

IITG Project Outcomes Form - Report Outcomes

Name of person reporting outcomes

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IITG Project Title

2017-Empire-Chukhlomin-Career Brand Management...Specialization on Coursera

Have you applied for, or received additional funds? (choose all that apply):

- Have applied for additional IITG funds to extend this project
- Have applied for campus funds to support this project
- Have received campus funds to support this project
- Have received funding from a private foundation or smaller funding source

Access Keywords: Enrollment, Diversity, Capacity, Affordability

The project has considerably increased access to advanced career self-management learning as demonstrated by many dozens of thousands enrolled learners, statewide, nationally and globally

Completion Keywords: Completion, Persistence, Transfer, Retention

The project significantly contributes to non-credit, continuing education of working professionals, and supports it by introducing a verifiable credential (Coursera Certificate).

Success Keywords: Applied Learning, Student Supports, Financial Literacy, Career Success

The project is aimed at developing career competencies in working professionals - as demonstrated by collected data, it is overwhelmingly considered by participating students as "useful" (94%) and "practically applicable" (98%) for career success.

Inquiry Keywords: Scholarship, Discovery, Innovation, Mentoring

The project has resulted in developing new career training methodologies (individual skills management), resources (The Skills Manager Pro), and partnerships (as reported at Coursera Partners conference, the project is already used by businesses and organizations, including a United Nations Agency in NYC).

Engagement Keywords: START-UP New York, Commercialization, Workforce Development, Alumni/Philanthropic Support, Community Service.

The project is ready for implementation with industrial partners, both statewide and nationally.

Coursera manufacturing advance \$40,000 (now recouped)
SUNY ESC contribution toward the initial Coursera funding, \$20,000
Coursera revenues (since 2018), estimated at \$20,000 per year

1st Choice:

Discipline Specific Pedagogy

Discipline Specific Pedagogy

- Adult & Continuing Education
- Professional Education
- Workforce Development

2nd Choice:

Instructional Technologies

Instructional Technologies

- Open Educational Resources (OER)
- Video Production

3rd Choice:

Instructional Design

Instructional Design

- Online Education
- Personalized Learning

What recommendations would you make to scale-up or share your project more broadly (within an educational sector, or perhaps SUNY-wide)?

Career Advisors across the system

SUNY Alumni

Industry Partnerships

Do you intend to create an ongoing "Community of Practice" within the SUNY Learning Commons to continue work and dialog regarding this project?

Unsure at this time

Overall, how successful was IITG in meeting your project goals? (You may elaborate on your response in the final question if not addressed elsewhere.)

Extremely successful

Do you wish your current abstract to be used?

Yes

File One Upload and Brief Description

Career Brand Management Outcomes Assessment Report

File Two Upload and Brief Description

CBM presentation at SUNY CIT 2018, Cortland NY

File Three Upload and Brief Description

Coursera Partners Conference Presentation, 2017, Denver CO

Project Website Address (Hyperlink 1)

<http://www.coursera.org/specializations/career-brand-management>

Project Website Address (Hyperlink 2)

<http://www.skillsmanager.pro>

Hyperlinks to journal articles or campus/local/national press releases describing your project

<https://www.esc.edu/news/releases/2016/new-individual-career-brand-management-specialization-available-on-coursera.php>

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