

How Digital Credentials Can Help Educators Prepare the Future Workforce



Today's Panel



James Emmett

Director of Industry
and Commercial
Partnerships

Vocational Qualifications
& Training
Pearson



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Dean, Academic
Innovation
& Evaluation

University of Phoenix



Susan Manning

Sr Manager,
Customer Education

Credly by Pearson

Have you read the news?

THE INDUSTRY

How Big Tech Deluded Itself and Got Into This Mess

Industry giants ballooned during the pandemic. Their workers are now paying for their hubris.

BY ANNA KRAMER JAN 24, 2023 • 4:10 PM

For Tech Companies, Years of Easy Money Yield to Hard Times

Rock-bottom rates were the secret engine fueling \$1 billion start-ups and virtual attempts to conquer the physical world. But in 2023, reality bites.

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Opinion | [Jessica Karl](#)

Big Tech Is Going to Regret All These Layoffs

Alphabet, Microsoft, Salesforce and more are reacting to economic worries in similar ways. Not all of them will be productive.

Hope

Home / Career Advice / Find the Job / 5 Tips to Improve Your Job Search in 2023



5 Tips to Improve Your Job Search in 2023



5 job hunting tips to get your dream role in 2023

Happy hunting

December 20, 2022 - 1:22 pm

PERSONAL FINANCE

96% of workers are looking for a new job in 2023, poll says: What to know before you job hop

PUBLISHED FRI, JAN 13 2023 11:11 AM EST | UPDATED FRI, JAN 13 2023 1:00 PM EST



Jessica Dickler
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SHARE    

01-19-23 | CAREER EVOLUTION

5 challenges job seekers should plan for in 2023

Right now, the U.S. labor market seems to be split down the middle.



[Photos: Tima Miroshnichenko/Pexels; Sora Shimazaki/Pexels; Andrea Piacquadio/Pexels]

Coursera's findings



Opportunities

82% of students ranked job opportunities as their top criteria in choosing a path beyond high school, followed closely by the ability to develop real-world skills and increase their earning potential

Credentials

Students are 75% more likely to enroll in academic programs that include professional certificates or other digital credentials to help them stand out to employers.



Interdependency



You want students



Students want experiences that build skills that employers want.



Employers want candidates that can do the work.



East Stroudsburg University

Hotel, Restaurant and Tourism Management



Poconos Visitors Bureau

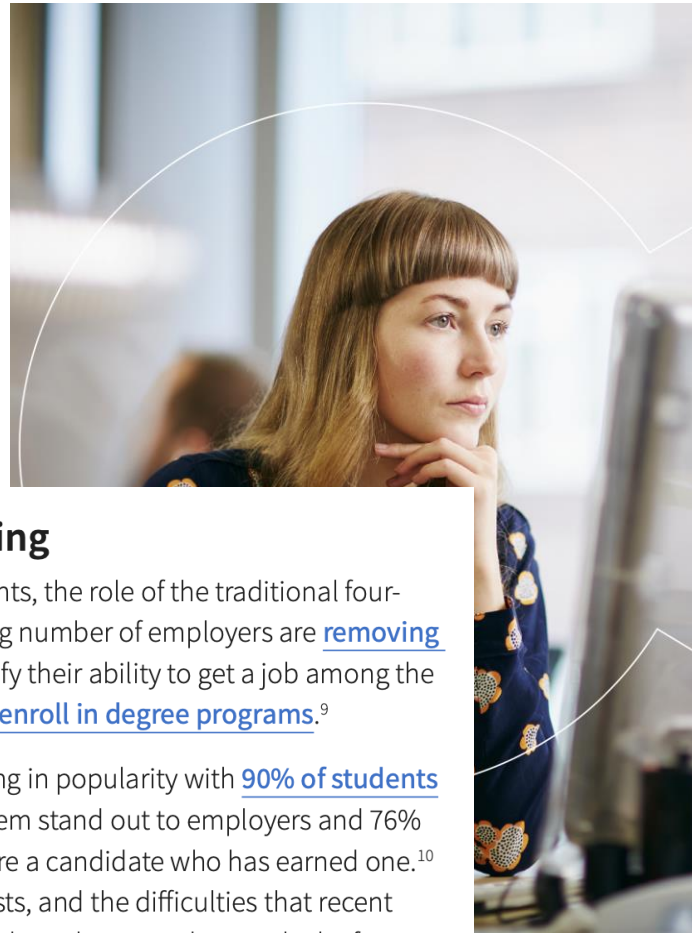
Would you provide opportunities for our students?



Win, Win, Win

Embedded credentials, preference, guidance, attractiveness

Recommended reading



The role of credentials is evolving

In parallel to the rise of skills-based assessments, the role of the traditional four-year degree is in a state of flux. While a growing number of employers are [removing degree requirements](#),⁸ 43% of students identify their ability to get a job among the top three factors motivating [their decision to enroll in degree programs](#).⁹

Meanwhile, non-degree credentials are growing in popularity with [90% of students](#) agreeing a professional certificate will help them stand out to employers and 76% of employers stating they are more likely to hire a candidate who has earned one.¹⁰ This change may be driven by high college costs, and the difficulties that recent graduates experience in trying to find well-paid employment due to a lack of industry-specific skills.

The Job Skills of 2023

The Fastest-Growing Job Skills for Businesses, Governments, and Higher Education Institutions

coursera

What is Credly?

Credly, by Pearson is an end-to-end solution for issuing, managing, and analysing digital credentials and the data that accompanies them.

The platform is used to translate the learning outcomes your learners demonstrate into digital credentials and a profile. This enables learners to manage, share and verify their competencies digitally.

Credly is the worlds largest network of verified skills with 2000+ issuing organizations, 26 million+ earners, and 50 million+ badges issued.



And what is a digital credential?

A verified, shareable, and data rich representation of a learner's verified achievements.

Digital credentials provide an easy way to communicate what a learner has been verified to know and can do, without requiring an explanation or a CV.



Type: Validation

[Additional Details](#)

Level 3 Team Leader/Supervisor

Issued by [Pearson Vocational Qualifications & Training](#)

Earners of this badge have demonstrated competence as a Team Leader or Supervisor based on the occupational standard published by IFATE. This includes applied knowledge of leadership and team management models, strategy development, diversity and inclusion, HR legal requirements and organisational governance and compliance. Skills and behaviours demonstrated include people and operational management, project management, communication, accountability, professionalism and agility.

Skills

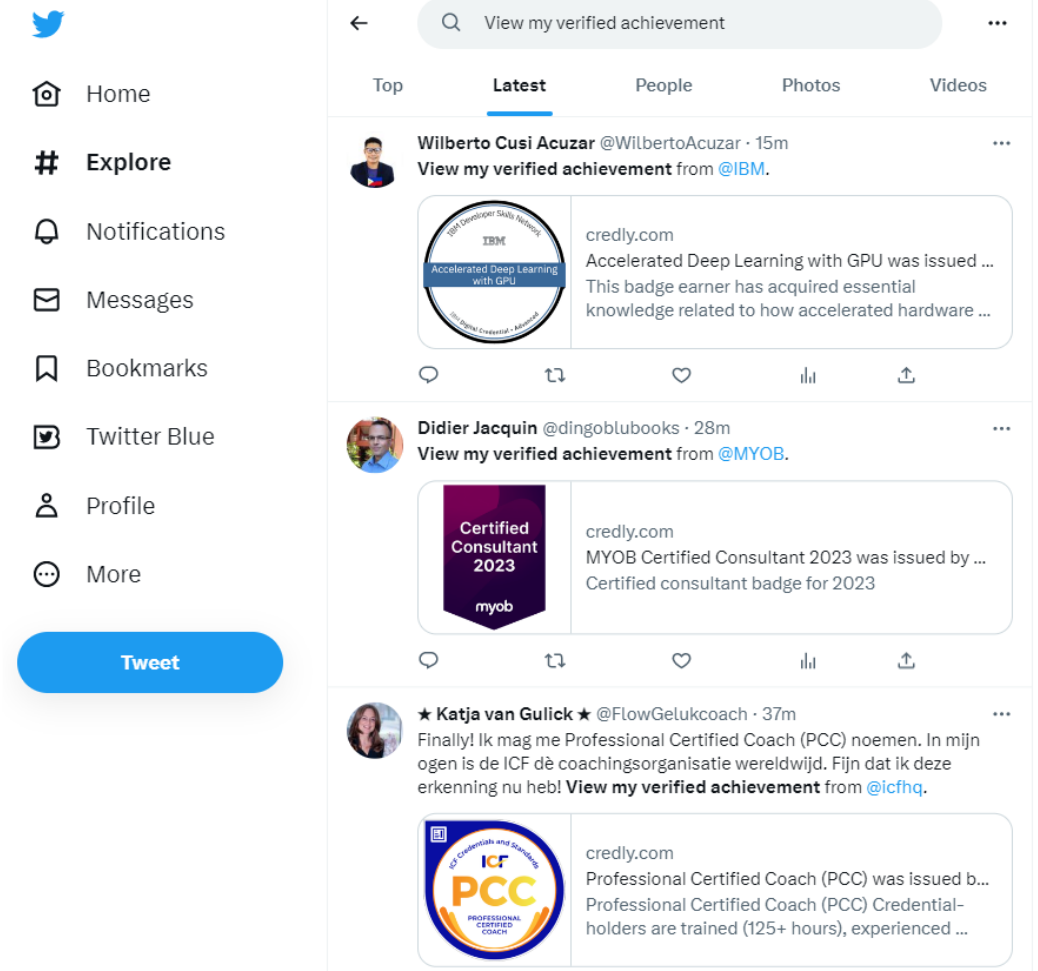
Budgetary Control	Change Management	Coaching	Communication	Data Management
Decision Making	Leadership Skills	Negotiation	Operational Planning	
Performance Management	Personal Development Planning	Project Management		
Relationship Management	Resource Management	Team Development		

Earning Criteria

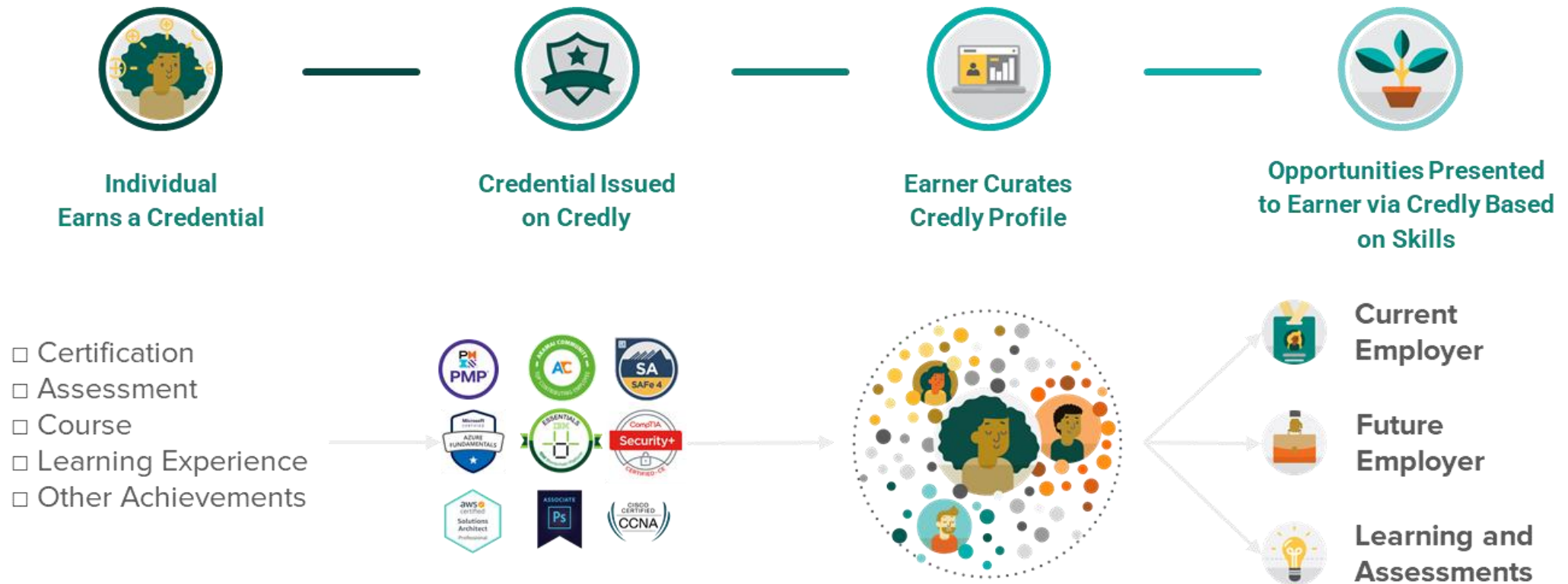
- ☑ Successfully met the requirements of the Team Leader/Supervisor End-point Assessment delivered by Pearson as a registered EPAO. The End-Point Assessment consists of a Presentation with questions and answers and a Professional Discussion underpinned by a portfolio of evidence.
- ☑ Completed a minimum of 12 months learning and development to meet the knowledge, skills and behaviours in the Team Leader/Supervisor occupational standard.
- ☑ Achieved Level 2 English and Maths qualifications.

Digital credentials in education settings

- Colleges, Private Training Providers, Universities, Professional bodies.
- To help learners show case their achievements at the end of a qualification and connect them to job opportunities.
- Embedded as part of employability programmes, working with employer boards.
- Used not in isolation, but short courses built around the use of the badge/credential, the data provided to the earner, but also the institution – acceptance rates, sharing rates, viral marketing.

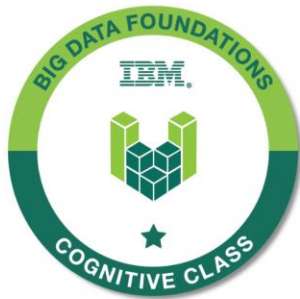


The credential earner



The insights earners gain

Credly uses the EMSI skills database that links skills to actual real life jobs, salaries and locations using labour market intelligence



Big Data Foundations - Level 1

Issued by [IBM](#)

This badge earner has a basic understanding of Big Data concepts and their applications to gain insight for providing better service to customers. The earner understands that Big Data should be processed in a platform that can handle the variety, velocity, and the volume of data by using components that require integration and data governance.

[Learn more](#)

Validation

Foundational

Hours

\$ Free

Skills

Big Data

Hadoop

<https://cognitiveclass.ai/hadoop/>

2,747 Job Openings

Big Data in [United Kingdom](#)

Top Job Titles

	Postings
Data Engineer	94 >
Senior Data Engineer	46 >
Data Scientist	39 >

Salary Ranges

	Postings
Top Level Jobs (more than £80K)	1,018 >
Higher Income Jobs (£60K-£79K)	776 >
Upper Middle Income Jobs (£35K-£59K)	789 >

Top Locations

	Postings
London, Greater London	1,041 >
Manchester, Greater Manchester	83 >

Related Jobs

Showing 1 - 12 of 94 listings for:
[Big Data in all of United Kingdom](#) with Job Title: **Data Engineer**

JOB TITLE	EST. SALARY	LOCATION
Data Engineer Vodafone	£71,000	London, Greater London
Data Engineer InfinityQuest Ltd.	£83,000	Reading, Berkshire

Learning organisations - use cases overview









University of Phoenix

In today's competitive job market, skills matter as much as your degree. Which is why University of Phoenix is introducing digital badges aligned to in-demand skills for select courses. Gain career-relevant knowledge sought after by employers that can be put to work right away. Showcase your earned in-demand skills on your resume or LinkedIn® profile before even graduating from your program.

[in](#) [f](#) [t](#) [s](#)

Badges Collections Directory

201 badges Sort by: Most Popular ▼

 Reflective Decision Maker University of Phoenix	 Reflective Problem Solver University of Phoenix	 Strategic Problem Solver University of Phoenix
 Intentional Problem Solver University of Phoenix	 Reflective Communicator University of Phoenix	 Decision Maker - Personal Finance University of Phoenix









UWE Bristol

At UWE Bristol, we're focused on solving future global challenges through outstanding learning, world-leading research and a culture of enterprise.

[in](#) [f](#) [t](#) [s](#)

Badges

18 badges Sort by: Most Popular ▼

 Health and Safety in Construction Environment UWE Bristol	 Introduction to Warehousing and Storage UWE Bristol	 Strategy Consultant UWE Bristol
 Help to Grow: Management Course UWE Bristol	 Mind your own Business UWE Bristol	 Trailblazer 2022 UWE Bristol








WorldSkills UK

WorldSkills UK is an independent charity and a partnership between employers, education and governments. Together, we are using international best practice to raise standards in apprenticeships and technical education so more young people and employers succeed.

[in](#) [f](#) [t](#) [s](#)

Badges

15 badges Sort by: Most Popular ▼

 National Competitions: National Qualifiers Competitor WorldSkills UK	 Developing Excellence in Teaching and Training WorldSkills UK	 National Competitions: Passive Stage Competitor WorldSkills UK
 Squad UK 2022 WorldSkills UK	 Embedding Skills Competitions WorldSkills UK	 Technical Skills Masterclass WorldSkills UK









CNet Training

CNet Training is the global leader in technical education for the digital infrastructure industry. CNet originated The Global Digital Infrastructure Education framework, offering education programs from entry level through to a masters degree in data center leadership and management. CNet has an impressive client list and is the only industry dedicated technical education provider in the world to award both internationally recognized qualifications and professional certifications.

[in](#) [t](#) [s](#)

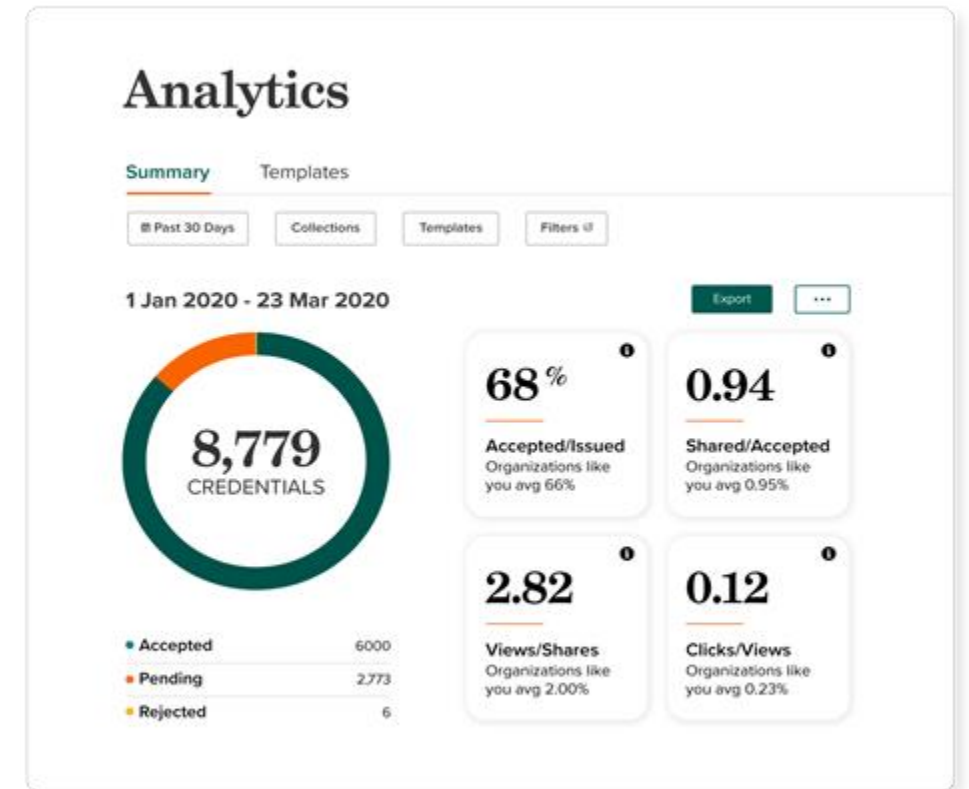
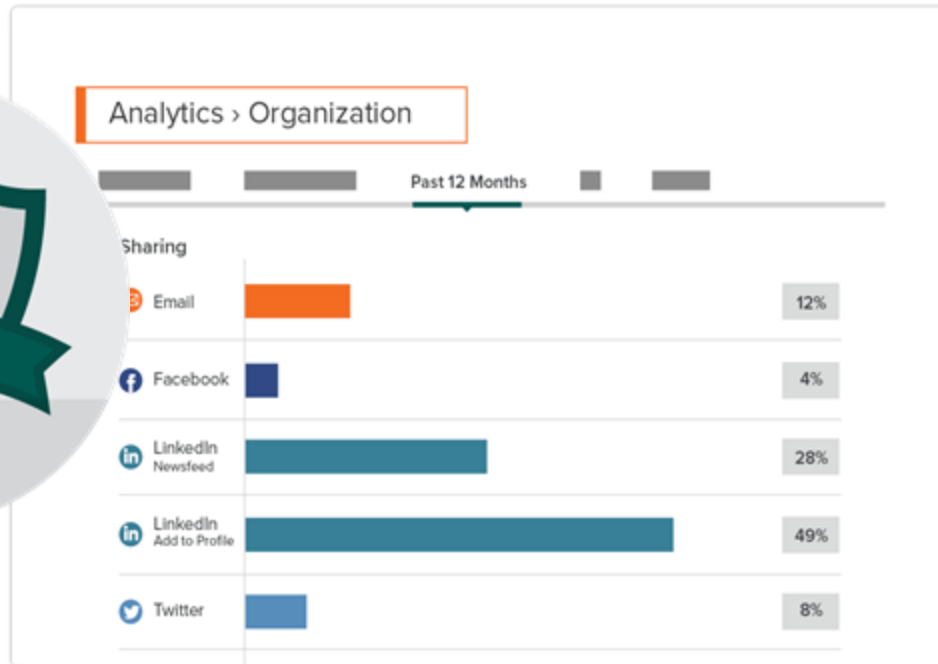
Badges

239 badges Sort by: Most Popular ▼

 Certified Data Center Technician Professional (CDCTP®) CNet Training	 Certified Data Centre Technician Professional (CDCTP®) CNet Training	 Certified Data Centre Technician Professional (CDCTP®) CNet Training
 Certified Data Centre Technician Professional (CDCTP®) CNet Training	 Certified Data Centre Technician Professional (CDCTP®) CNet Training	 Certified Network Cable Installer (CNCI®) CNet Training

The insights you gain

Credentials → Engagement → ROI



Taking a look at CNet Training



Skills tagging & badging at University of Phoenix

Eve Krahe Billings, PhD EDAC
Dean, Innovation and Evaluation
University of Phoenix



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CAREER WITH CONFIDENCE™

LX Interviews: Work/LinkedIn Experience

**Environmental
response**

Deliberate design

UOPX Skills evolution timeline



Example of Mapped Course (MGT/526)

CSLO Final	MBA v24 PSLO 2: Create strategies for sustainable organizational success that integrates the organization's mission and vision with societal values.	MBA v24 PSLO 4: Evaluate the global environment to sustain an organization's competitive advantage.	MBA v24 PSLO 5: Integrate managerial skills to support strategic execution in a rapidly changing business environment.	University Learning Outcomes	Accreditation Standards (If Applicable)	Course Level Skill	Program Level Skill
Analyze the needs of organizations within a changing global business environment			Introduce	ULG.2: Critical thinking and problem solving	ACBSP_H: Global Dimensions of Business	Business Administration	Management
Align operational needs with business strategies		Introduce		ULG.1: Professional competence and values	ACBSP_D: Management, including Production and Operations Management, Organizational Behavior, and Human Resource Management	Business Strategies	Operations
Explain how evolving demographics and emerging technologies transform organizations	Introduce			ULG.4: Digital Fluency	ACBSP_J: Information Systems	Organizational Structure	Communication

Student Persona Connected to Curricular Design: Bachelor of Health Administration

Sonya



BSHA Learner Persona

AGE: 35

OCCUPATION: Customer Service,
non-healthcare

EDUCATION: Some college, but
few transfer credits

ABOUT

Learners entering the BSHA are entry-level students without a lot of context but have “heard” healthcare is a good field.

75% are 30+ and those 40+ is increasing. African-American is the largest self-reported group. 42% have no transfer credits.

POTENTIAL SKILL GAPS

Word Processing

PowerPoint

Management

Electronic Communication

Research

Facilitation

Negotiation

Empathy

Professional Identity

Strategic Planning

Hard Experience

Data Analysis

PRODUCT DESCRIPTION

The BSHA is designed for those who want to work in healthcare but lack significant academic or professional healthcare experience.

PAIN POINTS

Lack of engaging video

Finance and Accounting courses

Support of under-lead skills

Creation of Online Professional Presence

Awareness of Jobs Qualified for

Experiential Learning

Articulation of Skills at Graduation

Guiding Principles: Authentic Assessment

Reliable, Valid, Relevant, and Grounded in Andragogy



Reason for the assessment is clear (Andragogy)



Deliverable mimics real-world KSA (relevance/validity)



The rubric scores the assessment ask (validity)



Assessment measures learning outcome and skill (validity)



Rubric provides expectation levels of performance (Andragogy)




Rubric guides fair and consistent grading (reliability)



For more info on authentic assessment – see Wiggins, 1998
The University of Indiana Bloomington cites Wiggins as well and has additional resources on their Center for Teaching and Learning site.

Students track their skills within their program real-time on a proprietary, personalized skills dashboard designed by UOPX


Skills-Aligned Programs (Phoenix.edu)



Programs built around the skills employers want


We're eliminating the gap between the classroom and the workplace by aligning degrees and courses to the skills employers want. And you'll still get it all for fixed, affordable tuition from the University that's committed to your career.

How skills-aligned learning works




Set your sights

See which skills you'll work on in each course you take -- and how they could help you meet your career goals.




Earn skills course by course

Complete your assignments and see which skills they align to; earn 70% or higher on assessments such as tests, presentations and projects to demonstrate you've gained a skill.




Track your progress

See which skills you've demonstrated with your coursework -- and which ones you may need to work on.



Show off your new skills

After you've gained a skill you'd like to use more at work, you can use your assessments to help show to an employer or prospective employer what you bring to the table.



Skills-Aligned Course (Phoenix.edu)


MGT/526 : Managing In A Changing Environment

[View course details](#)

3 CREDITS | 3 SKILLS


This course covers the skills and techniques managers need to provide leadership and direction within a changing organizational environment. Students will examine fast-paced changes including evolving demographics and emerging technologies and how they relate to innovative talent management, leadership, and managerial responses to addressing future organizational challenges.

Employer-desired skills that are aligned to this course




Business Administration

Analyze the needs of organizations within a changing global business environment



Business Strategies

Align operational needs with business strategies



Organizational Structure

Explain how evolving demographics and emerging technologies transform organizations

81.57%

Students enrolling in skills-tagged programs at UOPX



University of Phoenix®
CAREER WITH CONFIDENCE™

26 Apr 2022 - 1 Nov 2022



Accepted	26,910
Pending	17,109
Rejected	2

61%

Acceptance Rate

Credly average is

67% 41% HE

16%

Share Rate

Credly average is

47% 26% HE

1.58

Views per Share

Credly average is

3.28

0.11

Clicks per View

Credly average is

0.90

Total Sharing % by Delivery Feature

29%	Facebook
20%	LinkedIn Newsfeed
16%	LinkedIn Profile
15%	Print
10%	Download
3%	Email

of Students Who
Shared a Badge: 3760

Total Shares: 8966

% of Students Who
Shared a Badge: 16%

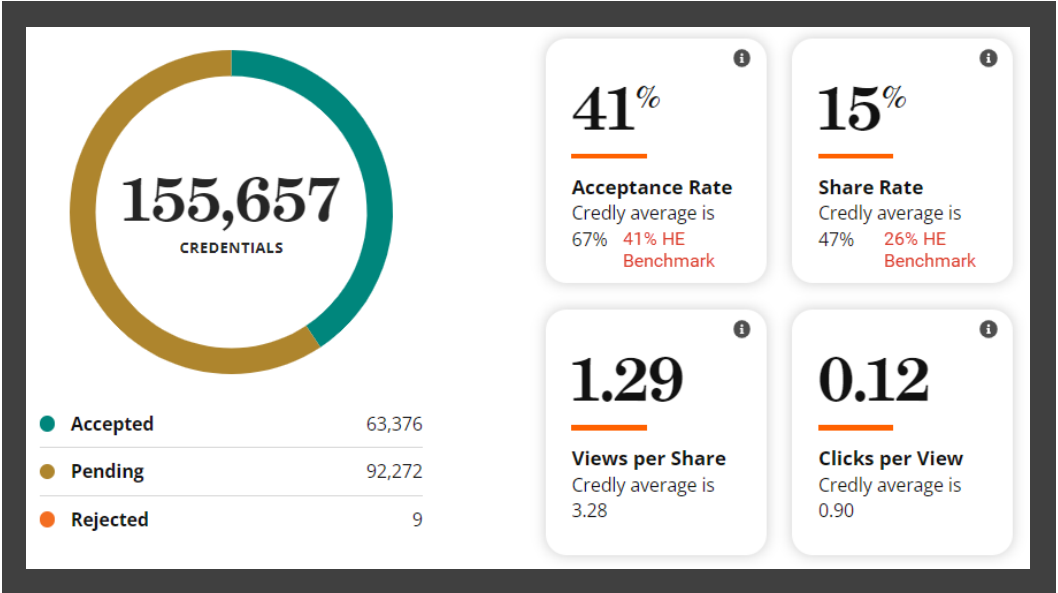


University of Phoenix®

CAREER WITH CONFIDENCE™

CREDLY TREND

Entity	Total	67% Credly 41% HE	47% Credly 26% HE
		Acceptance	Share Rate
General Studies*	148,575	39%	13%
Faculty Training	91	90%	62%
Professional Development	95	66%	46%
Inclusive Leader	223	90%	80%
College of Business	6,586	78%	30%
College of Nursing	86	41%	74%
ALL	155,657	41%	15%



*The badges in Phoenix Success Series (General Studies) are awarded every 2-3 weeks based on start calendars, current data doesn't account for maturity timelines

NEXT STEPS

UNIVERSITY LEARNING GOALS

- Purpose: Alumni Engagement at the undergraduate and graduate levels
 - Selected three ULGs for this first round
 - 33,000 total earners (x 3 ULG badges = 114,000 badges)
- Nex steps: expand for all ULGs
 - include Associates alums



ACADEMIC

- Badge Image Templates
- Overall governance structure

NON-ACADEMIC INTEREST

- Accessibility
- Ethics and Compliance
- ERGs & Employees/Staff
- Enrollment Services
- Registrar Office
- Expanding Inclusive Leadership



PD/FACULTY

Faculty

- Expansion of opportunities for top ranked faculty
- Storytelling

Professional Development


Faculty

Storyteller






IN-COURSE STUDENT BADGE INFO

Course Content

 **★ Share Your Success and Skills!**

Learn how to earn a digital badge in this course, which will help you showcase your skills to current or future employers, friends, family, or colleagues before you even graduate!

 Course Syllabus  

Links to [General Education Badges](#)
[UOPX WordPress Page](#)

GEN/201: Foundations for University Success

Wk 3 – Summative Assessment 1: College Communication

Showcase Your Skills!

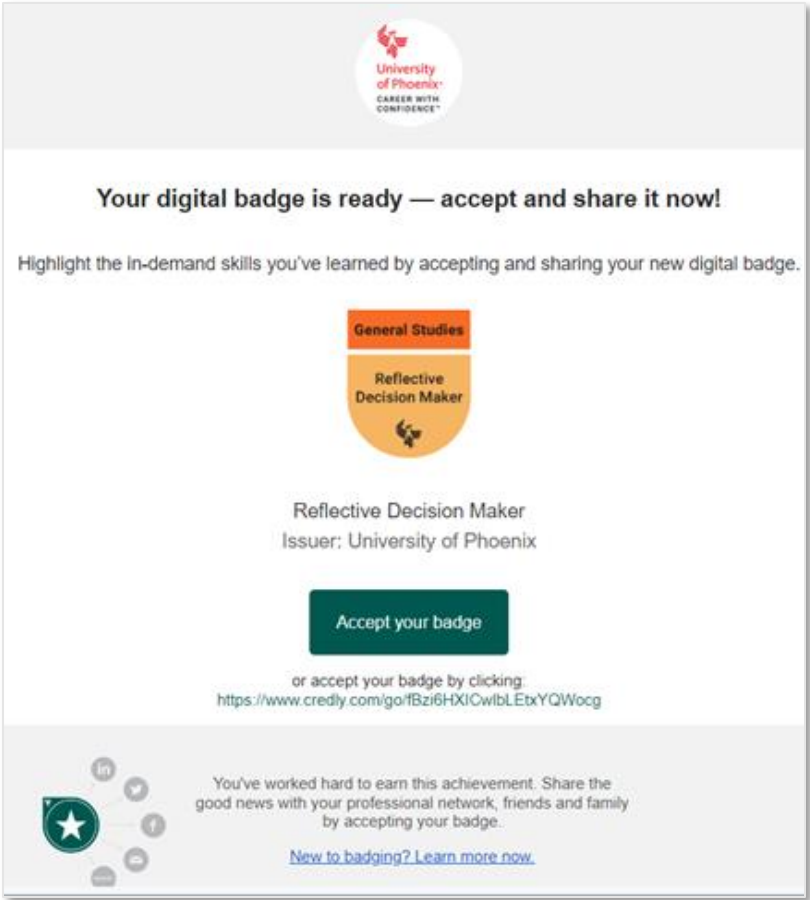
You have an opportunity to earn the **Reflective Decision Maker** digital badge when you earn a minimum grade of 74% on this assignment. [Learn more about General Education digital badges.](#)

University Learning Goals

The University has 5 learning goals that guide instruction across all programs and help ensure graduates can show excellence in the following:

Info at beginning of Assessment

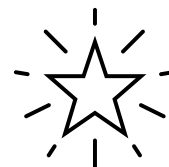
EMAIL NOTIFICATION FROM CREDLY



Current Format of Credly Email



New Format – UOPX not adopted yet



A Badging Q&A article with *Evollution* <https://evollution.com/> will be coming out in a few months from the UOPX team.

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Q&A



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