



The Office of the Vice Chancellor for Academic Affairs

THE TEXAS A&M UNIVERSITY SYSTEM

Call for Proposals

Texas A&M University System Colleges of Business

Coursera Integration Pilot Program

The Texas A&M University System welcomes proposals from member institutions' Colleges of Business to spearhead distinctive and innovative projects related to industry micro-credentials.

These initiatives should include the seamless integration of Coursera Career Academy and/or Guided Project offerings to enhance current undergraduate and/or graduate degree programs or to contribute to the development and delivery of novel non-degree-based learning opportunities for Texas A&M University System students. This pilot initiative aims to enhance students' knowledge and skills by leveraging Coursera's extensive catalog of industry-authored micro-credentials, individual courses, and projects.

Proposals selected for this System-funded pilot will gain access to over 40 professional certificates included in Coursera's Career Academy as well as the Guided Projects repository. Colleges participating in the pilot will be provided up to 1,000 seat licenses to use and re-use among its enrolled students for one year. Training will be provided on administrative access and Coursera's analytics.

Proposals will be evaluated based on the following criteria:

- I. Clarity, feasibility, and creativity of the proposed project.
- II. Alignment with needs of the target student population.
- III. The potential for meaningful impact on the target student population.
- IV. Likelihood of impact and success of the proposed project within the timeline.
- V. A project team that can successfully implement the project within the timeline.

Project Leads for selected projects will be expected to complete onboarding with Coursera to include a welcome launch, training, etc. Additionally, Project Leads must commit to engaged participation in a community of practice surrounding this work. The community will provide opportunities to share details of their projects as they are implemented and evaluated for impact. A final report of pilot program outcomes will be required for all projects selected.

Proposal Submission Requirements

Brief Descriptive Overview (250 words) – Provide a concise overview of the project, summarizing the key elements of the Coursera integration initiative and describing the project team. Highlight innovative aspects of the plan or unique expected outcomes. Discuss opportunities for larger-scale implementation if this project is successful.

Targeted Student Population (100 words) – Describe the characteristics and needs of the students who will benefit from the Coursera integration project.

Implementation Plan and Timeline (500 words) –

Provide a comprehensive plan for integrating Coursera into an existing program or a new non-degree granting opportunity that is supplemental to an academic program; and

Outline a timeline for implementation to begin no later than the fall 2024 semester and to conclude no later than the end of the spring 2025 semester.

Measurement Plan (100 words)

Briefly describe how success of the Coursera integration will be measured for success.

Define specific indicators/variables and the assessment methods that will be used to evaluate the impact on student outcomes.

Designated Plan Lead/Champion* – Who will serve as the lead and champion for the implementation of the project?

Name

Title and Department

Institution

Email Address

Applicant Signature

Date

Department Head
Approval

Date

Dean Approval

Date

Please email completed form to Ricia Montgomery at rmontgomery@tamus.edu
by close of business on Monday, April 29, 2024.