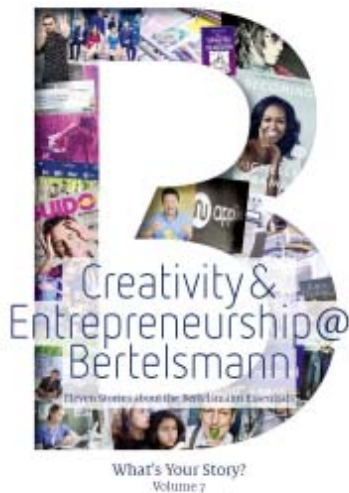




# 'What's Your Story' (10): Looking For More Data Detectives

Mountain View, 07/04/2019

In this series, BENET presents summaries of eleven stories about the Bertelsmann Essentials of creativity and entrepreneurship that were featured in the new book from the "What's Your Story?" series. Today's installment is about scholarships for Nanodegree programs awarded by Bertelsmann and Udacity.



The seventh book in Bertelsmann Corporate Communications' "What's Your Story?" series presents selected examples of the two essentials, Creativity and Entrepreneurship – and the special, ideal synergy they can develop in a business or project. The book entitled "Creativity and Entrepreneurship @ Bertelsmann" was first presented to the 500 participants of the Management Meeting in Gütersloh, which focused on these Essentials. Now, BENET is publishing summaries of the eleven stories from the book about the Bertelsmann Essentials in a new series. At the end of each article, you will find a PDF of the book to download, for reading the stories in full. If you are interested in a printed copy, simply send an email with "What's Your Story?" in the subject line to [benet@bertelsmann.de](mailto:benet@bertelsmann.de) and indicate the number of books you would like us to send, and in which language (German or English). The books and shipping are, of course, free of charge for you (while stocks last).

### 'What's Your Story' (10): Looking For More Data Detectives

To promote digital skills, Bertelsmann

and the online university Udacity are awarding new scholarships for Nanodegree programs, following its successful education initiative launched in 2016. Observing the Group's lines of business, it becomes clear how strongly modern technology and creativity are already interconnected – and will be even more so in future.

Technological progress opens up great opportunities for companies. But to properly take advantage of them, more IT professionals are needed. Which is why Bertelsmann has joined forces with Udacity to launch a global continuing education initiative to promote digital



Kay Krafft, Chief Executive Officer of the Bertelsmann Education Group



Steven Moran, Chief Learning Officer at Bertelsmann and Head of Bertelsmann University.

responsibility to make as many people as possible fit for the demanding digital tasks of the future," says

skills. Over a period of three years, the Group will finance as many as 50,000 Udacity scholarships in the fields of cloud computing, data, and artificial intelligence. The top participants will receive a scholarship for a full Nanodegree in their chosen subject area. Nanodegrees are degrees introduced by Udacity specifically for the online learning platform's courses. "With its media, services, and educational offerings, Bertelsmann is, in many cases, a leader in the digital world. We are intensively exploring the opportunities opened up by new technologies, and see it as it our

Bertelsmann Chairman & CEO Thomas Rabe, giving the rationale behind the initiative. The first courses are scheduled to start in the fourth quarter of the current year.

This is not the first initiative of this kind for the Gütersloh-based Group. At the end of 2016, Bertelsmann, Google, and Udacity had launched an unprecedented collaboration. Google financed 10,000 Udacity scholarship programs for the education and continuing training of developers of its Android operating system in Europe. Meanwhile, Bertelsmann provided a Nanodegree scholarship to around 2,000 of its trainees and apprentices in Europe. The intent and structure of the program not only attracted a lot of applicants, but also convinced the EU Commission to recognize the initiative with a European Digital Skills Award in December 2017. At that time, it was already clear that the program would not be a flash in the pan. For the second round in 2018, Google increased its contingent of scholarships to 60,000, while Bertelsmann funded 15,000 Udacity scholarships in the field of Data Analysis. In contrast to the 2016 program, the offer was now open to all Bertelsmann employees as well as to external applicants. Udacity designed their teaching content in close cooperation with Bertelsmann University.

### More than 32,000 applications from 170 countries

The model envisaged two steps. During the first phase in early summer 2018, students completed a Challenge Course on descriptive statistics via Udacity. This course was open to beginners and data analysis experts alike. More than 32,000 applications from 170 countries were received for the 15,000 scholarship places. The course content was taught through e-learning, i.e. made available digitally. This allowed the students to decide where and when they wanted to complete the assignments. 36 percent completed the Challenge Course, which is an above-average completion rate. The top 1,500 students qualified for one of three Nanodegree programs: "Data Foundations," "Business Analyst," and "Data Analyst." Those who successfully completed it now have a seal of approval for their professional profiles. As the Udacity courses are developed in cooperation with large industrial and digital companies, they enjoy a strong reputation in the tech industry. "The completion rates underscore the scholarship initiative's great success," says Kay Krafft, CEO of the Bertelsmann Education Group, through which Bertelsmann owns shares in Udacity.



Peter Lipp, Senior Analytical Consultant at AZ Direct

Bertelsmann employees accounted for about one-fifth of all scholarship holders, and fully a quarter of those who went on to the Nanodegree courses. Their feedback on the learning experience is very positive: "From now on, I would always choose digital learning, because the lessons are of a comparable quality, but much more flexible," declares Gianni Latorre, a web programmer at Penguin Random House US. "Each time I made progress in my learning, I felt more confident, better equipped for new projects, and got fresh ideas on how to move things forward," reports Peter Lipp, Senior Analytical Consultant at AZ Direct. "It was the first time I had studied using an online platform, and one of the most important things I learned is how much I can achieve by being self-motivated," said Alexandra Kraft, a journalist at the G+J magazine "Stern."

### Learning at the heart of entrepreneurial activities

Bertelsmann and Udacity intend to build on the successes of 2018 with their new education initiative. For the Group, the program is also an opportunity to present itself as a progressive employer. “The scholarship program underscores Bertelsmann’s innovative measures to promote the development of digital skills. We not only offer talented people exciting fields of work, but also give them a wide range of opportunities for personal and professional development,” says Hays Steilberg, Executive Vice President, Corporate HR, Executives and Talent at Bertelsmann. Steven Moran, Chief Learning Officer at Bertelsmann and Head of Bertelsmann University, adds: “The ability to acquire new and future-oriented skills is an essential component in our employees’ continuing training. The scholarship initiatives in the field of new technologies are an excellent example of how we at Bertelsmann University are promoting the development of digital skills across the Group. Udacity is the ideal partner for us in this.”

Lifelong learning is at the heart of Udacity’s entrepreneurial activities. In addition to the core offering for private customers eager to learn and scholarships for talents, the education service provider recently greatly expanded its collaboration program with companies. “More and more companies are realizing that digital and technical skills are crucial to maintaining their competitiveness,” explains Udacity’s Tine Schlaak. As a creativity-driven company, Bertelsmann particularly benefits from the scholarship program, says Schlaak: “Data analysis methods are essentially about automating tedious and repetitive processes. The time and resources freed up by this are available for more complex, creative activities.” Schlaak emphasizes that learning can never be imposed top-down. “But it’s well worth the effort because the personal and professional benefit endures for years.” (benet)

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[www.udacity.com](http://www.udacity.com)

[What's Your Story - Kreativität & Unternehmertum @ Bertelsmann](#)

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