



Workforce Issuance

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☐ Policy ☒ Information

To: Chief Elected Officials
MassHire Workforce Board Chairs
MassHire Workforce Board Directors
MassHire Career Center Directors
MassHire Fiscal Officers
MDCS Operations Managers

cc: WIOA State Partners

From: Alice Sweeney, Director
MassHire Department of Career Services

Date: September 8, 2020

Subject: **Introducing Coursera: Register for Training**

Purpose: To notify MassHire Workforce Boards, MassHire Career Center Operators, and workforce partners of the availability of the online learning platform, Coursera, and to alert staff of training opportunities to support staff understanding of Coursera.

Background: Coursera is a nationally known on-line provider of thousands of courses covering basic skills to advanced business, professional and technical degrees, as well as courses on job search and workplace strategies.

Coursera is an online learning and skill-building platform with courses available across a wide range of academic topics. Additionally, credential attainment is available in several key industries. Implementation of Coursera supports the building of a twenty-first century workforce, a goal in the 2020 WIOA State Plan, by providing job seekers with access to remote learning, training and certification.

Coursera is offering 50,000 free licenses to individuals who are unemployed as a result of COVID-19. This includes job seekers who cannot find a job because of COVID-19 and job seekers who were laid-off or furloughed as a result of COVID-19. An individual does not have to be an unemployment insurance claimant to participate.

Policy: MassHire Career Centers will be the core resource for assisting individuals to access Coursera training courses.

Role of MassHire Career Centers

- Outreach to all RESEA and CCS attendees
- Outreach to all other customers served since March 2020
- Assist referred Partner clients to access Coursera courses
- Actions required:
 - Set up appointment to discuss the training opportunity
 - Help the customer to identify training best suited to them
 - Remind them of the deadlines
 - Record Coursera License issued in MOSES

Role of Partner Agencies

- Shared customers (registered in MOSES) can be referred to MassHire Career Centers (MCC) for assistance in accessing Coursera courses.
- Those not be served at a MCC should be directed to complete a JobQuest registration and to contact their nearest MCC.

Role of MDCS

MDCS may conduct mass mailings to unemployed individuals who are in the MOSES database but who have not received a service by a MassHire Career Center since March 2020.

Questions and Answers

1. ***Are chronically unemployed individuals eligible?*** Yes.
2. ***Are unemployed individuals with a return-to-work date eligible?*** Yes.
3. ***How is eligibility verified?*** Eligibility is verified through self-attestation
4. ***What is the deadline for enrollment in Coursera?*** MCC staff will have until October 23 to issue MOSES licenses for users. The list will go to Coursera and

an email will be sent to each person with enrollment instructions. Job seekers must enroll in courses by October 31, 2020.

5. ***What is the deadline for course completion?*** Job seekers must complete all courses by December 31, 2020. They will not have access to their courses after December 31, 2020.
6. ***What do staff need to do in order for the job seeker to receive the email from Coursera inviting them to create an account?*** Explain what Coursera is to the job seeker during your first appointment. They may contact you knowing what Coursera is already and might be interested in the tool. Select, "Coursera License Issued" in the General Services tab in MOSES.
7. ***What happens after the job seeker is marked as "Coursera license issued"?*** Each day MDCS will run a report to select job seeker names and emails of all Coursera License Issued services entered the previous day. The file generated by this query will be uploaded to Coursera and emails will be sent inviting job seekers to Coursera.
8. ***How does a job seeker enroll in Coursera courses?*** They'll need to create an account.
9. ***How does the job seeker create a Coursera account?*** They'll receive an email from Coursera with an invitation to join.
10. ***How does a job seeker know the length/duration of a Coursera course?*** It's in the course description.
11. ***How does a job seeker earn a credential through Coursera?*** Successful completion of certain courses will provide the job seeker with a credential. The course description indicates which courses result in a free credential. Certain courses offer credentials supplied by a third party; those credentials will have a cost attached (however, the prep course is free of charge). This cost cannot be paid by the career center at this time.
12. ***Are Coursera courses approved on the Massachusetts Eligible Training Provider List (ETPL)?*** At the present time, Coursera courses are NOT on the Massachusetts ETPL and WIOA funds cannot be used to pay for any cost related to these courses.

TRAINING FOR MASSHIRE CAREER CENTER STAFF

Mangers should send as many staff as possible to the trainings offered during the week of September 8. Additional training will be scheduled as needed.

MDCS is offering a virtual training that will cover what Coursera is, the process for accessing it, and information about how it can support job seekers, businesses, and shared customers. There are three Coursera trainings scheduled currently. All have the same content. They will take place virtually on the following dates:

- Wednesday, September 9, 2020 @ 3-4
- Thursday, September 10, 2020 @ 3-4
- Friday, September 11, 2020 @ 3-4

Action

Requested: Register for one of the training sessions here. Once you register, you will receive an email with instructions on how to participate in the training.

<https://www.eventbrite.com/e/introduction-to-coursera-tickets-119687960913>

Effective: Immediately

Inquiries: Please direct all questions on training to Allison McIntyre
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