

Enabling Online Learning through Coursera Partnership

Project Impact Report

Issue/Problem

To remain competitive and serve a wider variety of students, Illinois Tech must look beyond traditional classroom environments. One avenue is through partnerships with established online course providers, like Coursera. Coursera's platform offers a diverse range of programs to a global audience that we might not otherwise serve. This kind of partnership also provides additional revenue streams, ensures high-quality educational content, and expands our ability to offer inclusive learning environments.

Response

Illinois Tech entered into an agreement with Coursera to offer online courses within 4 degree programs starting Fall 2023. The first courses to be offered were "performance-based admissions," or PBA courses, which are designed to prepare learners with enough qualifications, skills, and knowledge to meet program entry requirements. We created content for 3 one-hour PBA courses for 4 programs, and adopted a PBA process where student performance is considered for admittance into degree programs. We also determined degree program curriculum, admissions criteria, academic policies, and we provide comprehensive academic/service support.

In order to transmit enrollment and program files to Coursera and collect course payment, we created and hosted a student portal that allows registration and payment acceptance. The portal prepared and posted enrollment data in accordance with Coursera file specifications. To facilitate new online enrollments, Enrollment Services and the Office of the Registrar updated university policies for online learners.

Participants

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Project Team Members: Aparna Atturi, Tim Batson, Khalilah Guyton-Hamlin, Jessica Heileman, Anthoula Lagunas
Key Departments: Office of Technology Services, Office of the Registrar, Enrollment Services

Impact

The partnership with Coursera is expected to extend the university's global reach, increasing brand exposure and positioning the institution as a leader in online education. The introduction of new online enrollments through Coursera is anticipated to create a diversified revenue stream for the university, contributing to financial sustainability and flexibility.

| Measure | Value | Context |
|-------------------|---|---|
| Enrollment Growth | 267 Fall A Enrollments 255+ Fall B Enrollments | Growth as an indicator of program success, as defined as the increase in online course enrollments through Coursera |
| Global Impact | 32+ Countries (33% Bachelors, 44% MBA, 23% other Masters) | Enrollment demographics and geographical distribution as defined as the global reach of the university's online programs through Coursera |

The collaboration with Coursera represents a transformative step toward enhancing the university's educational impact, reaching a wider audience, and establishing new avenues for sustainable growth and innovation.