

## Coursera 2016 Request for Proposals

Coursera is pleased to announce a Request for Proposals (RFP) aimed at supporting the development of particular high-demand Courses and Specializations launching in 2016 and early 2017 taught in English. We have identified a set of subject areas and associated formats for Courses and Specializations that we believe will perform particularly well on our platform based on learner surveys, platform data, and market research. This list will be continuously updated throughout the year.

**Please consult with your Partnership Manager for an updated list of high demand subject areas and associated formats based on the intersection of our research and your institution’s strengths.**

### Benefits for RFP Courses or Specializations

Selected Partner Institutions will receive:

<b>Funding Advance (optional)</b>	<ul style="list-style-type: none"> <li>● In select cases, Coursera will provide an <b>advance on production costs</b> for the Course or Specialization where an advance is requested. Advances generally range between \$10,000 - 15,000 for Courses and \$50,000-75,000 for Specializations.</li> <li>● If an advance is awarded, it will be recouped through Partner Institution’s portion of revenues generated from the Course or Specialization.<sup>1</sup></li> </ul>
<b>Course Design Support</b>	<ul style="list-style-type: none"> <li>● Selected teams creating a RFP Course or Specialization will receive support from Coursera’s Teaching and Learning (T&amp;L) team in the form of:               <ul style="list-style-type: none"> <li>○ Access to a <i>Build Your Specialization</i> or <i>Build Your Course</i> online course to guide you through the development of content with best practices in mind</li> <li>○ Bi-weekly office hours with a T&amp;L Specialist where you will have the opportunity to ask questions and receive feedback on your content</li> <li>○ An on-site Workshop at Coursera where you can work directly with the T&amp;L team</li> <li>○ Ongoing feedback from Coursera’s T&amp;L Specialists on early development of materials, of a frequency and timeline to be mutually decided by the teams</li> </ul> </li> </ul>
<b>Marketing Support</b>	<ul style="list-style-type: none"> <li>● Coursera will promote each RFP category of Courses (or Specializations) to new and existing Coursera learners (e.g. via email marketing, PR, social media promotion, distribution partners, and a potentially a variety of paid advertising channels) during the first scheduled marketing campaign following launch of the RFP Course or Specialization.<sup>2</sup></li> <li>● Our marketing team will also share best practices for naming and promoting your content at on-site workshops and through shared resources.</li> </ul>
<b>Production Resources</b>	<ul style="list-style-type: none"> <li>● Coursera has sourced contractors who can provide production resources, design assets and copyright research to our partners at a competitive price.</li> <li>● Selected Teams can opt to apply a portion of their advance funds towards videography / filming, slide design, art assets, video production resources, or copyright research from our vendor.</li> </ul>

### Course and Specialization Requirements

All RFP Courses must be created in accordance with the [RFP Course Requirements](#). All Specializations must be created in accordance with the [Specialization Requirements](#). Please read these requirements carefully ahead of your application.

<sup>1</sup> As an example, if a Specialization is provided with a \$50,000 advance and Partner’s Revenue Share is 50%, Coursera will recoup all revenue from the Specialization until the full advance (\$50,000) is paid from the *Partner’s portion of the revenue share* (i.e. 50% of X). In this example, the first \$100,000 of revenue generated from the Specialization would be paid to Coursera, and revenues above the first \$100,000 would be subject to the original revenue share.

<sup>2</sup> If applicable, paid distribution and marketing costs will be split between University and Coursera by deducting such costs from gross revenue prior to calculating revenue share. Please see the RFP Course Requirements or Specialization Requirements for more detail.

## Timelines

Coursera will have 3 official marketing campaigns from 2016 - early 2017 during which we will promote general categories of RFP Courses and Specializations to new and existing Coursera learners as shown in the following timeline.



Proposals will be accepted 3 times during the year as shown above (Group 1, Group 2 and Group 3).<sup>3</sup>

### Launch Timelines:

- Course Teams must choose a launch date for your Course or the first course in your Specialization and indicate the proposed launch date in your Pre-Proposal. We recommend that the launch date be ahead of or during one of our 3 marketing campaigns indicated above.
  - For Specializations, each subsequent course in the Specialization must launch **no later than two weeks following the end of the first cohort of the prior course** to ensure continuity and a good experience for learners.
- While Course Teams may choose the launch date, we generally recommend that Courses launch within 3 months following approval of the Full Proposal, and Specializations have their first Course launch within 4 months following approval. We will give priority, particularly in funding, to Courses and Specializations that are able to launch at an earlier date.
- All content for each Course must be uploaded to Coursera's platform at least 3 weeks prior to launch in order to allow for QA and beta-testing.

### Proposal Submission Process

- Prior to submitting your proposal, contact your Coursera Partnership Manager to discuss the subject area of your proposal and fit with RFP requirements.
- **Round I Pre-Proposals:** Interested teams are required to submit a **Pre-Proposal** via this [Google Form](#). You can find a sample completed Pre-Proposal [HERE](#).
  - Group 1 Pre-Proposals are due Jan 25, 2016 at latest
  - Group 2 Pre-Proposals are due Apr 11, 2016 at latest
  - Group 3 Pre-Proposals are due July 18, 2016 at latest
  - Within 1 week of submission, you will be notified of whether your application is moving to Round II.
- **Round II Additional Materials:** Pre-proposals that proceed past Round I will be required to submit **additional materials to complete your proposal at least 1 week prior to the Final Decision date** (provided below) by directly creating and uploading content to the Coursera Platform. The additional materials will include a module by module outline of the Course or Specialization with assessment descriptions, a sample teaching video from each instructor, and sample assessments. You can find a description of required additional materials [HERE](#).
  - Group 1 Final Decisions will be made by Feb 19, 2016
  - Group 2 Final Decisions will be made by May 6, 2016
  - Group 3 Final Decisions will be made by Aug 12, 2016

<sup>3</sup> While applications will be accepted during each of these periods, we have a limited pool of resources and are unlikely to actively support a proposal substantially similar to one that has already been accepted. To maximize your chances for approval and support, we would encourage you to submit your proposal as early as possible.