

2021

# Impact Report

Serving the world through learning

**coursera**



# Table of contents

PG. 4  
**Executive summary**

PG. 6  
**Serving learners**

PG. 13  
**Connecting partners**

PG. 20  
**Empowering institutions**

PG. 26  
**Creating social change**

PG. 29  
**Data methodology appendix**

**OUR VISION**

**We envision a world where anyone,  
anywhere has the power to transform  
their life through learning.**

## Letter from the CEO

Early in the pandemic, online learning shaped the response to a global crisis that changed the way we learn. More than a year later, new trends show that the combined force of online learning and remote work is creating a powerful opportunity to provide not just skills but more equitable job opportunities worldwide. To that end, I'm excited to present the second annual Coursera Impact Report.

With the double disruption of the pandemic and automation intensifying the unemployment crisis, people everywhere need to develop new skills for a digital future. Over 20 million new learners have come to Coursera in the past year to access world-class learning. The highest growth came from regions where higher education infrastructure is severely constrained in its capacity to meet the demand of a growing population. Growing collaboration between universities, industry, and governments to address the skills shortage through online learning is shaping a new and inclusive lifelong learning model.

Coursera is honored to be a platform that individuals and institutions around the world trust to learn the skills required to navigate change and disruption. This year, Coursera earned B Corp™ certification for meeting rigorous standards of social and environmental performance, accountability, and transparency. We also converted to a Public Benefit Corporation. The transition underscores our deep commitment to making a positive impact on society.

As the 2021 Impact Report affirms, offering flexible pathways to skills and credentials that prepare people for remote and digital jobs can pave the way for talent to rise from anywhere in the world. Together with our partners, we're excited to continue our efforts to fulfill this promise in our quest to build a more just world.



**Jeff Maggioncalda**  
CEO, Coursera

### Achieving human progress through learning

**92M**

Learners

**250+**

Partners

**2,900**

Companies

**230**

Government entities

**3,600**

Campuses

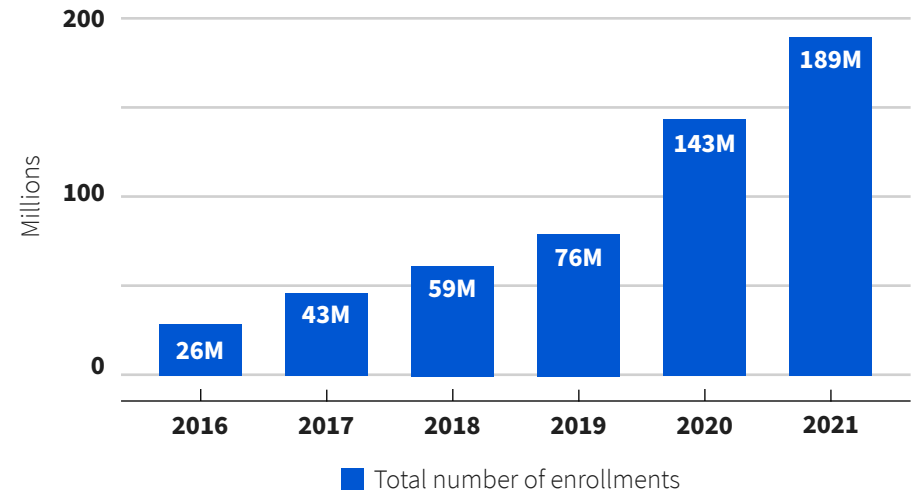
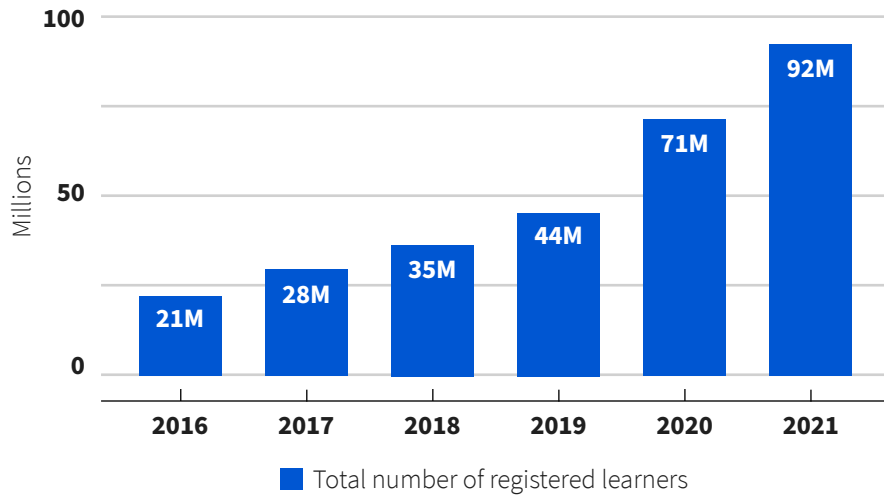
**\$460M**

In scholarships\*

\*Scholarships are equivalent to costs saved through free access to content on Coursera

# More learners are accessing online learning

The demand for online learning on Coursera continues to outpace pre-pandemic levels.



Data is cumulative as of September 30, 2021; Each year's data represents the trailing four quarters up to Q3. For more information, refer to Data Methodology Appendix.

**Serving learners**

# Online learning is now a worldwide phenomenon

**92M**

Learners

**+29%**

YoY Growth

**189M**

Enrollments

**+32%**

YoY Growth

**2.2M**

Enrollments in Entry-level Professional Certificates

**+200%**

YoY Growth

## NORTH AMERICA

**20M**

Learners

**39M**

Enrollments

**+24%**

YoY Growth

**+26%**

YoY Growth

## EUROPE

**16M**

Learners

**38M**

Enrollments

**+26%**

YoY Growth

**+27%**

YoY Growth

## ASIA PACIFIC

**28M**

Learners

**68M**

Enrollments

**+35%**

YoY Growth

**+35%**

YoY Growth

## LATIN AMERICA

**17M**

Learners

**27M**

Enrollments

**+26%**

YoY Growth

**+32%**

YoY Growth

## MIDDLE EAST

**5M**

Learners

**10M**

Enrollments

**+39%**

YoY Growth

**+38%**

YoY Growth

## AFRICA

**3M**

Learners

**5M**

Enrollments

**+43%**

YoY Growth

**+50%**

YoY Growth

Data as of September 30, 2021; Numbers rounded to the nearest million.

“

Equitable access to high-quality learning is no longer just a promise, it's a reality for learners worldwide. Rapid product innovation has been pivotal to growing access and helping learners meet their goals while enabling our partners to accelerate their online strategy.

This moment is a turning point from where we can deliver accessible learning experiences for broader impact—to serve new populations and connect them to opportunities in a digital world.



**Shравan Goli**  
Chief Product Officer  
Coursera

# Top 10 countries with the most learners

Learners from around the world come to Coursera to build critical skills.



**1. United States**  
**17.3M**



**2. India**  
**13.6M**



**3. Mexico**  
**4.8M**



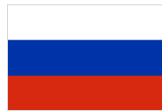
**4. Brazil**  
**3.7M**



**5. China**  
**3.3M**



**6. Canada**  
**2.4M**



**7. Russia**  
**2.4M**



**8. UK**  
**2.4M**



**9. Colombia**  
**2.2M**



**10. Egypt**  
**1.6M**

Total registered learners as of September 30, 2021



# Top 10 countries by learner growth

Emerging economies reported the highest rate of new learner growth.



**1. Paraguay**  
**98%**  
110k learners



**2. Lebanon**  
**97%**  
158k learners



**3. Philippines**  
**85%**  
1.3M learners



**4. Guyana**  
**74%**  
60k learners



**5. Indonesia**  
**69%**  
789k learners



**6. Kenya**  
**61%**  
303k learners



**7. Ethiopia**  
**60%**  
103k learners



**8. Rwanda**  
**57%**  
50k learners



**9. Vietnam**  
**55%**  
718k learners



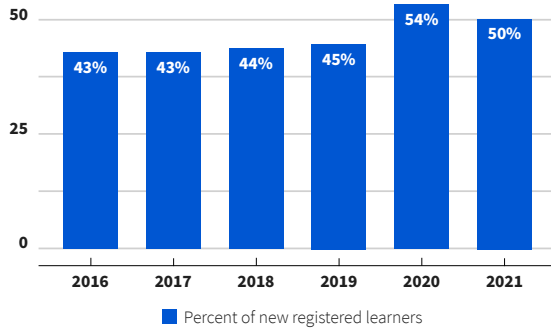
**10. Kazakhstan**  
**54%**  
323k learners

Data represents growth in new registered learners among countries with at least 50,000 learners and covers the period of October 1, 2020 – September 30, 2021, compared to the period of October 1, 2019 – September 30, 2020. Bottom number represents total number of registered learners.

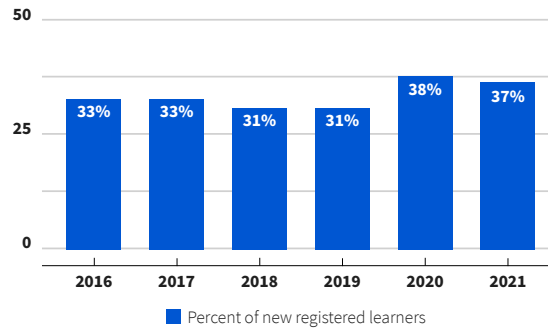
# Reducing the gender gap in STEM and digital skills

Women are pursuing online education, including STEM courses, at higher rates than before the pandemic.

Share of new registered women learners over time



Share of STEM course enrollments from women over time



## Top 5 courses among women

**The Science of Well-Being**  
Yale University  
★★★★★ 4.9  
360,000 enrollments

**COVID-19 Contact Tracing**  
Johns Hopkins Bloomberg School of Public Health  
★★★★★ 4.9  
280,000 enrollments

**First Step Korean**  
Yonsei University  
★★★★★ 4.9  
200,000 enrollments

**Learning How to Learn: Deep Teaching Solutions**  
★★★★★ 4.8  
140,000 enrollments

**English for Career Development**  
University of Pennsylvania  
★★★★★ 4.8  
130,000 enrollments

Data as of June 30, 2021, per 2021 Coursera Women and Skills Report

## Top skills among women

1. Communication
2. Leadership and Management
3. Probability and Statistics
4. Entrepreneurship
5. Computer Programming
6. Business Psychology
7. Business Analysis
8. Data Analysis
9. Machine Learning
10. Marketing

## Learner ratings on Coursera

# 4.7

Average course rating

# 98%

Enrollments are in courses with greater than a 4-star rating

# 94%

Learners would recommend Coursera to a friend

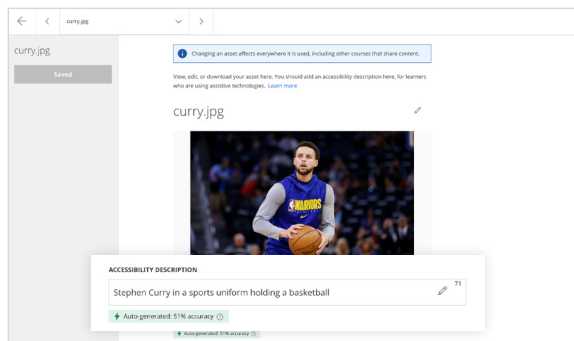
# 81%

Learners gave their course a 5-star rating

# 65%

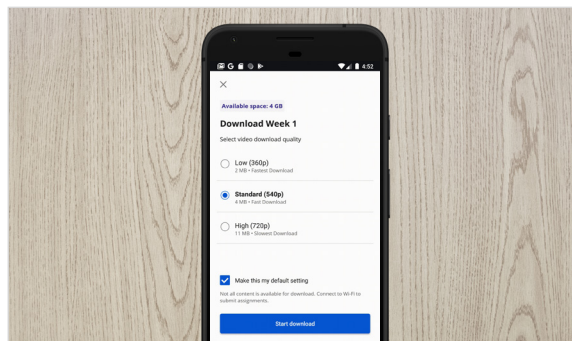
First-time learners go on to enroll in another course

## New innovations improve learner access and experience



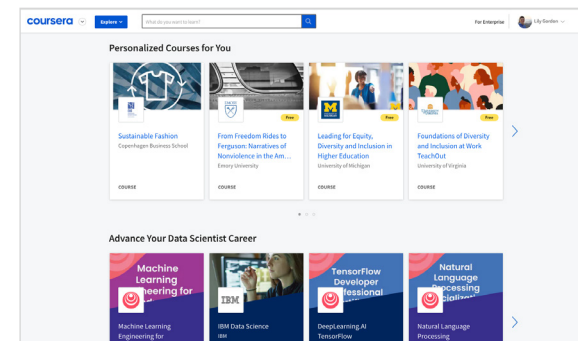
### Accessibility features

Supports the use of screen readers and keyboard navigation, closed captions, visual affordances, and more to help ensure the experience across web, mobile, and projects is accessible to learners of all abilities.



### Low-data downloads on mobile

Enables learners to conserve mobile data by choosing the best video download option for their bandwidth including high-res, standard, and low-res.








### Real-time personalization

Provides real-time, personalized recommendations of learning content most suited to a learner's interests and goals.






# Top career skills among learners

Learners invested in high-impact career skills to become job ready and improve their prospects in a challenging labor market.






## Business

-  1. Communication
-  2. Leadership and Management
-  3. Entrepreneurship
-  4. Business Analysis
-  5. Finance

## Technology

-  1. Computer Programming
-  2. Theoretical Computer Science
-  3. Mathematics
-  4. Algorithms
-  5. Cloud Computing

## Data Science

-  1. Probability and Statistics
-  2. Machine Learning
-  3. Data Analysis
-  4. Mathematics
-  5. Data Management

## Helping learners achieve their goals



Outcomes conditional on learners having a stated career goal for taking content on Coursera. See Data Methodology Appendix for further details on the Learner Outcomes Survey.

“

Before I joined Coursera, it was difficult and time-consuming to find reliable and structured content and to test my learning progress afterwards. Now I've completed four courses and I'm applying my skills to my current job.

[...] Not only does my resume look impressive—filled with the names and logos of world-class institutions—but these certificates also bring me closer to my career goals by validating the skills I've learned. Now I'm working as a marketing analyst, and it is evident to me how all the skills I learned through Coursera prepared me for the real world.



**Rayan Braga**  
Learner from Belo Horizonte, Brazil

**Connecting partners**

## Expanding access to world-class universities

**175+**

University partners

**4,400**

Courses

**490**

Specializations

**39**

Certificates

**33**

Degrees

**34M**

Enrollments in the past year

**190+**

Countries reached

### New university partners



New university partners from top left to bottom right: Ashoka University, Dartmouth College, Howard University, Indian Institute of Management Kozhikode, Indian Institute of Technology Bombay, Indian Institute of Technology Guwahati, Indian Statistical Institute, Institut supérieur de l'aéronautique et de l'espace, Khalifa University, Morehouse College, Pepperdine University, Pontificia Universidad Católica del Perú, Queen Mary University of London, University of Notre Dame. List is not exhaustive.

“

Online learning has become core to the student experience both on- and off-campus. Universities worldwide are integrating online learning into their curricula. By focusing on skills and practical application, they're improving student employability.

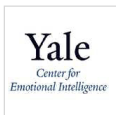
Throughout 2021, we expanded our partnership with many new universities and introduced a greater selection of courses, certificates, and degrees. These credentials are creating a more inclusive higher-education experience with affordable and flexible pathways for learners.



**Betty Vandebosch**  
Chief Content Officer  
Coursera

# Top 10 new courses from university partners

Our university partners responded with agility to evolving learner needs by launching courses that help learners develop job-relevant skills, enhance personal development, and prioritize their overall well-being.



## 1. Managing Emotions in Times of Uncertainty & Stress

Yale University  
★★★★★ 4.8  
78,000 enrollments



## 2. The Korean Alphabet: An Introduction to Hangeul

Sungkyunkwan University  
★★★★★ 4.6  
20,500 enrollments



## 3. Mindfulness and Well-being: Living with Balance and Ease

Rice University  
★★★★★ 4.9  
16,500 enrollments



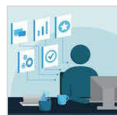
## 4. Principios de Psicología (Principles of Psychology)

Tecnológico de Monterrey  
★★★★★ 4.7  
16,000 enrollments



## 5. Web Development with Java Spring Framework

Peter the Great St. Petersburg Polytechnic University  
★★★★☆ 3.7  
15,000 enrollments



## 6. Human Resources Analytics

University of California, Irvine  
★★★★☆ 4.6  
15,000 enrollments



## 7. English and Academic Preparation – Pre-Collegiate

Rice University  
★★★★☆ 4.5  
14,500 enrollments



## 8. IELTS Writing Section Skills Mastery

University of California, Irvine  
★★★★☆ 4.6  
13,500 enrollments



## 9. Introduction to Python Programming

University of Pennsylvania  
★★★★☆ 4.1  
13,000 enrollments



## 10. COVID-19 Training for Healthcare Workers

Stanford University  
★★★★★ 4.8  
13,000 enrollments

Top courses based on enrollments in the trailing four quarters up to Q3; Numbers have been rounded.

## Partner satisfaction on Coursera

89%

University partner representatives are satisfied with Coursera overall

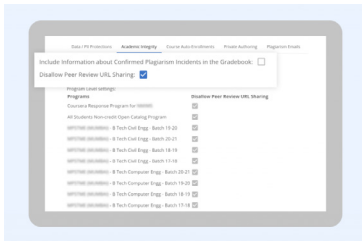
87%

University partner representatives are satisfied with the Coursera platform

87%

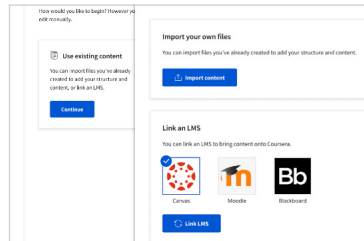
University partner representatives are satisfied with Coursera's support services

### New innovations for educators



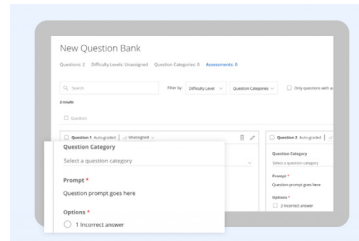
#### Academic integrity features

Helps instructors prevent and detect cheating—especially important in for-credit learning programs—with disabled copy and paste of URLs and peer assignments, anonymous peer review, and improved plagiarism detection.



#### LMS content import

Allows educators to quickly migrate large amounts of content to Coursera from their LMS, including Blackboard, Canvas, Desire2Learn (D2L), edX, Moodle, Open edX, Open LMS, and Sakai.



#### Question banks

Enables educators to randomly draw and filter questions by category or difficulty level when designing assessments, which helps ensure each learner's assessment has a unique question configuration that still tests the same knowledge.

Data represents percentage of respondents from university partner institutions who answered "satisfied" or "very satisfied" in the 2021 Coursera Partner Satisfaction Survey.

“

IIM Kozhikode has always sought to carve a unique space and keep itself relevant by constantly innovating and reinventing its content and delivery. Our partnership with Coursera seamlessly dovetails with these ideals. With its robust platform, AI-driven tools, and global reach, Coursera is a great foil to IIMK's commitment to the 3D's—Digitization, Diversification, and Disruption.

As the field of education transforms dramatically in a post-pandemic world, this partnership will provide great value to our domestic and global audiences. Together, we will introduce learners to new and refreshing perspectives as we pursue our motto of globalizing Indian thought and nurturing value-driven, fair-minded individuals.



Debashis Chatterjee

Director  
Indian Institute of Management Kozhikode



## Degrees on Coursera

There is growing demand for affordable degrees that offer deep value, but are delivered with the flexibility today's learners need.

**33**

Degrees

**9**

Degrees with performance-based admissions

**3**

Spanish-language degrees

**16k**

Degree students  
**40%** YoY growth

### New degree programs from leading universities around the world



**Master of Business Administration**  
Fundação Instituto de Administração



**Postgraduate Diploma in Applied Statistics**  
Indian Statistical Institute



**Global Master of Arts in English Language Teaching (ELT) Leadership**  
National Research Toms State University



**Master of Arts in Public Policy**  
O.P. Jindal Global University



**Master of Arts in International Relations, Security, and Strategy**  
O.P. Jindal Global University



**Master of Business Administration in Business Analytics**  
O.P. Jindal Global University



**Bachelor of Science in Business Administration**  
University of London



**Bachelor of Science in Marketing**  
University of London

List represents new degrees announced since October 1, 2020.

“

Being a mid-career professional with a young family, a face-to-face MBA was not an option. Macquarie's MBA, offered via Coursera, was a viable alternative that allowed me the flexibility to learn remotely, asynchronously, and at a pace that suited my life.

[...]Through the Macquarie GMBA, I have had the opportunity to extend my network to other learners globally and connect with people with a diverse and rich perspective. They have lent a truly global lense to problem discussions, which has been a rewarding experience.



**Nandita Carvalho**  
Student from Sydney, Australia  
Macquarie University Global MBA

# Job-relevant content from industry partners

Industry leaders are creating content and credentials that fill skill gaps and meet real-world employer needs.

**75+**

Industry partners

**760**

Courses

**100**

Specializations

**36**

Professional Certificates

**9M**

Enrollments in the past year

## New industry partners

List of new industry partners is not exhaustive.

“

Google believes the opportunities created by technology should truly be available to everyone.

Our Google Career Certificates, designed for individuals of all backgrounds, have proven to be an effective way to help people prepare for well-paying, high-growth jobs and attain greater economic mobility.



**Lisa Gevelber**  
VP, Grow with Google

# Entry-level Professional Certificates

Entry-level Professional Certificates paved the way for people globally, including those without a college degree, to build digital skills for high-demand entry-level jobs.

**15**

Entry-level Professional Certificates

**150%** YoY growth

**1.5M**

Enrollments in the past year

**185%** YoY growth






**1.3M**

Enrollments in ACE-recommended Entry-level Professional Certificates

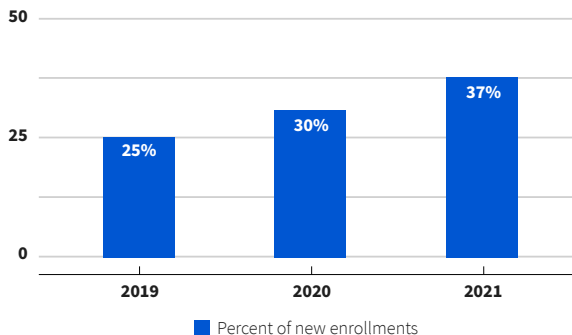
**190+**

Countries reached

## New Entry-level Professional Certificates

	Marketing Analyst
	Data Analytics Project Management UX Design
	Data Analytics with Excel and R Data Engineering Full-Stack Cloud Developer
	Bookkeeping
	Sales Operations

## Entry-level Professional Certificate enrollments from women over time



Percent of new enrollments from women as of June 30, 2021, per 2021 Coursera Women and Skills Report.

“

I still use the lessons I learned in the IBM Data Science program all the time. Right now, I'm working with [my employer] to run an education project in the Lake Chad Basin. We're laying the groundwork for randomized trials in Cameroon, Chad, Niger, and Nigeria, and my data capability in Python—especially in machine learning and text analysis—comes in handy.

I've encouraged all seven members of the data team I supervise to try out the IBM program to help further our work.



**Melaine Nyuyfoni Nsaikila**

Learner from Yaounde, Cameroon  
IBM Data Science Professional Certificate

**Empowering institutions**

# Supporting global institutions

**6,500**

Institutions

**130**

Countries reached

**5M**

Learners

**12.6M**

Enrollments in the past year



**Helping businesses transform their talent**




**Helping universities improve student employability**




**Helping governments reduce unemployment**


“

We're in the midst of an unprecedented global skills crisis. Students need new digital skills to be employable. Companies are looking to close critical skill gaps, and governments are grappling with how to reskill citizens at scale. Establishing stronger collaboration between these institutions will be critical to driving an inclusive recovery.

By creating greater access to world-class education online through public-private partnerships, institutions can provide essential skills training and create accessible pathways for learners to secure high-demand jobs in the new economy.



**Leah Belsky**  
Chief Enterprise Officer  
Coursera

# Coursera for Business

A growing number of companies used Coursera for Business to help their organizations develop the critical skills needed to thrive in a rapidly changing business landscape.

**2,900**

Companies

**620k**

Business learners

**1.7M**

Enrollments in the past year

**35%** YoY growth

**92%**

Learners reported positive career outcomes



**Augustin Vigoureux**

Learner from New York, USA

WPP's AI Academy is upskilling the workforce with critical digital skills, helping agencies within the WPP group like MediaCom, Mindshare, Xaxis, and Wavemaker drive greater value for customers. The Academy is powered by Coursera SkillSets. "WPP's AI Academy has given me the opportunity to look at my current skill set and see where I can strengthen my skills to be more efficient. It has allowed me to help automate elements of my job. On top of this, I recently joined MediaCom where SQL and Tableau are a big part of the role, so I'm glad I spent time learning in these areas and can now apply my learning in my day-to-day job."



**Tim Converse**

Sr. Director of Applied Machine Learning, Adobe

Adobe, a global technology leader, wanted to enhance its knowledge of artificial intelligence to better integrate the technology into its products. Because engineering talent is in high demand throughout the technology sector, Adobe decided to partner with Coursera to provide its existing workforce with additional AI and machine learning training opportunities. "With a greater understanding of what AI can do through Coursera coursework, engineers can think of new ways to incorporate Adobe's AI and machine learning technology into our products and bring new features to customers faster."

See Data Methodology Appendix for further information on the Learner Outcomes Survey.

## Trending skills for business learners



**1.** Agile Software Development



**2.** Excel



**3.** Computer Programming



**4.** SAP ERP



**5.** Leadership Development



**6.** Cloud Computing



**7.** SQL



**8.** Blockchain



**9.** Apache



**10.** Machine Learning

# Coursera for Campus

After helping universities quickly transition online during the pandemic, Coursera for Campus is now creating new opportunities for higher education to respond with agility to changing student expectations.

**3,600**

Campuses

**3.8M**

Campus learners

**4.1M**

Enrollments in the past year

**65%**

Campuses are using Coursera to help improve student employability

**73%**

Learners reported positive career outcomes



**Aparna Deep**

Student from Symbiosis International University

Through the Campus Response Initiative, Symbiosis International University in India offered its students free access to courses on Coursera to mitigate the impact of campus closures and help students develop job-relevant skills. The success of the initial collaboration paved the way for a long-term partnership. “[During the pandemic, I was] fortunate enough to discover Coursera, where I had access to a variety of courses, including First Step Korean by Yonsei University, where I learned my favorite language. I acquired basic Excel skills from two courses within the Excel for Business Specialization from Macquarie University, and learned how to effectively write in English from the Write Professional Emails in English course from Georgia Tech. As a beginner in business studies, the reading and video content, quizzes, real-life case studies, and assignments gave me the confidence and tools to excel in school.”



**Aawatif Hayar**

President of University Hassan II of Casablanca, Morocco

In response to changing student priorities since the pandemic, Morocco has upgraded its national higher education system by launching a curriculum using ‘skill-first’ content on Coursera. This followed the shift to a four-year bachelor system aimed at lowering student drop-out rates and enhancing student employability. Over 320,000 students from 13 public universities will learn on Coursera in the next four years. “Universities have an urgent mandate to prepare students with the skills they need to succeed in a more challenging economy. Using Coursera for Campus gives University Hassan II of Casablanca in Morocco the ability to shape a curriculum with job-relevant learning and credentials that we believe can improve learning outcomes and make students job ready.”

See Data Methodology Appendix for further information on the Learner Outcomes Survey.

## Trending skills for campus learners

0 1 0 1  
1 0 0 1  
0 1 1 0

**1. Computer Programming**



**2. Excel**



**3. Blockchain**



**4. Machine Learning**



**5. Data Analysis**



**6. Cloud Computing**



**7. SQL**



**8. Finance**



**9. Cybersecurity**



**10. Apache**

# Coursera for Government

Government agencies around the world are using Coursera to drive critical reskilling programs, amid rising unemployment and the growing skills crisis.

**230**

Government entities

**580k**

Government learners

**6.8M**

Enrollments in the past year

**59%**

Governments are using Coursera for workforce development

**86%**

Citizens reported positive career outcomes



**Umme Kulsum**

Learner from Bangladesh

The Commonwealth of Learning partnered with Coursera to address the unemployment crisis, which disproportionately impacted underserved populations. Through our joint program, over 128,000 learners in 54 countries across the Caribbean, Asia Pacific, and Africa enrolled in a record 1 million courses to learn new professional skills. “[The COL-Coursera program] helped me acquire skills and knowledge that are essential to gear up for the post-pandemic job market and boosted my confidence level so that now I am ready to excel in the workforce with my new diverse skill set.”



**Lori Lightfoot**

Mayor of Chicago

Chicago Connected launched in June 2020 to provide no-cost, high-speed internet service to eligible Chicago Public Schools (CPS) students and their families, serving approximately 42,000 households and cutting the city’s digital divide by nearly two-thirds. In September, Chicago expanded the initiative to offer free access to job training for families with Coursera. “Chicago Connected was always about more than expanding internet access. From the start, we recognized the potential of the program to provide a platform for digital learning and workforce development [...]. With the launch of the Chicago Connected-Coursera partnership, I am thrilled to announce this significant next step in our mission to bridge the digital divide and provide upskilling opportunities for our residents to take advantage of.”

See Data Methodology Appendix for further information on the Learner Outcomes Survey.

## Trending skills for government learners



**1. Excel**



**2. Computer Programming**



**3. SQL**



**4. Leadership Development**



**5. Cybersecurity**



**6. Project Management**



**7. Cloud Computing**



**8. Machine Learning**



**9. Blockchain**



**10. Wireless Networking**



# Helping institutions implement role-based skilling

5

Academies

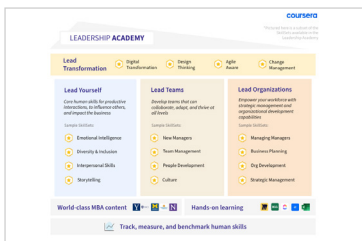
300+

SkillSets

740k

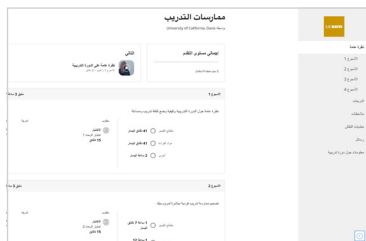
Institution learners in the past year grew to an intermediate or advanced skill level

## New innovations for institutions



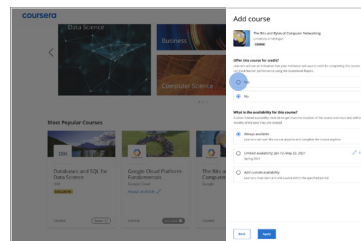
### Academies and SkillSets

Equips organizations with SkillSets, providing job-based learning to help employees develop specific skills for specific roles using data-driven content recommendations.



### Right-to-left support

Provides enterprises with the option to choose Arabic as their preferred language on Coursera, automatically setting the learner and administrator experience to flow from right to left on desktop and mobile.



### Curriculum integration features

Enables campuses to integrate content from Coursera into their core curriculum with features including for-credit tags, limited availability schedules, curriculum recommendations, and online gradebooks.

Intermediate level indicates that the learner demonstrates the ability to apply basic concepts on the job independently. Gaining a skill at an advanced level indicates mastery of the material and ability to both teach and identify novel skill applications.

“

We believe every engineer will be a machine learning engineer in a not-too-distant future. We needed a learning platform that offered courses in machine learning, AI, and deep learning, among others.

Coursera checked all the boxes. And with courses and credentials from top tech companies like DeepLearning.AI, IBM, Google Cloud, and world-class universities like Stanford, NYU, and University of Michigan, selecting Coursera for Business was an easy choice.”



**Amit Sahasrabudhe**  
Director, Chief of Staff, Payments Technology  
eBay

**Creating social change**













# Social impact programs

Coursera works with a variety of nonprofit organizations to offer free learning resources to several communities in need, including refugees, veterans, justice-impacted individuals, and underserved high-schoolers.

**100+**  
Nonprofit and  
community partners

**110k**  
Underserved  
learners reached

**205k**  
Enrollments in  
the past year



**Timothy Horn**  
Learner from Virginia, USA

As an industry partner, the United Service Organizations (USO) created a course on Coursera to help military learners transition back into the workforce and civilian life. This content, as well as other job-relevant programs on Coursera, is free for U.S. service members and their families through the USO's social impact partnership with Coursera. "Though I retired from the Air Force two years ago, 'Making Your Military Transition a Transformation' made me reassess some of my professional priorities. I recently changed roles in my company and can honestly say that this course impacted my approach to my new role [...]. Although I'm retired from a 30-year military career and am 50-plus years of age, I never ever want to stop learning, growing, and challenging myself. Education plays a central role in my professional future, without question."

“

Vulnerable communities have been disproportionately impacted by the pandemic. Now more than ever, online learning can offer new opportunities and direction. We see transformational impact when people in need build digital skills that connect them to new careers.

As a B Corp, we are committed to collaborating with institutions to reduce barriers to a world-class education and using education as a force for good to drive lasting social change.



**Tjuan Dogan**  
Global Director, Social Impact  
Coursera

# Commitment to social justice

Together with the Coursera partner community, we strengthened our commitment to increasing social justice by offering new courses for learners everywhere to gain a deeper understanding of racism, bias, and social justice.

**20+**

New social justice courses


**21k**

Learners in new courses

**23k**

Enrollments in the past year

## Partners who launched social justice content in the past year

List of partners who launched new social justice content is not exhaustive.



**Wayne A.I. Frederick**  
President,  
Howard University

“Historically, there has been a disconnect between companies and top-level talent from underrepresented communities who don’t have the same access and resources as other job seekers. Our partnership with Coursera can help enhance opportunities for people of color by aligning their education with the needs of businesses. This initiative is good for job seekers, good for business, and good for the country. In addition, it helps us spread the vision and mission of Howard University beyond our campus. Exposure to our world-class faculty will empower people to fight systemic racism, combat inequality, and pursue a life dedicated to servant leadership.”

## Notable social justice courses



**Indigenous Canada**  
University of Alberta  
★★★★★ 4.8  
425,000 enrollments



**Feminsim and Social Justice**  
University of California, Santa Cruz  
★★★★★ 4.8  
80,000 enrollments



**Inclusive Leadership: The Power of Workplace Diversity**  
University of Colorado  
★★★★★ 4.9  
45,000 enrollments



**Race and Cultural Diversity in American History**  
University of Illinois  
★★★★★ 4.6  
41,000 enrollments



**Reimagining Blackness and Architecture**  
The Museum of Modern Art  
★★★★★ 4.8  
5,000 enrollments

Numbers represent all-time enrollments.

# **Data methodology appendix**

# Technical appendix

## OVERVIEW

The data used in this report is primarily drawn from Coursera enrollments. Some statistics are reported cumulatively since the founding of Coursera in 2012. Statistics that make reference to “the past year” are reported for the four-quarter period prior to the publication of this report: beginning of Q4 2020 through end of Q3 2021. At several points in the report, we mention growth. This is computed as year-over-year (YoY) growth for the above-defined one year period unless otherwise noted. Year-over-year growth is computed in the standard way (change divided by prior year total).

### **Building this report involved data from several components:**

1. Learner outcomes
2. Cumulative enrollments
3. Trending skills
4. Share of registrants and enrollments by gender

## LEARNER OUTCOMES

We send surveys to learners six months after completing a course asking respondents to report any outcomes they have received due to taking Coursera content. Not all learners take the survey as we request, so survey stats represent the percentage of survey respondents. We track career outcomes using a question that asks whether the respondent had any of the outcomes listed below. In the surveys, learners can state whether their goal for using Coursera is career, education, or personal. (Learners can have multiple goals.) We report career outcomes conditional on the learner saying their goal for using Coursera was to achieve career outcomes. For the enterprise user surveys (Business, Campus, and Government), we assume all learners are intending to use the platform for career outcomes, and we do not condition the outcome statistics on the learners' stated goals.

Career outcomes are different for different groups of learners.

### Consumer learners:

- Got a promotion
- Got a pay increase
- Found a new job
- Started a business
- Improved candidacy for a new job
- Became better at current job
- Picked a career path

### Business learners:

- Got a promotion
- Got a pay increase
- Improved skills for a current or future job
- Improved candidacy for a new job
- Picked a career path

### Campus learners:

- Found a new job
- Found a new internship
- Improved candidacy for a new job
- Picked a career path

### Workforce-development learners:

- Got a promotion
- Got a pay increase
- Found a new job
- Improved skills for a current or future job
- Improved candidacy for a new job
- Picked a career path

## CUMULATIVE ENROLLMENTS

This report uses a specific definition of cumulative enrollments. Cumulative enrollments are course enrollments that occurred on Coursera's current course hosting platform. This platform was rolled out in 2014, and all course enrollments made in 2016 (and beyond) were made on this platform. Enrollments from prior platforms are not included in this count. Thus, the true number of cumulative enrollments is likely higher than what is reported.

We report year-over-year (YoY) growth in cumulative enrollments as the number of cumulative enrollments from the current platform as of the end of Q3 2020 compared with the number of cumulative enrollments from the current platform as of the end of Q3 2021.

## TRENDING SKILLS

We measure trending skills for different groups of learners by incorporating several measures of internal and external demand for each skill into a single, weighted index:

- Learner Enrollments: The average enrollments per course by consumer and enterprise learners in content tagged to a particular skill.
- Search Trends: The number of searches on Coursera by logged-in learners for a particular skill.
- Google Trends: The Google Trend Index for a particular skill, which provides a measure of search activity on Google pertaining to specific keywords and topics.

Within a given domain, we calculate the above fields for each skill. To ensure all metrics are on the same scale, we first compute the z-score of each attribute within its domain and then generate a weighted average of z-scores to calculate the index value for a skill in a particular time period. The ranked list of skills is curated by subject matter experts, and this finalized version is included in the report.

## SHARE OF REGISTRANTS AND ENROLLMENTS BY GENDER

The share of registrants that are women is computed as the number of registrants that are women divided by the number of registrants that are either men or women. The share of enrollments accounted for by women is computed as the number of enrollments from women divided by the number of enrollments from either men or women. Gender is based on a combination of self-reported gender in profile field and in linked social accounts and gender as inferred from first name. The approximately 42% of registrants and 39% of enrollments for which we cannot identify binary gender are excluded from these statistics. Gender data in this report is as of June 30, 2021, per the [2021 Coursera Women and Skills Report](#). For more information, see the Data Methodology section of the Coursera Women and Skills Report.



## ABOUT THE DATA SCIENCE TEAM AT COURSERA

The Data Science team at Coursera develops the statistical and machine learning models that power a personalized learning experience, leads the experimentation and inference that informs Coursera's strategy, and builds the products to access data for the company's university partners and enterprise customers.

The team has ideated and launched learner and enterprise-facing products powered by machine learning that have been covered in [TechCrunch](#), [Harvard Business Review](#), [MIT Technology Review](#), and the [World Economic Forum](#). See more of their work on the [Coursera Data Blog](#).

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