Post-dev review and course launch

COURSE CREATION AT DATACAMP



Kelsey McNeillie
Instructor Success Manager

datacamp

Screencasts

- "Rough draft" recording of your script & slides
- Catch things you missed the first time around
- Practice saying your script out loud to find awkward phrasings
- Helps you & CDs do full course review

Recording & video editing process

- DataCamp will buy & send you a microphone to use
- Choose a quiet space to record
- Do record test audio!
- Record each set of slides as a separate video
- Send all of your takes & notes at the end

Slide timings



SCTs

- **Submission correctness tests (SCTs):**
  - Functions that test learner submission against instructor-provided solution
- Each programming language has a unique `xwhat` library:
  - **`testwhat`** (R)
  - **`pythonwhat`** (Python)
  - **`sqlwhat`** (SQL)
- Written by your Content Developer once all content has been finalized

Course launch

- **Soft launch:**
  - Live on DataCamp
  - Not advertised yet
  - Learners take course and provide feedback
  - See feedback in the Content Dashboard
- **Hard launch:**
  - 25 completions
  - Completion rate >= 25%
  - Rating > 4.3
  - <5 exercises with asked hint >75%
  - <5 exercises with asked solution >50%
  - Marketed on social media

Let's practice!

COURSE CREATION AT DATACAMP

Course maintenance

COURSE CREATION AT DATACAMP

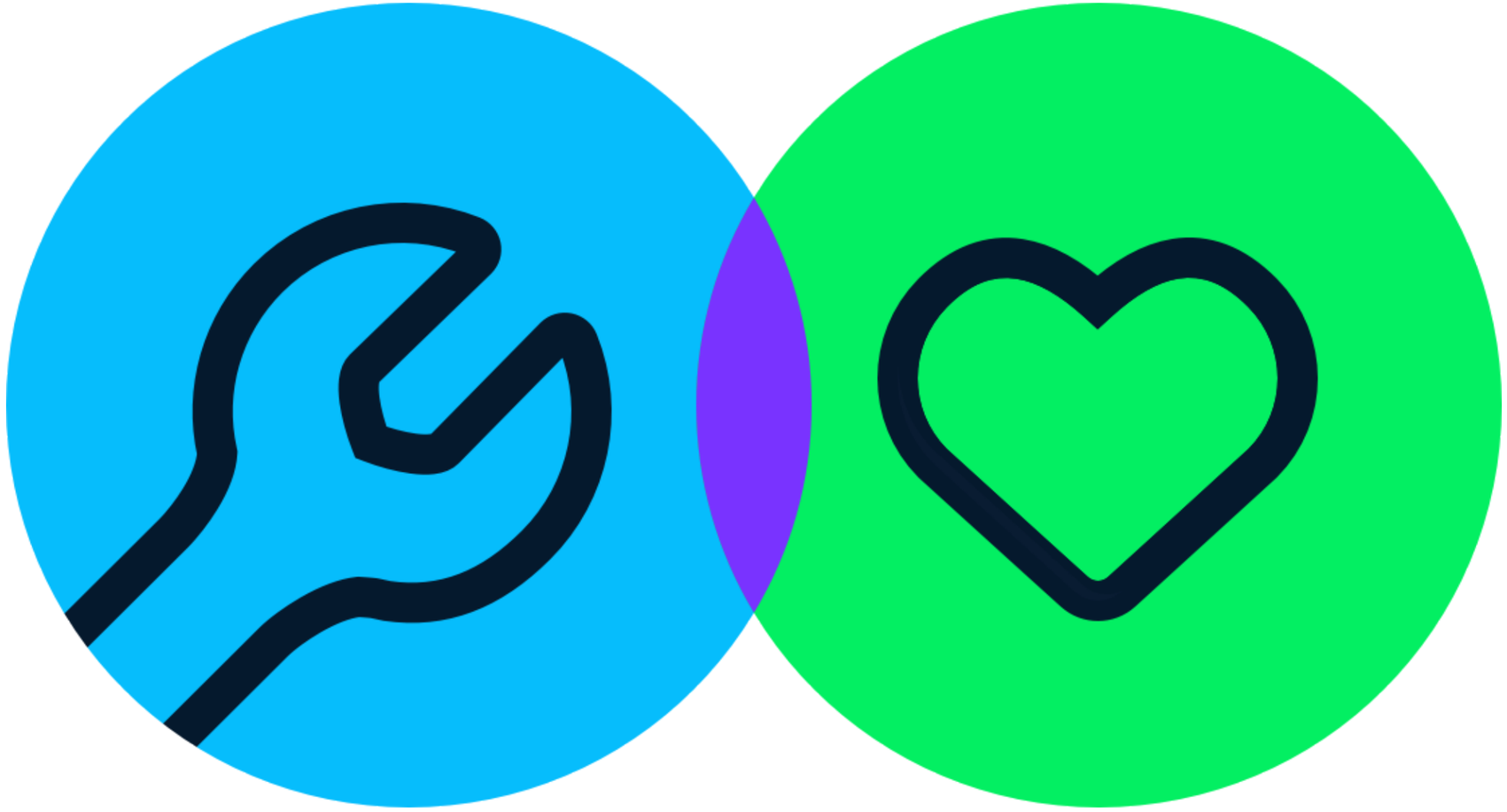


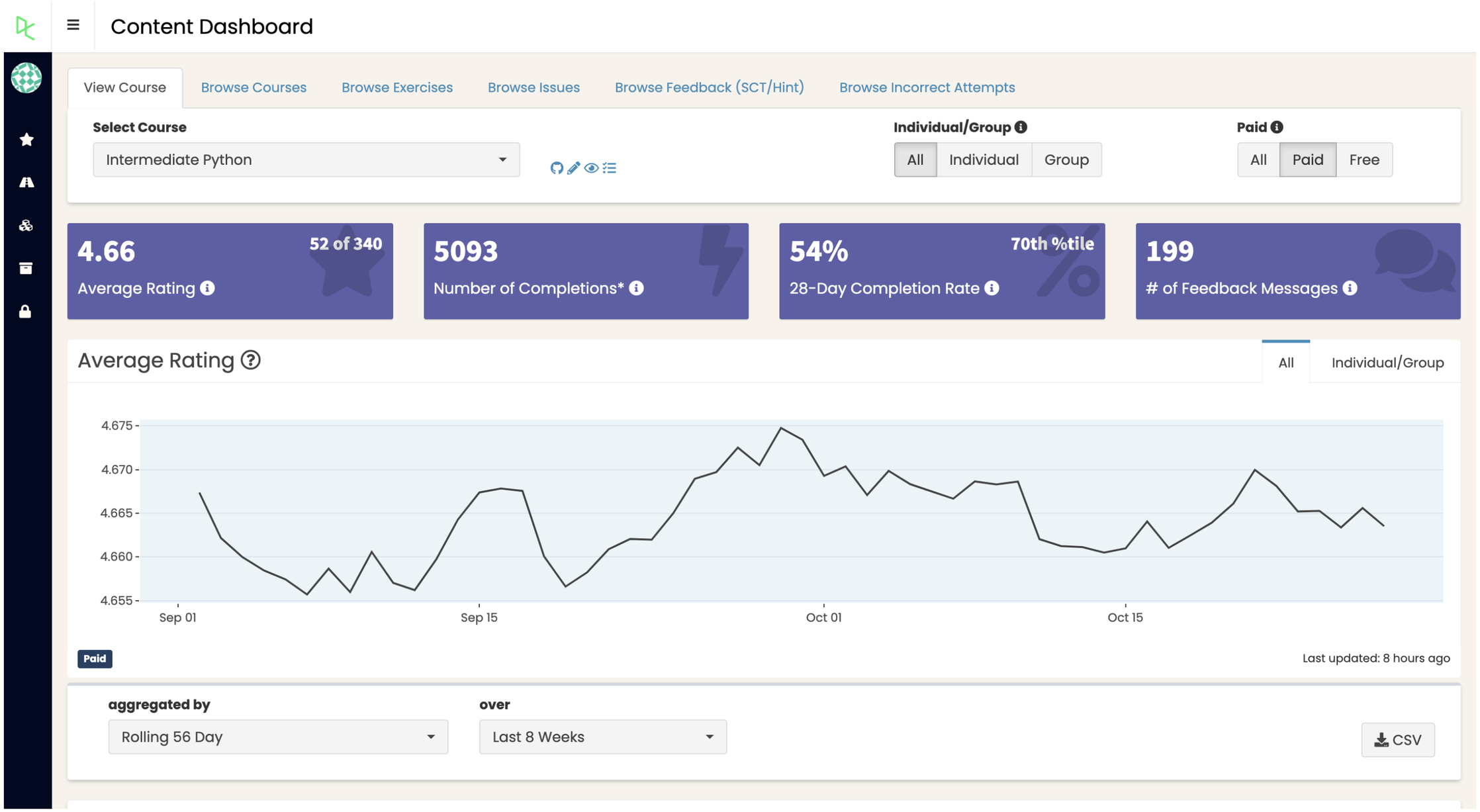
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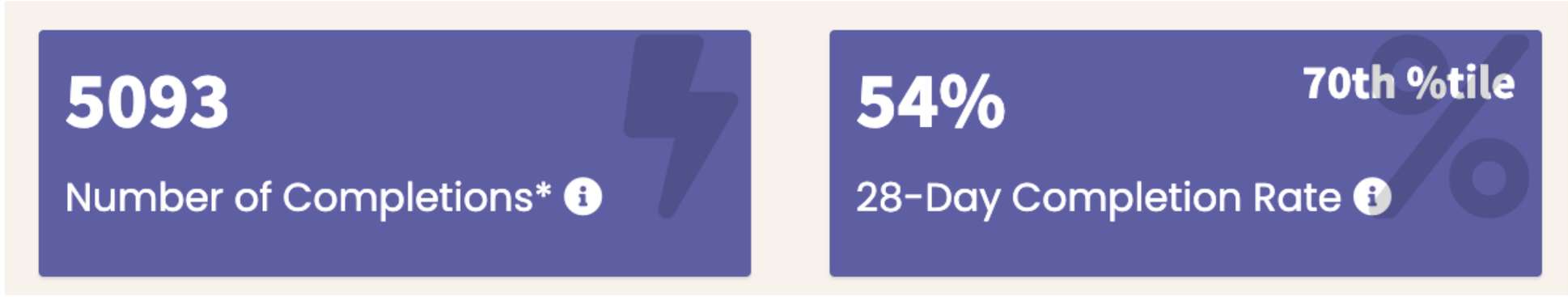

60%
80%
100%
130%

Why maintain your course?




Content Dashboard
View Course
Browse Courses
Browse Exercises
Browse Issues
Browse Feedback (SCT/Hint)
Browse Incorrect Attempts
Select Course
Intermediate Python
Individual/Group
All
Individual
Group
Paid
All
Paid
Free
4.66
52 of 340
Average Rating
5093
Number of Completions*
54%
70th %tile
28-Day Completion Rate
199
# of Feedback Messages
Average Rating
All
Individual/Group
4.675
4.670
4.665
4.660
4.655
Sep 01
Sep 15
Oct 01
Oct 15
Paid
Last updated: 8 hours ago
aggregated by
Rolling 56 Day
over
Last 8 Weeks
CSV

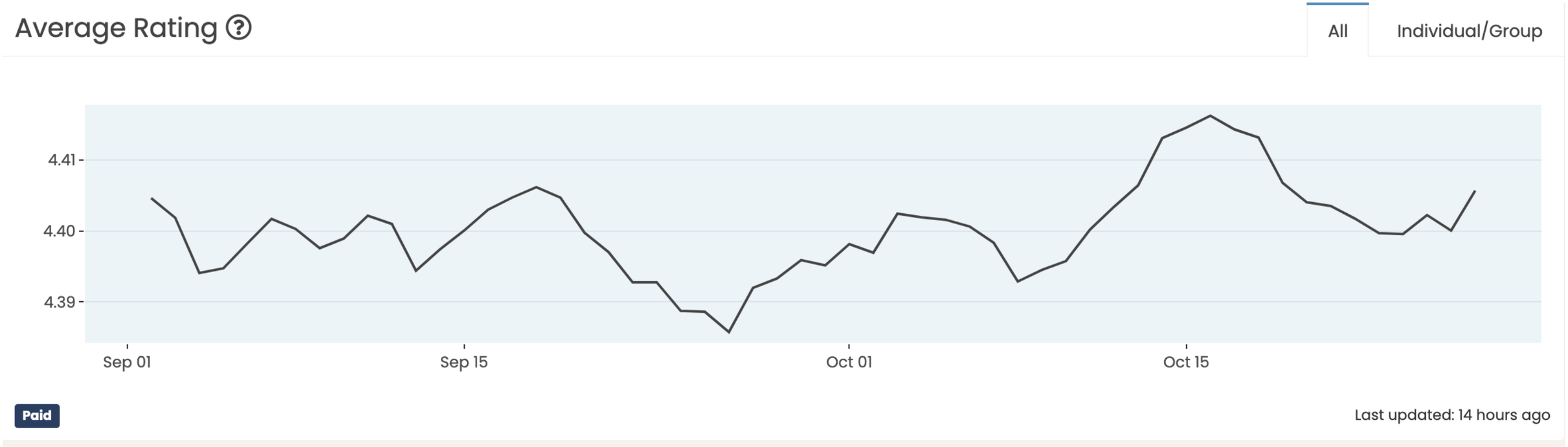
Popularity metrics



Difficulty metrics

% Solution
All
2.0%
4.0%
0.0%
7.0%
7.0%
13.0%
0.0%
9.0%
42.0%
0.0%

Satisfaction metrics



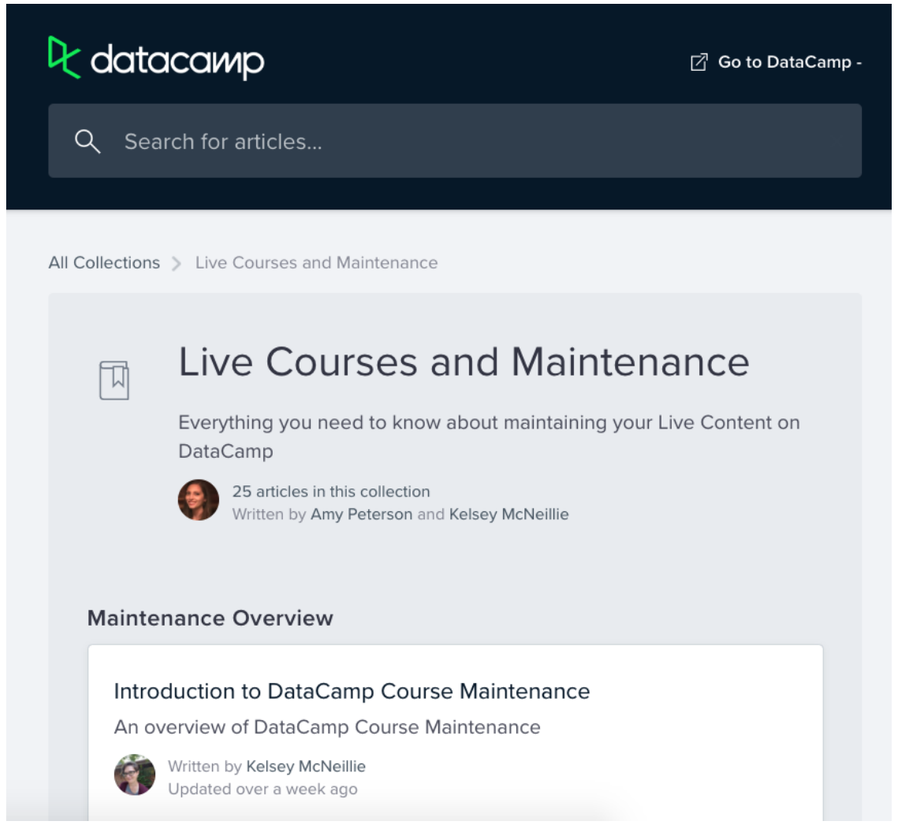
Feedback

Issues | Feedback (SCT/Hint) | Incorrect Attempts

Message	Diff	Nb Msgs	Problem	Created	Solved
There is an error in the DataFrame used. The tire_sizes column has the ride_duration values, for exa...	View	1	answer-not-correct	2020-10-19	false
The submit button is always "loading" status.	View	1	session-expired	2020-09-08	false

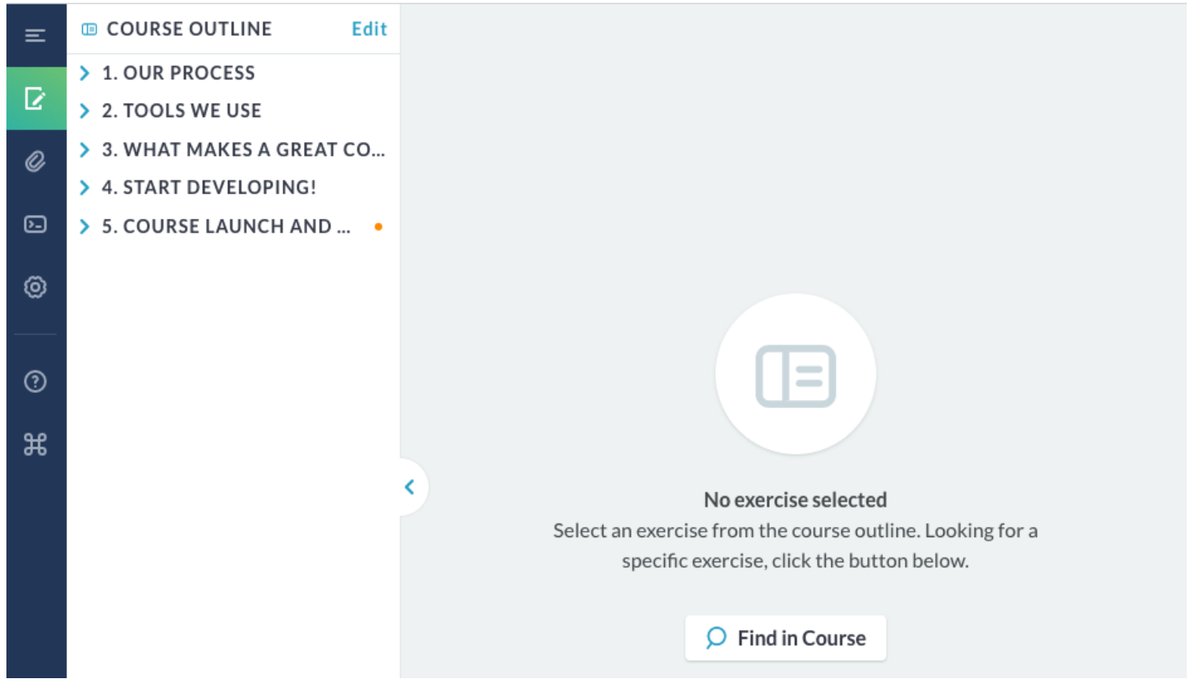
Maintenance process: getting started

- Once a month
- Content Dashboard
- Instructor success articles
  - How to get started
  - Expected metrics
  - Asses learner issues
  - Fix common problems



Maintenance process: submit for review

- Teach editor
  - Create new branch
- Create a pull request in Github
  - Assign @datacamp-contentquality



I fix, you fix

You are responsible for fixing:

- Context
- Instructions
- Hints
- Code
- Code comments
- Success messages

DataCamp is responsible for fixing:

- Submission correctness tests (SCTs)

Let's practice!

COURSE CREATION AT DATACAMP

Marketing and royalties

COURSE CREATION AT DATACAMP



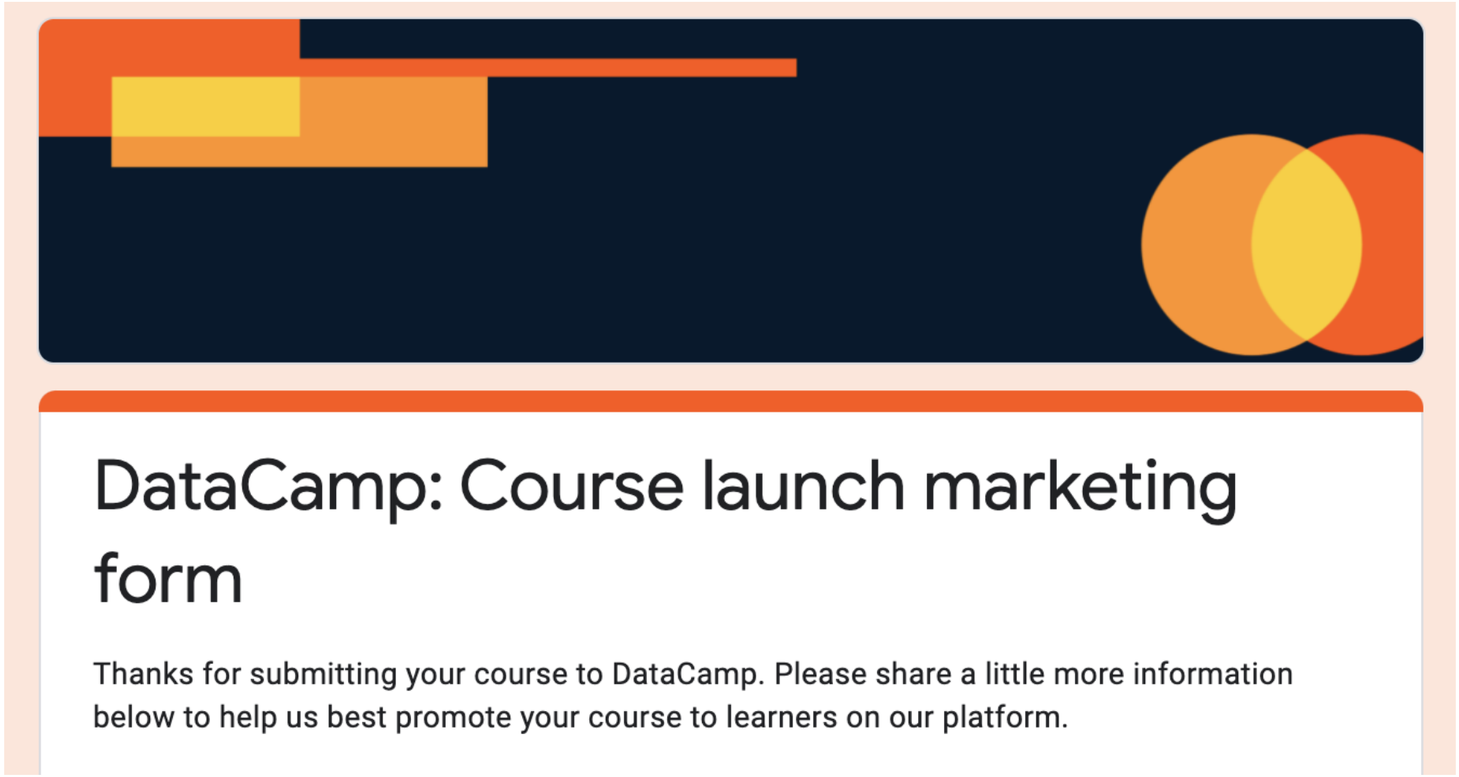
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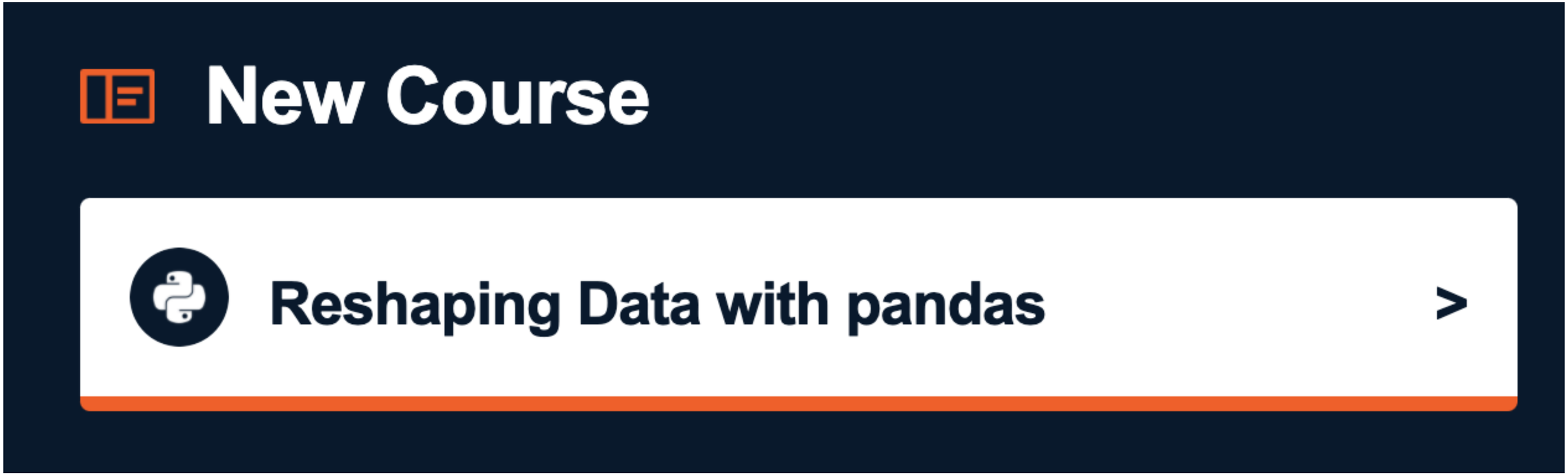
Marketing and royalties

- "How will learners know about my course?"
- "Will anyone take the course?"
- "When will I get paid?"
- "How the heck do royalties work?"
- "Are taxes withheld in payment?"

Promoting your course



Promoting your course: Newsletter



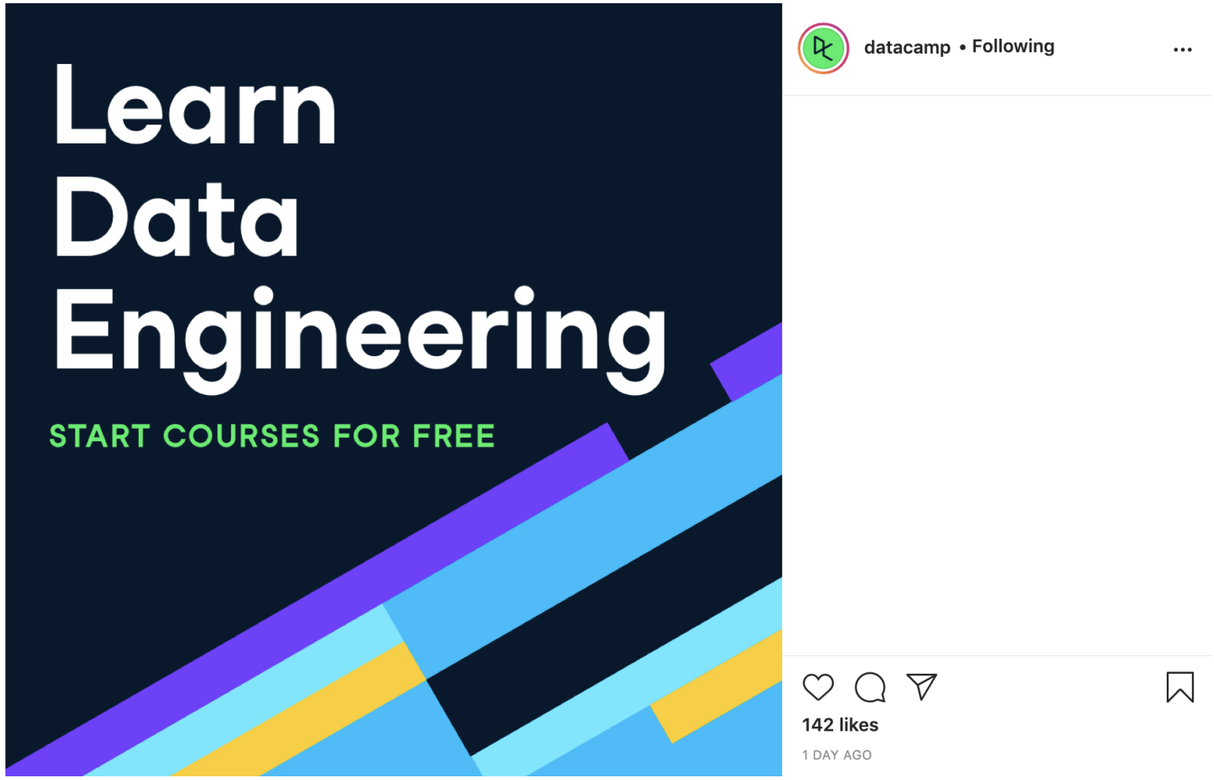
DataCamp @DataCamp · Oct 23

Cleaning data may not be a glamorous task, but it is crucial. Real-world data is messy—take our course to learn how to make it usable.
datacamp.com/courses/cleani...



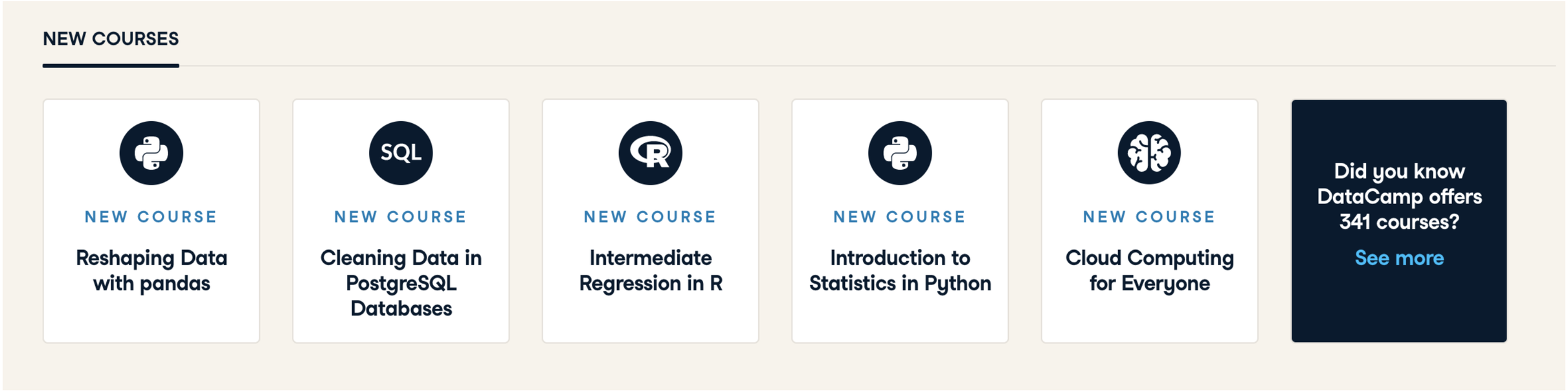
2 6

Promoting your course: Instagram




DataCamp
October 23 at 2:03 PM ·
Cleaning data may not be a glamorous task, but it is crucial. Real-world data is messy—take our course to learn how to make it usable.
NEW COURSE
Cleaning Data in PostgreSQL Databases
Start Course
SQL
DATACAMP.COM
Cleaning Data in PostgreSQL Databases
Learn to tame your raw, messy data stored in a PostgreSQL data...

Promoting your course: Homepage



Promoting your course: your turn!

- Ongoing promotion
- Social media posts
- Blogs
- Community tutorials



[1] https://assets.datacamp.com/email/other/Instructor%20Marketing%20Kit%20(1).pdf

Getting paid: How royalties work

Payment is based on **course completions**

```
royalties = subscription_amount * royalty_rate * scaling_factor * num_completions
```



Getting paid: Paperwork, paperwork, paperwork

- Vendor setup form
- W-9 (for US-based instructors)
- W-8 (for non-US instructors)

QUESTIONS: **accounting@datacamp.com**



Getting paid: When?!?

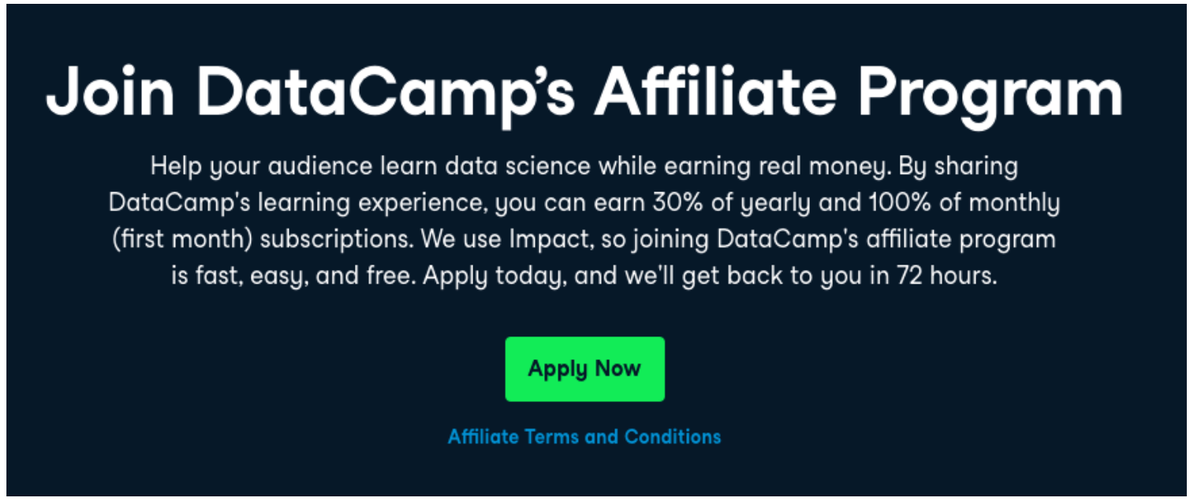


- Prepayment at **hard launch**
  - Typically *$2,500*
- Quarterly payments
- Payments made electronically

The median quarterly earnings are approximately $800-1000 for established courses.

DataCamp Affiliate Program

- Credit for anyone who clicks and subscribes within 45 days
- 30% of a yearly subscription
- 100% of first month of a monthly subscription



[1] https://www.datacamp.com/affiliates

Let's review!

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Congratulations!

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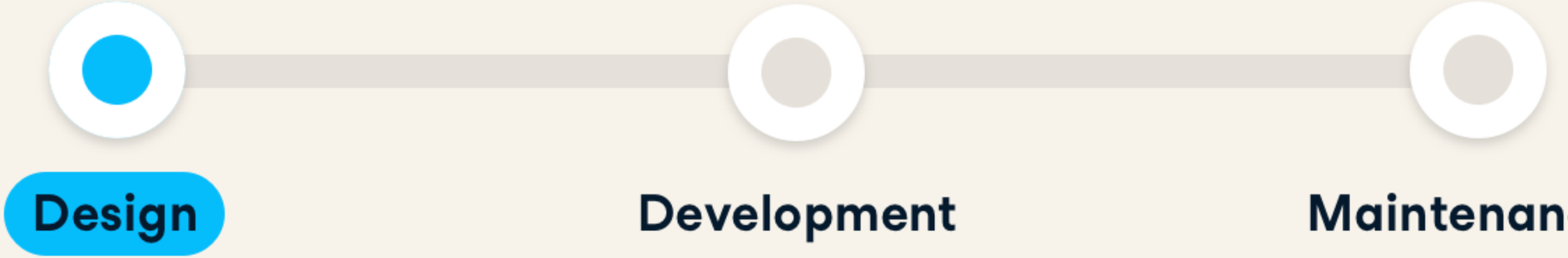
Course Creation Phases

Design

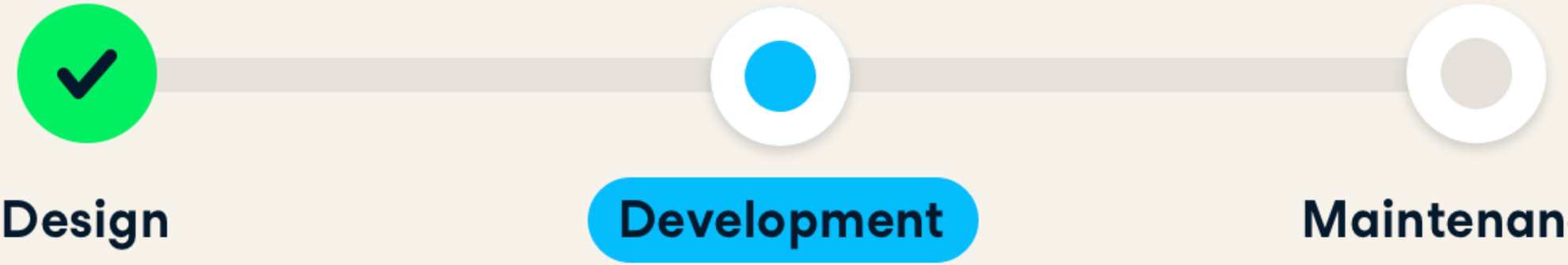
Development

Maintenance

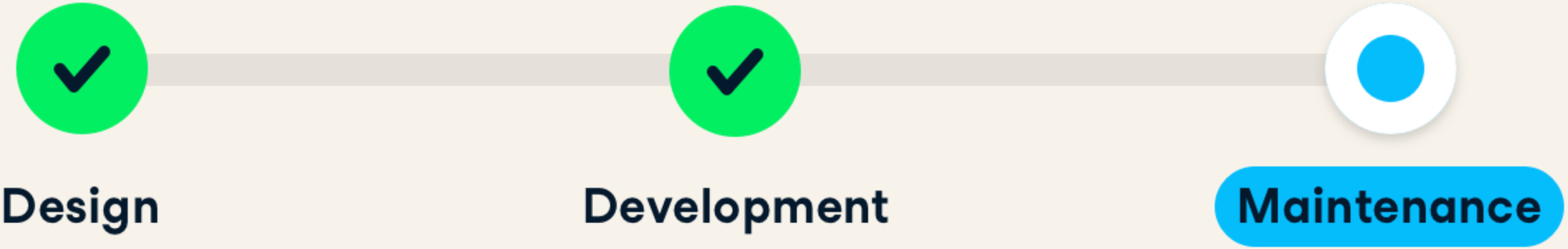
Course Creation Phases



Course Creation Phases

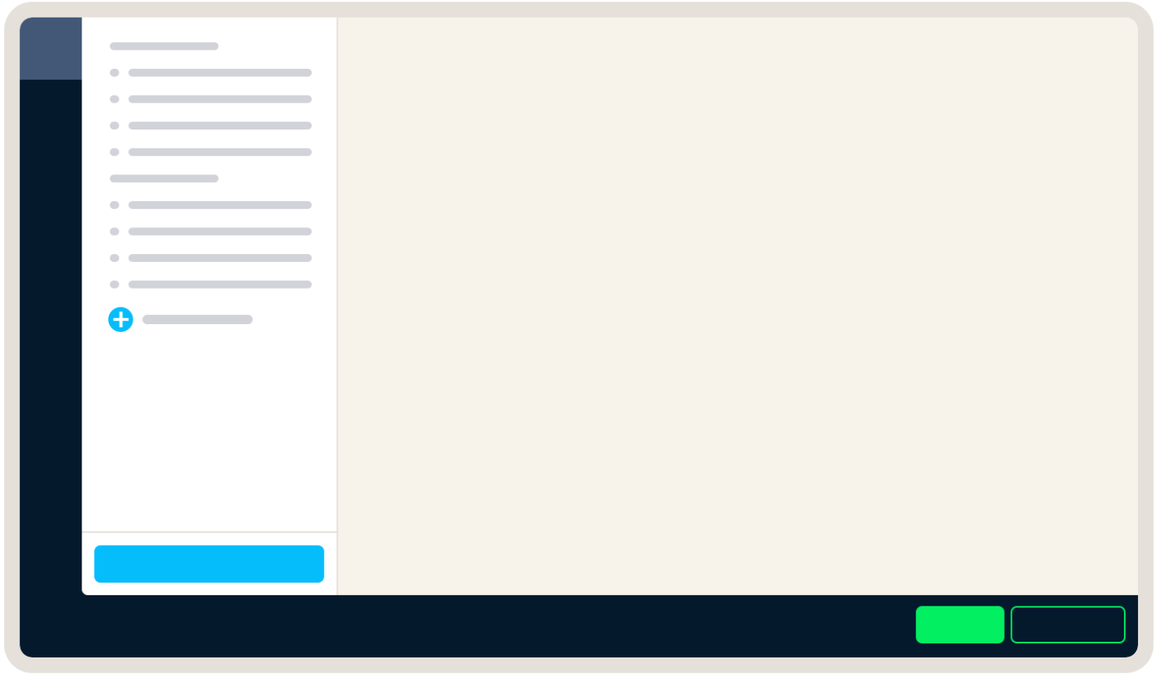


Course Creation Phases





Teach effectively



Course Editor

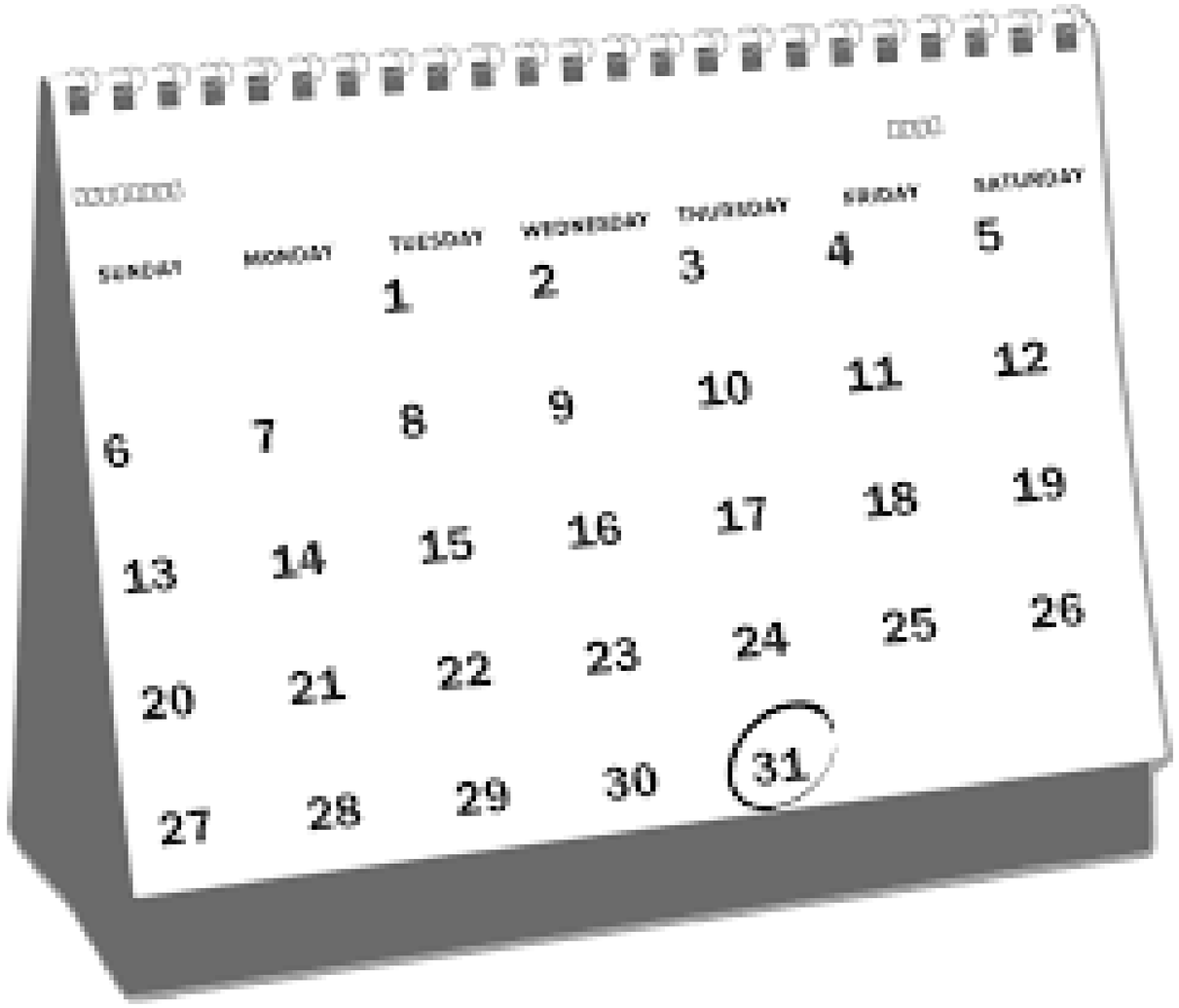


Course Preview


SCT Feedback



Stay engaged



Instructor Community



Start teaching!

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