
Coursera Administrator Guide



Authored by Coursera
C4B Version 2.3 - June 2020
Coursera © Copyright 2020.
All rights reserved.



Welcome to Coursera!

Congratulations on starting your Coursera learning program! This guide is 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 you as a learner will...

- ✓ Learn new skills to help you excel in your current role.
- ✓ Learn how to prepare for your dream job.
- ✓ Refresh your education & keep your competitive edge.
- ✓ Become better informed on a variety of topics.
- ✓ Access content from 200+ universities & 30+ industry partners.
- ✓ Be part of a community of over 60+ million global learners.



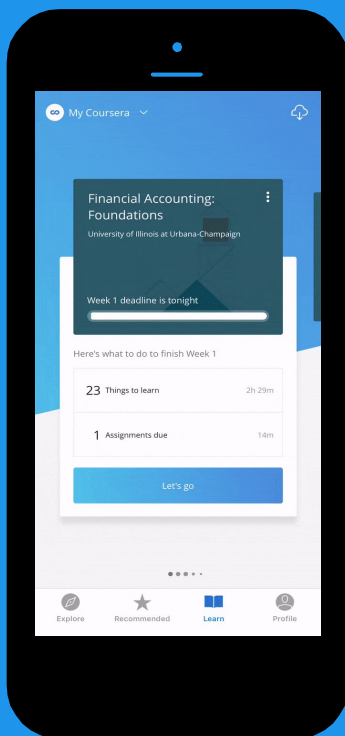
The background consists of a solid blue field. A large, dark purple, organic shape with rounded edges and a jagged right side is positioned on the left, partially overlapping the blue background. The text 'Getting Started' is written in white, bold, sans-serif font, centered vertically within the purple shape.

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.**



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.

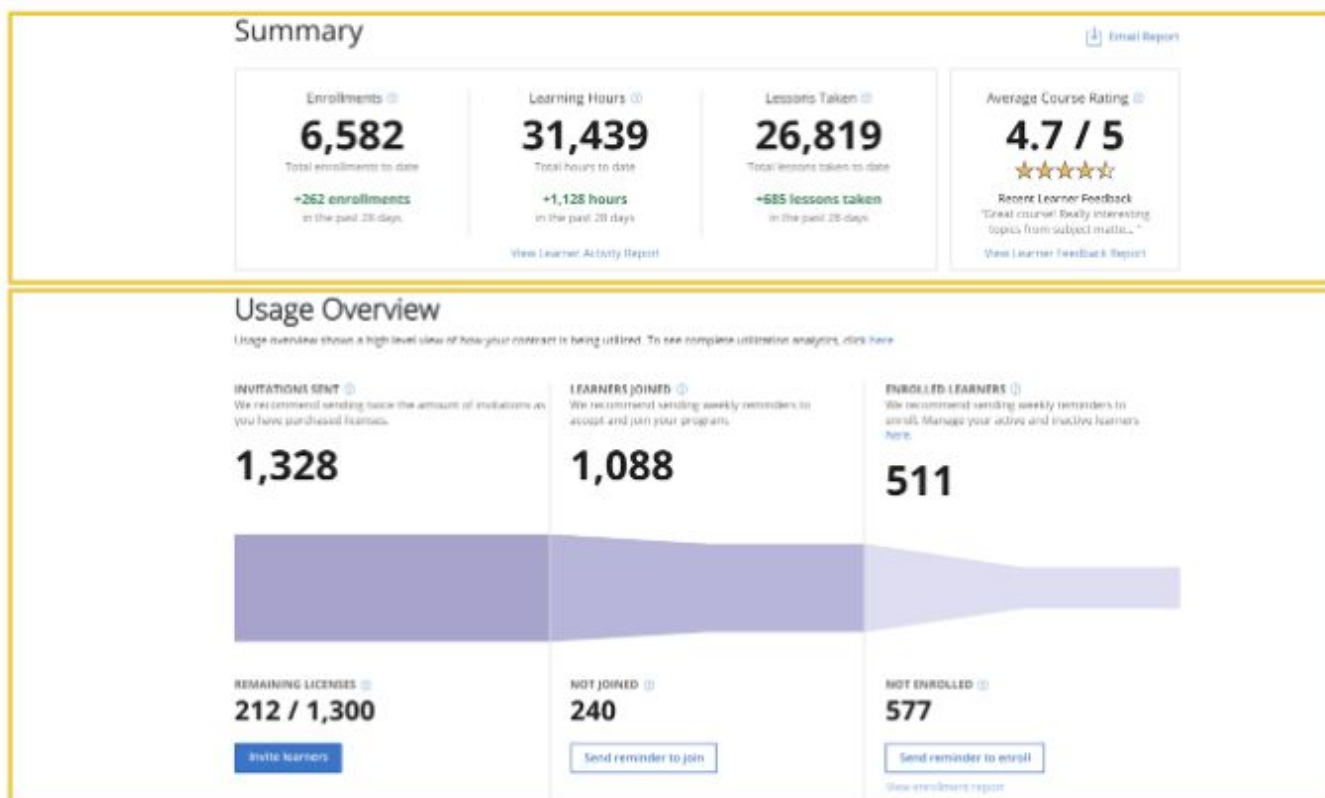
Note: Coursera admin portal needs to be accessed through a laptop or a desktop

Your Admin Home Page

Access your admin platform by navigating to your Coursera Admin instance. The link to your admin portal 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. Please note that these two dashboards provide a cumulative overview of all the learning programs set up for your organization



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

- **Enrollments:** Total number of courses all the learners from your organization have enrolled into
- **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 (1st dashboard) will update daily while the usage overview data (2nd dashboard) will update every two hours. The licenses consumption metrics updates every 24 hours.*

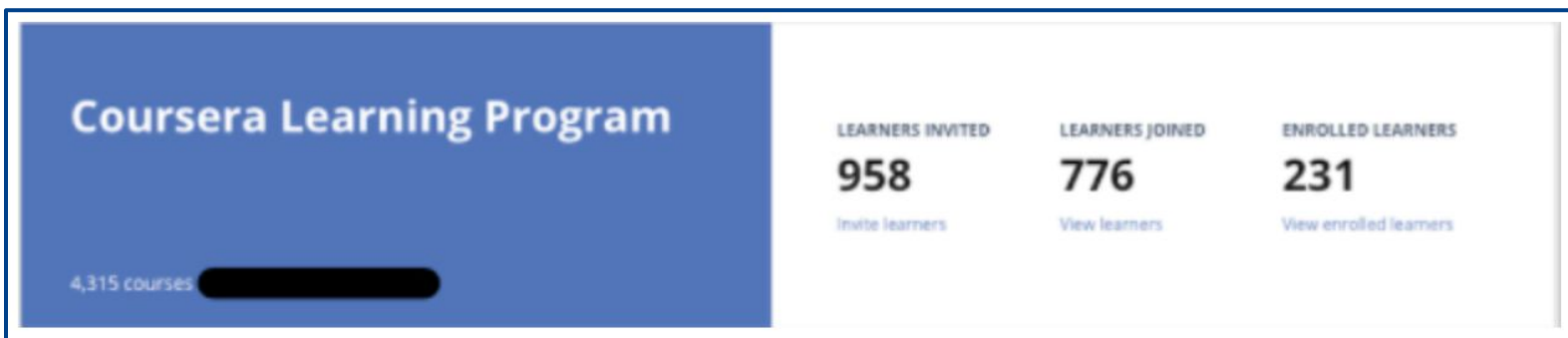
Below the Summary and Overview sections is your **Learning Programs** section. You can invite your employees to these programs.

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

What are Programs?

The programs act as a bucket to segregate your learners belonging to different categories and usually have varying learning needs. Coursera team works with your team to decide this program structure based on your organization's needs

Note : Please note that neither an organization admin or a program admin can add a new program to your portal post launch, to do so please reach out to clientsupport@coursera.org



The program card will show the numbers below:

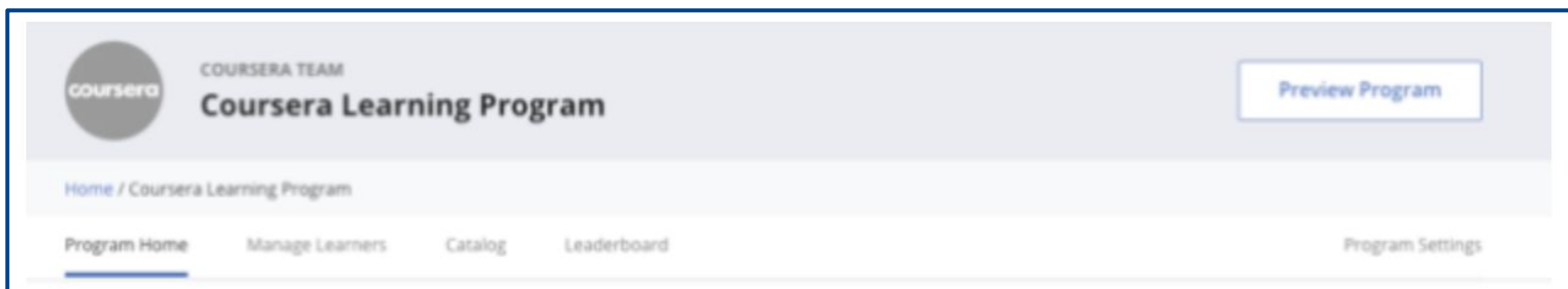
- **Learners Invited.** Clicking on **Invite learners** will allow you to invite learners in bulk.
- **Learners Joined.** Clicking on **View learners** will navigate you to the program's **Manage Learners** sub-tab which will automatically surface a list of learners who have joined the program.
- **Enrolled Learners.** Clicking on **View enrolled learners** will navigate you to the program's **Manage Learners** sub-tab which will automatically surface a list of learners who have enrolled in courses.



Program Admin Section

Once you click into a Learning Program, you will see five sub-tabs and the button to preview how a program will look like for learners via the Preview Program button:

- **Program Home**
- **Manage Learners**
- **Catalog**
- **Leaderboard (if available)**
- **Program Settings**
- **Preview Program button to view a program from a learner's perspective**

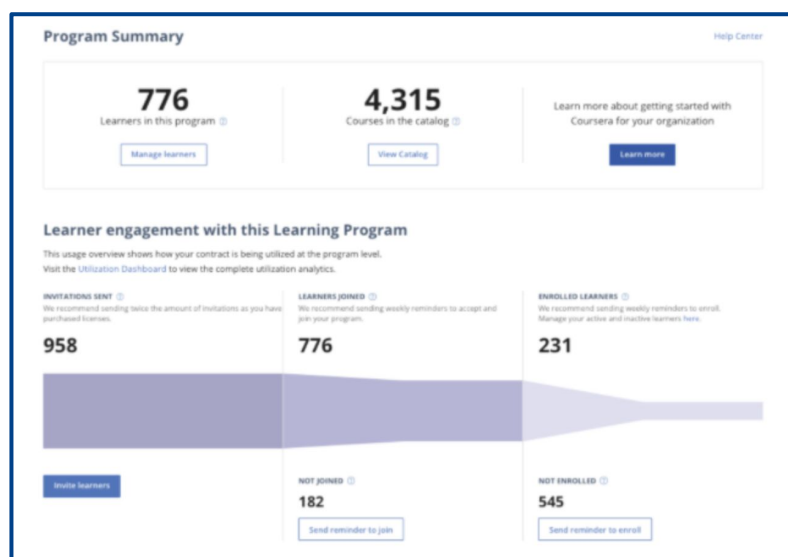


Program Home Sub-tab : Here you will see an overview of the learning program under two different sections:

1. Program Summary :

- **Learners in this program.** This number shows the number of users who have joined the program and is updated every 2 hours. Clicking on the Manage learners button navigates you to the Manage Learners sub-tab.
- **Courses in the catalog.** This is the number of courses learners can access in the program. Clicking on the View Catalog button navigates you to the Catalog sub-tab.

2. Learner engagement with this Learning Program. This usage overview shows the learner metrics at the program level



Note: Hovering the mouse pointer over the "?" icon will surface the specific tile's description.

The **Manage Learners sub-tab** in a Learning Program is comprised of the following features:

1. How to select a “Learner activity status”

Select the Learner activity status dropdown and filter by one of the available statuses:

- *Joined this program*
- *Invited but never joined this program*
- *Joined but have no current enrollments*
- *Enrolled but have no completions*
- *Enrolled but inactive for the past 30 days*
- *Inactive for the past 90 days*
- *At least 1 completion in the last 30 days*
- *Removed from this program*

Note: You can only select one status at a time. Currently, there is not a way to customize this dropdown.

2. How to add filters

Select filters to further isolate a specific user population by:

- Current enrollment in a course/specialization
- Contract

To do this, select Filters located below the Learner activity status drop down where you will see the option to select/deselect any combination of: Current enrollments and Contracts

Currently, there is not a way to customize the filters list.

Once your filter selections have been made, click Back located at the bottom of the selection window then click Apply.



You also have the ability to search for a specific name or email by using the search bar located directly below the Learner activity status dropdown.

3. How to select a “Learner activity status”

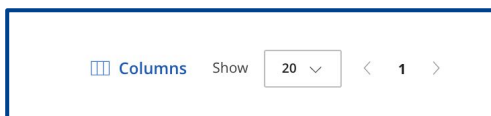
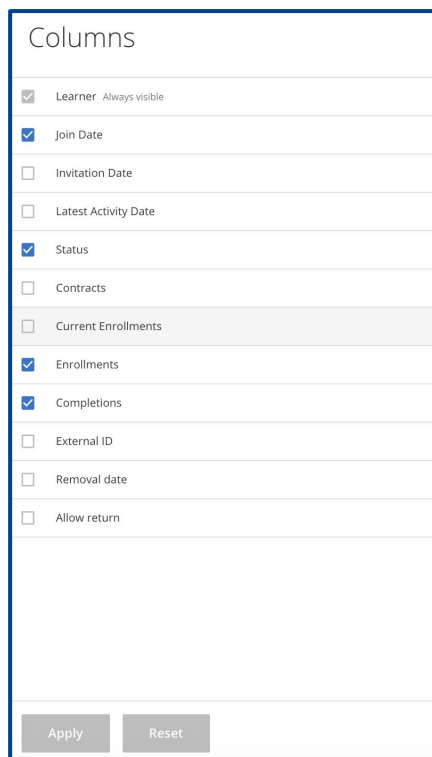
To allow for seamless usability, you will see your applied filter types. To remove, click the “X” or select Filters and click Clear all located at the bottom of the selection window if you want to remove all filters, then click Apply.

4. Adding or Removing Columns

To add or remove column headers from your users list, select Columns. A selection window will appear showing a list of column values that include:

- *Learner (note: this is automatically selected and cannot be deselected)*
- *Join Date*
- *Invitation Date*
- *Last Activity Date*
- *Status*
- *Contracts*
- *Current Enrollments*
- *Completions*
- *External ID*
- *Removal date*
- *Allow return*

Select or deselect the columns you want surfaced in your users list. Currently, there is not a way to customize this columns list. Once your selection is complete, click Apply.

Columns	
<input checked="" type="checkbox"/>	Learner <small>Always visible</small>
<input checked="" type="checkbox"/>	Join Date
<input type="checkbox"/>	Invitation Date
<input type="checkbox"/>	Latest Activity Date
<input checked="" type="checkbox"/>	Status
<input type="checkbox"/>	Contracts
<input type="checkbox"/>	Current Enrollments
<input checked="" type="checkbox"/>	Enrollments
<input checked="" type="checkbox"/>	Completions
<input type="checkbox"/>	External ID
<input type="checkbox"/>	Removal date
<input type="checkbox"/>	Allow return

Apply Reset



Selecting the Reset button will restore the list to only surface column values recommended by the system.

5. Navigating your users list

You can view additional columns by scrolling horizontally on the page.

Clicking column headers (e.g. # Enrollments) will allow you to rank search results (highest # enrollments vs lowest # enrollments).

You also have the option to show more rows by selecting the Show dropdown and selecting the number of rows you want to see on the page. You can move between pages by using the page navigation selector as well.

6. Removing learners and invitations

Selecting a specific user or users will surface the option to remove the learner or invitation depending on the learner activity status you have the users list filtered on (joined vs. invited).

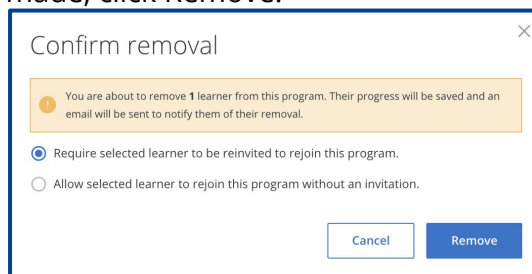
Remove a learner

To remove a learner, select Remove learner.

A pop-up will appear where you will want to either select:

- Require selected learner to be re-invited to rejoin these programs. This will require a new invitation to be sent to the learner should the decision be made to grant the learner re-access to the program. The learner will be notified via email that they have been removed from the program.
- Allow selected learner to rejoin these programs without an invitation. The learner will be notified via email that they have been removed from the program but that they are able to rejoin via a button included in the email notification.

Once your selection has been made, click Remove.



Confirm removal

You are about to remove 1 learner from this program. Their progress will be saved and an email will be sent to notify them of their removal.

☒ Require selected learner to be reinvited to rejoin this program.








☐ Allow selected learner to rejoin this program without an invitation.

Cancel Remove

Remove an invitee

To remove an invitation, select Remove invitations.

A pop-up will appear where you will want to confirm removal. Click Remove.

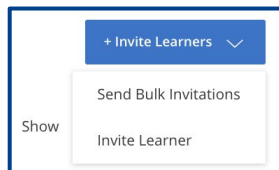
4 selected		 Send message	 Download as .csv	 Remove invitations	
	Example12 ex12@ex.com	Jun 8, 2020	0	0	...
	Ex1 ex1@ew.com	Jun 1, 2020	0	0	...
	Example1 ex1@example.com	May 18, 2020	0	0	...
	Example ex@ex.com	May 11, 2020	0	0	...

At the end of each row, you will see the option to remove a learner or invitation as well.

7. Inviting Learners

Send an invitation to a single learner

- Click the **+Invite Learners** dropdown



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

- A pop-up to choose a contract will appear:
 - Choose the contract you want to associate the invited learners to. You can only select one contract at a time.
 - Click Continue once your selection is complete.
- 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.

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...

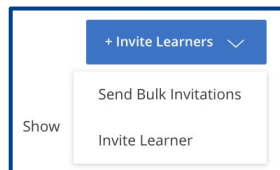
- ✓ They will count toward the number of licenses available in your plan
- ✓ They will have access to the courses and specializations you chose for your program
- ✓ Admins will be able to see their course progress and completion data
- ✓ Any coursework they do will be connected to the account they use 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.

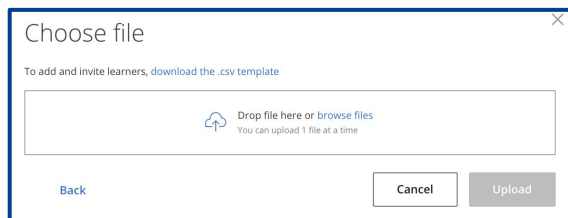
8. Inviting Learners in Bulk

Send an invitation to a single learner

- Click the **+Invite Learners** dropdown



- Click **Send Bulk Invitations**
- A pop-up to choose a contract will appear:**
 - Choose the contract you want to associate the invited learners to. You can only select one contract at a time.
 - Click Continue once your selection is complete.
- Click on **download the .csv template** link:
 - Open the CSV file and add rows for all your learners. 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**
- Review the file upload preview for errors. During this stage you will want to review whether:
 - all rows were uploaded
 - the program is correct
 - the contract is correct
- Check the box for **Send invitations to new members after import** if you want invitation emails to be sent. Uncheck this box if you do not want emails to be sent out.
- Click **Send invitations** if the box to send invitations to new learners after import is checked or **Create invitations** if the box is unchecked.

A confirmation popup will appear stating the import is complete and that the invites were sent (if applicable):
Click **Close**.

9. Email Domain Whitelist :

This is another way for your learners to join the program directly using the program URL without the admin adding learners

Manage Program Learners

[Edit invitation message](#)

[Edit domain whitelist](#)

You can whitelist email domains in your program so that any learner that registers with a matching email address can access the program if they navigate to the program url.

For example, if you set up "acme.edu" as a whitelisted domain, any learner with that email domain, like "john@acme.edu" would be able to join through the program url.

Once you select the Edit Whitelist link, a new window will appear where you will select the "+" sign to add domains one at a time or the blue "Import" button to upload in bulk.

EMAIL DOMAIN WHITELIST

+ [trash icon] Search...

Import

☐ Select all domains Consumes From

Click + button to add a domain

Adding Email Domains in Bulk: : To bulk add domains follow the steps mentioned below

- Click the +Import option to add domains in bulk
- When selecting this option, a window will appear. Download the CSV template and upload with the domains to be added in bulk.
- Once uploaded, select whether you would like to update existing domains in the whitelist then select the Import button
- If your instance has more than one contract, choose the contract from which members of the whitelisted domains will consume memberships or enrollments. Once selection has been made, click Continue.

Import Whitelisted Domains

Download the CSV Template that you can use to populate with email domains to be added to the whitelist. Do not use the '@' symbol and only include one email domain per line.

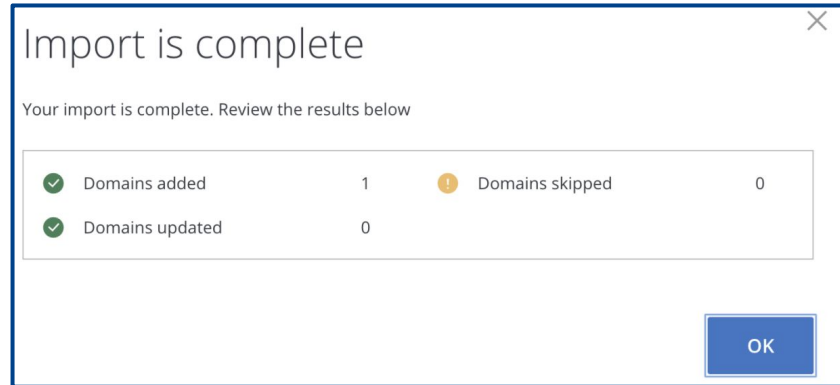
Drop files here or browse files

Cancel Import





Note: Please type the email domain without a "@" symbol and choose the contract from which members of the whitelisted domains will consume memberships or enrollments.

- A pop up will appear confirming that the import is complete where you will also have the opportunity to review results. Click Ok to close the window.



- You will find that the added domain(s) are now listed under the Email Domain Whitelist section.

<input type="checkbox"/> Select all domains	Consumes From	
<input type="checkbox"/> example.com	Mike test contract	
<input type="checkbox"/> example1.com	Mike test contract	

- If you wish to **remove email domains** click on the trash icon to the right of the listed domain.

Locate the program link to share with learners

EMAIL DOMAIN WHITELIST

<https://www.coursera.org/programs/1-person-program-full-nyxmh> Copy program URL

Copy the URL above and share with learners in your organization.

Users with email addresses at **example1.com** domain can join the program. [Edit Whitelist](#)



Note: Due to security risks common email domains such as **gmail.com** are not supported. Please use one of your organization's official email domains.

10. Downloading CSV Files

You are able to download a CSV file of the user list. To do this,

1. Select the users you want to download
2. Click on the **Download as .csv** link
3. Once downloaded, you can view the csv file which will include all the column headers that you have selected

12 selected		Send message	Download as .csv	Remove invitations	
<input checked="" type="checkbox"/>	Example12 ex12@ex.com	jun 8, 2020	0	0	...
<input checked="" type="checkbox"/>	Ex1 ex1@ex.com	jun 1, 2020	0	0	...
<input checked="" type="checkbox"/>	Example1 ex1@example.com	May 18, 2020	0	0	...

11. Sending Messages

You are able to send messages to the population of individuals filtered in the users list. 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.

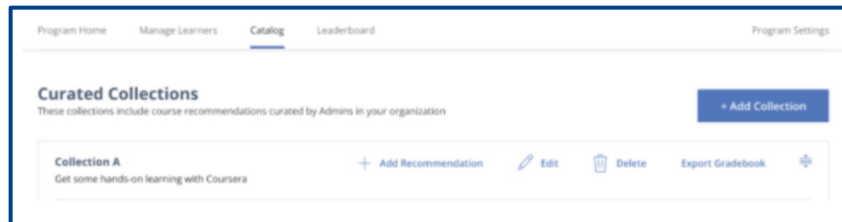


PREVIEW PROGRAM button is visible across sub tabs and it redirects you to a page that shows you what your learners will see when they join the program.

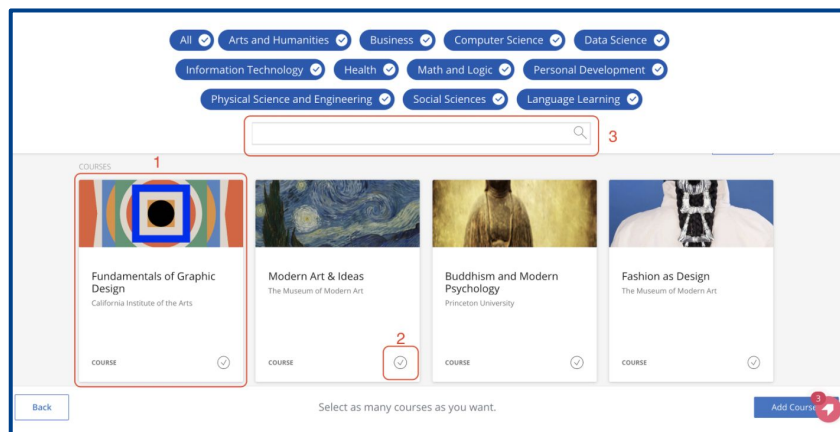
The Catalog sub-tab shows a bird's-eye view of all collections and course recommendations curated in the program. Each course listing will show the number of learners enrolled and the number of learners who have completed the course.

On the Curated Collections level, you will be able to:

- Add a new collection by clicking on the **+Add Collection** button.



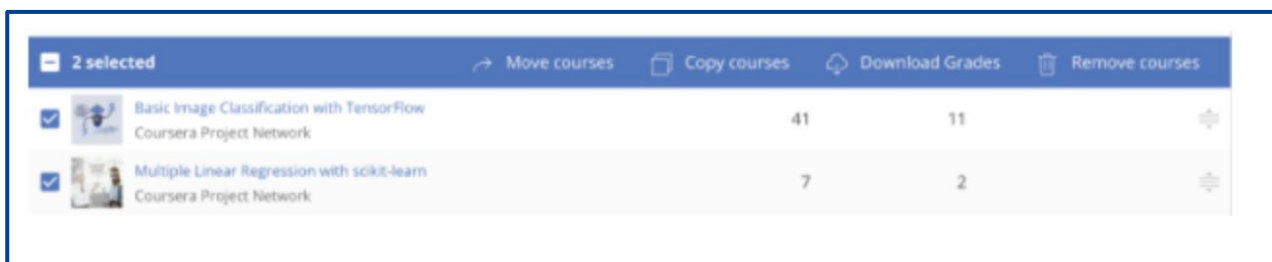
- Add new courses to a collection via the **+Add Recommendation** link.
 - Select courses you want to add by clicking on the: (1) course tile or (2) the check mark icon on the bottom right of the tile. If you know the name of the course, use the (3) search bar provided.



- Once you are complete selecting courses, click the **Add Courses** button located at the bottom right of the page then select **Done**.
- Edit both a collection's name and description via the **Edit link**.
- Delete a collection via the **Delete link**.
- Download a collection-level gradebook report via the **Export Gradebook link**.
- Rearrange the placement of the collection by selecting the hamburger icon.

On a course level, you will be able to do the following when selecting a single course or multiple courses:

- Move courses to a different collection within the program via the **Move courses** link.
- Copy courses to a different collection within the program via the **Copy courses** link.
- Download a course-level gradebook report via the **Download Grades** link.
- Remove a course via the **Remove course** link.
- Rearrange the placement of the course by selecting the **hamburger icon**.



Settings sub-tab 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


Coursera Learning Program

TAGLINE

Start learning on Coursera!

BANNER IMAGE

Requirements:
960px by 300px will look best.



Replace Image

Open Image in New Tab

COURSE ENROLLMENT LIMIT

Enter a number from 1 to 9999

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

(Users Tab)

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.

Choose program

Choose the program you want to invite learners to

Name
<input type="radio"/> Coursera 4 Coursera
<input type="radio"/> Coursera Academy
<input type="radio"/> Coursera Alumni Learning Program
<input type="radio"/> Coursera Demo Program 2
<input type="radio"/> Coursera Team Learning Program
<input type="radio"/> Coursera Team Learning Program
<input type="radio"/> Coursera Test Rhyme Program

Cancel
Continue

Choose contract

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

Name	Contract Type	Remaining	Started	Ends
<input checked="" type="radio"/> EAM1Tv_SEeGBw7_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](#)

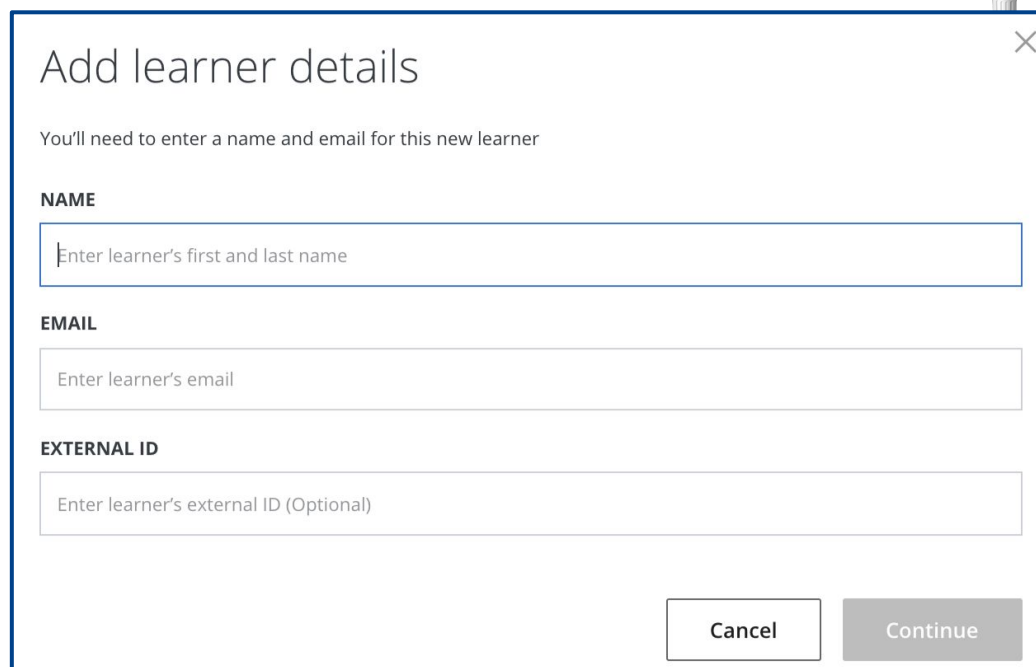
Drop file here or [browse files](#)
You can upload 1 file at a time

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

EMAIL

EXTERNAL ID

- 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.

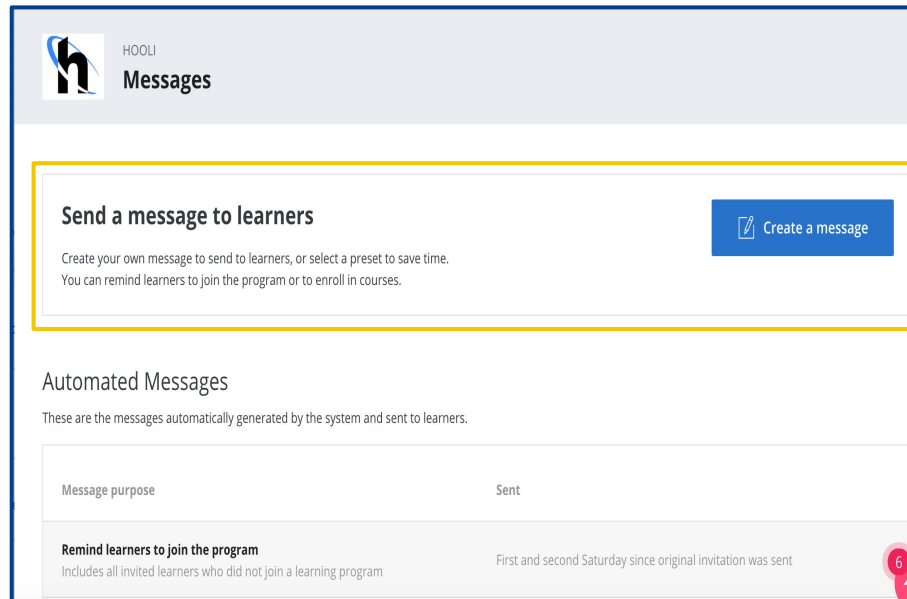


Messaging Learners

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. 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 0/25
Your invitation is here

MESSAGE CONTENT 0/300
Hi **[LEARNER_NAME]**,
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]
HT H2 H3 H4 B I A N P S L
ADD PERSONALIZATION TAG

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:
Join now

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
Shikha Sharma

Include a reply-to email address (optional) 0/25
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.

Discard message **Preview message**

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]
Join program

coursera
You are receiving this email because test@coursera.org is part of [Program name will go here] at Coursera.
Copyright 2019 Coursera, 1301 California Ave, Mountain View, CA 94041

☒ 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.

Edit Message **Send**

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

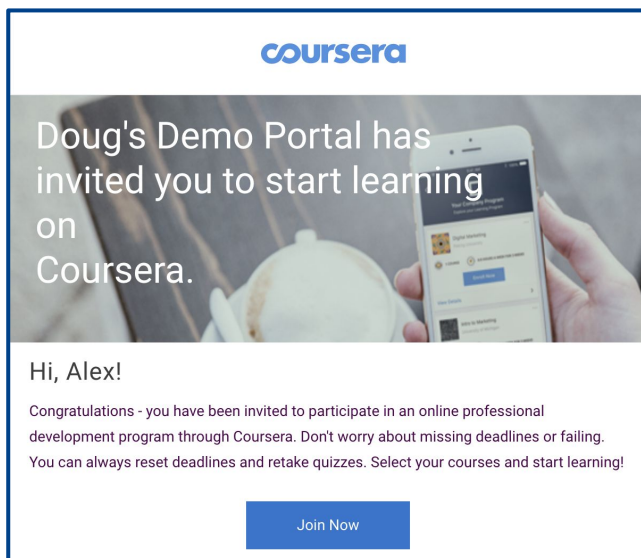
For sending the message, you will be required to agree to Coursera's Terms of Use and Privacy Policy.. Once you've agreed to the policies, click Send.

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.

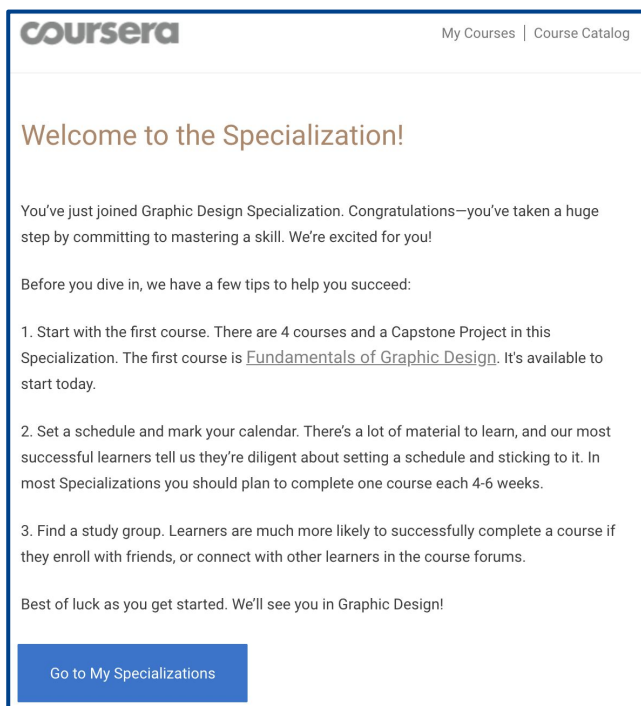
Coursera Email Settings

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.

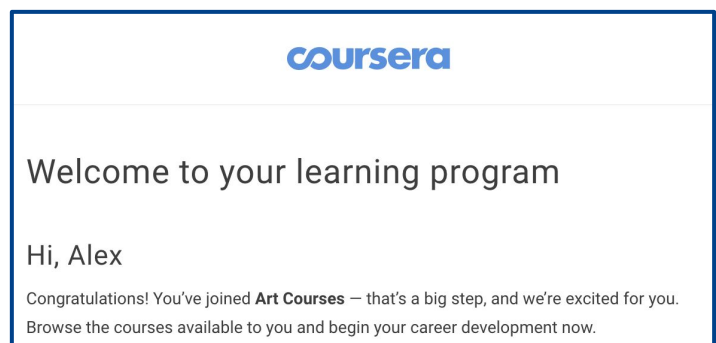
Coursera will not send more general emails like course recommendations. Learners in your programs are automatically opted out of these additional communications from Coursera. They are also automatically opted out of emails from the universities who offer the courses in your program.



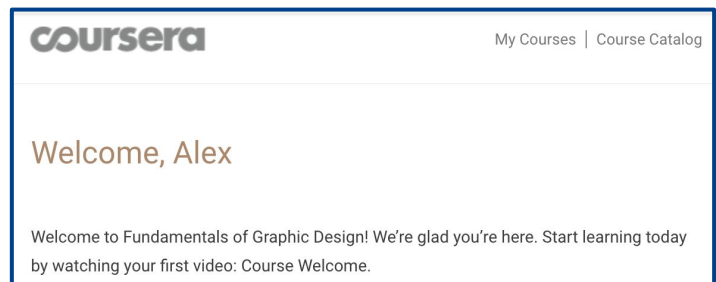
Invitation Email



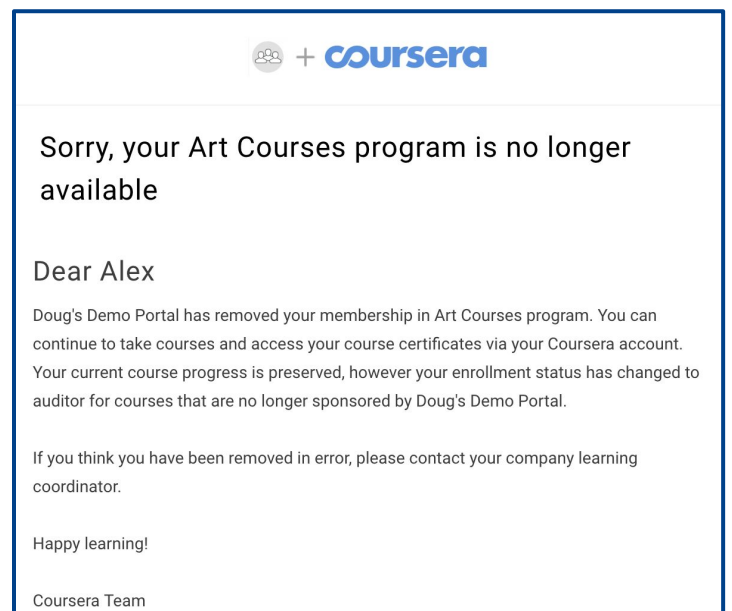
Specialization Welcome Email



Learning Program Welcome Email



Course Welcome Email



Program Exit Email

Reporting

Overview

You can see detailed data about your members by generating an Email Report. This standard report includes three (3) separate comma-separated value (.csv) files to help you better understand your learners' progress:

Usage Report: shows data on your learner's individual progress on their enrolled courses

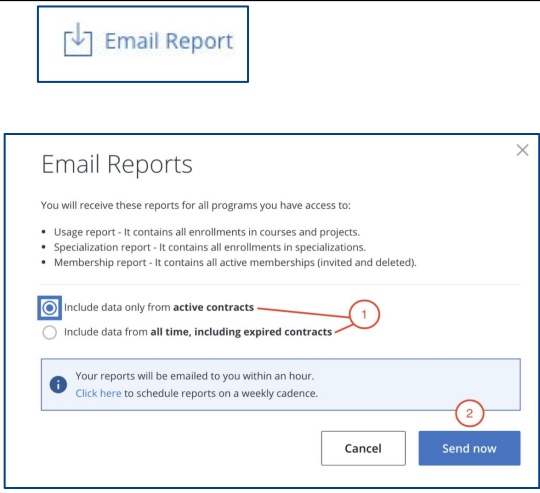
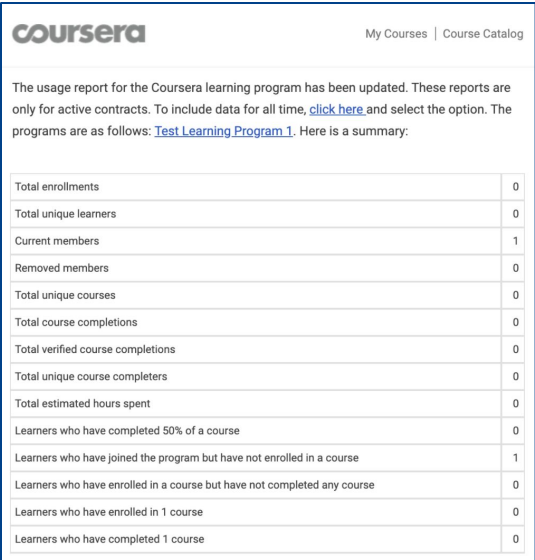
Membership Report: shows data on your learners' member status and their total enrollments

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

The report includes personal information (name and email address) about all members in your programs.

Send yourself the report via a one-time email

Follow these steps to send yourself an email report

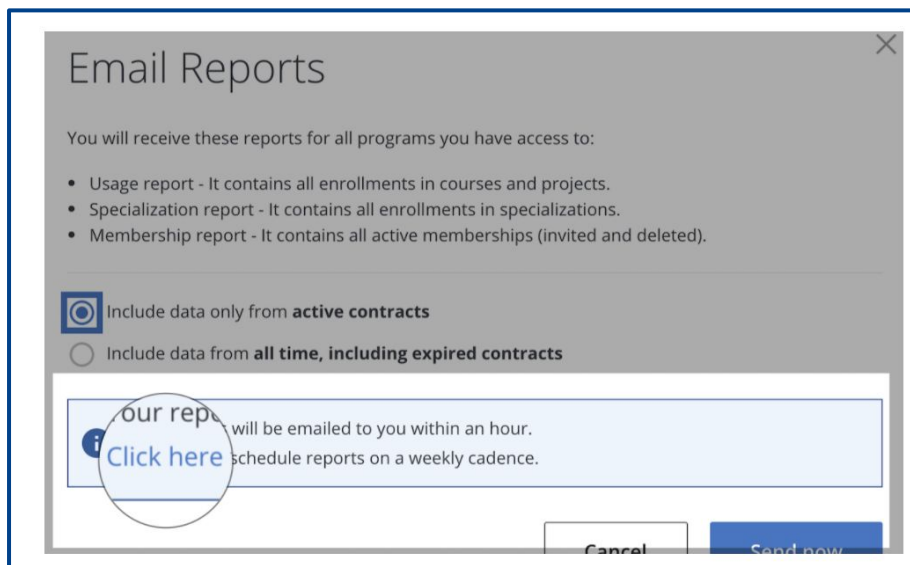
	<p>Go to your Admin Dashboard.</p> <p>Click on Email Report.</p> <p>Select whether to generate data only from:</p> <ul style="list-style-type: none"> • <i>active contracts or</i> • <i>data from all time, including expired contracts</i> <p>Select the Send now button to have the report emailed to you.</p> <p>The report will be emailed within 10-15 minutes 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>																												
 <table border="1"> <tbody> <tr><td>Total enrollments</td><td>0</td></tr> <tr><td>Total unique learners</td><td>0</td></tr> <tr><td>Current members</td><td>1</td></tr> <tr><td>Removed members</td><td>0</td></tr> <tr><td>Total unique courses</td><td>0</td></tr> <tr><td>Total course completions</td><td>0</td></tr> <tr><td>Total verified course completions</td><td>0</td></tr> <tr><td>Total unique course completers</td><td>0</td></tr> <tr><td>Total estimated hours spent</td><td>0</td></tr> <tr><td>Learners who have completed 50% of a course</td><td>0</td></tr> <tr><td>Learners who have joined the program but have not enrolled in a course</td><td>1</td></tr> <tr><td>Learners who have enrolled in a course but have not completed any course</td><td>0</td></tr> <tr><td>Learners who have enrolled in 1 course</td><td>0</td></tr> <tr><td>Learners who have completed 1 course</td><td>0</td></tr> </tbody> </table>	Total enrollments	0	Total unique learners	0	Current members	1	Removed members	0	Total unique courses	0	Total course completions	0	Total verified course completions	0	Total unique course completers	0	Total estimated hours spent	0	Learners who have completed 50% of a course	0	Learners who have joined the program but have not enrolled in a course	1	Learners who have enrolled in a course but have not completed any course	0	Learners who have enrolled in 1 course	0	Learners who have completed 1 course	0	<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> <ul style="list-style-type: none"> I) member-report II) usage-report III) specialization-report
Total enrollments	0																												
Total unique learners	0																												
Current members	1																												
Removed members	0																												
Total unique courses	0																												
Total course completions	0																												
Total verified course completions	0																												
Total unique course completers	0																												
Total estimated hours spent	0																												
Learners who have completed 50% of a course	0																												
Learners who have joined the program but have not enrolled in a course	1																												
Learners who have enrolled in a course but have not completed any course	0																												
Learners who have enrolled in 1 course	0																												
Learners who have completed 1 course	0																												

Schedule weekly reports to be automatically sent via email

Organization-level admins can set up the Report Schedule to have the report emailed automatically to all administrators on a set schedule.

To set up the Report Schedule via the "Email Report" link:

- Open your Admin Dashboard and navigate to the Home tab.
- Select the Email Report link.
- Navigate to the section highlighted below and select the Click here link.



- Select the program(s) and day(s) of the week for which you want to receive reports. Once selection is complete, click Save.

Report Schedule

Discard Save

Choose the programs

☒ Test Learning Program 1

Send weekly report on the following days

☐ Select All

☒ Monday

☐ Tuesday

☒ Wednesday

☐ Thursday

☒ Friday

☐ Saturday

☐ Sunday

Usage Report

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

Header	Description	Sample Data
Name	User's full name. Each of the user's unique course enrollments will show as a separate row in this report.	Jo Doe
Email	User's email address.	jd@example.com
External Id	User's external ID. This is an optional field when inviting Users from the "Invitations" page.	12345
Course	Name of the course or Rhyme project enrollment.	AI For Everyone
Course ID	Alpha-numeric unique identifier for the course.	daG-a-O1EeijKBISCWxf6g
Course Slug	Text identifier for the course which also comprises the course URL on the Coursera consumer site (coursera.org).	ai-for-everyone
University	Partner that authored the course.	deeplearning.ai
Enrollment Time	Date and time when User enrolled in course.	2019-12-23T06:18:32.782Z
Class Start Time	Start date of course.	2020-01-06T08:00:00.000Z
Last Course Activity Time	Last time User interacted with any course item (e.g. watched a video, read a note).	2019-12-23T06:36:27.000Z
Overall Progress	<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 can complete a course without achieving 100% progress if they choose to skip course items such as videos and readings.</p>	12.82
Estimated Learning Hours	<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
Completed	<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
Removed From Program	Yes/No field. Indicates whether the user is an active member of the learning program.	No
Program Slug	Text identifier for the program which also comprises the program URL on your Coursera admin portal.	program-1j8c4r
Program Name	Name of the learning program where the enrollment is used.	Learning Program
Enrollment Source	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 Literacy
Completion Time	Date and time when User completed all required assessments and assignments	2019-12-23T06:36:27.751Z
Course Grades	Grade calculation of all required assessments and assignments. This number changes as Users progress through the course.	88.25
Contract	The contract from which the User is occupying a license or enrollment	Year 1 Contract 2020
Manager Name	<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
Manager Email		manager@example.com
Job Title		Software Engineer II
Job Type		Full Time
Business Unit		Product
Business Unit 2		Enterprise
Location City		Toronto
Location Country		Canada
Location Region		Ontario

Membership Report

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

Header	DESCRIPTION	Sample Data
Name	User's full name.	Jo Doe
Email	User's email.	jd@example.com
External Id	User's external ID. This is an optional field.	12345
Program Name	Name of the learning program where the enrollment is used.	Learning Program
Program Slug	Text identifier for the program which also comprises the program URL on your Coursera admin portal.	program-1j8c4r
# Enrolled Courses	Total number of courses the user has enrolled.	10
# Completed Courses	Total number of courses the user has completed.	5
Member State	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
Join Date	Date and time when a User joined a Coursera program.	2019-09-04T19:50:10.161Z
Invitation Date	Date and time when a User was invited to join a Coursera program.	2019-09-04T19:45:08.947Z
Last Activity Time	Last time User interacted with course content.	2020-02-25T06:33:46.000Z
Contract(s)	The contract from which the User is occupying a license or enrollment.	Year 1 Contract 2020
Manager Name	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
Manager Email		manager@example.com
Job Title		Software Engineer II
Job Type		Full Time
Business Unit		Product
Business Unit 2		Enterprise
Location City		Toronto
Location Country		Canada
Location Region		Ontario

Specialization Report

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

Header	Description	Sample Data
Name	User's full name. Each of the User's unique course enrollments will show as a separate row in this report.	Jane Doe
Email	User's email address.	learner@example.com
External Id	User's external ID. This is an optional field when inviting Users from the "Invitations" page.	12345
Specialization	Name of the specialization enrollment.	Blockchain Revolution
Specialization Slug	Text identifier for the specialization which also comprises the course URL on the Coursera consumer site (coursera.org).	blockchain-revolution-enterprise
University	Partner that authored the course.	INSEAD
Enrollment Time	Date and time when User enrolled in course.	2019-05-11T22:18:19.621Z
Last Specialization Activity Time	Last time User interacted with course content.	2020-02-03T21:27:47.000Z
Completed	Yes/No field. This column is Yes if User has finished all graded assignments.	No
Removed From Program	Yes/No field. Indicates whether the user is an active member of the learning program.	Year 2 Contract 2020
Program Slug	Text identifier for the program which also comprises the program URL on your Coursera admin portal.	program-31gz4
Program Name	Name of the learning program where the enrollment is used.	Learning Program
Enrollment Source	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
Specialization Completion Time	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
Contract	The contract from which the user is occupying a license or enrollment	Year 2 Contract 2020
Manager Name	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
Manager Email		manager@example.com
Job Title		Software Engineer II
Job Type		Full Time
Business Unit		Product
Business Unit 2		Enterprise
Location City		Toronto
Location Country		Canada
Location Region		Ontario

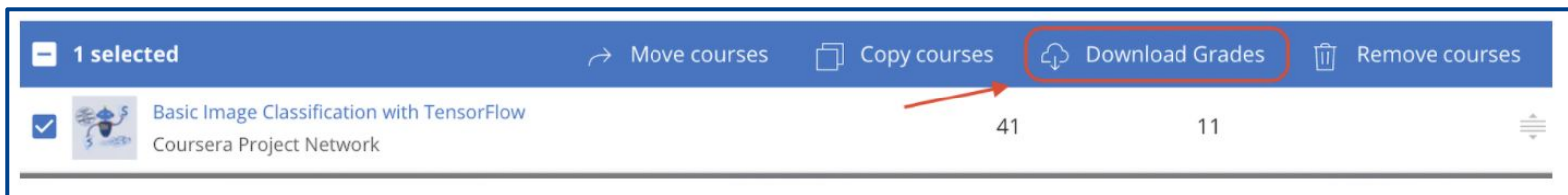
Accessing Gradebooks

You can generate multiple email reports to receive detailed reports of all of your learners' course grades.

1. Course Level Gradebook

You can generate a gradebook extract for individual courses from a learning program **Catalog** sub-tab:

- Click on **Download Grades** when selecting the course to trigger an email report which contains learner data for all learners in the course.

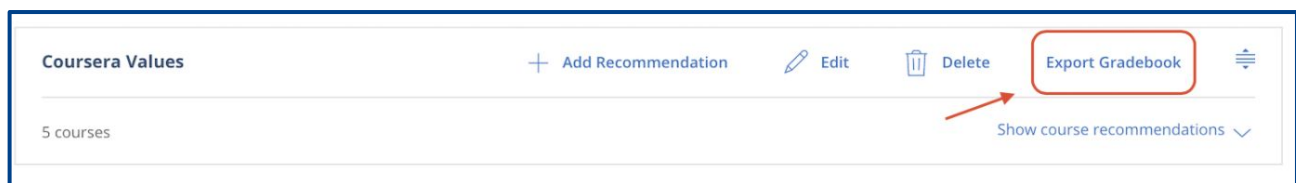


- Check your inbox for the gradebook email. Contained in the email is a link that will download 2 CSV file reports. The link will expire in 24 hours upon delivery.
 - assessment_attempts.csv** - This report shows all your learners' attempts at taking graded assessments (e.g. exams)
 - gradebook.csv** - This report shows all your learners' graded assignments

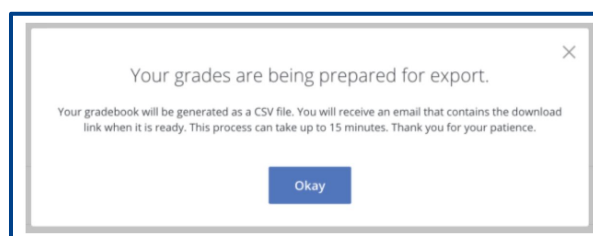
2. Collection Level Gradebook

You can generate a gradebook extract for all courses within a collection from a learning program Catalog sub- tab:

- Click on the **Export Gradebook** link collection to trigger an email report which contains learner data for all learners and all courses with activity in the selected collection.



- A message will appear confirming the gradebook is being prepared. Select **Okay** to close message.

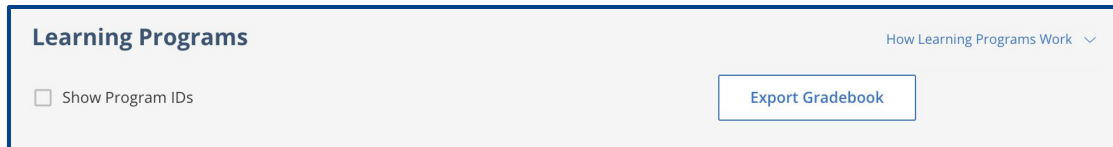


- Check your inbox for the gradebook email. Contained in the email is a link that will download the gradebook report for the collection.

3. Organization and Program Level Gradebook

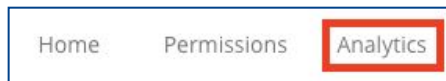
You can generate a gradebook extract for all courses within an organization or program from the organization **Home** page:

- Scroll down to the **Learning Programs** section

A screenshot of a web interface for 'Learning Programs'. The title 'Learning Programs' is on the left, and a link 'How Learning Programs Work' with a dropdown arrow is on the right. Below the title is a checkbox labeled 'Show Program IDs'. To the right of the checkbox is a button labeled 'Export Gradebook'.

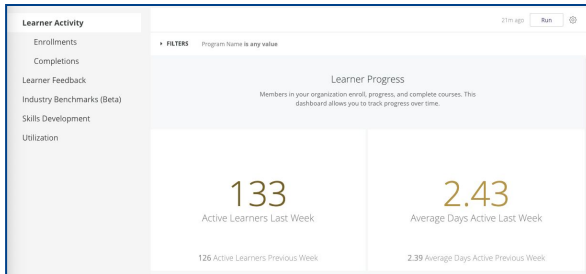
- Click the **Export Gradebook** button above the list of program cards
- Filter for a specific program to include in gradebook by selecting "Programs"
- Choose the program(s) then click **Apply**
- Select **Date range** to set a date range to export a gradebook to include learner grades for courses that had activity during the selected date range. This option is defaulted to "All Time"
- Choose whether to export one CSV file per program or a single file that contains data for all selected programs. This option is selected by default
- Select **Export** when ready to download
- A pop-up will appear confirming that your export is being prepared and will be emailed once it is ready. You should expect to receive the email within 15 minutes. Select **Okay** to close.
- Check your inbox for the gradebook email. Contained in the email is a link that will download one or multiple reports depending on the number of programs selected and whether you chose to bundle the data for multiple programs into one report.

Analytics Reports



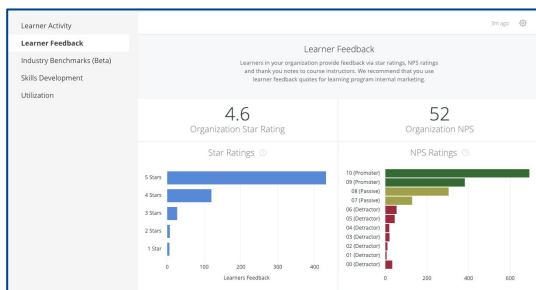
Note: Program admins do not have access to **Analytics**

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



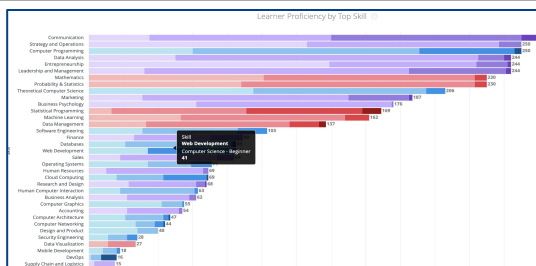
Learner Activity shows your organization's the enrollment and completion trends.

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.

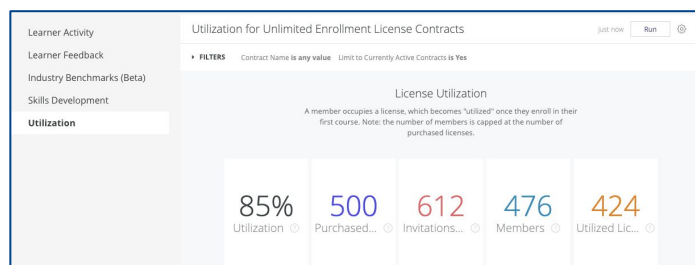


Learner Feedback shows your learners' feedback on the courses they are taking.

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.

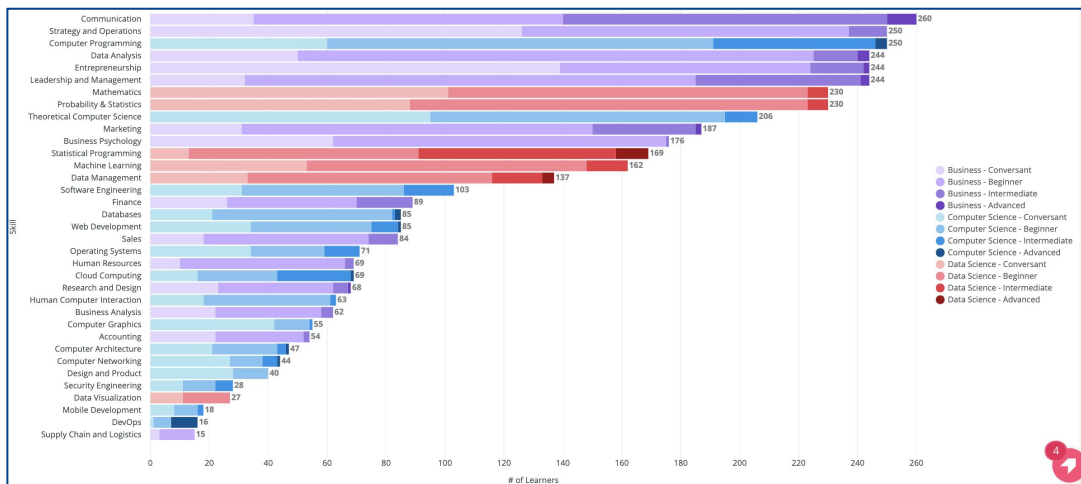


Note : We have enabled skill tracking for a total of 35 skills across Business, Tech, and Data Science domains in our skills development dashboards

To make it easier to read, we have added coloring based on which domain they belong to (Data Science are represented by Red, Computer Science by Blue, and Business skills by purple).

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 (Conversant, Beginner, Intermediate, and Advanced), for the most popular skills learned at your organization.

Why does this matter?

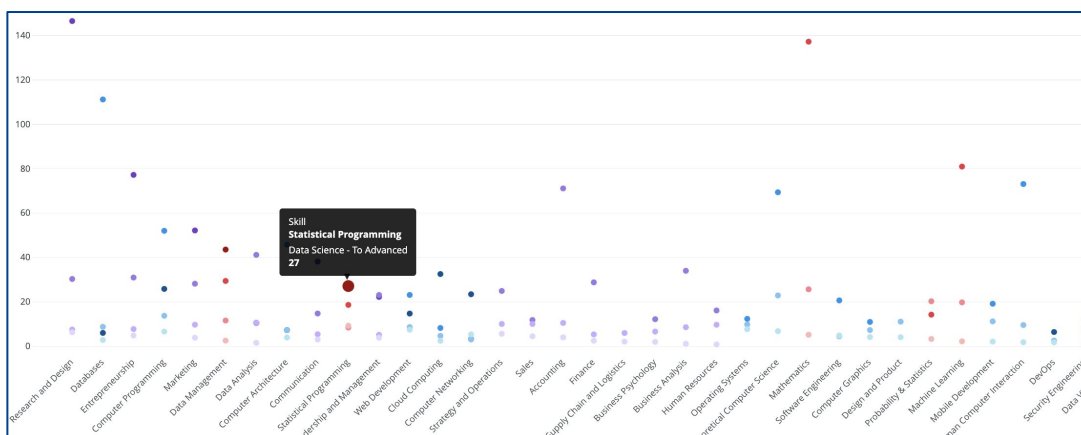
Shows at a glance how program participants are developing skill proficiency: in what skills, and at what level.

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.

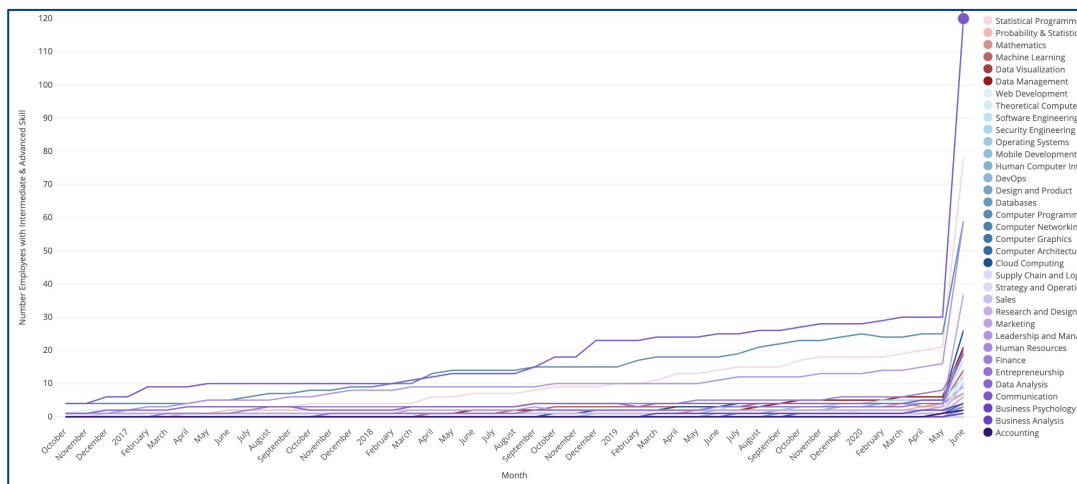
Also identify "quick wins" in skills, and skills that may not be as ROI-positive for your organization.

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 optptys 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	Contact info anonymized for training purposes		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

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

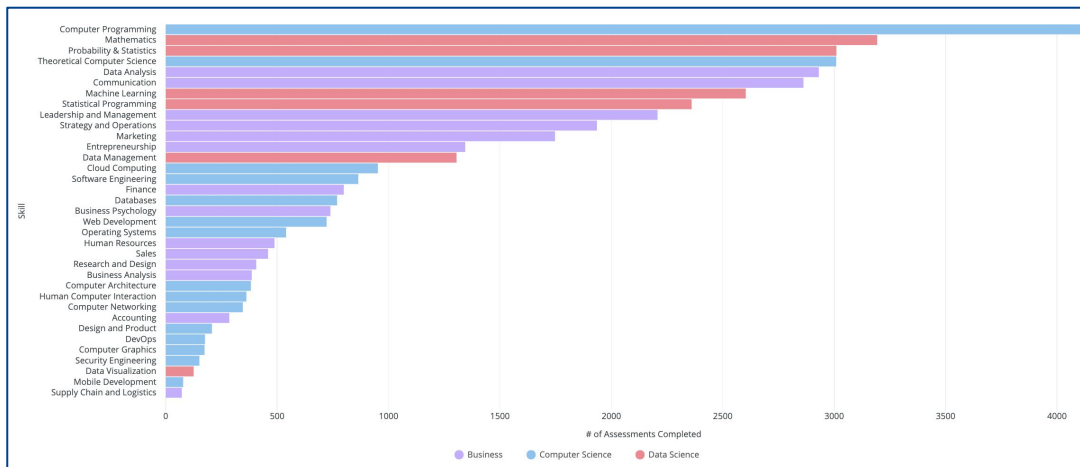
Discover employees with relevant skills to allocate to new projects or opportunities

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 organization.

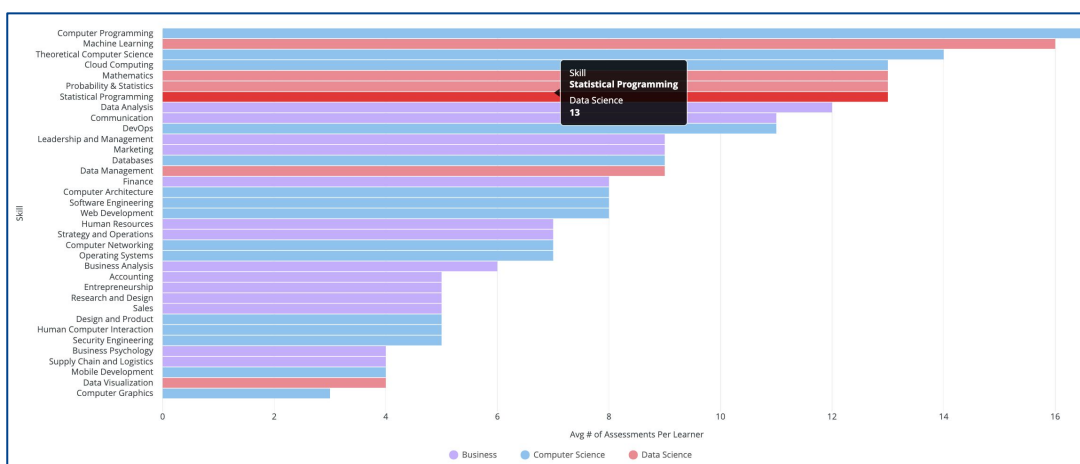
It provides another option to measuring total organizational skill acquisition in addition to “hours spent” or “courses completed.”

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.

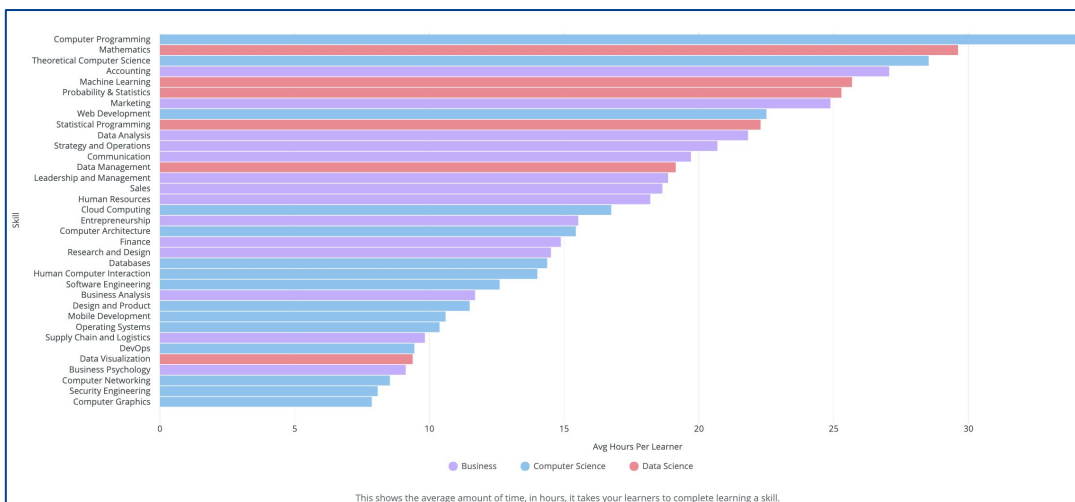
Understand how your learners are building the skills they are building

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	ø	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 ?		
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?

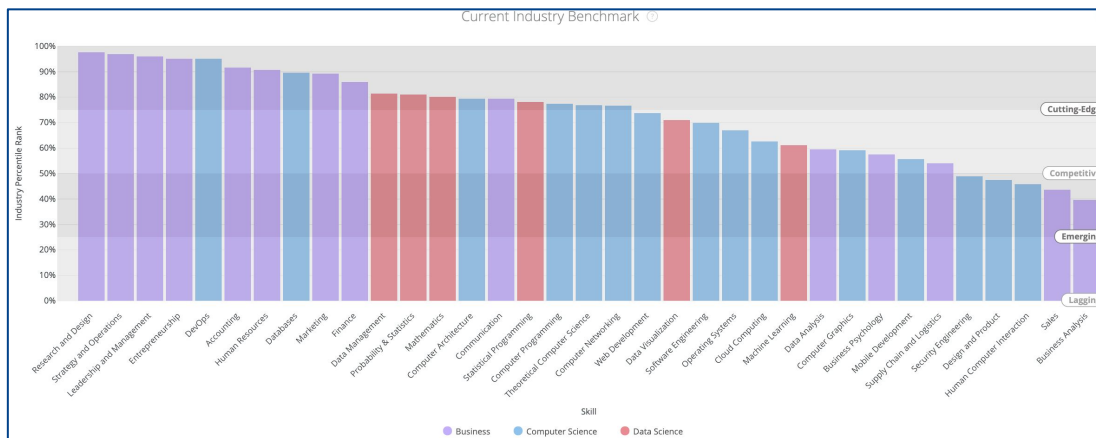
Coursera delivers learning in Business, Technology, and Data Science. At Coursera, we define each domain to include a set of 6 “canonical” competencies. These 6 competencies encompass the skills required to achieve expertise in the domain.

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 organizations today and over time.

Current Industry Benchmark



WHAT IT DOES

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

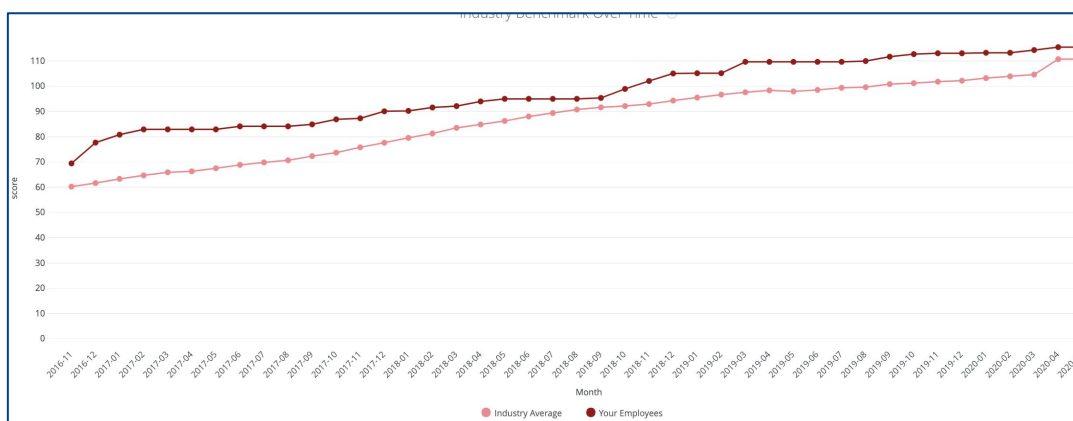
Why does this matter?

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 organizations on Coursera in the reference group you select (a combination of geo, organization 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 organizations 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 organizations in that industry. We do this at each date over time for you to see how your organization’s skill score changes in relation to the industry’s average skill score.



Adding Administrators

Adding Organization Administrators


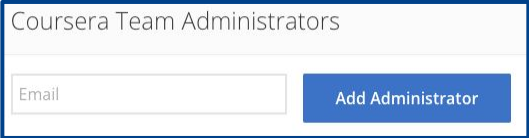
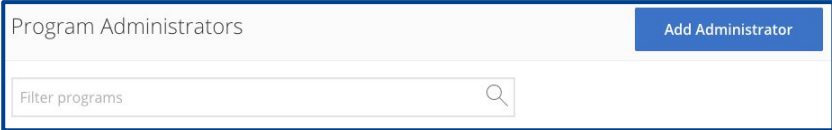
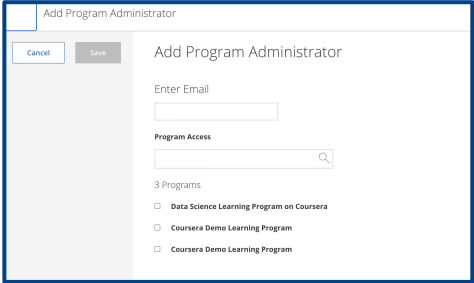


As a Coursera organization admin you can add or remove other admins of your program at any time. Organization Admins can:

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

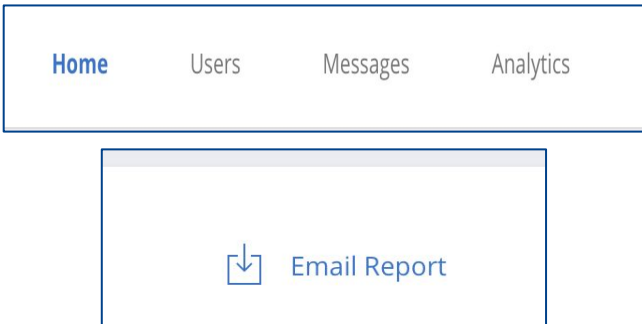
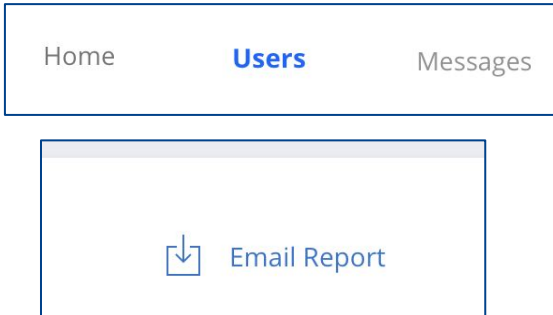
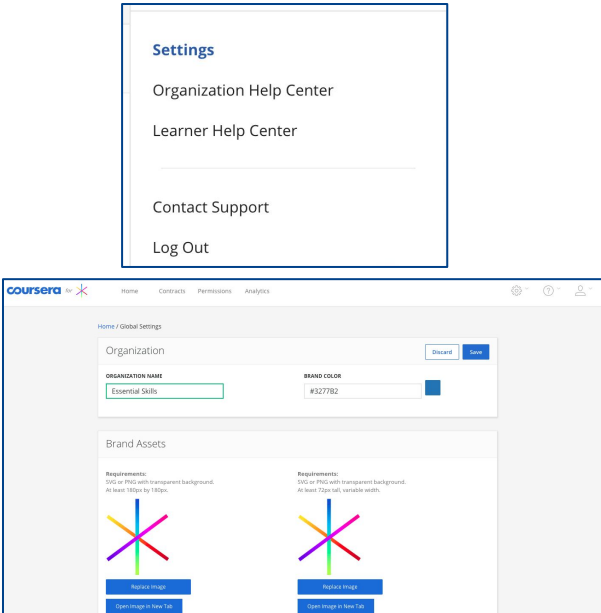
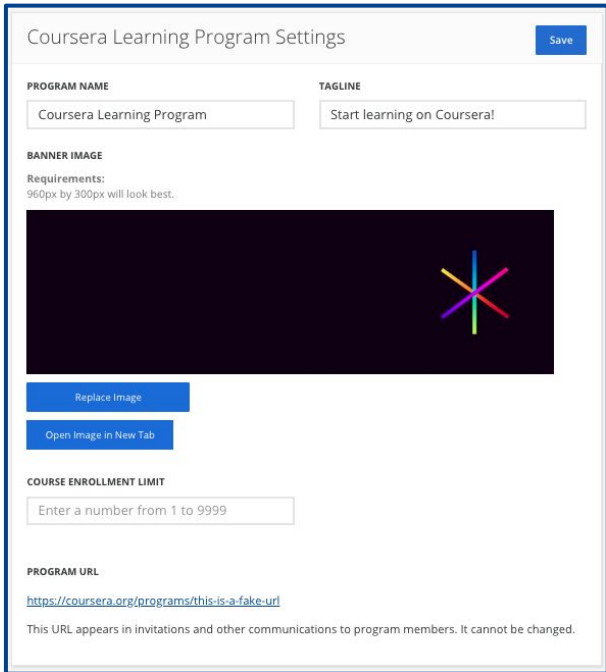
While anyone in your organization can be an admin, admins are usually:

- Managers in the Learning & Development department
- Managers in the Human Resources department
- Heads of Business Units or functional team
- Head of Departments of various schools at your university
- Controller of Examination or Academic Controller

To add Admins for your organization follow these steps.

	<p>Go to your Coursera homepage and click on the "Users" tab</p>
  	<p>Add the email address of the person you want to make an admin. This person must already have a Coursera account registered to their organization email.</p> <p>The administrator list on top is for organization admins - these are admins who have administrative rights to all programs and we call them org-level admins</p> <p>The administrator on the bottom is for program admins - these are admins who only have administrative rights to their own specific programs.</p> <p>While adding Program Admins, you will be asked which program you wish to assign to this admin</p>
 	<p>Click Add Administrator</p> <p>Note: Adding an administrator doesn't use up a license. They will if they are a member of your program.</p> <p>Click on this icon to remove any administrator</p>

Organization Admin vs. Program Admin

Organization Admin View	Program Admin View
 <p>Access to Home, Users, Messages & Analytics tabs. Email usage reports contains all programs information.</p>	 <p>Access to Home, Users and Messages tab but can only view the learners from their programs in these tabs. Email usage report contains only program-specific information.</p>
 <p>Access to Global settings</p> <ul style="list-style-type: none"> Here the Organization Admin can change the organization's: <ul style="list-style-type: none"> Name Brand color Brand assets (banner & logo) Set automated weekly report cadence for available programs Set default custom program invitation message <p>Organization Admins also has access to each program's setting page.</p>	 <p>No Access to Global Settings</p> <p>Access to Program settings</p> <ul style="list-style-type: none"> Here the Program Admin can change the program: <ul style="list-style-type: none"> Name and Tagline Banner Set course enrollment limit Delete program. Proceed with this option with caution as this action cannot be undone.

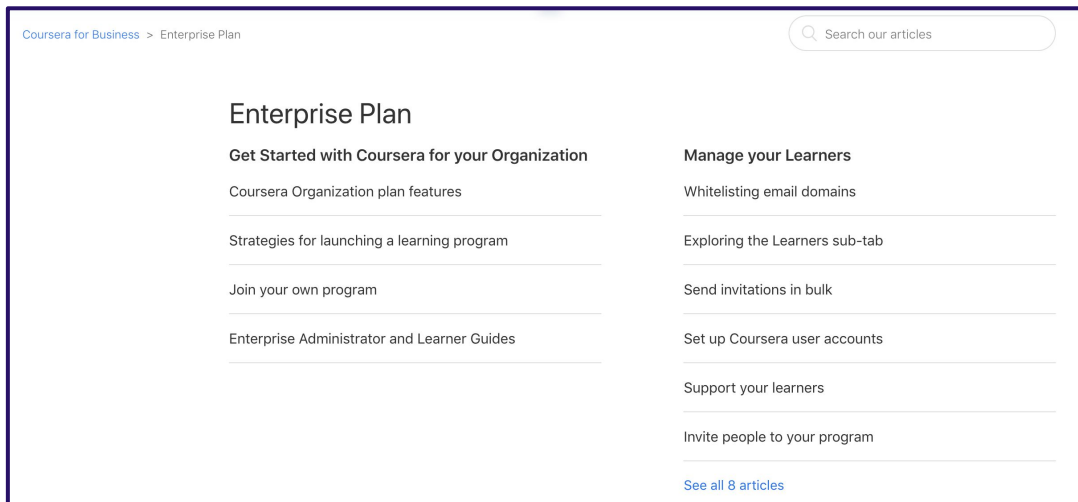


Support for Admins and Learners

Support for Admins and Learners

Administrators can get support by:

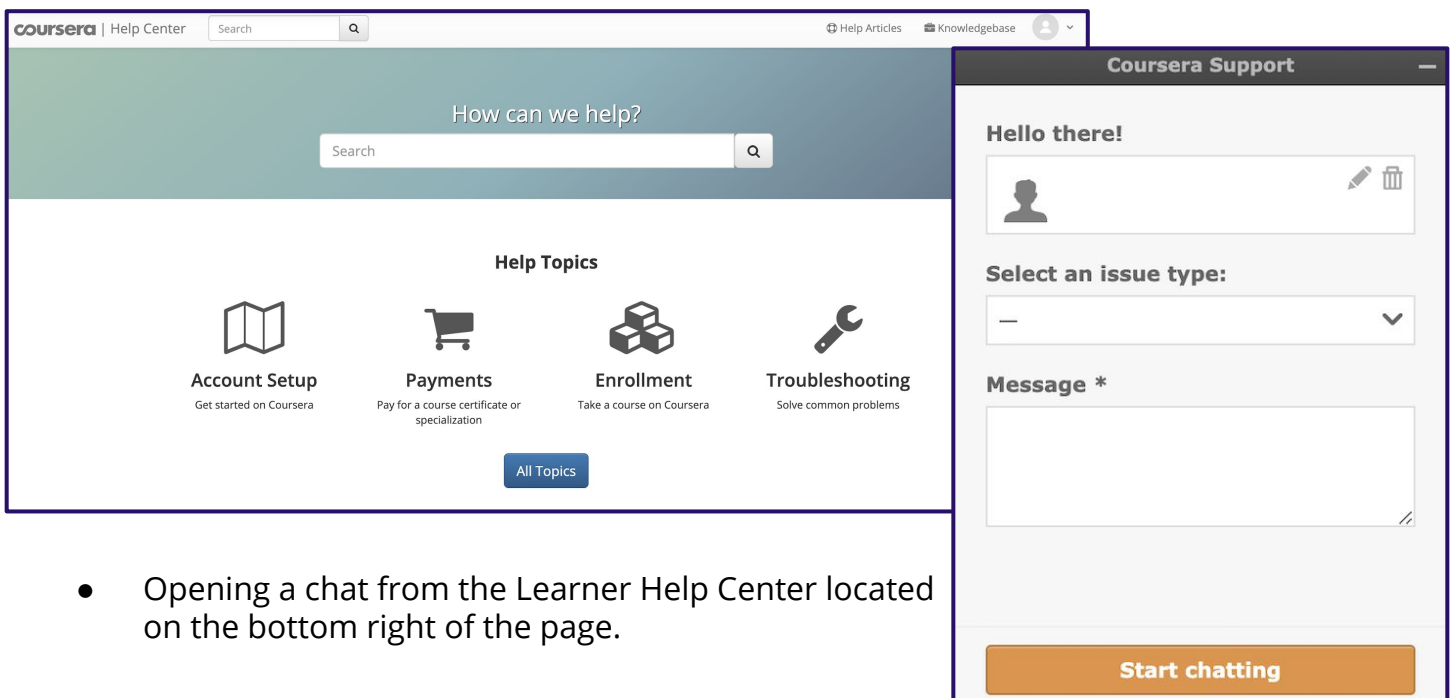
- Visiting the [Administrator Help Center](#) which is home to articles that answer commonly asked questions.



- Reaching out to clientsupport@coursera.org where skilled support agents will assist via email. **Please note that this email is not to be shared with learners.**

Learners can get support by:

- Visiting the [Learner Help Center](#) which is home to articles that answer commonly asked questions.



- Opening a chat from the Learner Help Center located on the bottom right of the page.

The background consists of a solid blue field. Overlaid on this is a large, dark purple, organic shape that resembles a stylized, irregular letter 'M' or a series of connected curves. This shape occupies the left and central portions of the frame, with its right edge flowing into the blue background.

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.

Skill Proficiencies for Skills Development Dashboard

Level	Definition
Conversant	Understands key terminology related to concepts and can discuss the business value of potential applications Passing one assessment is adequate to enter the conversant level
Beginner	Ability to apply introductory level concepts on the job under direct supervision. On average, new learners can move to the beginner level after taking some beginner assessments
Intermediate	An Intermediate level indicates the ability to apply basic concepts on the job independently. Learners can typically reach the intermediate level by completing assessments in one or two courses
Advanced	Advanced level indicates mastery of the material and ability to both teach others and identify novel applications of skills. Learners typically move from intermediate to advanced after completing assessments across several intermediate-difficulty courses. New learners with pre-existing knowledge who begin with advanced content will progress more quickly.