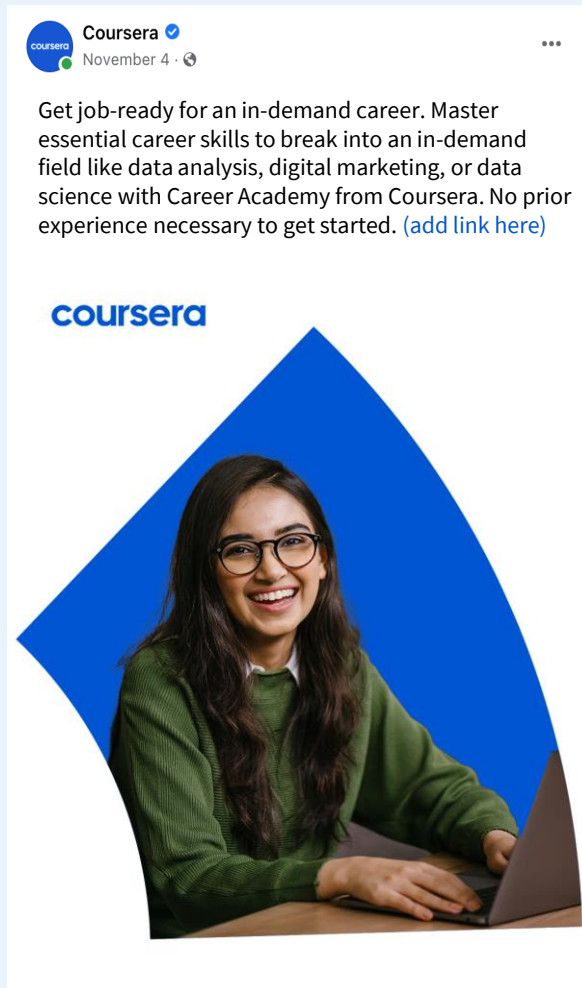
- Download assets to access:
 - Copy for social posts
 - Images size optimized for each social channel
 - Images in PNG, JPG and PSD formats at the following sizes:



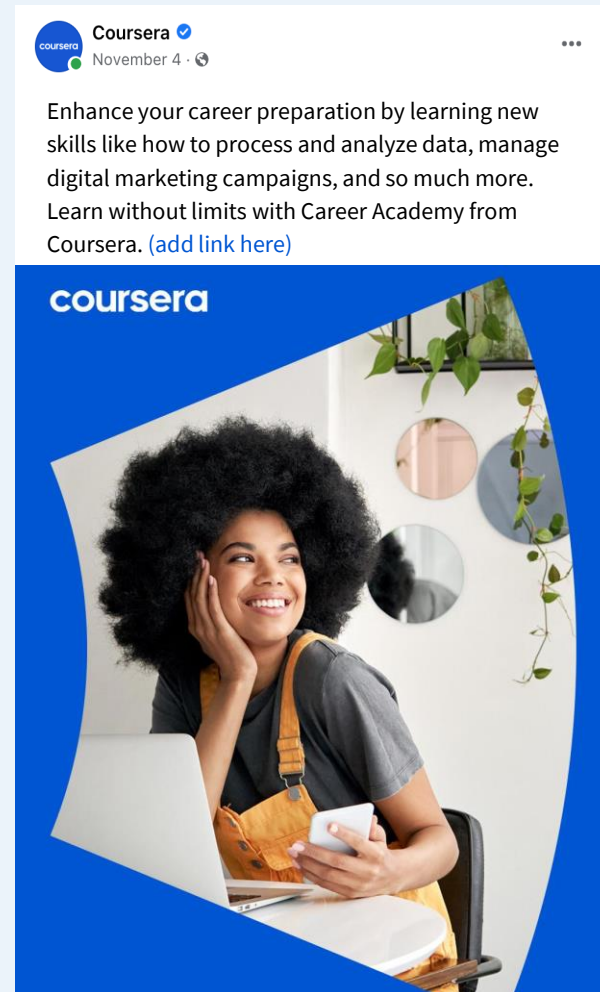
Facebook (1200 x 630 px)
Instagram and WhatsApp (1080 x 1350 px)
Twitter (1900 x 1600 px)
WhatsApp (800x800)

Download social media post 1 [here](#).





Download social media post 2 [here](#).



Download social media post 3 [here](#).

Poster and digital signage

Purpose

- Build awareness of Career Academy.
- Provide a link and QR Code to direct learners where to get started.

Where to use

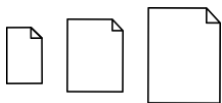
- Use this signage digitally and print and place it across high traffic locations like video monitors or informational boards.

How to use

- Download the assets.
- Add a shortened URL to your institution's portal (see page 22).
- Add a QR Code to the portal (see page 23).
- Add your institutions logo.

What is provided

- At the link below each example you will find:
 - Copy files
 - Images in JPG and PDF formats
 - Each image file in the following sizes:



Half Page (5.5" x 8.5")
Letter (8.5" x 11")
Tabloid (11" x 17")

Download poster 1 [here](#).

Explore in-demand careers using Career Academy from Coursera.

Find the career that's right for your goals and earn Professional Certificates in programs designed by industry leaders. You'll learn from the experts, master the skills you need to succeed, and stand out to employers.



coursera | <your logo here>

Scan to get started.
coursera.org/FPO



Launch your new career using Career Academy from Coursera.

Learn job-ready skills from industry leaders and earn certificates from the world's leading companies, including Google, IBM, Meta, Salesforce, and more.



coursera

<your logo here>

Scan to get started.

coursera.org/FPO



Take the next step toward your new career.

Learn more about in-demand fields such as data analytics, digital marketing, and data science, and earn a micro-credential from a leading company using Career Academy from Coursera.



coursera

<your logo here>

Scan to get started.

coursera.org/FPO



Download poster 2 [here](#).

Download poster 3 [here](#).

Roll-up banner signage

Purpose

- Build awareness of Career Academy.

Where to use

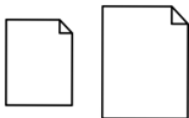
- Print or produce as a roll-up banner and use at different events or in high-traffic locations throughout your institution.

How to use

- Download the assets.
- Add a shortened URL to your institution's portal (see page 22).
- Add a QR Code to provide quick access to the portal (see page 23).
- Add your institutions logo.

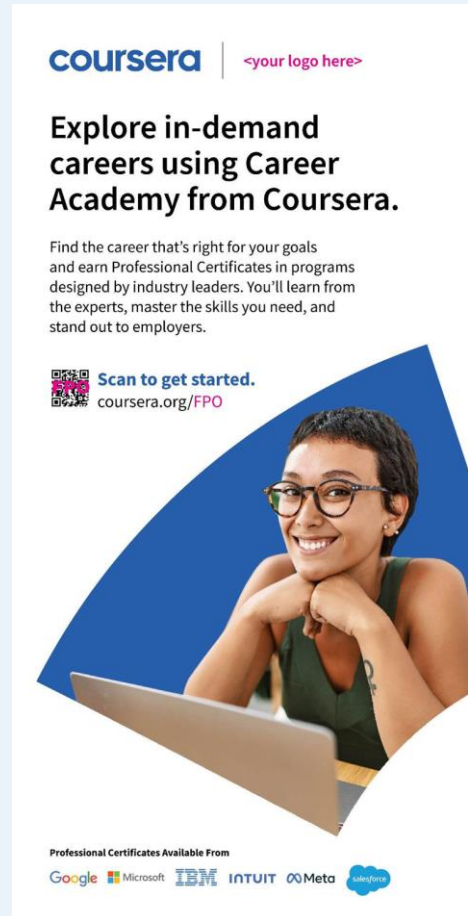
What is provided

- At the link below each example you will find:
 - Copy files
 - Images in JPG and PDF formats
 - Each image file in the following sizes:



3' x 6' format
4' x 8' format


Download banner 1 [here](#).







coursera | <your logo here>


Prepare to launch your new career using Career Academy from Coursera.

Find the career that's right for your goals and earn Professional Certificates in programs designed by industry leaders. You'll learn from the experts, master the skills you need, and stand out to employers.

 **Scan to get started.**
coursera.org/FPO

Professional Certificates Available From





Download banner 2 [here](#).

coursera | <your logo here>







Take the next step toward your new career.

Learn about in-demand fields such as data analytics, digital marketing, and data science, and how you can earn a credential designed by leading companies using Career Academy from Coursera.

 **Scan to get started.**
coursera.org/FPO



Professional Certificates Available From

Download banner 3 [here](#).

Career Academy one-sheets

Purpose

- Increase education about Career Academy.
- Provide program benefits and examples of learner pathways.
- Provide a link and QR Code to direct learners where to get started.

Where to use

- Print and use at different student attended events or in high-traffic locations throughout your institution.

How to use

- Download the assets.
- Add a shortened URL to your institution's portal (see page 22).
- Add a QR Code to provide quick access to the portal (see page 23).

What is provided


- At the link below each example you will find:
 - Copy files
 - Images in JPG and PDF formats
 - Each image file in the following sizes:



8.5 x 11 printable files

Download Career Academy One-Sheet [here](#).

Career Academy One-Sheet




coursera for campus

INTRODUCING CAREER ACADEMY


Launch your new career using Career Academy.

Stand out to employers with role-specific training from the world's leading companies.


Take the next step toward your new career:



Find the right role for your career goals.



Master real-world skills through hands-on learning.




Earn Professional Certificates from the world's leading companies, including Google, Meta, and IBM.

Join 100+ million registered learners that come to Coursera to access world-class learning—anytime, anywhere.

How can you use Career Academy from Coursera to reach your goals?

- Explore entry-level roles and career paths.
- Learn about common job titles and skill requirements.
- Practice and hone the career skills that employers are hiring for.
- Build your confidence while you develop a portfolio of work that stands out to employers.



Scan to get started.
coursera.org/CPQ

Professional Certificates Available From:

Google Microsoft IBM INTUIT Meta salesforce

Digital Marketer One-Sheet

coursera for campus

DIGITAL MARKETER

Prepare for in-demand jobs using Career Academy from Coursera.

Stand out to employers with role-specific training from the world's leading companies.

Prepare for careers in the high-growth fields of digital marketing and e-commerce by earning a Professional Certificate from Google. Learn to manage digital marketing campaigns, attract and engage customers, and measure performance through analytics.

As a digital marketer, you will:

- Define and develop digital strategies to drive business growth.
- Work in online channels using tools like Canva, Google Ads, Hubspot, Mailchimp, and more.

This role is ideal for you if you like:

- Working with numbers
- Understanding people
- Problem solving

Take the next step toward your new career:



Discover and prepare for in-demand roles across a range of industries.



Earn Professional Certificates from leading companies such as Google, Meta, IBM, and more.



Master real-world skills through hands-on learning and interactive assessments.



Scan to get started.
coursera.org/PCD

Career Academy connects students to role-specific training from industry leaders such as:



Data Analyst One-Sheet

coursera for campus

DATA ANALYST

Prepare for in-demand jobs using Career Academy from Coursera.

Stand out to employers with role-specific training from the world's leading companies.

Prepare for careers in the high-growth field of data analytics by earning a Professional Certificate from Google or IBM. Learn how to process and analyze data, use key analysis tools, and create visualizations that can inform key business decisions. Using these skills, you'll be able to work anywhere data is used to solve problems, including business, finance, government, science, healthcare, and more.

As a data analyst, you will:

- Identify, extract, analyze, and visualize data to communicate insights.
- Use tools like Python, R, SQL, Excel, and Tableau.
- Be able to work with any data set and contribute to data-driven solutions by applying your knowledge of applied statistics and visualization.

This role is ideal for you if you like:

- Attention to detail
- Problem solving
- Working with numbers

Take the next step toward your new career:



Discover and prepare for in-demand roles across a range of industries.



Earn Professional Certificates from leading companies such as Google, Meta, IBM, and more.



Master real-world skills through hands-on learning and interactive assessments.



Scan to get started.
coursera.org/PCD

Career Academy connects students to role-specific training from industry leaders such as:



Download Digital Marketer One-Sheet [here](#).

Download Data Analyst One-Sheet [here](#).

coursera for campus

DATA SCIENTIST

Prepare for in-demand jobs using Career Academy from Coursera.

Stand out to employers with role-specific training from the world's leading companies.

Prepare for careers in the high-growth field of data science by earning a Professional Certificate from IBM. Learn the foundations of data science and how to work with the tools (spreadsheets, SQL), languages (Python), and libraries used by professional data scientists.

As a data scientist, you will:

- Extract and analyze data to make informed business decisions.
- Apply various data science skills, techniques, and tools to complete projects.
- Import and clean data sets, analyze and visualize data, and build and evaluate machine learning models and pipelines.

This role is ideal for you if you like:

- Working with numbers
- Intellectual curiosity
- Writing and communication

Take the next step toward your new career:

Discover and prepare for in-demand roles across a range of industries.

Earn Professional Certificates from leading companies such as Google, Meta, IBM, and more.

Master real-world skills through hands-on learning and interactive assessments.

Scan to get started.
coursera.org/ACQ

Career Academy connects students to role-specific training from industry leaders such as:

IBM



Download Data Scientist One-Sheet [here](#).

Next Steps


Next steps

Now it is time to get started.

Here are five steps that you will follow to develop your engagement plan and begin promoting Coursera to your workforce:

1. Identify your target audiences;
2. Develop a comprehensive list of your communication channels;
3. Finalize a calendar of when you plan to communicate Coursera for the next 30 days, reference the calendar on slide 19;
4. Customize the communications content for your initial announcement by channel;
5. Launch your program.

For any additional questions or support requests, please reach out to your Customer Success Manager.



Boost your career potential on a world-class learning platform

coursera | (Your logo here)




Boost your employability with in-demand skills

Join the over 100 million registered learners, 100+ Fortune 500 companies, and more than 1,000 employers, local firms, and governments that benefit from Coursera for access to world-class learning—anytime, anywhere.

What is Coursera?




- Online learning
- 100+ million registered learners worldwide
- Experts at 250+ leading universities and companies
- 5,000+ courses
- 1,900+ guided projects
- 60+ courses added monthly



Expand your skill base. And job readiness.

Sign up for free Coursera courses and learn job-relevant skills that employers are looking for.

coursera PARTNER LOGO HERE



Keep the momentum going – you've got this!

Dear students,

We all know that getting started (with anything) is the hardest part. Now that you've enrolled in a Coursera course, you're well on your way to creating new opportunities in your life and career by learning new in-demand skills. Keep up the great work and continue to reward yourself that all the effort you're putting in today will eventually pay off.

Plus, some Coursera courses may be eligible for awarding credits upon completion, depending on whether it's listed for credit online and integrated with your curricula.

▶▶▶▶▶ Follow these steps to complete your Coursera courses for a certificate:

- Enroll in recommended courses or pick courses that fit your career aspirations and goals.
- Request to be added if your institution is offering learning courses. Participate in learning.
- Notify us when you have completed all classes, read the course materials, and completed the quizzes and assessment associated with every week of the study.
- Request to be added if your institution is offering courses for credit. Once you complete your Coursera courses and pass the final exams here at [your university/department], you will be awarded credit.

Ensure that your Coursera account is set up properly and that you have verified your name and ID, which is required to receive your course completion certificate. Then you can update your course or business profile to showcase your newfound skills – which will be valued by employers in your industry and globally.

[Learn more](#)

Thank You