

Regularly Re-running Automated Cohorts (Sessions) on Coursera's new platform

An overview for Coursera Partners

Balance of Availability & Structure

We heard consistent feedback from learners on our old platform that it was frustrating to have to wait a long time to start a course. Because of the rigid structure of sessions on our old platform, learners often fell behind and were not able to catch up.

In 2014 we launched a new platform with always available content to address availability issue for learners. The first types of courses that we launched on the new platform were completely self-paced, which we hoped would provide enough flexibility for learners to complete courses amidst their busy schedules.

We quickly learned that self-paced courses -- without the structure of deadlines or a suggested schedule -- had a negative impact on completion rates and course engagement.

We then experimented with different course structures and discovered that a model with **frequently-running auto cohorts** provided the right balance of availability and structure for learners. This is now the course format that we recommend all courses use.

Sessions are better for learners

A comparison of courses in the two formats shows that session-based courses provide a much better experience for learners than self-paced courses.

60%
higher

overall course
completion
rate

73%
higher

paid conversion
rate

179%
higher

average
weekly active
learners

76%
higher

% of weekly
active learners
visiting forums

40%
higher

% of weekly
active learners
posting in
forums

33%
better

time to receive
peer review
evaluations

Note: these metrics are not based on randomized experiments.

How do Sessions work?

THERE IS ONE COURSE

- course is **always open**
- **cohorts are layered on top** of open courses to provide a **structured experience for learners**
- there will **always be one cohort open for enrollment**, so learners always have something to join
- **cohorts run on an auto-schedule with no additional operational load for instructors**

LEARNERS ENROLL IN A COHORT AND CAN START LEARNING ANYTIME:

- Learners enrolling **before** cohort start date: full access to Week 1 content (including assignments)
- Learners enroll **after** cohort start date (but before enrollment closes): full access to all content

INSTRUCTOR & COURSE STAFF ACCESS

- instructors and mentors can access all discussion forums across cohorts
- partners can send email announcements to particular cohorts
- course teams can make improvements to the course for future cohorts, even if they're grade-breaking changes, using [versioning](#) (note: this feature is not available for self-paced courses)

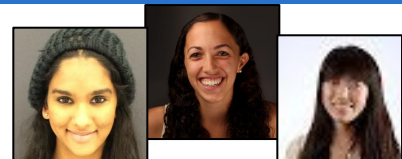
For more details about auto-cohorts and answers to common questions, please see the slides below and refer to [this article](#) in our Partner Help Center.

Switching my course from On-Demand to Auto-Cohorts (Sessions)

Sessions are the new default. All newly-launching courses on the new platform, including in Specializations, will use the sessions format. **800+ courses** are in the sessions format and currently running on the platform.

Given the better learning experience in sessions as shown by engagement, retention and completion statistics, we encourage courses that are currently in the self-paced format to switch to using the sessions model.

[Contact our partner support team](#) to request this change for your courses.



More Details

How frequently do auto-cohorts run?

In order to serve learners best, there should always be at least one cohort with an upcoming start date that learners can enroll in. **By default**, courses will automatically have cohorts that re-run on a **monthly schedule**.

For courses with consistently **high enrollment numbers**, we recommend **a more frequent re-run schedule (every two-weeks)**. Most Specializations are on this bi-weekly auto-cohort schedule.

For courses with lower enrollment numbers or instructor-specific reasons to run a course less often, you can ask our partner support team to enable auto-cohort re-runs at a **minimum frequency of 6x or 4x per year**.

If you have other considerations to discuss about auto-cohort frequency, please contact your institution's Coursera Partnership Manager.

What do learners experience in auto-cohorts?

Learners can still start the course at any time

For each course, there will be a series of specific 'start dates' at which the course content will become fully available and open to all learners in the cohort. For learners enrolling prior to an official 'start date,' they will be able to preview the first week's content while they wait for the cohort to begin.

If a learner arrives **before** the next start date:

Learners will be allowed to enroll and 'preview' some course content immediately - and their progress in the preview will be saved toward their overall course progress.

If a learner arrives **after** a start date (but while enrollment is still open):

Learners will be allowed to join the cohort that just started and start the course immediately.

If a learner arrives **more than 5 days after** a start date (when enrollment has closed for that cohort):

Learners will be invited to enroll in the next cohort instead, and will have 'preview' access.

Learners can still go at their own pace

Once a learner has been placed in a cohort and the 'start date' for that cohort has arrived, **learners are free to move through the content as quickly as they'd like**. We have seen that the typical time to complete courses has shortened considerably in the on-demand model, and we anticipate that some learners will move at an accelerated pace. Others will move 'on pace' and others will move at a slower pace; the automated cohort model is designed to accommodate multiple paces.

What are discussions like in auto-cohorts?

- Learners only see discussions for their cohort.
- Instructors to have ability to pin specific threads to be visible across all cohorts of the course.

76%

higher

% of weekly active learners visiting forums

40%

higher

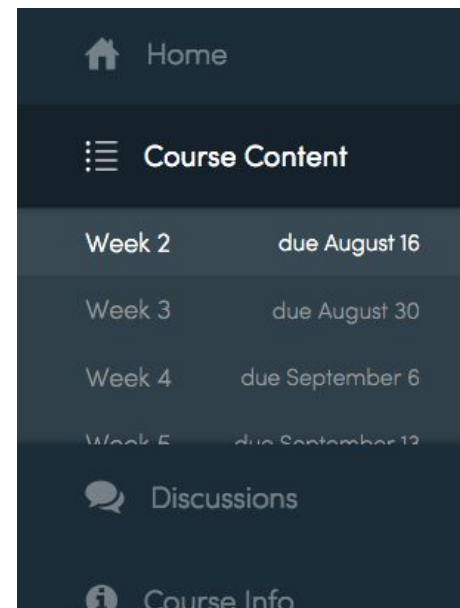
% of weekly active learners posting in forums

The screenshot displays the Coursera course forums interface. On the left is a dark sidebar with the Stanford University logo and navigation links: Home, Course Content, Assignments, Discussions, and Course Info. The main content area is titled 'All Course Discussions' and includes a welcome message: 'Welcome to the course discussion forums! Ask questions, debate ideas, and find classmates who share your goals. Browse popular threads below or other forums in the sidebar.' Below this is a list of discussion threads with filters for 'Latest', 'Top', and 'Unanswered', a search bar, and a 'New Thread' button. The threads listed are: 'Projects in Machine Learning' (last post by Yousaf Nawaz, an hour ago, 3 replies, 32 comments), 'SUBMISSION FAILED? CLICK HERE!' (created by Chirag Uttamsingh, 4 months ago, 63 replies, 0 comments), and 'MATLAB license update information for students using the 120 day Machine Learning MATLAB license' (last post by Ponmalar Ratnam, a day ago, 0 replies, 105 comments).

Example of discussion forums in a course with cohorts. Learners see only threads from their own cohort of the course, plus posts from cohorts that have been pinned by the instructor or mentor to persist across all cohorts.

How do deadlines work in auto-cohorts?

- Instructors can determine which modules correspond to each week, and this course schedule will apply to all cohorts of the course.
- Soft deadlines are at the end of each week, with a final hard deadline at the end of the cohort.
- All content is available once the cohort starts, so learners can move faster than the recommended pace if they want.



Learners in a cohort will all see the same suggested schedule. Instructors set the suggested schedule; default is 1 module per week.

How does peer review work in auto-cohorts?

coursera



Introduction to Game Design

by California Institute of the Arts

Go to Course Admin

Home

Course Content

Week 1

Week 2

Week 3

Week 4

Assignments

Discussions

Classmates

Week 1: The Simplest Games

Course Introduction

Start Lesson

Welcome! 2 min

About this Course

Start Simple

Elements of Gaming 3 min

The Game Design Document 2 min

Feedback 3 min

Making a Simple Game and Brainstorming 3 min

Review

Week 1 Homework 3 min

Assignment: Make a Simple Paper-Based Game 30 min **Due in 4 days**

Review Classmates: Make a Simple Paper-Based Game 30 min **Due in 7 days**

Phased Peer Review

(for graded peer assessments only)

Week view, where peer assessments are shown as two separate items:

- (1) submit phase
- (2) review phase

How it works:

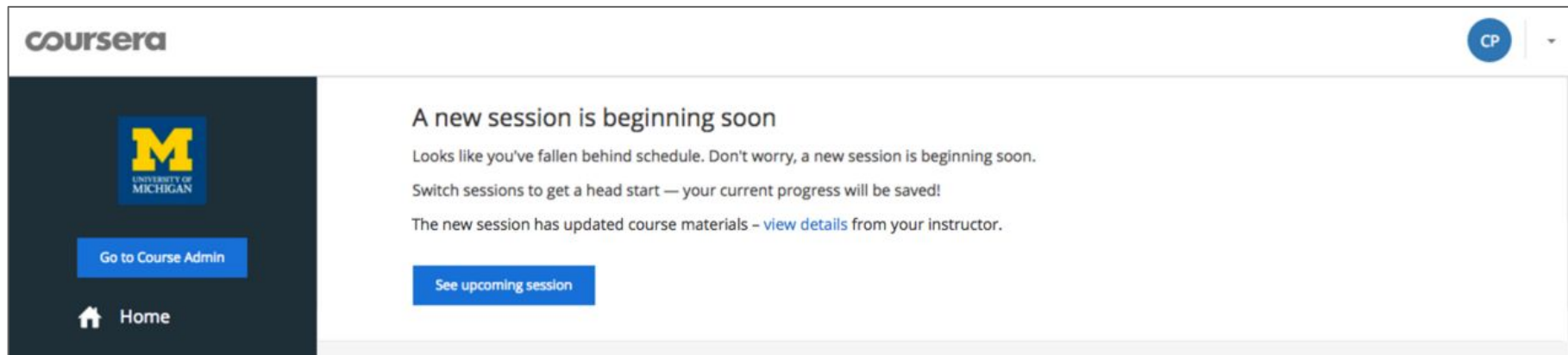
- Must (1) submit your own assignment before you can (2) review peers
- On-time submissions get prioritized to receive evaluations (ahead of late submissions)
- Learners can submit late (any time before the final hard deadline when the cohort ends)

90%
of on-time
submissions

receive peer
review grades
within 3 days

What about learners who fall behind?

- If learners fall behind, they will have the opportunity to enroll in the next cohort.
- Course progress is maintained between cohorts. Learners don't need to resubmit assignments they have already completed in a previous cohort.



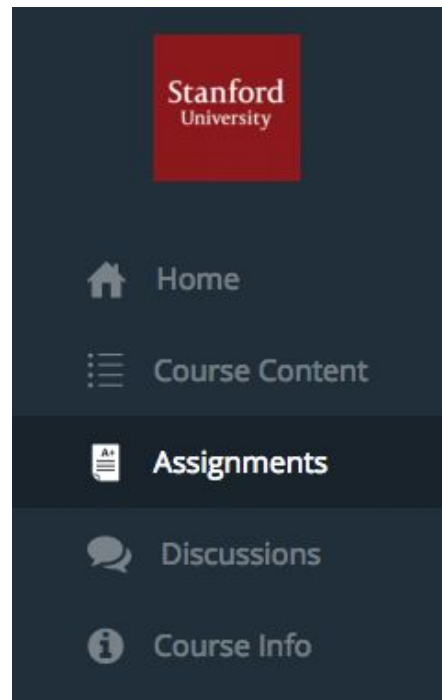
The screenshot shows a Coursera interface. At the top left is the Coursera logo. In the top right corner, there is a blue circular icon with the letters 'CP' and a small downward arrow. On the left side, there is a dark blue sidebar containing the University of Michigan logo (a yellow 'M' on a blue square) and two buttons: 'Go to Course Admin' and 'Home' with a house icon. The main content area has a white background and contains the following text: 'A new session is beginning soon', 'Looks like you've fallen behind schedule. Don't worry, a new session is beginning soon.', 'Switch sessions to get a head start — your current progress will be saved!', and 'The new session has updated course materials - [view details](#) from your instructor.' Below this text is a blue button that says 'See upcoming session'.

Are courses designed differently for auto-cohorts?

- Course design should not be affected by this change.
- As in the standard layout, you should consider the amount of work that is reasonable for a learner to complete in a week, and create your recommended course schedule accordingly.

What are the logistics of managing courses in the auto-cohort format?

- Schedules and emails are automated. No manual grading or scheduling of cohorts is required.
- Grading occurs automatically in cohorts. As soon as learners complete all required assignments and receive all assignment-level grades, learners will receive their overall course grade.



How do course teams **monitor discussion forums** in cohort-based courses?

Course staff can see and manage discussion forums across all cohorts. They can filter to see only threads from specific cohorts, or from the entire course. They see special banners on each thread, confirming which learners can see each thread.

Cohort-specific filter →

The screenshot shows a 'Filter by session' dropdown menu with 'All Sessions' selected. The menu is open, displaying a list of sessions with their respective dates and assignment due dates. The sessions listed are: 'February 29, 2016 - April 03, 2016' (Week 2 assignment due), 'February 15, 2016 - March 20, 2016' (Week 4 assignment due), 'February 01, 2016 - March 06, 2016', 'January 18, 2016 - February 21, 2016', and 'January 04, 2016 - February 07, 2016'. There are also buttons for 'Self Paced' and 'Active'. The text '3 sessions active' is visible in the top right corner of the filter menu.

Cohort-specific thread →

This thread is only visible to learners in the October 12 - November 15 session.

Becoming a Visionary Leader

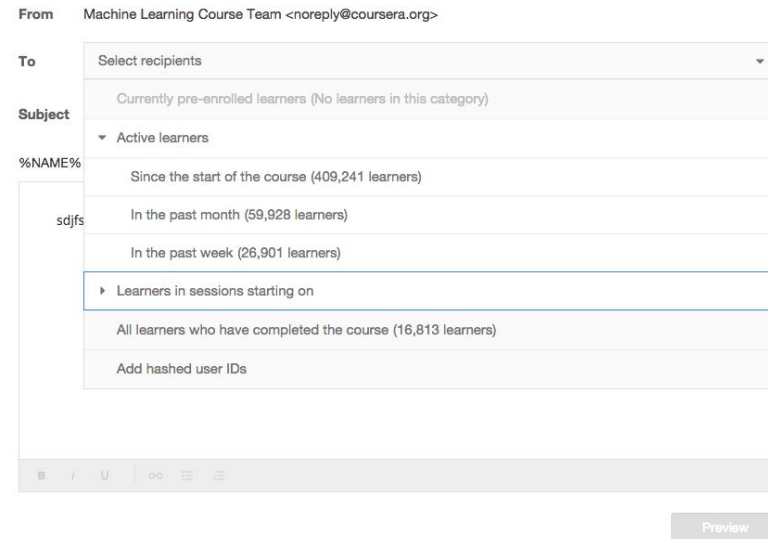
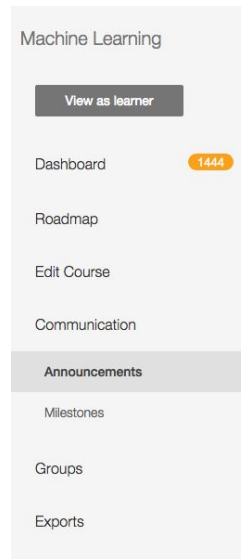
This thread is visible to all learners because it is pinned.

Course Discussions

All learners can see thread ←

How can course staff communicate with learners in different cohorts?

- Course Announcements:
Instructors can email learners in specific cohort or in the entire course
- Discussion Forums:
Instructors will be able to view forum threads from all cohorts and post to specific cohort threads or across all cohorts



The course-level announcement interface allows course staff to email particular cohorts of learners, other sub-sets of learners, or all enrolled learners at once

Appendix

Before cohort start date

Screenshots as walkthrough of the learner experience

Browser address bar: <https://www.coursera.org/> x <https://www.coursera.org/learn/internet-history/home/info> mj@coursera.org

coursera Minjeong Kim ▾



Internet History, Technology,
and Security
by University of Michigan

i Course Info

☰ Preview Course

UNIVERSITY OF MICHIGAN

Internet History, Technology, and Security

About this Course

The impact of technology and networks on our lives, culture, and society continues to increase. The very fact that you can take this course from anywhere in the world requires a technological infrastructure that was designed, engineered, and built over the past sixty years. To function in an information-centric world, we need to understand the workings of network technology. This course will open up the Internet and show you how it was created, who created it and how it works. Along the way we will meet many of the innovators who developed the Internet and Web technologies that we use today.

What You Will Learn:
After this course you will not take the Internet and Web for granted. You will be better informed about important technological issues currently facing society. You will realize that the Internet and Web are spaces for innovation and you will get a better understanding of how you might fit into that innovation. If you get excited about the material in this course, it is a great lead-in to taking a course in Web design, Web development, programming, or even network administration. At a minimum, you will be a much wiser network citizen.

🗣 Subtitles available in **English**
🕒 12 hours of videos and quizzes

Upcoming session:


August 10 – November 1

11 weeks of study

Enrollment ends August 17

Enroll

Certificate Available For Learners



Complete this course and showcase your success with a Certificate - it's trusted, secure and issued by Coursera.

[Learn more about Certificates >](#)



Internet History, Technology,
and Security
by University of Michigan

i Course Info

☰ Preview Course

Week 8 Security: Encrypting and Signing

Hiding Data from Others
Insuring Data Integrity
Review

Quiz: Security : Encrypting and Signing

Week 9 Security: Web Security

Securing Web Connections
Identity on the Web
Review

Quiz: Security: Web Security

Week 10 Final Exam

Final Exam

Quiz: Final Exam - IHTS

How to Pass the Course

Pass all graded assignments to complete the course.
You can still pass an assignment after the deadline, but a 20% late penalty will be applied.

[Help Center](#)

Internet History, Technology, and Security
by University of Michigan

Course Info

Preview Course

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

Week 9

Week 10

Welcome to week 1! We will first look at the history of the Internet and Web, followed by a look at how the network works and then examine how we secure information on the Internet and Web.

Charles Severance

GETTING STARTED

Welcome

Course Materials

Welcome to Class 2 min [Resume](#)

Bonus: Office Hours - Manila, Philippines 1 min

Welcome to Week 1! This week, we'll be covering the early history of electric computing. World War II emphasized the strategic importance of computation, communication, and information. There was unprecedented investment in the development of new technologies during the war. We start with Alan Turing and others at Bletchley Park.

I want you to take some time to get to know our Community Teaching Assistants (CTAs). They have been with the class for several sessions now and add a great deal to the class. [Here](#) is a thread in the forum where the Community TAs are introducing themselves. The Community TAs are all volunteers so I owe them a very public 'thank you' for all of their effort in the class.

Hope things are going well with you and the course. Hit us up on the forums if we need to hear how things are going.

Upcoming session:
August 10 – November 1
11 weeks of study
Enrollment ends August 17
[Enroll](#)

[Help Center](#)

Before enrolling, learners can preview the first week's material, but not the assessments

Internet History, Technology, and Security
by University of Michigan

Course Info

Preview Course

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

Week 9

Week 10

HISTORY: DAWN OF ELECTRONIC COMPUTING

War Time Computing and Communication [Start Lesson](#)

- ▶ High Stakes Research in Computing, and Communication 8 min
- ▶ Alan Turing and Bletchley Park 25 min

Computing with Phone Lines

- ▶ Post-War Computing and Communication 9 min
- ▶ Using the Michigan Terminal System (through 6:00) 36 min
- ▶ Wrap up and Reflection 1 min

Office Hours

- ▶ Bonus: Office Hours - Barcelona, Spain 1 min

Review

- 🔒 Quiz: History: Dawn of Electronic Computing 13 min

Help Center

Before enrolling, learners can preview the first week's material, but not the assessments



Questionnaire Design for Social Surveys

by University of Michigan

[Go to Course Admin](#)

[Course Info](#)

[Preview Course](#)

UNIVERSITY OF MICHIGAN

Questionnaire Design for Social Surveys

You're enrolled!



Your session starts on November 2.

We'll send you an email when the course opens.



Week 1 is fully unlocked.

Now that you've enrolled early, get a head start in the course and complete the first week.

[Get a head start](#)

About

This course reviews the design of questionnaires for social surveys and interviews.

Subscribed

4-8 hours/week

Instructors



Frederick Conrad, Ph.D.

Upcoming session:

**November 2 -
December 21**

Enrollment ends November 7

[Enroll](#)

Course Mode

Cohorts

When learners decide to enroll, they will see a confirmation that it is possible to start learning right away

The screenshot shows a web browser window with the URL <https://www.coursera.org/learn/internet-history/home/info>. The Coursera logo is in the top left, and the user's email 'mj@coursera.org' is in the top right. The course title 'Internet History, Technology, and Security' is prominently displayed in the center, with 'UNIVERSITY OF MICHIGAN' above it. A dark sidebar on the left contains the University of Michigan logo, the course title, and navigation options: 'Course Info' (selected) and 'Preview Course'. The main content area is divided into three sections: 'About this Course' with a paragraph describing the course's focus on network technology; 'Upcoming session:' with dates 'August 10 – November 1', '11 weeks of study', and '3 days until session begins', plus an 'Enrolled' button; and 'Certificate Available For Learners' with a certificate icon, a paragraph about the certificate, and links for 'Learn more about Certificates' and 'Help Center'. At the bottom of the 'About this Course' section, it notes 'Subtitles available in English' and '12 hours of videos and quizzes'.

After enrolling, the Preview is available (including assessments) while waiting for Course to start

Internet History, Technology, and Security

by University of Michigan

Course Info

Preview Course

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6


Week 7

Week 8

Week 9

Week 10

Deadline: You must pass this week's assignments by **August 16, 2015, 11:59 PM PDT.**


 Welcome to week 1! We will first look at the history of the Internet and Web, followed by a look at how the network works and then examine how we secure information on the Internet and Web.

Charles Severance

GETTING STARTED

Welcome

- Course Materials
- Welcome to Class** 2 min [Resume](#)
- Bonus: Office Hours - Manila, Philippines 1 min

 Welcome to Week 1! This week, we'll be covering the early history of electric computing. World War II emphasized the strategic importance of computation, communication, and information. There was unprecedented investment in the development of new technologies during the war. We start with Alan Turing and others at Bletchley Park.

Charles Severance

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Upcoming session:

August 10 – November 1

11 weeks of study

3 days until session begins

Enrolled

Help Center

After enrolling, the Preview is available (including assessments) while waiting for Course to start

Example of a course announcement email received by a learner

Machine Learning starts today!



Professor Andrew Ng welcomes you to Machine Learning.

Thanks for signing up for Machine Learning. We're excited to have you start the course today! When you complete the course, you'll come away with an in-depth knowledge of machine learning, and of how to get the most powerful learning techniques to work on your own applications.

If you have friends who might be interested in machine learning, please let them know about the class, and get them to sign up too (maybe forward this email to them). If you and your friends form a "study group" and work together to learn about machine learning, that would likely make the experience more fun, and help you learn more quickly too.

Welcome again to the Machine learning course. Machine learning is one of the most sought after skills today in the technology industry, and I hope that this course will help make you an expert.

[Go to Course](#)

coursera



You are receiving this email because admin@coursera.org is registered on Coursera. Please do not reply directly to this email. If you have any questions or feedback, please visit our [support site](#).

During cohort

Screenshots as walkthrough of the learner experience

The screenshot shows the Coursera interface for the Machine Learning course. The browser address bar displays <https://www.coursera.org/learn/machine-learning/home/welcome>. The user is logged in as Minjeong Kim. The sidebar on the left includes the Stanford University logo, the course title 'Machine Learning by Stanford University', and navigation options: Home, Course Content, Discussions, and Course Info. The main content area features a welcome message from Andrew Ng, followed by a 'More' link. Below this is the 'My Course Progress' section, which is highlighted with a red box. It lists three weeks of content:

Week	Content	Progress	Due Date
Week 1	Introduction Linear Regression with One Variable Linear Algebra Review	0/2 assignments passed	Overdue July 26, 11:59 PM PDT
Week 2	Linear Regression with Multiple Variables Octave Tutorial	0/3 assignments passed	Due in 3 days
Week 3	Logistic Regression Regularization	0/3 assignments passed	Due August 23, 11:59 PM PDT

Content organized by weeks; All content is visible on the start date; Assignments show due dates for the soft deadlines each week

Machine Learning
by Stanford University

Home

Course Content

- Week 1 **OVERDUE**
- Week 2 due August 9
- Week 3 due August 23
- Week 4 due August 30**
- Week 5 due September 6
- Week 6 due September 20
- Week 7 due September 27
- Week 8 due October 11

Discussions

Course Info

Remember, your assignments are due on August 30, 2015 at 11:59 PM PDT.

RECENTLY COMPLETED WEEK 4

Andrew Ng

Welcome to week 4! This week, we are covering neural networks. Neural networks is a model inspired by how the brain works. It is widely used today in many applications: when your phone interprets and understand your voice commands, it is likely that a neural network is helping to understand your speech; when you cash a check, the machines that automatically read the digits also use neural networks.

Less

NEURAL NETWORKS: REPRESENTATION

Motivations [Start Lesson](#)

- Non-linear Hypotheses 10 min
- Neurons and the Brain 8 min

Neural Networks

- Model Representation I 12 min
- Model Representation II 12 min

SZ Sarah Zhao 2 minutes ago

WS William Shiftlett 3 minutes ago

NS Nishant Sharma 6 minutes ago

JK joshua kihm 10 minutes ago

Min Hoo Lee 15 minutes ago

15,353 recent completions

Help Center

Content organized by weeks; All content is visible on the start date; Assignments show due dates for the soft deadlines each week

The screenshot shows the Coursera interface for the 'Machine Learning' course. The sidebar on the left contains a weekly content list with 'Week 9' highlighted. The main content area is titled 'RECOMMENDER SYSTEMS' and lists lessons such as 'Predicting Movie Ratings' and 'Collaborative Filtering'. A 'Review' section at the bottom contains a quiz and a programming assignment, both with due dates of 'Due October 25'.

Week	Due Date
Week 4	due August 30
Week 5	due September 6
Week 6	due September 20
Week 7	due September 27
Week 8	due October 11
Week 9	due October 25
Week 10	due November 2
Week 11	due November 9

Item	Duration	Due Date
Problem Formulation	8 min	
Content Based Recommendations	15 min	
Collaborative Filtering	10 min	
Collaborative Filtering Algorithm	8 min	
Vectorization: Low Rank Matrix Factorization	8 min	
Implementational Detail: Mean Normalization	9 min	
Quiz: Recommender Systems	5 min	Due October 25
Programming Assignment: Anomaly Detection and Recommender Systems	3h 00m	Due October 25

Content organized by weeks; All content is visible on the start date; Assignments show due dates for the soft deadlines each week

The screenshot shows the Coursera interface for the Machine Learning course by Stanford University. The sidebar on the left lists the course content organized by weeks, with Week 1 marked as 'OVERDUE'. The main content area features a warning banner for 'Assignments Overdue' and a welcome message from Andrew Ng. Below the welcome message, there is a section for 'INTRODUCTION' with 'Environment Setup Instructions' and a list of tasks. A 'Recently Completed Week 1' section shows a list of users who have completed the week, including Janki Joshi, Jithin R J, Julien Chaumond, Lemaçon Audrey, and Angshukana. The 'Help Center' link is visible in the bottom right corner.

Assignments Overdue: Looks like you're a bit behind schedule, but you can still get caught up!

RECENTLY COMPLETED WEEK 1

- JJ Janki Joshi a few seconds ago
- JJ Jithin R J 2 minutes ago
- JC Julien Chaumond 4 minutes ago
- Lemaçon Audrey 4 minutes ago
- A Angshukana 6 minutes ago

36,552 recent completions

Environment Setup Instructions


- Welcome to Machine Learning! 1 min [Resume](#)
- ✓ Setting Up Your Programming Assignment Environment
- ✓ Installing Octave/MATLAB on Windows
- ✓ Installing Octave/MATLAB on Mac OS X (10.10 Yosemite and 10.9 Mavericks)
- ✓ Installing Octave/MATLAB on Mac OS X (10.8 Mountain Lion and Earlier)
- ✓ Installing Octave/MATLAB on GNU/Linux

[Help Center](#)

Content organized by weeks; All content is visible on the start date; Assignments show due dates for the soft deadlines each week

Example of automated reminder emails to encourage learners to stay on track

Week 1 Deadline approaching quickly

 Professor Andrew Ng

Hello all!

The deadline for Week 1's assignments in "Machine Learning" is approaching fast. We hope you all have submitted at least one assignment by now. If not, you still have a few days to submit. Also note that you have to explicitly submit, saving is not enough!

There are two assignments this week, both due on June 14:

- Week 1 Quiz: Regression Models
- Week 1 Quiz: Regularization

Good luck with the assignments!

[Go to Course](#)

coursera

[f](#) [t](#) [RSS](#) [g+](#)

You are receiving this email because admin@coursera.org is registered on Coursera. Please do not reply directly to this email. If you have any questions or feedback, please visit our [support site](#).



- Home
- Course Content
- Assignments
- Discussions
- Course Info

Congratulations!

You have successfully completed **Introduction to Software Product Management**, 1 of 6 courses in **Software Product Management** from **University of Alberta**.

Final Grade **92.9** %



We'll email you your **Course Certificate** when it's ready!



Kenny Wong

Congratulations on completing Introduction to Software Product Management! We are inspired by your desire to learn and stretch yourself. Your initiative and self-confidence will be tremendous assets as you apply the management skills you have learned.

If you've enjoyed the course and would like to sign up to be a Mentor, Coursera would love to hear from you! [Here](#) is where you would go to sign up and help.

We are confident the new management techniques you've gotten from this course will help you in all aspects of your work. There are even more practical tips and strategies in the upcoming courses, so we hope you continue with us in the Software Product Management specialization.

Finally, thank you for your contribution to our learning community. We know life is busy and your participation with us was greatly appreciated. Should our paths cross in the future, please do not hesitate to say hello!

Thank you,
Kenny Wong

End of cohort experience for learners who have passed the course



- Home
- Course Content
- Assignments**
- Discussions
- Course Info

3/3

Verified Assignments Passed

	Due	Passed	Grade
Module 1: Software Product Management - The Discipline			
★ Quiz: Module 1 (Graded) 4 questions	Oct 4	✓	100%
Module 2: Specialization Preview			
★ Quiz: Module 2 (Graded) 8 questions	Oct 11	✓	100%
★ Quiz: Course Final Assessment (Graded) 14 questions	Oct 11	✓	86%

How to Pass the Course

Pass all graded assignments to complete the course.

End of cohort experience for learners who have passed the course. All assignments are marked as done on the Assignments tab.

After the cohort end date

Screenshots as walkthrough of the learner experience

The screenshot shows a dark sidebar on the left with the UAlberta logo and navigation links: Home, Course Content, Week 1, Week 2, Assignments, Discussions, and Course Info. The main content area has a top notification: 'Congratulations! You've completed the course.' with a 'View Final Grade' button. Below this is the course title 'Module 1: Software Product Management - The Discipline'. A profile card for Kenny Wong follows, with a welcome message: 'Are you ready to start? Our starting point will be the goal of software product management, and that is to build better software. We will delve into the role of the software product manager, where you will hear from software industry representatives. This module will also cover the path which you will take through this' and a 'More' link. At the bottom, an 'Introduction' section lists four items: 'Specialization Preview 2 min', 'Meet Your Presenters: Bradley Poulette', 'Meet Your Presenters: Morgan Patzelt', and 'Course Resources: Introduction to Software Product Management'.

After the cohort end date, learners still have archive access to the course content. The course shows their progress.

Old Platform

- Still available, but by March 2016 no sessions will be running on the old platform
- More details about the timeline and specifics of sunsetting the old platform can be found [here](#).

New Platform

- Suggested weekly deadlines (no grade penalty for missing these “soft deadlines”) [[see this help article](#)]
- Can publish a Course Description Page and collect pre-enrollments/pre-payments before official course launch
- Must have all course materials finalized on the platform 1-2 weeks before course launch
- All content is available to learners once the course launches, so learners can move at their own pace if they want
- Can create custom Discussion Forums, including a staff-only forum (e.g. for Mentors)

On-Demand (Self-Paced)

(old format for non-Specialization courses)

- New courses can launch any day of the week
- Learners can enroll any time
- Courses are always available (no end date)
- Learners see individualized suggested weekly deadlines, based on when they enrolled. Learners can disable these deadlines if they want.
- Discussion Forums remain visible to all on-demand learners

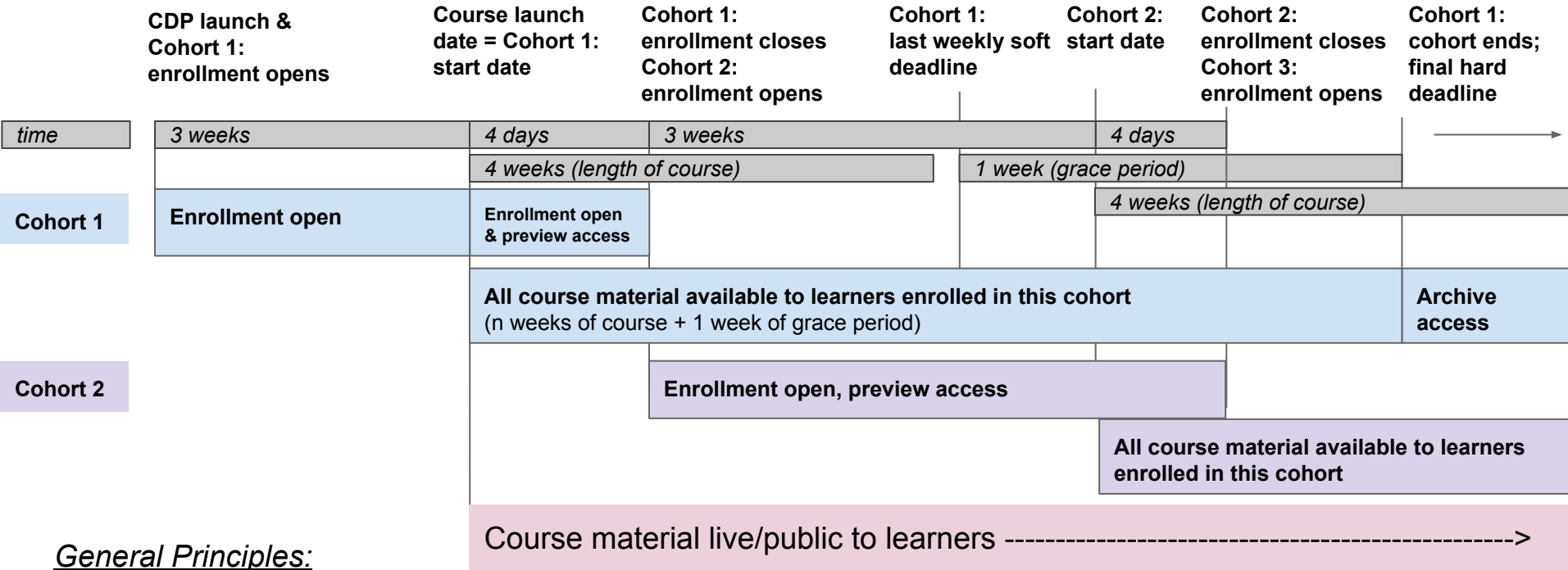
Auto-Cohorts (Sessions)

(recommended format for all new courses, including Specializations)

- New cohorts begin on Mondays
- Learners who enroll before the start of the cohort will be able to preview the content from Week 1 and begin coursework early if they want
- Limited enrollment window to join a cohort (so learners can't join and be already behind)
- Always have at least 1 cohort open for enrollment
- Coursera will determine re-run frequency based on learner demand (default is monthly; no action needed from partner and no manual work involved for course to re-run)
- All learners in a cohort see the same suggested weekly deadlines
- Discussion Forums refresh for each cohort (partners can “pin” threads to be seen by all learners, regardless of their cohort)
- If learners fall behind and do not complete the course by the cohort end-date (the “hard deadline”), they will have the opportunity to enroll in the next cohort, where their course progress will be maintained.

Auto-Cohort Schedule:

example shown is a 4-week course on a monthly re-run schedule



General Principles:

- *Always available: there should always be one cohort open for enrollment (i.e. when enrollment closes for one cohort, enrollment opens for the next cohort)*
- *Archive access: All content remains available to learners enrolled in that cohort, but after the hard deadline they are not able to view or submit assignments*

Data from Auto-Cohorts Pilot

Summer 2015

Metric	On Demand (Default Deadlines)	Monthly Cohorts
% of visitors completing 2 modules by 2nd deadline	5.55%	7.01% (+26%)
% of visitors that enroll	60.8%	55.8% (-8%)
% of enrollees that activate (e.g. watch lecture)	69.9%	74.2% (+6%)
% of active enrollees completing 2 modules by 2nd deadline	13.1%	17.0% (+30%)
% forum questions answered within 3 days	39.8%	51.6% (+30%)

Data from five initial courses strongly supports a cohort layout.

Data from Auto-Cohort Pilot

Metric	Sessions (old platform)*	Cohorts (new platform)*
% of visitors that enroll	71%	62%
% of enrollees that activate (watch a lecture)	65%	77%
% of enrollees that finish the course	7.7%	10.7%
% of visitors that finish the course	5.5%	6.6%

Comparison based on one course (January 2015 session on the old platform, and the June 2015 cohort on the new platform.) While we believe the general trend of the data, the specific percentages might vary depending on your course.