BUSINESS CHALLENGE
Train teachers at scale in a fast-growing organization

To serve more students while continuing to provide top-quality one-on-one instruction, VIPKID needs to attract, support, and retain outstanding English teachers. The company currently contracts about 5,000 teachers, and is adding more than 1,000 new teachers per month. In 2016, they turned to Coursera for Business to provide additional and relevant opportunities to their teacher network.

SOLUTION
Help remote teachers secure required certifications through a tailored and flexible program

Initially, VIPKID sponsored 500 teachers to take two TESOL Certificate Specializations on Coursera. The Specializations include over 140 hours of content offered in a time-flexible, goal-oriented format - a perfect fit for VIPKID teachers, many of whom are teaching remotely in order to have more control over their schedules. The company sponsorship allowed teachers to earn a high-value professional certification, usually priced at $700-$1600, at no personal cost.

RESULTS
Elevated performance of teachers after an investment in training

The 500 TESOL registration slots filled up within 48 hours of VIPKID’s announcing the opportunity to teachers. And in a survey across teachers participating in the program, 92% of respondents said the learning experience helped them be more effective in their teaching role at VIPKID platform. 95% indicated they would recommend this program to fellow teachers.

ABOUT VIPKID
VIPKID is an online platform that connects Chinese students aged 5 through 12 with English teachers in the U.S. and Canada. Since 2013, more than 600,000 students have enrolled in VIPKID’s one-on-one streaming courses, which give students the unique opportunity to learn from and interact with a native English speaker.

ABOUT COURSERA
Coursera helps hundreds of companies around the globe transform the skills of their workforce through curated, online learning experiences developed by global leaders in education and industry.

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www.coursera.org/enterprise
Feedback from teachers and learners participating in the courses has been overwhelmingly positive. Shelley Tembly, a teacher from Illinois shared “I have done online courses before, and they are often dry and unrealistic, obviously playing second fiddle to the institution’s ‘real’ courses. I didn’t expect much from this course - I’m very happy to admit that I was wrong! This course was fun, interesting, thought-provoking, and practical. The videos were well-done, and the personal stories made the lessons fun and memorable - I loved reading about other teachers’ thoughts and perspectives.”

Operating in a competitive online English teaching field, VIPKID has distinguished itself as an industry leader and one of the most attractive companies for online English teachers to partner with. As part of this, VIPKID is now working with Coursera to deepen the partnership and offer additional learning opportunities to their large community of teachers.

“Partnering with Coursera is a powerful way to demonstrate investment in our teacher network as we grow,” says Cindy Mi, VIPKID’s Founder and CEO. “The Coursera for Business platform makes it easy to track engagement with courses, which can be challenging with a distributed network of participants. And most importantly, providing great learning opportunities for teachers allows us to ensure that we are bringing the best quality teaching to our students in China.”

“Providing great learning opportunities for teachers through Coursera allows us to ensure that we are bringing the best quality teaching to our students in China.”

Cindy Mi, VIPKID Founder and CEO

95% of teachers would recommend program

48 hours for all course registrations to be filled

Easy to comprehend! Videos are engaging and demonstrate how we are to teach our students. It is not a one size fits all. It is very diverse to inform all levels.

Angel Cross, Teacher

I love how what is being taught is applied in their own teaching as well as the use of video, engagement and simplifying the workload! This has been one of my favorite courses! It is so nice to be currently working so that you can apply what you are learning!

Nancy Taylor, Teacher