



Top 6 Considerations for Governments Selecting an Online Training Provider

Innovation and disruptive technologies are changing the skills that workers need to thrive in today's economy. Although some occupations will become obsolete, most will undergo transformation based on the increasing reliance on technology to perform even the most routine tasks.

While partnering with an online training provider can help your workforce adapt to the future of work, there are several platform options available. Here are some key considerations for governments when selecting the best partner to meet skill development goals.

1. Is the online training provider able to deliver training for in-demand skills at all levels—from basic literacy to advanced reskilling?

As a new outlook of work pushes to increase data use and analysis, the requirement for a comprehensive training capability to increase data literacy and build broad data science capabilities at scale is critical.

Key considerations:

- ✓ Does the online training provider offer skill sets designed to build broad data science capability across an organization and workforce? Does it provide everything from entry-level content to build skill literacy, intermediate level content to upskill teams, and advanced content to reskill individuals?
- ✓ How do learners progress through the curriculum? Are there different learning pathways by job role?
- ✓ Does the provider offer a high-quality content catalog with cutting-edge courses in data analytics, leadership and management, computer programming, machine learning, supply chain and logistics, data management, and data literacy?
- ✓ Does the provider offer a content catalog with courses focused on vital human skills—such as communications, leadership, management, personal development, problem-solving and thinking, and teamwork and collaboration?

2. Does the online training provider offer high-quality content and industry-recognized certifications?

Many online training providers offer a substantial number of course topics. However, not all content is equally engaging. Depending on the rigor of the course content, there is a risk that real skill development may not be achievable.

Not all online training providers can offer advanced programs or professional certifications. These credentials can provide your teams with increased incentives to learn because they are recognized and have transferable value. A learning program should also align advanced learning options to the specific needs across your organization.

Key considerations:

- ✓ How often are courses created and the catalog updated: yearly, quarterly, daily?
- ✓ Who authors the course content? Are the authors leading universities and companies?
- ✓ Are courses developed based on research-backed pedagogical principles according to the following design guidelines: clear learning objectives, unique assessment assets, backward design, and consistent outcome measurements?
- ✓ Do courses have consistent outcome measurements and backward design?
- ✓ Do course options include certifications from the university or company that produced the content?
- ✓ Are the professional certifications and skills training focused on in-demand job roles or aligned to your organization's specific role needs?

3. Does the online training provider include comprehensive reporting on skill development?

Built-in data analytics capabilities help staff and administrators measure skill development across teams and, in turn, optimize their learning programs for successful outcomes. While standard metrics such as platform usage, courses taken, and courses completed are useful, many online training platform providers differ on the depth of measurement they can deliver.

Key considerations:

- ✓ Are metrics provided on custom content pathways aligned to the organization's strategic learning objectives?
- ✓ Is there a macro-level overview of all training progress and micro-level mapping of strategic learning objectives?
- ✓ Will you be able to measure skill development across different domains such as business, technology, and data, or others?
- ✓ Is there reporting on the ROI of human skill programs such as strategy, operations, communications, and leadership?
- ✓ Can you gain a summary of skill development over time?

4. Can the online training platform enable guided learning and hands-on learning experiences?

When a learning program can provide flexible pathways to skill development, an individual will more likely acquire the desired skills outcome. With the adoption of AI for many, online training platforms, customized guidance, and recommendations can be essential to alerting your workforce on how they can achieve new skills to apply to their roles and work.

Key considerations:

- ✓ Does the platform dynamically generate recommendations for new content?
- ✓ Can customized content recommendations be based on a learner's skill proficiency and their training progress?
- ✓ Is there project-based curriculum available to help students learn how to use new skills in real-world environments?

5. Does the online training provider offer dedicated support and resources?

While the accessibility that online training platforms deliver is a key benefit, customer support may look a bit different than traditional on-premises support teams. Be sure to choose an online training provider that offers comprehensive support resources.

Key considerations:

- ✓ Can your agency get a dedicated Customer Success Manager responsible for providing direct support to your team?
- ✓ How accessible are technical support resources? 24-hours a day, seven days a week, or limited accessibility?
- ✓ Are there additional career support services for specialized certificate programs?
- ✓ Do they provide AI-based practice interview tools to help learners prepare for job interviews?

6. Can the online training platform be tailored to your team's unique skills transformation needs?

To support the achievements of your team's skills transformation goals, inquire if the online training provider can deliver tailored learning paths for specific skill sets and learning requirements.

Key considerations:

- ✓ Does the online training provider have individuals who are subject matter experts in the public sector and workforce, and deeply understand your regional challenges, use cases, and common pain points?
- ✓ Do they have capabilities to customize your learning program or pathways and advise you on skill development?
- ✓ Do they have functionality that permits you to create context-specific, project-relevant, applied learning at scale?
- ✓ Do they provide a full maturity curve of learning, from literacy, all the way through a terminal professional degree for a public manager?

With jobs changing at such a rapid pace and an acute shortage of strategic IT skills within the workforce, reskilling and upskilling at scale is critical to meet the demands of the ever-changing digital economy.

Meet your skill development goals faster with Coursera

Partnering with the right online training vendor can make all the difference. Whether you're a US federal agency looking to reskill your workforce to be data-ready, or a national or state government seeking to reskill your workforce to create economic opportunities, Coursera can provide you with the guidance necessary to launch a successful learning program at scale to achieve your skill development goals.

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