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# **Coursera Administrator Guide**

A decorative graphic on the right side of the page features several overlapping, upward-pointing arrows in shades of blue, pink, purple, and yellow. To the left of these arrows is a cloud-like shape composed of a grid of small blue dots.

**Authored by Coursera**  
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## Welcome to Coursera!

Congratulations on starting your Coursera learning program! This guide was written to help you navigate the Coursera administrator platform and start managing your Coursera learning program(s).

### What is Coursera?

Coursera is the world's premier learning platform (or **MOOC** - **M**assive **O**pen **O**nline **C**ourses). It brings online educational content from the best universities and industries delivered in an easy-to-use online platform. We at Coursera envision a world where anyone, anywhere can transform their life by accessing the world's best learning experience.

### Why learn on Coursera?

While learning on Coursera your learners will...

- ✓ Learn new skills to help you excel in your current role.
- ✓ Help prepare for your dream job.
- ✓ Refresh your education & keep your competitive edge.
- ✓ Become better informed on a variety of topics.
- ✓ Access content from 160+ universities & 30+ industry partners.
- ✓ Be part of a community of over 40+ million global learners.





# Getting Started

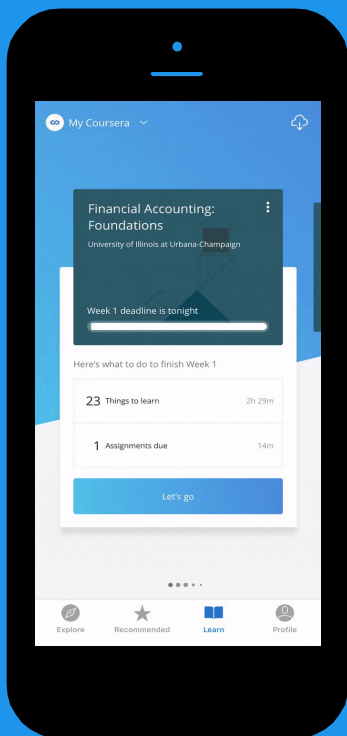
# Overview

This document was written to help you navigate your way around the Coursera admin portal & invite learners to your Coursera learning programs.

After reading this document, you'll know how **add/remove learners from your programs, extract learner data from programs, and send customized email communications to learners.**

You can also get additional support through the following channels:

- ★ **Administrator Help Center:** <https://courseraenterprise.zendesk.com/hc>
- ★ **Learner Help Center:** <https://learner.coursera.help/hc>
- ★ **Coursera Enterprise Support:** [clientsupport@coursera.org](mailto:clientsupport@coursera.org)



## Download the Coursera mobile app to learn on the go!



### Ease of use

95% of the 2000+ courses on Coursera can be taken from beginning to end on your mobile phone, laptop, or tablet.



### Unparalleled accessibility

Coursera is available anywhere at any time. Courses are available offline, over 35 languages subtitled, with availability across Android and iOS.



### Intuitive classroom experience

Coursera keeps lectures and lessons short, so learners can make meaningful progress in just a few minutes a day.

Coursera supports the most recent versions and one previous version of the following browsers on computers

- Google Chrome, Mozilla Firefox, Safari, Microsoft Edge, Internet Explorer: 11.0

If you're using an older browser, updating your browser can help resolve issues using the admin tools. To use Coursera on a mobile device, please download the Coursera mobile application.

### Requirements for using Coursera on a computer:

- To use Coursera on the web, you'll need a reliable Internet connection and a computer with at least 1GB of memory/RAM.

### Requirements for the Coursera mobile app:

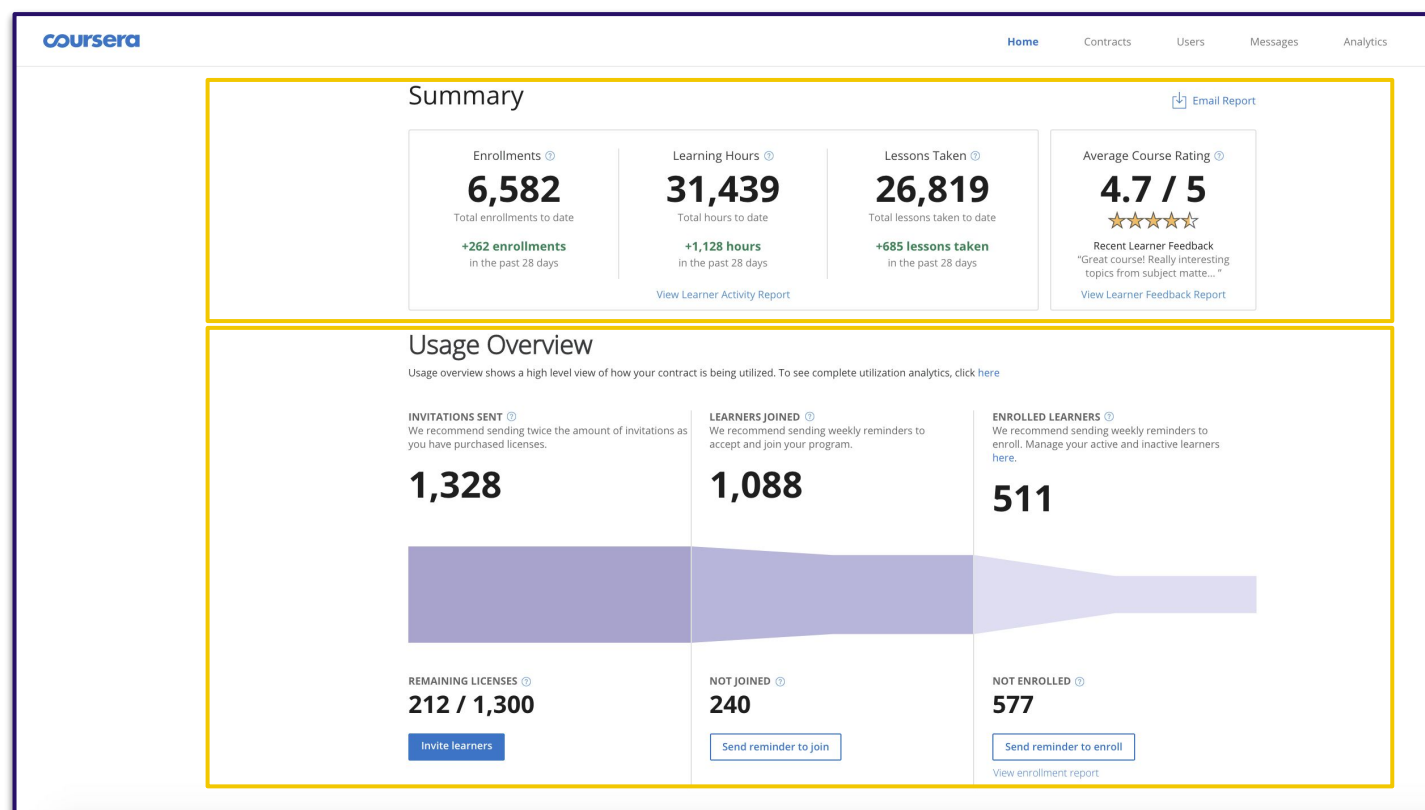
- You can use the Coursera mobile app with iPhone and iPad (iOS 9.0+) and Android (5.0+) devices.

# Your Admin Home Page

Access your admin platform by navigating to your Coursera Admin instance. This is provided by your Coursera customer team.

- [www.coursera.org/o/\[your-org-name\]/admin](http://www.coursera.org/o/[your-org-name]/admin)

On the top of the admin home page is the **summary tab** that shows high level metrics in order to help you assess the overall program health with a single glance.



This includes the following metrics. The date range starts from the start of your Coursera subscription.

- **Enrollments:** Total number of times learners have enrolled in a course
- **Learning hours:** Total number of hours learners have spent progressing through courses
- **Lessons taken:** A lesson is a cohesive unit of content within a course including several items

**Usage Overview section** below the summary tab provides admins with "learner funnel" data in order to pinpoint how to optimize the performance of the program.

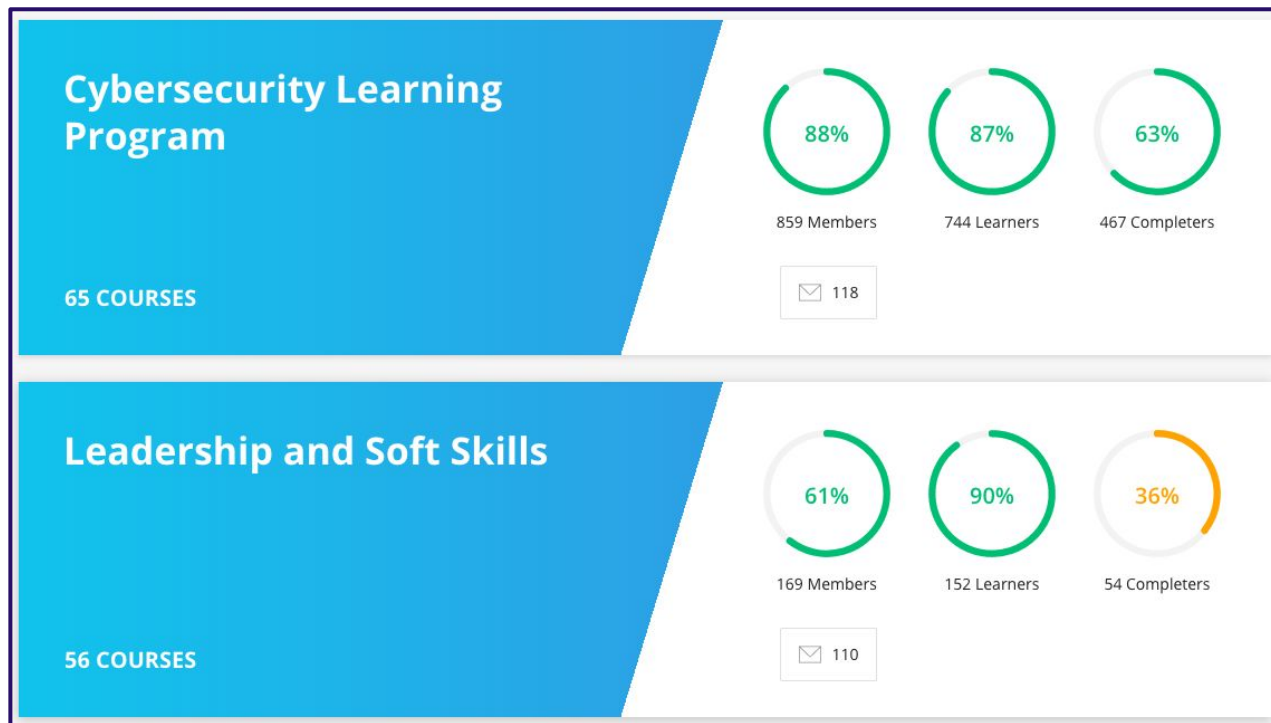
This is a visual overview to identify where the "leaky bucket" is in the learner funnel whether that be **invitations sent, learners who have joined, or learners who have enrolled**

Below each stage, there are quick action buttons that allow the admin take the corrective measures needed for each stage (i.e. resend invites or remind those joined to enroll in courses)

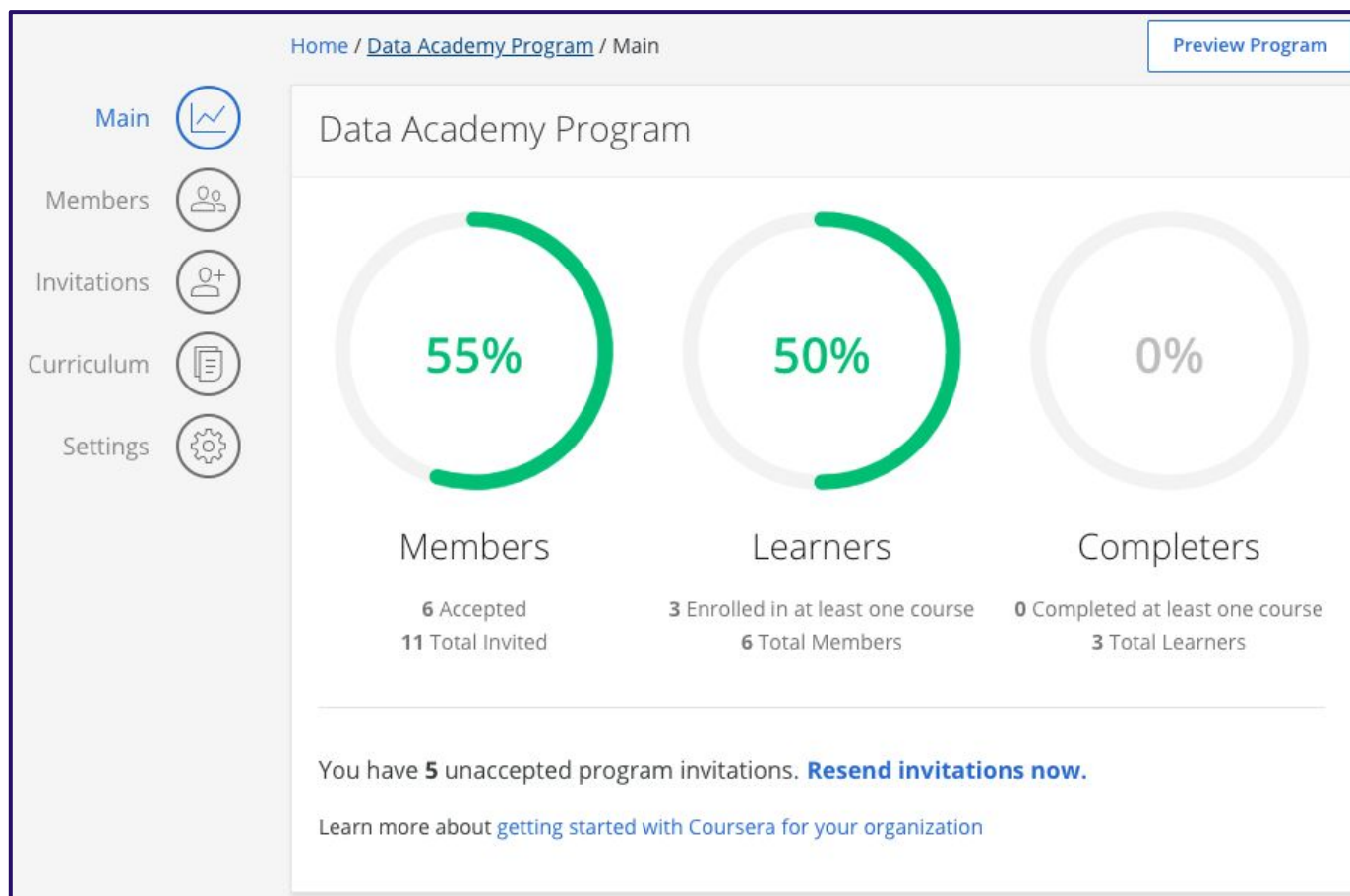
*\*The summary data will update daily while the usage overview data will update every two hours.*






Below Summary and Overview sections is your **list of programs**. You can invite your employees to these programs.

Click on the title of the program you want to administer. This will redirect you to the program admin main page.



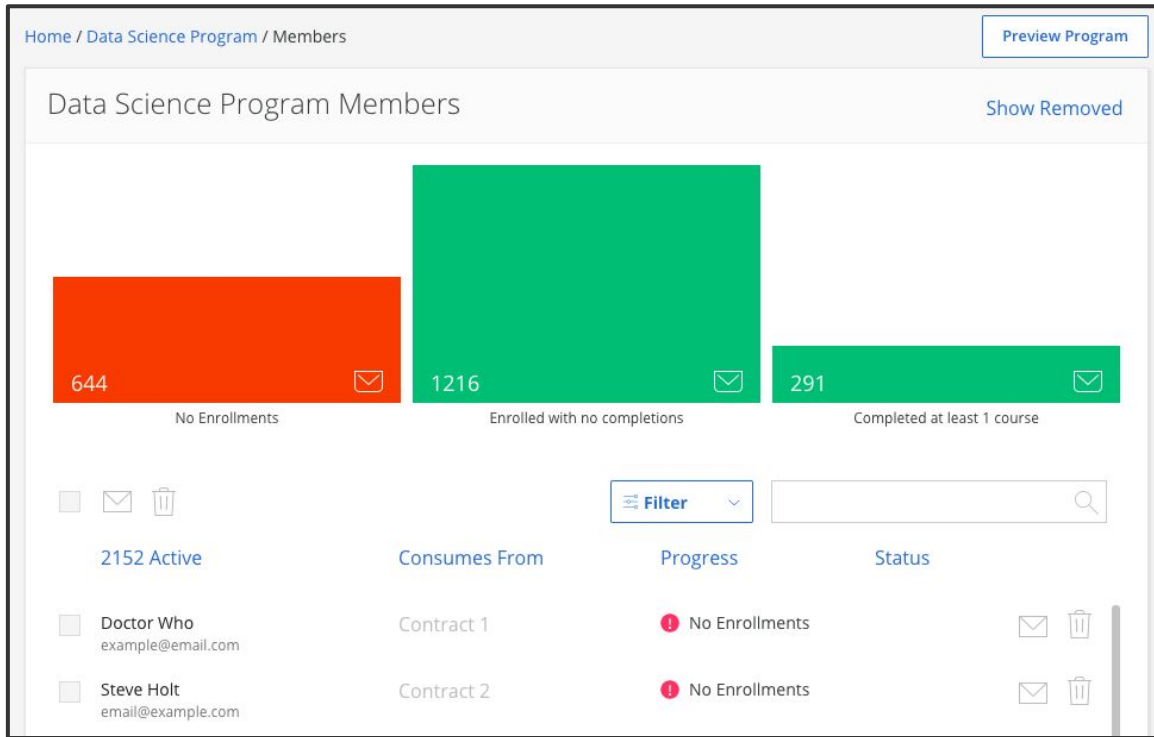
**Main** page is where you can manage your members, curriculum, and branding for a program.



<p><a href="#">Preview Program</a></p>	<p><b>PREVIEW PROGRAM</b> redirects you to a page that shows you what your learners will see when they join the program.</p>
<p> <a href="#">Main</a>   <a href="#">Members</a>   <a href="#">Invitations</a>   <a href="#">Curriculum</a>   <a href="#">Settings</a>  </p>	<p><b>MAIN:</b> View program level metrics and preview the program from the learner experience</p> <p><b>MEMBERS:</b> View the members of the program, see learner enrollments/completions, and email members of the program</p> <p><b>INVITATIONS:</b> Invite or remove members from the program and customize your program invite email</p> <p><b>CURRICULUM:</b> View your curriculum for the program, modify it by adding or removing Courses, and access course gradebooks</p> <p><b>SETTINGS:</b> Change program name, change the banner, and reorder the curriculum</p>



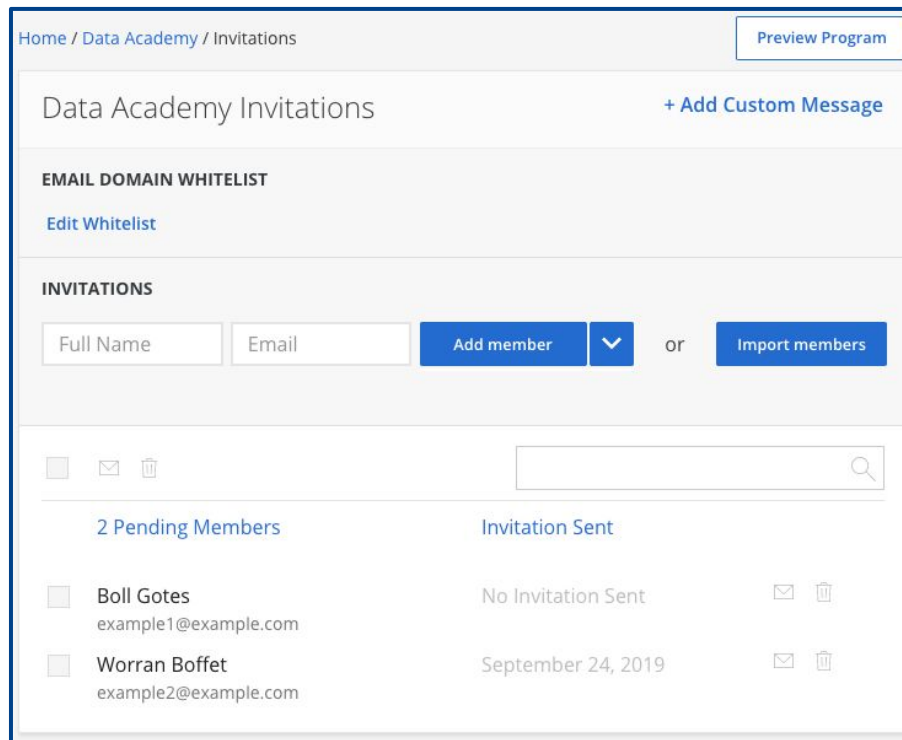
**Members** page shows you information on members in your learning program. These learners have accepted the invitation to join your learning program.



	<p>Check-box selects the member(s) you wish to email or remove from your program. The envelope icon will open your email manager to draft an email. The trash bin icon will remove the user(s) from your program.</p>
	<p>This envelope icon will trigger an email report of members that fall into one of the following categories.</p> <p>No Enrollments: Download emails of learners who have accepted their invitation, but have not yet enrolled in a course.          Enrolled with no completions: Download emails of learners who are enrolled in at least 1 course, but have not yet completed a course.          Completed at least 1 course: Download emails of learners who have completed at least 1 course</p>
	<p>Search bar to look for members based on name or email</p>
	<p>No Enrollment = Learner has not signed up for a course          # Completions = Learner has completed all graded assignments.          # Enrollment(s) = Number of courses learner has enrolled into</p>
	<p><b>Inactive</b> = Member hasn't been active in a course in this program for at least 30 days  <b>At Risk</b> = This member has missed a deadline or failed an assessment in at least one of the program courses.</p>
	<p>This allows you to filter your members based on their contract membership</p>



**Invitations** page is where you can invite and add members to your learning program.



People you've invited access your program by either...

- ★ Clicking the link in their email invitation *or*
- ★ Clicking through the **Program URL (found on the program settings page)** and signing into Coursera using the email address that was used to add them as an invited member.

After someone accepts your invitation and becomes a member of your program...

- ✓ They will count toward the number of licenses available in your plan
- ✓ They will have access to the courses and specializations you chose for your program
- ✓ Admins will be able to see their course progress and completion data
- ✓ Any coursework they do will be connected to the account they use to access your program, and cannot be transferred to a different account

Once you invite people to your program, they will need a Coursera account to access your program. If you send Coursera system-generated program invitations, learners can link their program access to an existing Coursera account.

If you are inviting more than one person, we recommend that you use the **Import Members** option. When you select this option a new dialogue window will open.

**Settings** page is where you can control branding for your program. You can also put an enrollment cap per learner by setting a value in the **COURSE ENROLLMENT LIMIT** box.

The program URL you share with your learners if you choose not to send them an invite using Coursera's email invitation feature.

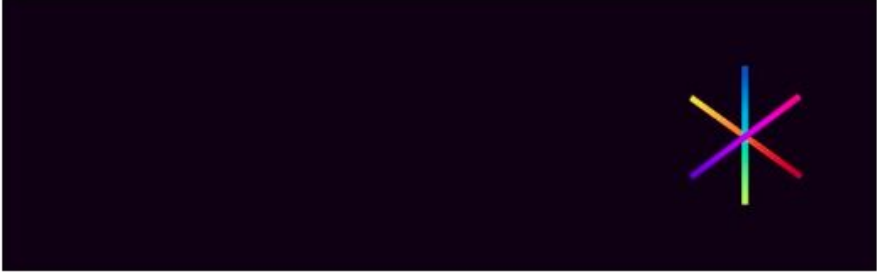
### Coursera Learning Program Settings

Save

**PROGRAM NAME**

**TAGLINE**

**BANNER IMAGE**  
Requirements:  
960px by 300px will look best.



Replace Image

Open Image in New Tab

**COURSE ENROLLMENT LIMIT**

**PROGRAM URL**  
<https://coursera.org/programs/this-is-a-fake-url>  
This URL appears in invitations and other communications to program members. It cannot be changed.

You can also delete your program by clicking **Remove Program**. **Proceed with caution** - Once you remove your program this action can't be undone.

When a program is removed, all program members receive an email notification that they have been removed from the program and that their course access has been downgraded to audit only.

Remove Program



# **Inviting Learners**

# Inviting a Member

In the **Users page**, you can invite learners either in bulk or one at a time :

**Send bulk invitations :** *To send bulk invitations from the Users page:*

- Click the +Invite Learners dropdown
- Click Send Bulk Invitations
- Choose the program and contract you want to invite learners to. You can only select one program and contract at a time.

Home Contracts **Users** Messages Analytics

Learner activity status: **Joined a program** ▾

Search by name or email... Filters

1088 results Columns Show 20 < 1 2 3 4 ... 55 >

Add learner attributes

+ Invite Learners ▾

Choose program

Choose the program you want to invite learners to

Start typing the program name to filter the list

Name

- Coursera 4 Coursera
- Coursera Academy
- Coursera Alumni Learning Program
- Coursera Demo Program 2
- Coursera Team Learning Program
- Coursera Team Learning Program
- Coursera Test Rhyme Program

Cancel Continue

Choose contract

Choose the contract from which invited members will consume memberships or enrollments

Start typing the contract name to filter the list

Name	Contract Type	Remaining	Started	Ends
<input checked="" type="radio"/> EAM1Tv_SEeeGBw7_29SeWg	Unlimited		01/22/2018	02/06/2025

Back Cancel Continue

- Click on download the .csv template link from the prompt
- Open the CSV file and add rows for all your members. Note: All 3 headers are required.
- "Full Name" and "Email" are required fields. "External ID" is an optional field (even if you don't fill this column, make sure to include the header)
- Go back to the popup prompt and click the browse files link and upload your completed CSV file. You can also drag and drop the file into this page:
- Click Upload

Choose file

To add and invite learners, [download the .csv template](#)

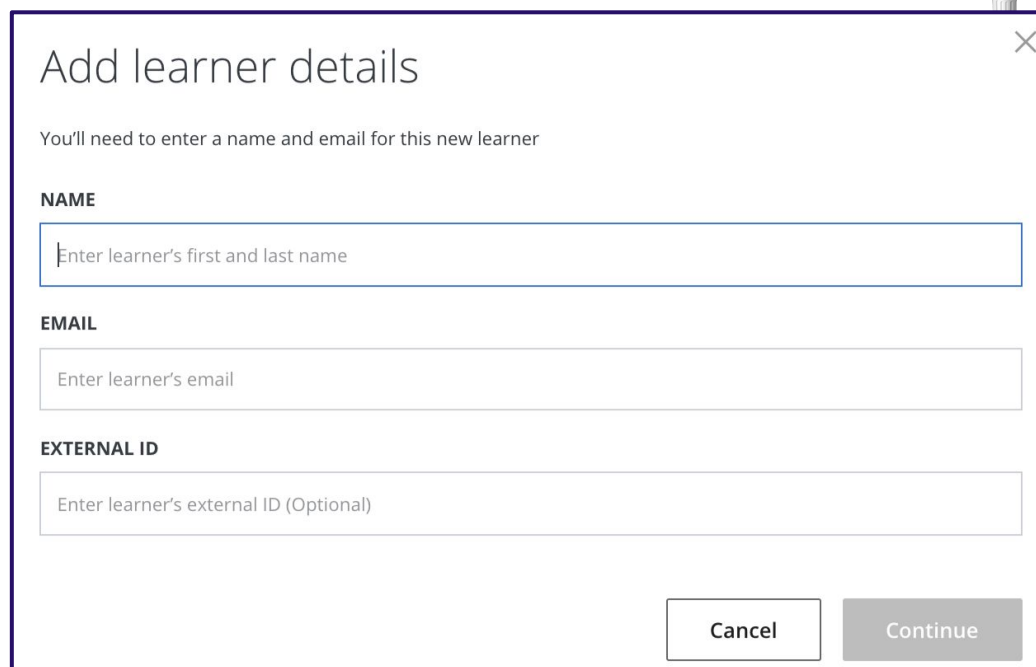
Drop file here or [browse files](#)  
You can upload 1 file at a time

Back Cancel Upload

# Inviting a Member

**Send an invitation to a Learner :** *To send an invitation to a learner:*

- Click the +Invite Learners dropdown
- Click **Invite Learner**
- Fill in required fields: Name and Email. External ID is an optional field.
- Click Continue.



Add learner details

You'll need to enter a name and email for this new learner

**NAME**

Enter learner's first and last name

**EMAIL**

Enter learner's email

**EXTERNAL ID**

Enter learner's external ID (Optional)

Cancel Continue

- Choose the program and contract you want to invite the learner to. You can only select one program and contract at a time.
- Review the invitation preview for errors. During this stage you will want to review the below for accuracy:
  - Learner details
  - Program
  - Contract
- Check the box for **Send invitation** to new learner if you want invitation email to be sent. Uncheck this box if you do not want an email to be sent.
- Click Send invitation if the box to send invitations to new learner is checked or **Create invitation** if the box is unchecked.
- Confirmation messages will appear once complete. Exit out of these messages.

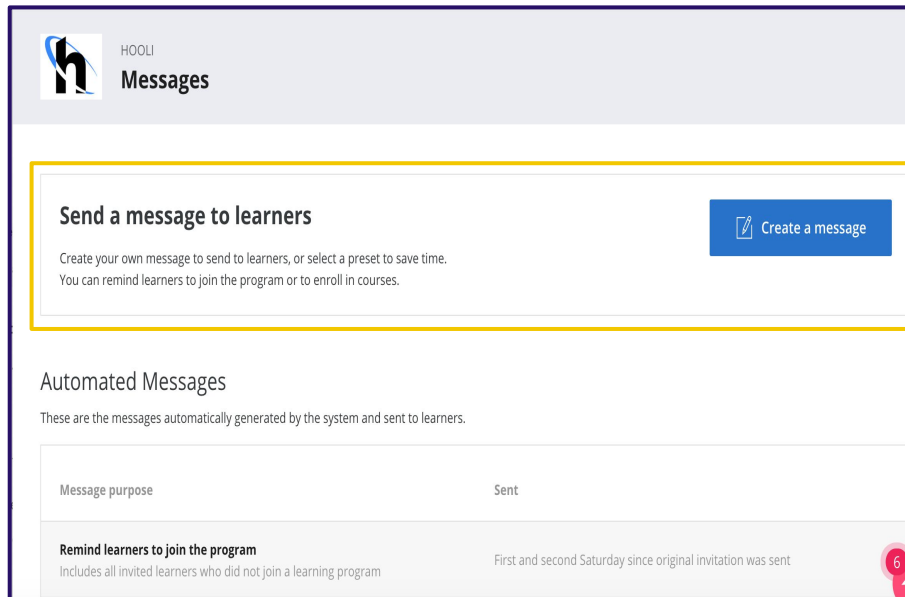


# **Messaging Learners**

# Emailing your learners

Using this functionality, you can send tailored messages to different learner cohorts; can create a custom message or choose from a library of presets.

To use this feature, go to **Messages homepage** > **Create a message** button.



Selecting “Create a message” button will direct you to a new page that will guide you through the message creation process. Here you will see three sections:

- Define message audience
- Message details
- Preview message

## 1. Define message audience

**1 Define message audience**

**What is the purpose of this message?**  
Select one of the options below to target learners based on their activities. Each option includes a preset message.

**Remind invited people to join a learning program**  
Includes all people who were invited but did not join a learning program

**Remind learners to enroll in a course or Specialization**  
Includes learners who joined but are not currently enrolled in anything

**Encourage learners to continue making progress**  
Includes learners currently enrolled but haven't completed a course

**Remind inactive learners to use the learning program**  
Includes learners currently enrolled in a course but inactive for the past 30 days

**Notify long-term inactive learners**  
Includes learners who have been inactive for the past 90 days

**Congratulate high performers on their achievement**  
Includes learners who have a completion in the past 30 days

If you prefer, you can write a custom message without presets:

**Write and send a custom message**  
Includes all learners who joined a learning program

**Select additional filters (optional)**  
Use filters to customize the recipient list of your message. E.g. members of a specific program, learners enrolled in a specific course.

**Filters**

No filters added

1. Select the message's audience. There is also an option to write a custom message without presets.
2. Select additional filters (optional).  
To apply filters, select Filters where you will see the option to select/deselect any combination of:
  - Current enrollments
  - Learning programs
  - Contracts
3. Once an audience has been selected and optional filters have been applied, click Next to proceed to the second section where you will edit the message details.



# Emailing your learners

## 2. Edit message details

**2 Edit message details**

Customize your message  
Edit a preset or create a message according to your needs. Remember to include your name or a sender's name at the end of the message.

**MESSAGE SUBJECT**

**MESSAGE CONTENT**

**Message's call to action**  
A call to action significantly increases the chance your message will achieve its objective. A button will be added to the end of your message with the call to action:

**Edit the sender's name (optional)**  
People are more likely to read your message if it comes from someone they know. By default, the sender's name will be the name of the creator of the message.  
**SENDER'S NAME**

**Include a reply-to email address (optional)**   
Use this option if you want people to reply to this message. If left in the turned off position, all replies will be sent to noreply@coursera.org.

In this section, you will have the opportunity to customize your message using the following headers. Note: You can only customize the below parameters and not the overall look and feel of the emails.

- **Message Subject**
- **Message Content**
- **Add a call to action button**
- **Edit the sender's name (optional):** By default, the sender's name will be the name of the creator of the message.
- **Include a reply-to email address (optional):** If left On, recipient responses will go directly to the message sender's inbox. If left Off, recipient responses will be directed to noreply@coursera.org.

Once complete, select the **Preview message** button to proceed with previewing the message prior to send off. To cancel the message, select the **Discard message** button

## 3. Preview and send message

**3 Preview message**

The preview below should be used as a reference only. The final message layout might differ depending on device and e-mail client used by learners.

Your invitation is here  
**Shikha Sharma** <noreply@coursera.org>

Hi [User name will go here].  
It's easy to start learning with Coursera, but spots are limited on a first come, first served basis. You don't need to decide which course to enroll in yet. Just take an important step today by claiming your place in our learning program.  
[Replace this sentence with your name - Learners are more likely to read if a person signs the message]

**coursera**  
You are receiving this email because test@coursera.org is part of [program name will go here] at Coursera.  
Copyright 2019 Coursera, 13015 University Ave, Mountain View, CA

I agree to use this messaging tool to send updates, announcements, and reminders to learners in my enterprise learning program regarding their use of Coursera. I understand that this tool is not to be used for any other types of communication. Any breach of this or Coursera's Terms of Use or Privacy Policy may result in account suspension.

In this section, you have the opportunity to preview your message prior to sending.

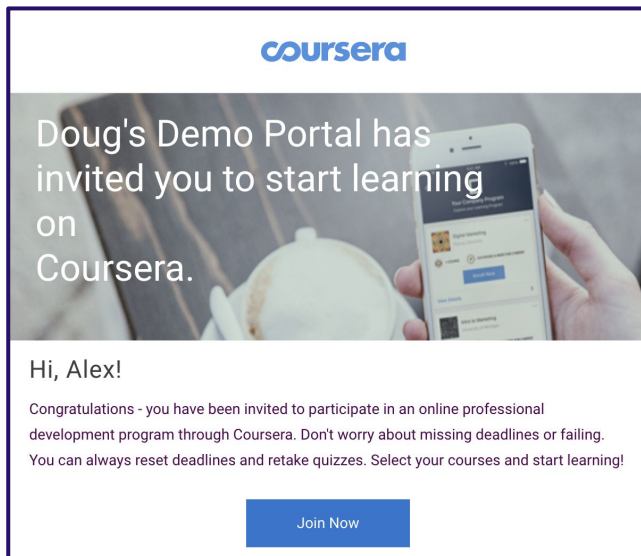
For sending the message, you will be required to agree to Coursera's Terms of Use and Privacy Policy.. Once you've agreed to the policies, click Send.

You can also send messages to the population of individuals filtered in the users list on **Users Home Page**. Selecting a specific user or users will surface the option to send a customized message depending on the learner activity status you have filtered on. Selecting the Send message button will redirect you to the Messages homepage where you will have the ability to send targeted and customized messages to different cohorts within a learning program regardless of whether filters have been applied.

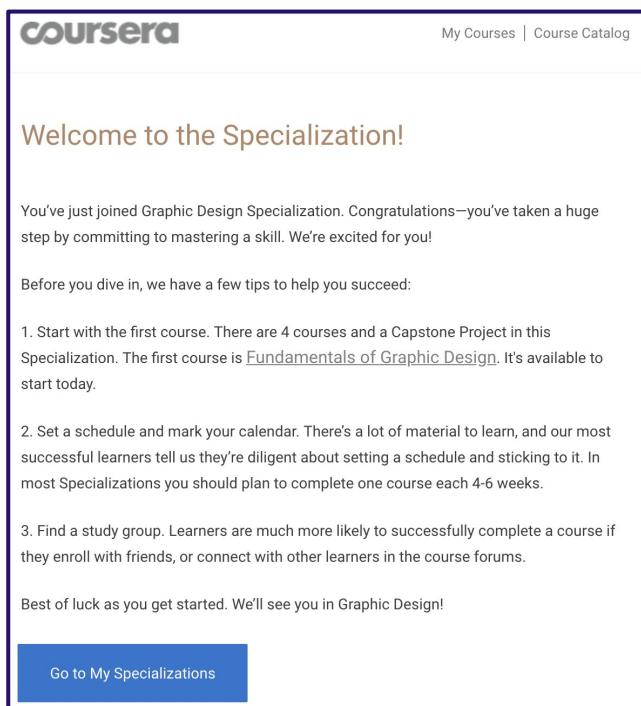
# Coursera Email Settings

Coursera will send emails to learners in your programs with announcements specific to the courses they're in, for example, upcoming deadlines. Learners in your programs can opt out of emails from Coursera using the Email Preferences section of their [Account Settings](#) page.

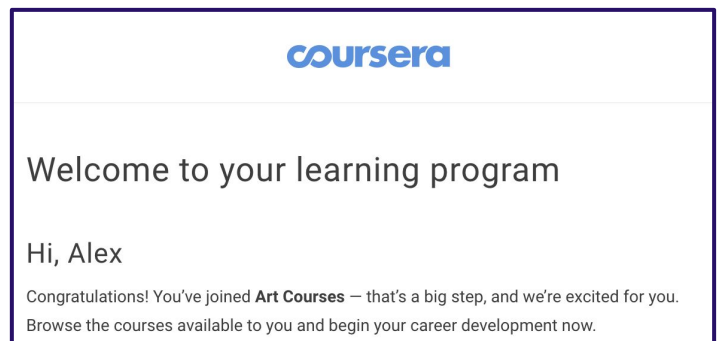
Coursera will not send more general emails like course recommendations. Learners in your programs are automatically opted out of these additional communications from Coursera. They are also automatically opted out of emails from the universities who offer the courses in your program.



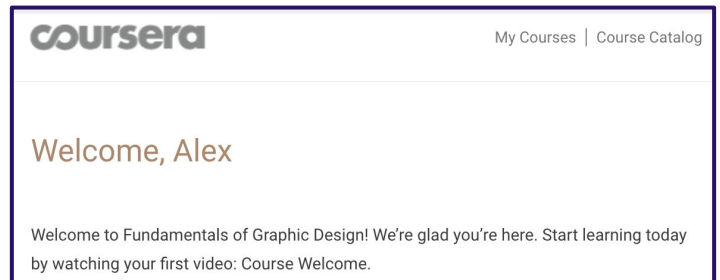
Invitation Email



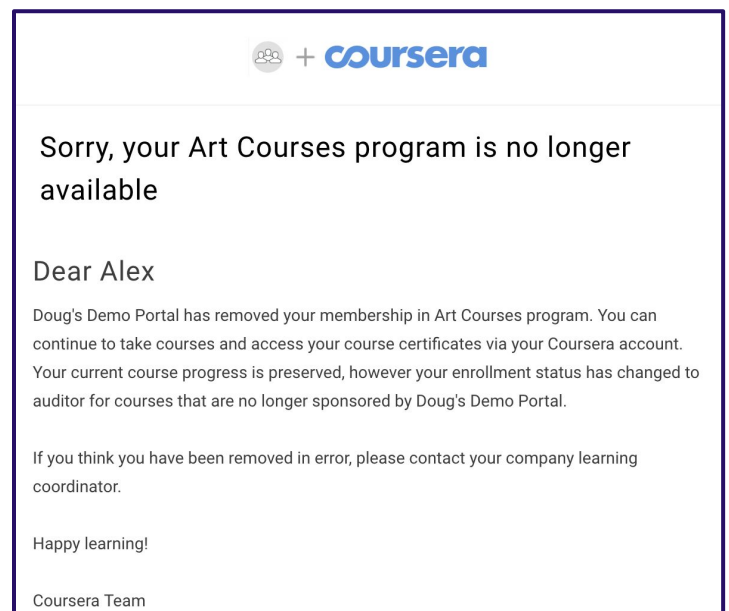
Specialization Welcome Email



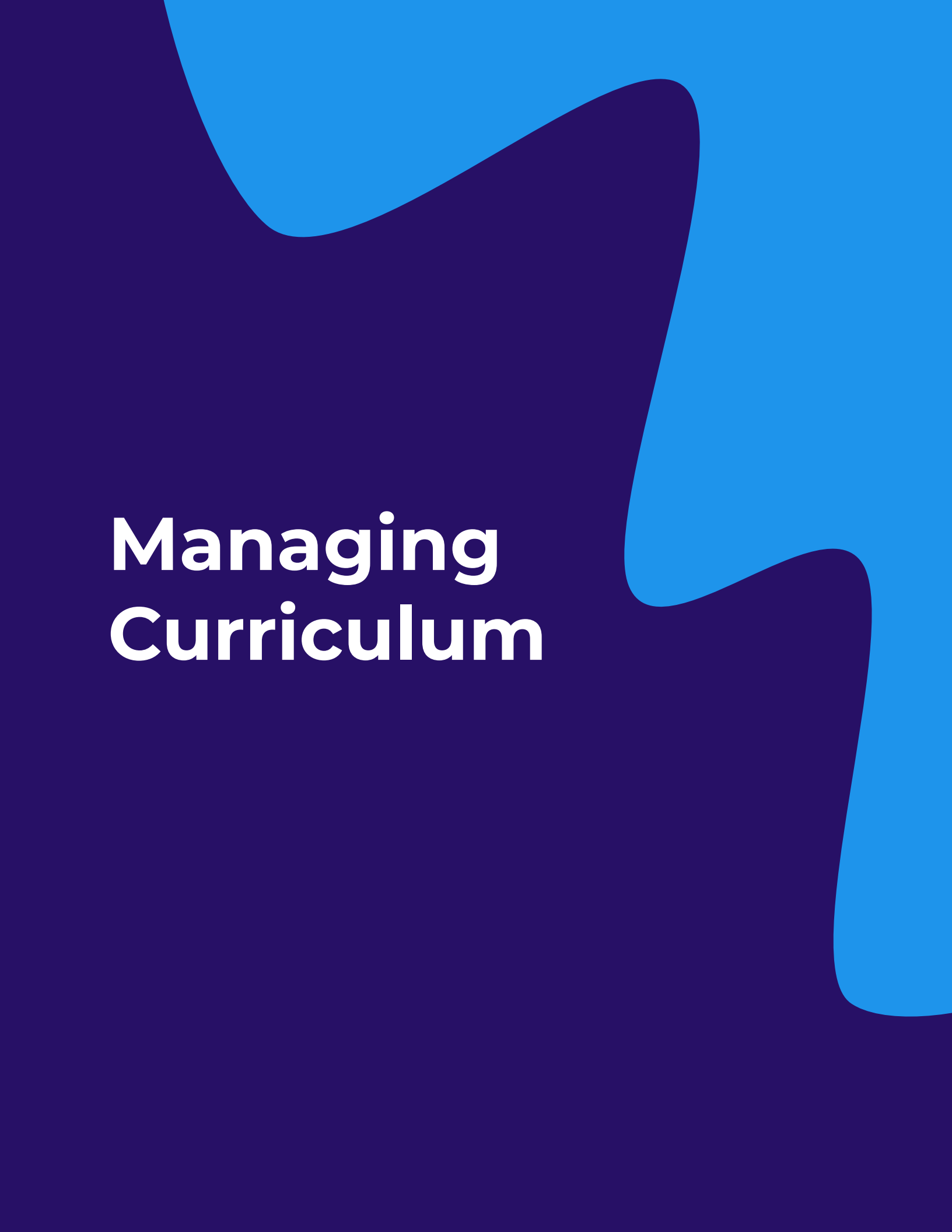
Learning Program Welcome Email



Course Welcome Email

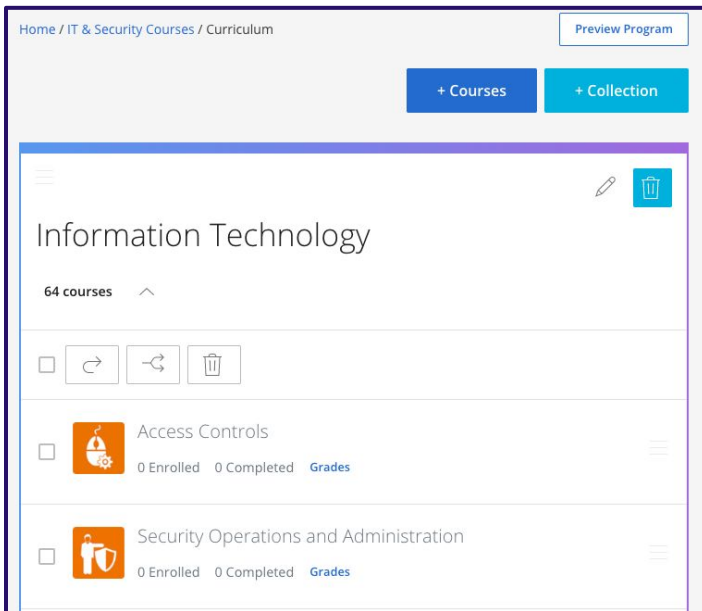


Program Exit Email



# **Managing Curriculum**

**Curriculum** page lists your program's course collections. You can add courses or collections to a curriculum. A collection is defined as a grouping of courses and specializations.



+ Courses

Click this to add courses

+ Collection

Click this to create new collection



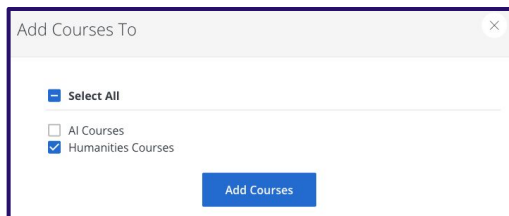
From left to right click these to...

- 1) Move courses from collection to collection
- 2) Copy courses from collection to collection
- 3) Delete courses from collection

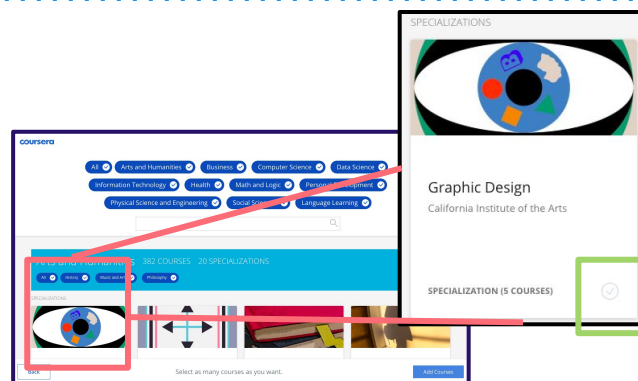
Click and drag this to rearrange course and collection ordering

## Adding Courses

After you click **+Courses**



Select which collection(s) you want to add a course



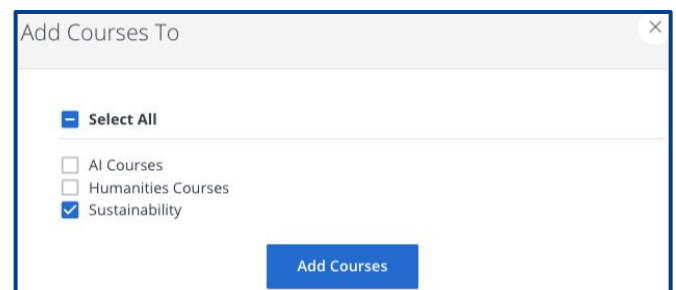
Select courses you want to add by clicking on the course tile or the check mark icon on the bottom right

## Adding Collections

After you click **+Collection**

The 'New Collection' form has two input fields: 'COLLECTION NAME' with the text 'Sustainability' and 'DESCRIPTION' with the placeholder text 'Collection description goes here...'. At the bottom, there are 'Discard' and 'Create Collection' buttons.

Enter a collection name and description


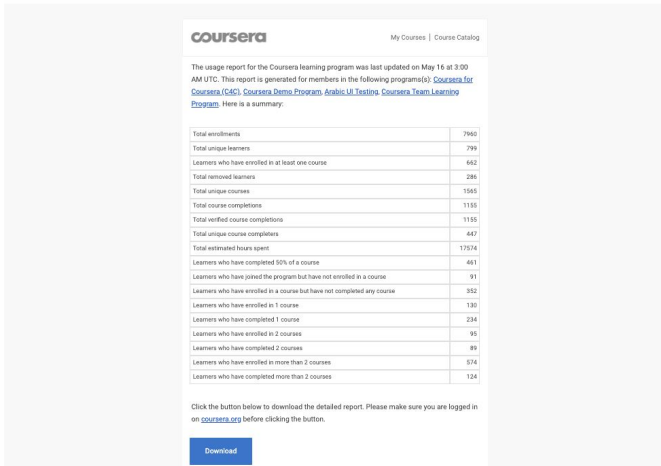


Click on **+Courses** and follow the steps above to add courses to your new collection

# Reporting

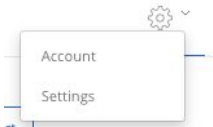
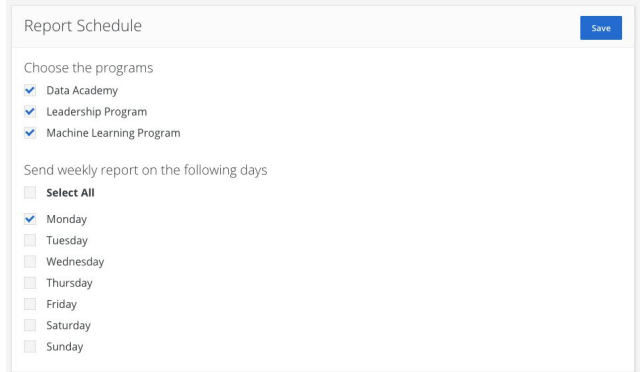
# Accessing Email Reports

Follow these steps to send yourself an email report to learn more about your learners' activity

<p>Summary</p>  <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Enrollments <small>📈</small></p> <p><b>6,585</b></p> <p><small>Total enrollments to date</small></p> <p><b>+262 enrollments</b></p> <p><small>in the past 28 days</small></p> <p><small>View Learner Activity Report</small></p> </div> <div style="text-align: center;"> <p>Learning Hours <small>📈</small></p> <p><b>31,539</b></p> <p><small>Total hours to date</small></p> <p><b>+1,228 hours</b></p> <p><small>in the past 28 days</small></p> <p><small>View Learner Activity Report</small></p> </div> <div style="text-align: center;"> <p>Lessons Taken <small>📈</small></p> <p><b>26,841</b></p> <p><small>Total lessons taken to date</small></p> <p><b>+707 lessons taken</b></p> <p><small>in the past 28 days</small></p> <p><small>View Learner Activity Report</small></p> </div> <div style="text-align: center;"> <p>Average Course Rating <small>📈</small></p> <p><b>4.7 / 5</b></p> <p><small>Recent Learner Feedback</small></p> <p><small>★ ★ ★ ★ ★</small></p> <p><small>*Great course! Really interesting topics from subject matter experts...</small></p> <p><small>View Learner Feedback Report</small></p> </div> </div>	<p>Go to your Admin Dashboard.</p> <p>Click on Email Report. The report will be emailed within an hour after the request.</p> <p>Note: The data in the reports are updated daily. What this means is that if there is new learner activity, the email reports will reflect that within 24 hours.</p>																																				
 <p><b>Course Team Program Usage Report</b></p> <p>The usage report for the Coursera learning program was last updated on May 16 at 3:00 AM UTC. This report is generated for members in the following program(s): <a href="#">Coursera for Squares (C4S)</a>, <a href="#">Coursera Demo Program</a>, <a href="#">Global Ux Testline</a>, <a href="#">Coursera Team Learning Program</a>. Here is a summary:</p> <table border="1"> <tbody> <tr><td>Total enrollments</td><td>7940</td></tr> <tr><td>Total unique learners</td><td>799</td></tr> <tr><td>Learners who have enrolled in at least one course</td><td>662</td></tr> <tr><td>Total removed learners</td><td>286</td></tr> <tr><td>Total unique courses</td><td>1565</td></tr> <tr><td>Total course completions</td><td>1163</td></tr> <tr><td>Total verified course completions</td><td>1155</td></tr> <tr><td>Total unique course completers</td><td>447</td></tr> <tr><td>Total estimated hours spent</td><td>17574</td></tr> <tr><td>Learners who have completed 50% of a course</td><td>461</td></tr> <tr><td>Learners who have joined the program but have not enrolled in a course</td><td>91</td></tr> <tr><td>Learners who have enrolled in a course but have not completed any course</td><td>352</td></tr> <tr><td>Learners who have enrolled in 1 course</td><td>130</td></tr> <tr><td>Learners who have completed 1 course</td><td>234</td></tr> <tr><td>Learners who have enrolled in 2 courses</td><td>95</td></tr> <tr><td>Learners who have completed 2 courses</td><td>49</td></tr> <tr><td>Learners who have enrolled in more than 2 courses</td><td>574</td></tr> <tr><td>Learners who have completed more than 2 courses</td><td>124</td></tr> </tbody> </table> <p>Click the button below to download the detailed report. Please make sure you are logged in on <a href="#">coursera.org</a> before clicking the button.</p> <p><a href="#">Download</a></p>	Total enrollments	7940	Total unique learners	799	Learners who have enrolled in at least one course	662	Total removed learners	286	Total unique courses	1565	Total course completions	1163	Total verified course completions	1155	Total unique course completers	447	Total estimated hours spent	17574	Learners who have completed 50% of a course	461	Learners who have joined the program but have not enrolled in a course	91	Learners who have enrolled in a course but have not completed any course	352	Learners who have enrolled in 1 course	130	Learners who have completed 1 course	234	Learners who have enrolled in 2 courses	95	Learners who have completed 2 courses	49	Learners who have enrolled in more than 2 courses	574	Learners who have completed more than 2 courses	124	<p>Check your inbox for the report email. Click on "Download" to download a zip file containing the 3 csv reports.</p> <p>If you don't immediately receive the email, check again with 1 hour or your spam folder.</p> <p>Contained in the zip file are 3 reports to help you better understand your learners' progress</p> <ol style="list-style-type: none"> <li>I) member-report</li> <li>II) usage-report</li> <li>III) specialization-report</li> </ol>
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# Scheduling Email Reports

Organization admins can set up the Report Schedule on the Global Settings page to have the email reports sent automatically to all administrators on a set schedule.

	<p>Click on the gear icon in the upper right menu.</p> <p>Click on "Settings"</p>
 <p><b>Report Schedule</b> <a href="#">Save</a></p> <p>Choose the programs</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Data Academy</li> <li><input checked="" type="checkbox"/> Leadership Program</li> <li><input checked="" type="checkbox"/> Machine Learning Program</li> </ul> <p>Send weekly report on the following days</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Select All</li> <li><input checked="" type="checkbox"/> Monday</li> <li><input type="checkbox"/> Tuesday</li> <li><input type="checkbox"/> Wednesday</li> <li><input type="checkbox"/> Thursday</li> <li><input type="checkbox"/> Friday</li> <li><input type="checkbox"/> Saturday</li> <li><input type="checkbox"/> Sunday</li> </ul>	<p>Scroll down to the "Report Schedule" section at the bottom of the Settings page</p> <p>Select the programs and days of the week for which you want to receive reports.</p> <p>Click Save</p> <p>Note: The data always reflects the last 24 hours.</p>

## Usage Report

 shows data on your learner's individual progress on their enrolled courses.

Header	Description	Sample Data
<b>Name</b>	User's full name. Each of the user's unique course enrollments will show as a separate row in this report.	Jo Doe
<b>Email</b>	User's email address.	jd@example.com
<b>External Id</b>	User's external ID. This is an optional field when inviting Users from the "Invitations" page.	12345
<b>Course</b>	Name of the course or Rhyme project enrollment.	AI For Everyone
<b>Course ID</b>	Alpha-numeric unique identifier for the course.	daG-a-01EeijKBISCWxf6g
<b>Course Slug</b>	Text identifier for the course which also comprises the course URL on the Coursera consumer site (coursera.org).	ai-for-everyone
<b>University</b>	Partner that authored the course.	<a href="#">deeplearning.ai</a>
<b>Enrollment Time</b>	Date and time when User enrolled in course.	2019-12-23T06:18:32.782Z
<b>Class Start Time</b>	Start date of course.	2020-01-06T08:00:00.000Z
<b>Last Course Activity Time</b>	Last time User interacted with any course item (e.g. watched a video, read a note).	2019-12-23T06:36:27.000Z
<b>Overall Progress</b>	<p>How far the User is from completing all available course material. This is a percentage of how many course items have been completed (e.g. watched a video, clicked into a reading).</p> <p>Users <b>can</b> complete a course without achieving 100% progress if they choose to skip course items such as videos and readings.</p>	12.82
<b>Estimated Learning Hours</b>	<p>Total minutes a user has spent on continuous learning sessions. A learning session is defined as a continuous working session of a user on the platform doing page views, start course items or complete course items. As long as a user has not been idle for longer than 60 minutes, the session is a continuous session and the time is counted into learning hours.</p> <p>Offline learning hours are not part of this measure. For example the hours spent on programming assignments where users may complete outside of the platform and come back to submit are not counted.</p> <p>The learning hour is an estimate, it should never be referred as an exact number.</p>	0.29
<b>Completed</b>	<p>Yes/No field. This column is Yes if User has finished all required assessments and assignments.</p> <p>Users can determine what are all the required items under the "Grades" section in any course.</p>	Yes
<b>Removed From Program</b>	Yes/No field. Indicates whether the user is an active member of the learning program.	No
<b>Program Slug</b>	Text identifier for the program which also comprises the program URL on your Coursera admin portal.	program-1j8c4r
<b>Program Name</b>	Name of the learning program where the enrollment is used.	Learning Program
<b>Enrollment Source</b>	Name of the collection the User found the course or specialization. If the User found it through the browse menu or search bar, this field is left blank.	Data Literary
<b>Completion Time</b>	Date and time when User completed all required assessments and assignments	2019-12-23T06:36:27.751Z
<b>Course Grades</b>	Grade calculation of all required assessments and assignments. This number changes as Users progress through the course.	88.25
<b>Contract</b>	The contract from which the User is occupying a license or enrollment	Year 1 Contract 2020
<b>Manager Name</b>	<p>This is an optional field you can append to your user's profile.</p> <p>You can add these fields through the "Members" tab in your program page OR work with your Coursera Team to have this information be automatically populated through your single-sign-on (SSO).</p>	Bobby McManager
<b>Manager Email</b>		manager@example.com
<b>Job Title</b>		Software Engineer II
<b>Job Type</b>		Full Time
<b>Business Unit</b>		Product
<b>Business Unit 2</b>		Enterprise
<b>Location City</b>		Toronto
<b>Location Country</b>		Canada
<b>Location Region</b>		Ontario



**Membership Report** shows data on your learners' member status and their total enrollments

Header	DESCRIPTION	Sample Data
<b>Name</b>	User's full name.	Jo Doe
<b>Email</b>	User's email.	jd@example.com
<b>External Id</b>	User's external ID. This is an optional field.	12345
<b>Program Name</b>	Name of the learning program where the enrollment is used.	Learning Program
<b>Program Slug</b>	Text identifier for the program which also comprises the program URL on your Coursera admin portal.	program-1j8c4r
<b># Enrolled Courses</b>	Total number of courses the user has enrolled.	10
<b># Completed Courses</b>	Total number of courses the user has completed.	5
<b>Member State</b>	One of 3 values: 1) MEMBER - User accepted invitation to join Coursera 2) DELETED_MEMBER - User was removed as a member by a Coursera administrator 3) INVITED - User sent an invitation to join Coursera.	MEMBER
<b>Join Date</b>	Date and time when a User joined a Coursera program.	2019-09-04T19:50:10.161Z
<b>Invitation Date</b>	Date and time when a User was invited to join a Coursera program.	2019-09-04T19:45:08.947Z
<b>Last Activity Time</b>	Last time User interacted with course content.	2020-02-25T06:33:46.000Z
<b>Contract(s)</b>	The contract from which the User is occupying a license or enrollment.	Year 1 Contract 2020
<b>Manager Name</b>	This is an optional field you can append to your user's profile.  You can add these fields through the "Members" tab in your program page OR work with your Coursera Team to have this information be automatically populated through your single-sign-on (SSO).	Bobby McManager
<b>Manager Email</b>		manager@example.com
<b>Job Title</b>		Software Engineer II
<b>Job Type</b>		Full Time
<b>Business Unit</b>		Product
<b>Business Unit 2</b>		Enterprise
<b>Location City</b>		Toronto
<b>Location Country</b>		Canada
<b>Location Region</b>		Ontario

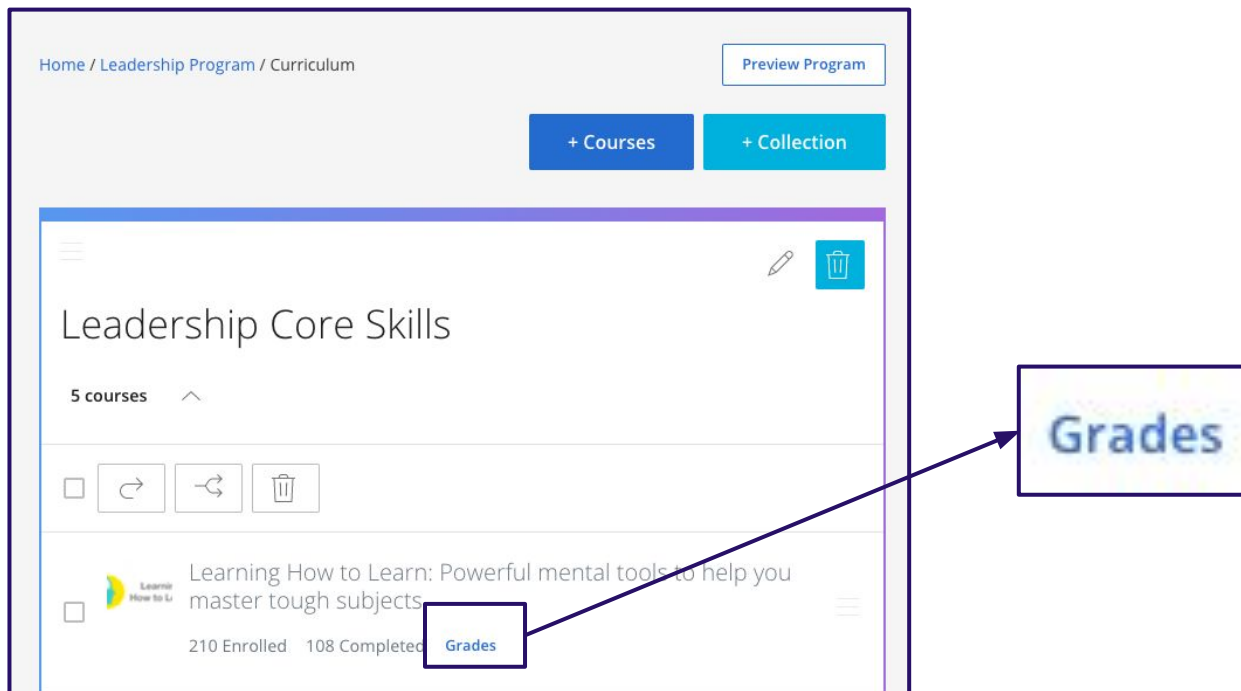
## Specialization Report

shows data on a learner's progress in their enrolled specializations

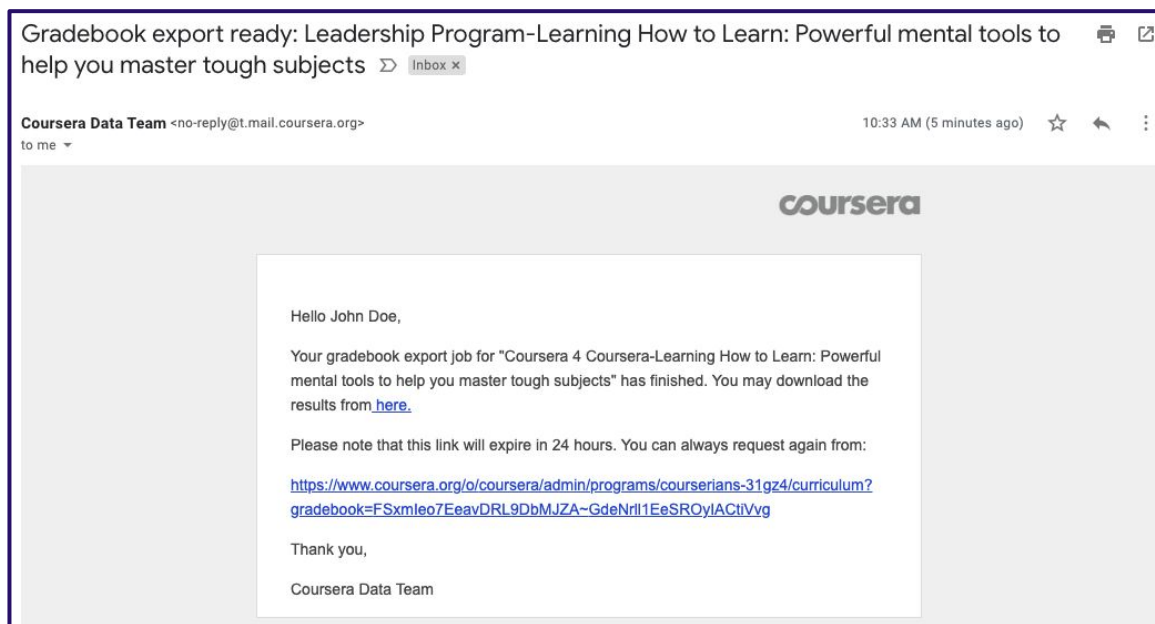
Header	Description	Sample Data
<b>Name</b>	User's full name. Each of the User's unique course enrollments will show as a separate row in this report.	Jane Doe
<b>Email</b>	User's email address.	learner@example.com
<b>External Id</b>	User's external ID. This is an optional field when inviting Users from the "Invitations" page.	12345
<b>Specialization</b>	Name of the specialization enrollment.	Blockchain Revolution
<b>Specialization Slug</b>	Text identifier for the specialization which also comprises the course URL on the Coursera consumer site (coursera.org).	blockchain-revolution-enterprise
<b>University</b>	Partner that authored the course.	INSEAD
<b>Enrollment Time</b>	Date and time when User enrolled in course.	2019-05-11T22:18:19.621Z
<b>Last Specialization Activity Time</b>	Last time User interacted with course content.	2020-02-03T21:27:47.000Z
<b>Completed</b>	Yes/No field. This column is Yes if User has finished all graded assignments.	No
<b>Removed From Program</b>	Yes/No field. Indicates whether the user is an active member of the learning program.	Year 2 Contract 2020
<b>Program Slug</b>	Text identifier for the program which also comprises the program URL on your Coursera admin portal.	program-31gz4
<b>Program Name</b>	Name of the learning program where the enrollment is used.	Learning Program
<b>Enrollment Source</b>	Name of the collection the user found the course or specialization. If the user found it through the browse menu or search bar, this field is left blank.	Collection Name
<b>Specialization Completion Time</b>	This is the date and time when the user finished all courses in the specialization and their respective required assessments and assignments	2020-02-03T21:27:47.355Z
<b>Contract</b>	The contract from which the user is occupying a license or enrollment	Year 2 Contract 2020
<b>Manager Name</b>	This is an optional field you can append to your user's profile.  You can add these fields through the "Members" tab in your program page OR work with your Coursera Team to have this information be automatically populated through your single-sign-on (SSO).	Bobbi McManager
<b>Manager Email</b>		manager@example.com
<b>Job Title</b>		Software Engineer II
<b>Job Type</b>		Full Time
<b>Business Unit</b>		Product
<b>Business Unit 2</b>		Enterprise
<b>Location City</b>		Toronto
<b>Location Country</b>		Canada
<b>Location Region</b>		Ontario

# Accessing Gradebooks

You can generate an email report for individual courses from the curriculum page



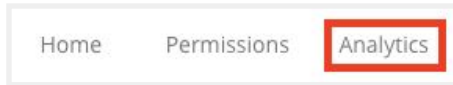
Click on **grades** to trigger an email report which contains learner data for all learners in the course.



Check your inbox for the gradebook email. Contained in the email is a link that will download 2 reports. This link will expire in 24 hours upon delivery.

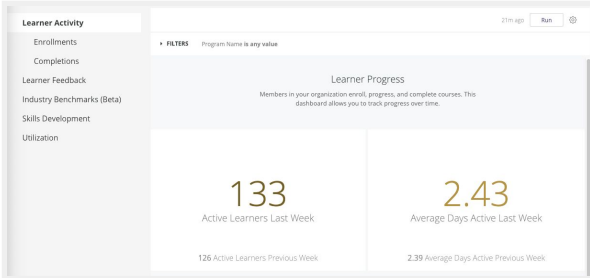
- 1) **assessment\_attempts** - This report shows all your learners' attempts at taking graded assessments such as exams
- 2) **gradebook** - This report shows all your learners' graded assignments

# Analytics Reports



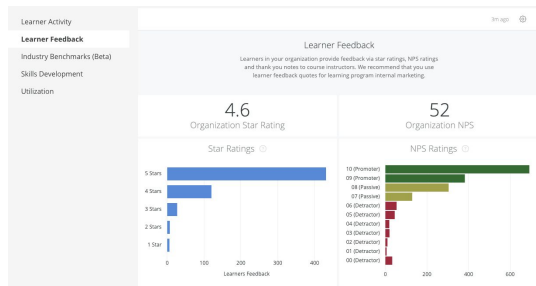
**Note:** Program admins do not have access to **Analytics**

Organization admins have access to learner reports and industry benchmarking information. Access these reports by clicking on **Analytics** from your Coursera admin home page.



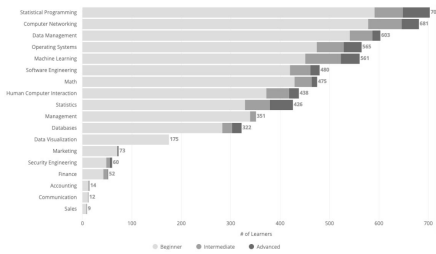
**Learner Activity** shows your organization's the enrollment and completion trends.

You can use the filters and settings above to refine the data that is shown in this dashboard and any other report in the Analytics dashboard.

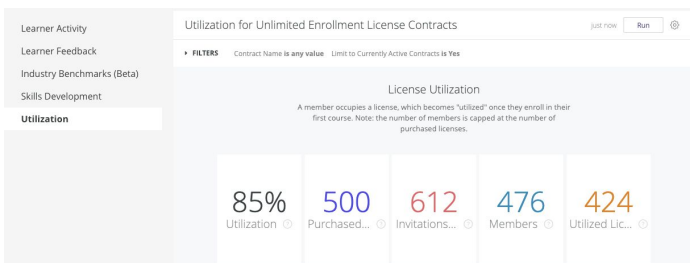


**Learner Feedback** shows your learners' feedback on the courses they are taking.

You can use this report to measure how satisfied your learners are with the learning content and how likely they are to recommend the program to others.



**Skills Development** helps you understand your organization's level of skill mastery with new and classic learning metrics

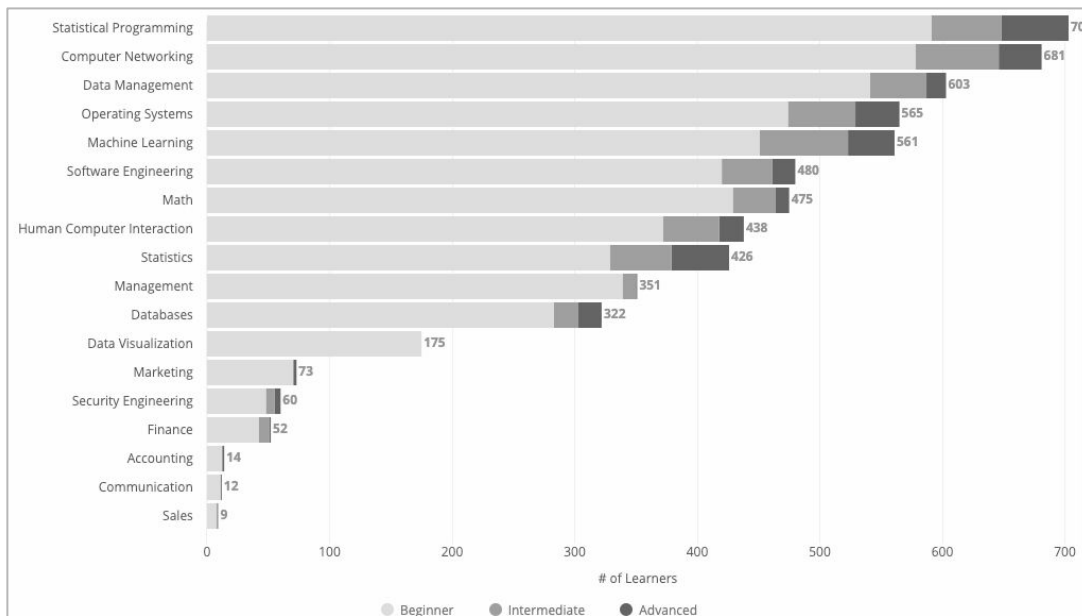


**Utilization** shows the overall status on your licenses.

A member occupies a license, which becomes "utilized" once they enroll in their first course. Note: the number of members is capped at the number of purchased licenses.

Visualize your organization's level of skill mastery and how many learners are classified as beginner, intermediate, or advanced.

### Learner Proficiency by Top Skill



**WHAT IT DOES**

Shows how many learners are at what level of skill mastery (Beginner, Intermediate, and Advanced), for the most popular skills learned at your company.

### Why does this matter?

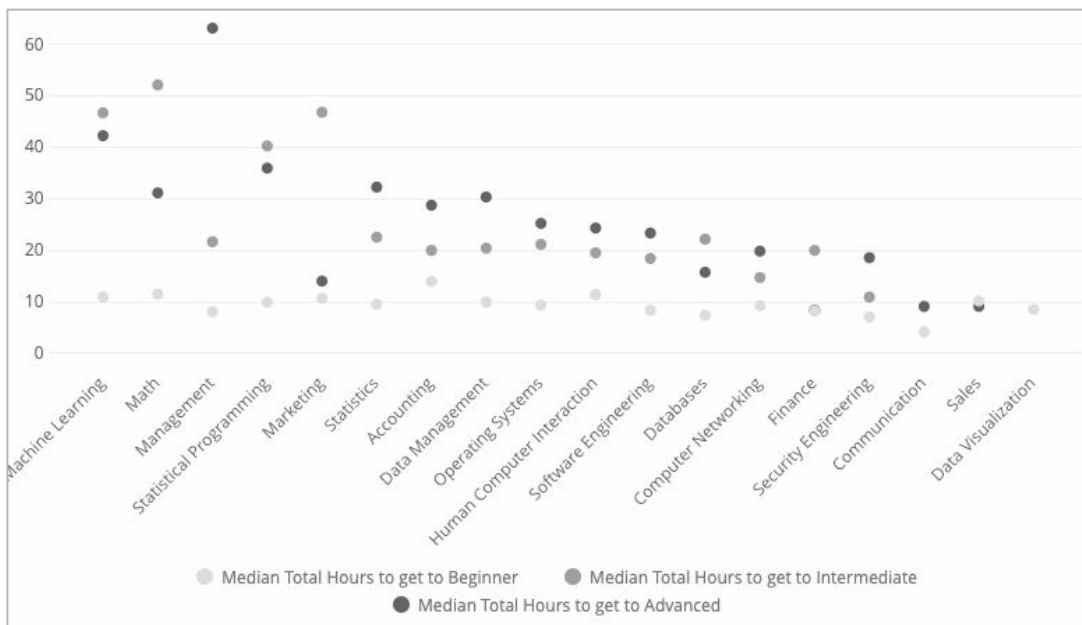
Shows at a glance how program participants are developing skill proficiency: in what skills, and at what level.

You can use this information to understand what skills or proficiency bands you want to focus your training on.

### How is this calculated?

We measure the skill proficiency of employees using their performance on in-course assessments like multiple choice quizzes, programming assignments, and peer-reviewed projects.

### Median Hours to Mastery



**WHAT IT DOES**

This shows the median number of hours it has taken your learners to get to each level of skill mastery.

### Why does this matter?

Understand how much investment is required to develop [n] skills to [x] proficiency.

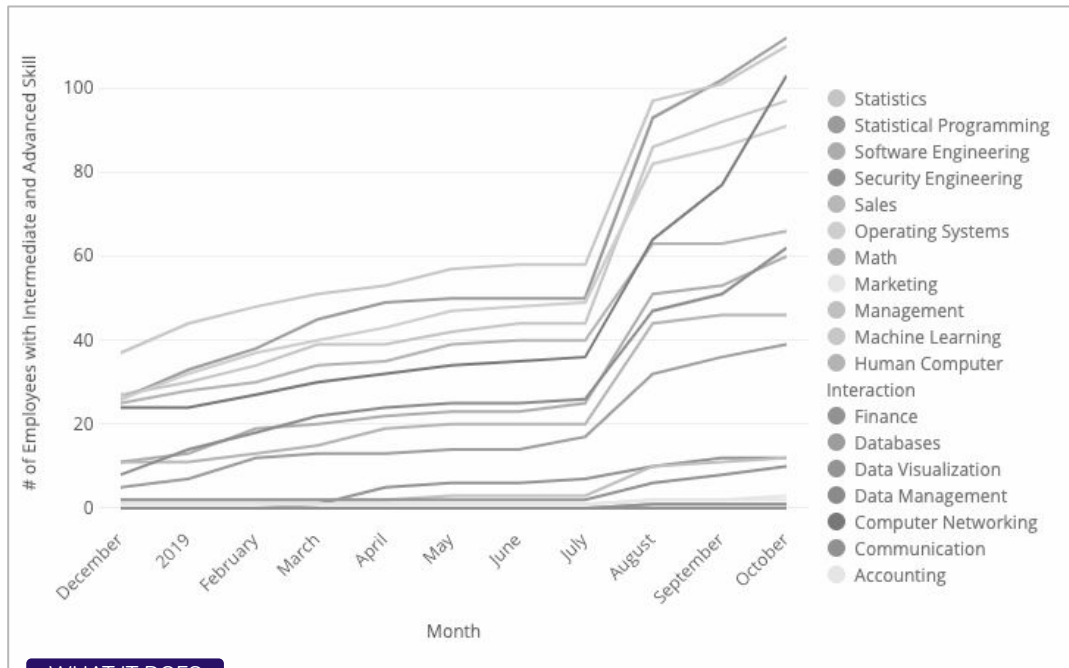
Also identify "quick wins" in skills, and skills that may not be as ROI-positive for your organization.

### How is this calculated?

You have learners who fall into each proficiency bucket. These numbers are calculated by the median # hours invested by each learner at that proficiency level.

Understand overall skill mastery among your learners and identify specific individuals who are ready to apply their new skills on the job.

### Skill Mastery Over Time



**WHAT IT DOES**

See how many of your learners have reached the Intermediate and Advanced levels of mastery over time, by skill.

### Why does this matter?

See if your learners are tracking toward mastering the skills they need

Identify lagging skill areas that may need additional growth and investment

Understand if your learning engagement strategy is effective

Focus on opttys to introduce new content to acquire the skills your business needs

### How is this calculated?

Total number of people who have reached, for a given skill, either an intermediate or advanced level, over time.

### Skill Mastery Leaderboard

Domain ^	Skill Name ^	Name	Email	Proficiency Level
1 Business	Accounting			ADVANCED
2 Business	Accounting			INTERMEDIATE
3 Business	Communication			ADVANCED
4 Business	Finance			ADVANCED
5 Business	Finance			INTERMEDIATE
6 Business	Finance			INTERMEDIATE
7 Business	Finance			INTERMEDIATE
8 Business	Finance			INTERMEDIATE
9 Business	Finance			INTERMEDIATE
10 Business	Finance			INTERMEDIATE
11 Business	Finance			INTERMEDIATE
12 Business	Finance			INTERMEDIATE
13 Business	Finance			INTERMEDIATE
14 Business	Management			ADVANCED
15 Business	Management			INTERMEDIATE
16 Business	Management			INTERMEDIATE
17 Business	Management			INTERMEDIATE
18 Business	Management			INTERMEDIATE
19 Business	Management			INTERMEDIATE
20 Business	Management			INTERMEDIATE

Contact info anonymized for training purposes

**WHAT IT DOES**

Discover which learners have currently attained intermediate or advanced skill proficiency in the skills you care about.

### Why does this matter?

Find employees with intermediate or advanced proficiency based on their performance in course assessments.

Celebrate top learners and leverage social proof to drive further learning engagement

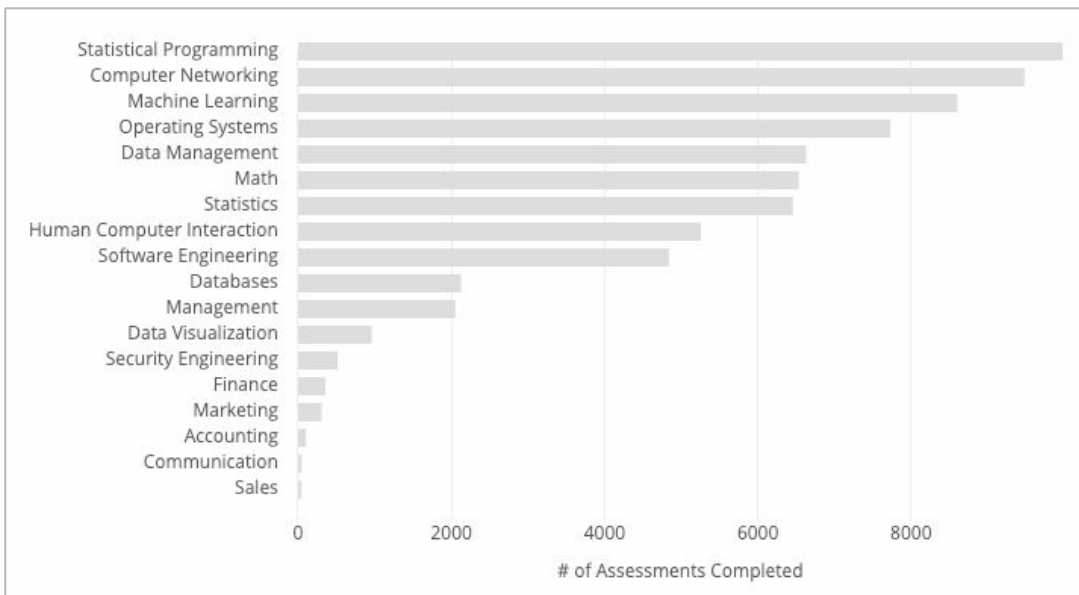
Discover employees with relevant skills to allocate to new projects or opportunities

### How is this calculated?

We use an elo model to measure skill proficiency across a continuous spectrum. Learners achieve a score based on their performance on in-course assessments. We group people based into proficiency levels based on the value of their score.

Classic metrics to understand your learners' efforts toward completing assessments and time spent learning.

### Total Assessments Completed by Skill



**WHAT IT DOES**

This shows the total number of assessments your learners have completed, by skill.

### Why does this matter?

This is a more granular *and* aggregated view of the total amount of learning activity at your company.

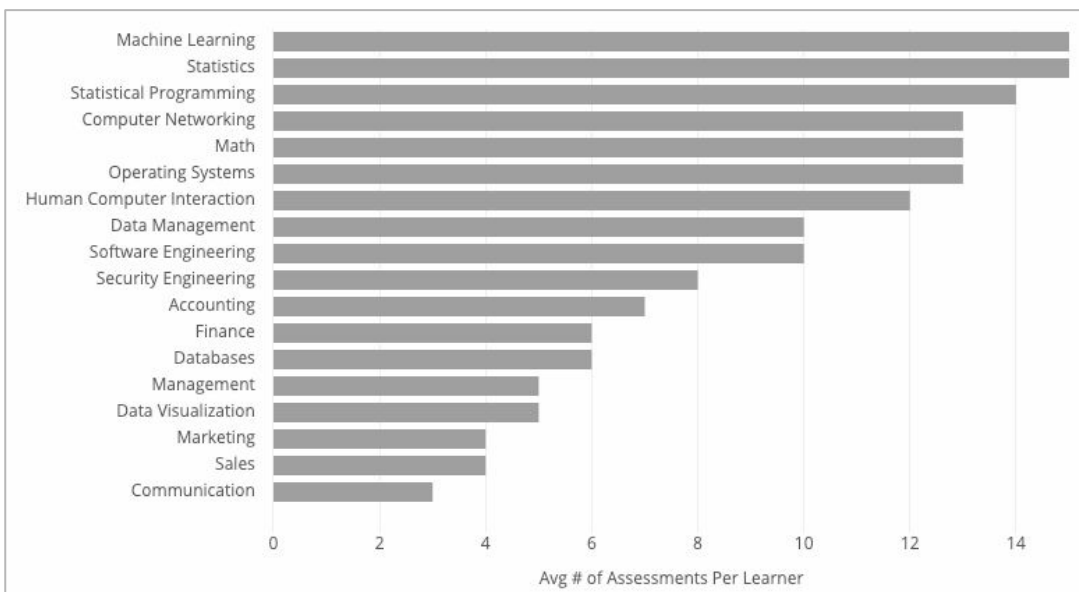
It provides another option to measuring total organizational skill acquisition in addition to "hours spent" or "courses completed."

Gives customers an intuition of how their learners are building the skills they are building and help them trust our dashboards intuitively

### How is this calculated?

Total number of assessments completed across different skills.

### Avg Assessments Completed by Skill



**WHAT IT DOES**

This shows the average number of assessments your learners have completed, by skill.

### Why does this matter?

Comparing this graph with the former (Total Assessments Completed by Skill) could help you infer how hard the average learner is working to get that skill.

Understand how your learners are building the skills they are building

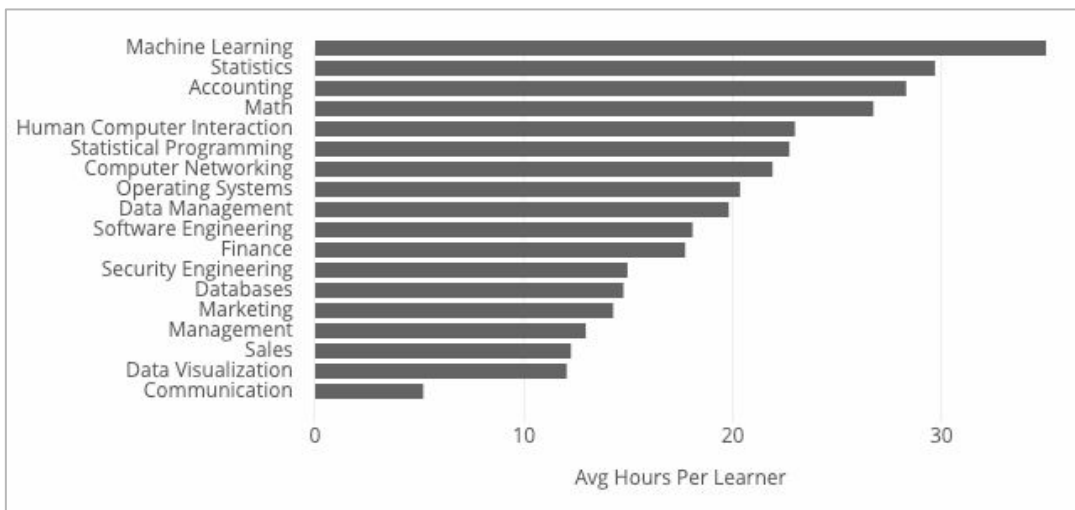
### How is this calculated?

Total number of assessments completed across different skills divided by number of people.



Classic metrics to understand your learners' efforts toward completing assessments and time spent learning.

### Avg Hours Spent Learning Skill



**WHAT IT DOES**

This shows the average amount of time, in hours, it takes your learners to complete learning a skill.

### Why does this matter?

Many of our customers use classic learning metrics to see if their learning program is meeting the design they intended.

### How is this calculated?

We add up the total # of hours all learners spend learning skills and divide those hours by the # of learners.

### Most Relevant Courses per Skill Level

Skill	Beginner Course	Intermediate Course	Advanced Course
1 Statistics	Inferential Statistics	Improving your statistical inferences	A Crash Course in Causality: Inferring Causal Effects from Observational Data
2 Statistical Programming	Python for Data Science and AI	Python Programming Essentials	Data Processing Using Python
3 Software Engineering	Software Processes and Agile Practices	Hypothesis-Driven Development	Web Application Development: Basic Concepts
4 Security Engineering	Cybersecurity and Its Ten Domains	Cryptography I	Cyber Attack Countermeasures
5 Sales	Wharton Entrepreneurship Capstone	∅	Business Strategies for Emerging Markets
6 Operating Systems	Operating Systems and You: Becoming a Power User	iOS App Development Basics	Development of Real-Time Systems
7 Math	Mathematics for Machine Learning: Linear Algebra	Calculus One	Calculus: Single Variable Part 3 - Integration
8 Marketing	Brand and Product Management	Brand Management: Aligning Business, Brand and Behaviour	Customer Value in Pricing Strategy
9 Management	Fundamentals of Project Planning and Management	IT Project Management	The hidden value – Lean in manufacturing and services
10 Machine Learning	Machine Learning	Image Understanding with TensorFlow on GCP	Probabilistic Graphical Models 3: Learning

**WHAT IT DOES**

These are the most relevant courses your learners are taking to learn a skill (as measured against how pedagogically well that course teaches that skill at a particular level).

### Why does this matter?

See what content is relevant\* and popular with learners at intermediate and advanced levels in a particular skill

Know which content to recommend to other learners that are just starting their learning program

### How is this calculated?

Courses displayed are restricted to the ones that your learners have access to (so this table's data will vary from customer to customer). Of those, we process the recs based on relevance of each course to teaching that skill. Relevance is calculated from Coursera's tagging model, which links the frequency of that skill reported as learned with whether the instructor reports that course teaches that skill.

Classic metrics to understand your learners' efforts toward completing assessments and time spent learning.

## Glossary

Glossary <span>?</span>		
Domain ^	Skill Name ^	Skill Definition
1 Business	Accounting	Accounting is the record-keeping and communication of financial information for corporations.
2 Business	Communication	Communication is the practice of discussion between two or more individuals in written or oral forms.
3 Business	Finance	Finance is the allocation of capital towards investment opportunities under conditions of risk or uncertainty.
4 Business	Management	Management is about how to set a company's strategy and coordinate efforts of employees.
5 Business	Marketing	Marketing is the action of promoting and selling products or services.
6 Business	Sales	Sales is about taking a company's products and services to market and transacting with customers.
7 Computer Science	Computer Networking	Computer Networking is the process of creating digital telecommunications networks where connected devices exchange data with each other.

### Example Sub Skills

SQL, Hadoop

line graph, barchart

neural networks, natural language processing

calculus, linear algebra

Python, R

linear regression, AB testing

### WHAT IT DOES

Definitions of the higher-level skills that appear in these dashboards, and example sub-skills.

## Why does this matter?

Many customers have their own skill definitions—or none at all. Anchoring on a standard set of definitions means a Coursera CSM and her customer can get on the same page and bring strategic, targeted learning programs to learners faster.

These domains and competencies are the most popular domains on Coursera. The BTD domains also represent the broad subject areas that contain skills which are critical to the future of work.

## How is this calculated?

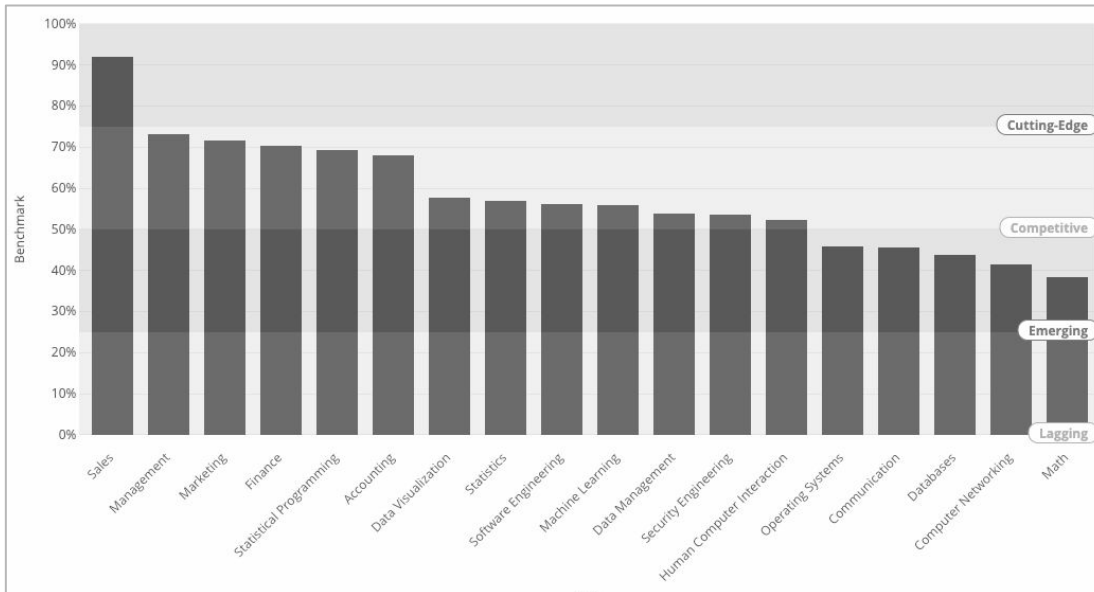
Coursera delivers learning in Business, Technology, and Data Science. At Coursera, we define each domain to include a set of 6 “canonical” competencies. These 6 competencies encompass the skills required to achieve expertise in the domain.

Individual skills capture specific requirements to become an expert within the competency.

Functionally, our competencies and skills come from Coursera's Skills Graph, which is a set of skills assembled through both open-source taxonomies like Wikipedia as well as crowdsourcing from Coursera educators and learners on what they are teaching/learning on the Coursera platform.

View how employees in your learning programs on Coursera compare to those at other companies today and over time.

### Current Industry Benchmark



**WHAT IT DOES**

This shows the fraction of companies you outperform among the selected reference group, by skill.

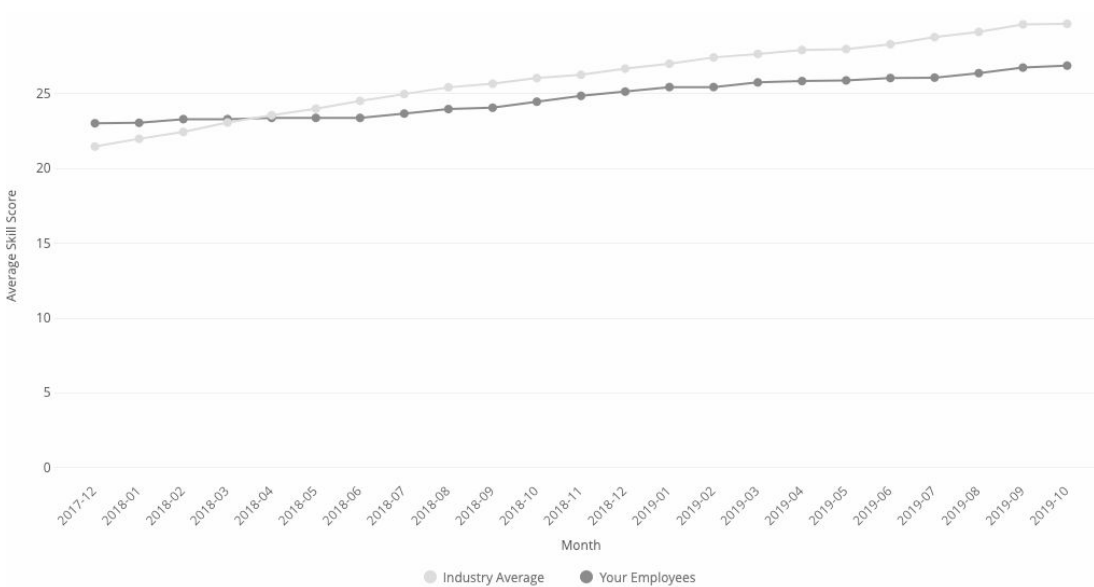
### Why does this matter?

Understand the competitiveness of your “skill portfolio” relative to your industry peers; decide how to allocate investment for the skills that matter to your org.

### How is this calculated?

We average elo scores of your learners and then compare you via percentile rank to the other companies on Coursera in the reference group you select (a combination of geo, company size, and industry). Ranking percentiles are divided into quartiles: 0-25% (lagging), 26-50% (emerging), 51-75% (competitive), 76-100% (cutting-edge).

### Industry Benchmark Over Time



**WHAT IT DOES**

This shows the average skill level of your employees over time compared to that in the selected reference group for a certain skill (filter for more skills).

### Why does this matter to Enterprises?

Track your position (skill score) over time compared to the industry average—are you performing on par with other companies you might consider your peers or competitors?

### How is this calculated?

For your organization’s average skill score, we take the skill score of your employees who are learning that skill. For the industry average skill score, we take the average of all companies in that industry. We do this at each date over time for you to see how your company’s skill score changes in relation to the industry’s average skill score.



# **Adding Administrators**

# Adding Organization Administrators

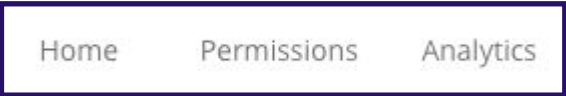
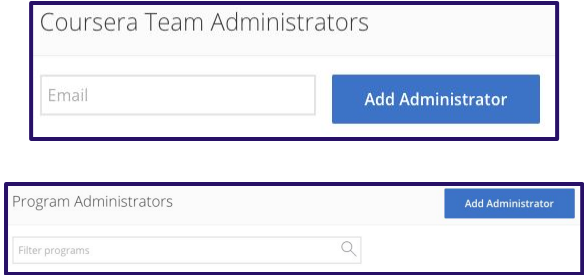

As a Coursera site admin you can add or remove other admins of your program at any time. Admins can:

- **Add** learners to your program
- **Remove** learners from your program
- **Access** learner data in your program

While anyone in your organization can be an admin, admins are usually:

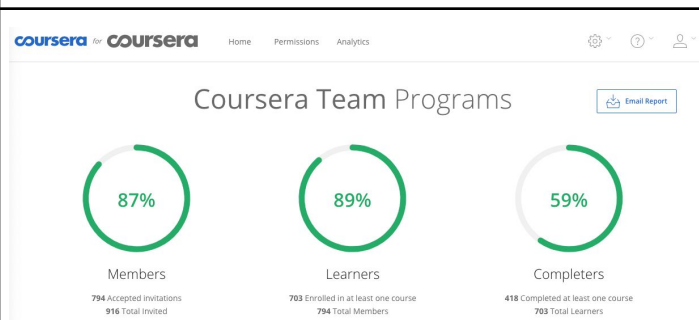
- Managers in the Learning & Development department
- Managers in the Human Resources department
- Heads of Business Units or functional team

To add Admins for your organization follow these steps.

	<p>Go to your Coursera home-page and click <b>Permissions</b></p>
	<p>Add the email address of the person you want to make an admin. <b>This person must already have a Coursera account</b> registered to their organization email.</p> <p>The administrator list on top is for <b>organization admins</b> - these are admins who have administrative rights to all programs</p> <p>The administrator on the bottom is for <b>program admins</b> - these are admins who only have administrative rights to specific programs.</p>
	<p>Click <b>Add Administrator</b></p> <p>Note: Adding an administrator doesn't use up a license. They will if they are a member of your program.</p>

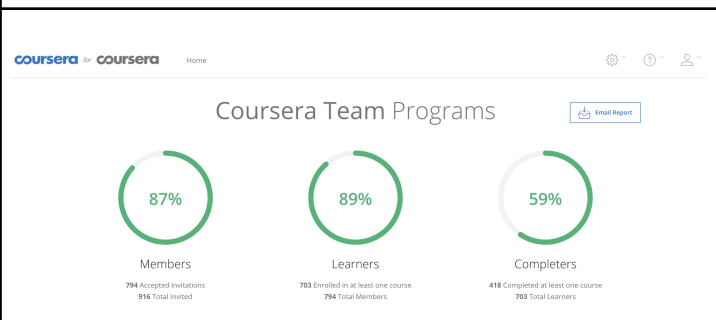
# Organization Admin vs. Program Admin

## Organization Admin View

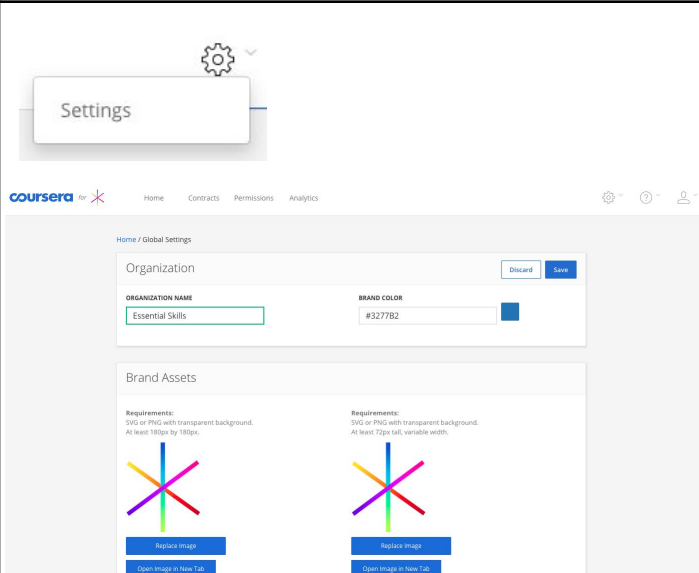


Access to Home, Permissions, and Analytics tabs. Email usage reports contains all programs information.

## Program Admin View



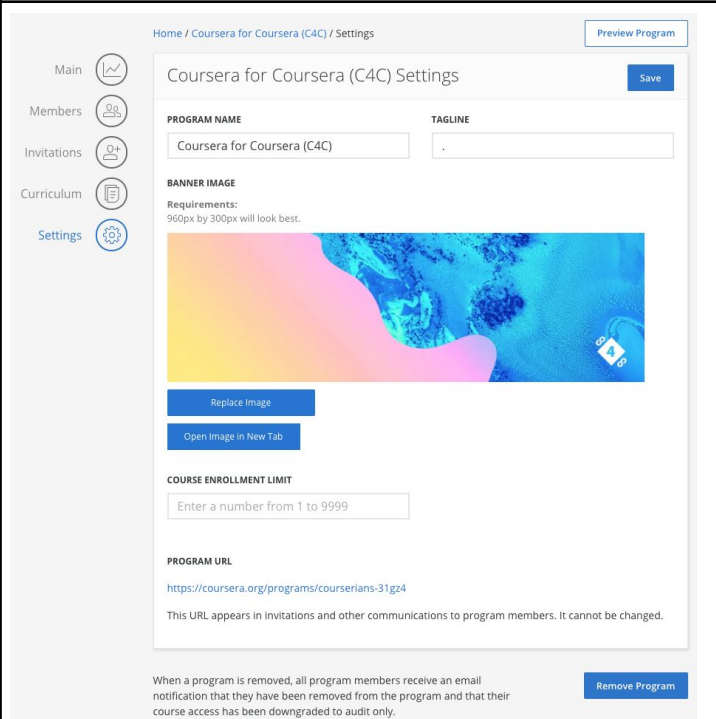
Access to only Home tab. Email usage report contains only program-specific information.



### Access to Global settings

- Here the Organization Admin can change the organization's:
  - Name
  - Brand color
  - Brand assets (banner & logo)
  - Set automated weekly report cadence for available programs
  - Set default custom program invitation message

Organization Admins also has access to each program's setting page.



### No Access to Global Settings

### Access to Program settings

- Here the Program Admin can change the program:
  - Name and Tagline
  - Banner
  - Set course enrollment limit
  - Delete program

# Glossary



# Definitions

**Learner** = Person who has started taking a course and is progressing towards its completion.

**Course** = Learning content that includes:

- **Recorded video lectures**
- **Auto-graded & peer-reviewed assignments**
- **Community discussion forums**

Note that the discussion forums are **public**. When learners participate in a discussion forum, they should be aware that they are participating on an environment opened to all Coursera learners - including learners outside of their organisation.

**Invitee** = A learner who is invited to join a Coursera learning program.

**Enrollment** = The action of a learner joining a program **AND** signing up for 1 course.

**License** = A membership into a Coursera learning program. Once an invitee joins a Coursera learning program, a license is considered occupied.

**Specialization** = Sequence of courses in a subject area. Courses in a specialization are from the same partner.

**Program** = Collections of courses that consist of...

- **One or several courses *and/or***
- **Specializations *and/or***
- **Individual courses from a specialization**

**Member** = A person who joins a program, regardless of whether they enroll in a course.

**Completion** = A learner has completed all graded assignments. Completing a course is not the same as 100% progress due to optional assignments, video progress, and turnaround time for peer assignment grading. learners can complete a course without earning certificates if they opt not to verify their identity.