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

Eve Krahe Billings
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

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**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.
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 - 1:02 pm
Coursera's findings

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.

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.
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
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, 43% of students identify their ability to get a job among the top three factors motivating their decision to enroll in degree programs.²

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.
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.
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

- Individual Earns a Credential
- Credential Issued on Credly
- Earner Curates Credly Profile
- Opportunities Presented to Earner via Credly Based on Skills

- Certification
- Assessment
- Course
- Learning Experience
- Other Achievements

Current Employer
Future Employer
Learning and Assessments
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 earns you a basic understanding of big data concepts and their applications to gain insights and provide better service to customers. The learner 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

Skills

Big Data

Related Jobs

2,747 Job Openings

Big Data in United Kingdom

Top Job Titles

- Data Engineer: 94
- Senior Data Engineer: 46
- Data Scientist: 33

Salary Ranges

- Top Level Jobs (more than £60k): 1,218
- Higher Income Jobs (£60k-£79k): 776
- Upper Middle Income Jobs (£35k-£59k): 789

Top Locations

- London, Greater London: 1,041
- Manchester, Greater Manchester: 83

Learn more

IBM Data Science Immersion

IBM Data Science Immersion with job title: Data Engineer

Skills

Big Data

Hours

Free
Learning organisations - use cases overview
The insights you gain

Credentials → Engagement → ROI

Analytics

1 Jan 2020 - 23 Mar 2020

- 8,779 Credentials
- 68% Accepted/Issued Organizations like you avg. 66%
- 0.94 Shared/Accepted Organizations like you avg. 0.35%
- 2.82 Views/Shares Organizations like you avg. 2.00%
- 0.12 Clicks/Views Organizations like you avg. 0.23%
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
LX Interviews: Work/LinkedIn Experience
Environmental response

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

**Sonya**

**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

**BSHA Learner Persona**

**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)

Skills-Aligned Course (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 pricing from the University that's committed to your career.

How skills-aligned learning works

1. **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.

2. **Earn skills course by course**
   - Complete your assignments and see which skills they align with or earn 70% or higher on assessments such as tests, presentations, and projects to demonstrate you've gained a skill.

3. **Track your progress**
   - See which skills you've demonstrated with your coursework — and which ones you may need to work on.

4. **Show off your new skills**
   - After you've gained a skill you'd like to use more at work, you can use your coursework to help show to an employer or prospective employer what you bring to the table.

**MGT/526: Managing In A Changing Environment**

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
Note: Nov. 1st cut off date due to PSS Badge Retro Awarding on the 4th

# of Students Who Shared a Badge: 3760
Total Shares: 8966
% of Students Who Shared a Badge: 16%

Total Sharing % by Delivery Feature

- Facebook: 29%
- LinkedIn Newsfeed: 20%
- LinkedIn Profile: 16%
- Print: 15%
- Download: 10%
- Email: 3%
## Credly Trend

<table>
<thead>
<tr>
<th>Entity</th>
<th>Total</th>
<th>Acceptance</th>
<th>Share Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Studies*</td>
<td>148,575</td>
<td>39%</td>
<td>13%</td>
</tr>
<tr>
<td>Faculty Training</td>
<td>91</td>
<td>90%</td>
<td>62%</td>
</tr>
<tr>
<td>Professional Development</td>
<td>95</td>
<td>66%</td>
<td>46%</td>
</tr>
<tr>
<td>Inclusive Leader</td>
<td>223</td>
<td>90%</td>
<td>46%</td>
</tr>
<tr>
<td>College of Business</td>
<td>6,586</td>
<td>78%</td>
<td>30%</td>
</tr>
<tr>
<td>College of Nursing</td>
<td>86</td>
<td>41%</td>
<td>74%</td>
</tr>
<tr>
<td><strong>ALL</strong></td>
<td>155,657</td>
<td>41%</td>
<td>15%</td>
</tr>
</tbody>
</table>

*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)
- Next 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
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

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:

- Critical Thinking & Analysis
- Communication
- Information Literacy
- Information Technology
- Professional Skills and Values
EMAIL NOTIFICATION FROM CREDLY

Current Format of Credly Email

New Format – UOPX not adopted yet

Your digital badge is ready — accept and share it now!

Highlight the in-demand skills you’ve learned by accepting and sharing your new digital badge.

What’s next?

Celebrate your new skills

Accept your badge to share your new skills with your professional network and colleagues.

Find new skills

Explore badges for related skills from over 3,000 employer-trusted organizations.

See your skills in one place

Manage your digital badge wallet on Credly, the badging platform where 25M+ people have earned a credential.

Unlock opportunities

Use your new skills to advance your career or grow in other ways.
A Badging Q&A article with Evollution [https://evollution.com/](https://evollution.com/) will be coming out in a few months from the UOPX team.

Eve.Krahe@phoenix.edu
Dean, Innovation and Evaluation

MaryElizabeth.Smith@phoenix.edu
Director, Learning Innovation and Design
Q&A