Higher Ed + Digital Credentials: How to Create a Program that Engages Learners & Builds Opportunities
Today’s panel

Eve Billings
University of Phoenix

Carrie Wandler
St. Mary’s University of Minnesota

Susan Manning
Credly
Poll!

In your opinion, where is higher education today?
Quick glance

Overall costs
- Tuition
- Staffing
- Infrastructure

Student enrollment
- Not just COVID
- Debt

Public sentiment
- People still want it
- Still; skeptical
Higher education should be relevant to the real world

By Professor Datuk Dr John Antony Xavier - December 15, 2020 @ 10:14am

Traditional Higher Education Is Losing Relevance. Here’s What’s Replacing It

By Peter H. Diamandis, MD - March 22, 2019  

10,176
Few industries are as ripe for reinvention and transformation today as higher education. The average annual cost of a four-year college in the U.S. has tripled in the last two decades to more than $35,000, which has sent student debt skyrocketing and led many to question the relative value of a degree.
Environmental response

Deliberate design
UOPX Skills evolution timeline

2019 ———> 2021 ———> 2022

Skills-Alignment in Curriculum Maps
1 LEARNING OUTCOME = 1 SKILL = 1 ASSESSMENT

Skills Dashboard
UOPX proprietary student-facing dashboard that populates real-time with attained skills

Skills translated to Badges
Select skills/clusters of skills = badges

Skills Language on .edu
Beginning to tell the skills-aligned curriculum story

Career Infused Programs
Culmination of all pilots, research, and voice of student to drive evolution
>80%

Students enrolling in skills-tagged programs at University of Phoenix today
Programs designed with in-demand skills allow clear and easy tracking for students from a personalized skills dashboard.

Skills-Aligned Programs (Phoenix.edu)

Skills-Aligned Course (Phoenix.edu)
## Overall engagement (Sept – June 2nd)

Acceptance and Share rate varies by maturity of badge (maturity rate is typically 3-6 weeks from earned date)

<table>
<thead>
<tr>
<th>Template</th>
<th>Acceptance</th>
<th>Issued</th>
<th>Shares</th>
<th>Views</th>
<th>Clicks</th>
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<tbody>
<tr>
<td>Faculty Storytelling in Higher Education</td>
<td>77.8%</td>
<td>36</td>
<td>64.3%</td>
<td>188</td>
<td>24</td>
</tr>
<tr>
<td>Inclusive Leader: Self &amp; Social Awareness</td>
<td>88.0%</td>
<td>192</td>
<td>79.9%</td>
<td>416</td>
<td>78</td>
</tr>
<tr>
<td>Nursing Emergency Preparedness (CA)</td>
<td>43.6%</td>
<td>39</td>
<td>76.5%</td>
<td>12</td>
<td>2</td>
</tr>
<tr>
<td>Nursing Emergency Preparedness</td>
<td>38.3%</td>
<td>47</td>
<td>72.2%</td>
<td>14</td>
<td>5</td>
</tr>
</tbody>
</table>

1 Sep 2021 - 9 Jun 2022

- **11,619 Credentials**
  - Accepted: 7,778
  - Pending: 3,841
  - Rejected: 0

- **Acceptance Rate:** 67%
  - Credly average is 67%

- **Share Rate:** 30%
  - Credly average is 47%

- **Views per Share:** 1.32
  - Credly average is 3.28

- **Clicks per View:** 0.13
  - Credly average is 0.31
Carrie Wandler, EdD

University of St. Mary’s
Institutional Benefits

**Active Students**
Increase retention along the pathway with recognition for course as well as degree accomplishment.

**Brand Awareness**
Every credential earner becomes a brand ambassador for SMUMN, garnering free social media impressions.

**Potential Students**
Increase demand for SMUMN programs that teach the verified skills prospective students are looking for.

**Advance as Leader in Professional and Continuing Education**

**Alumni**
Connect graduates to opportunities for continuing education at SMUMN.

**Employers**
Provide SMUMN a way to signal to employers that its programs align with in-demand skills in the marketplace.

**Corporate Partners**
Allows SMUMN to advance opportunities in non-degree pathways, professional development, upskill/reskill workforce.
Incorporating the Voice of the Student

Low Awareness -
Awareness of
digital/micro-credentialing in student pop is LOW (30%)

Very High Interest -
Interest in
digital/micro-credentialing in student pop is VERY HIGH (80%)

Interest in using
digital/micro-credentialing to validate training is HIGH (68%)

Interest in sharing of digital credentials via LinkedIn is VERY HIGH (82%)
## What will Success Look Like?

### Non-degree and Degree Pathways
- Smaller “bite-sized” learning opportunities tied to in-demand skills
- Stack to certificates
- Stack to full degree
- Bootcamps

### Portfolio Growth and Differentiation
- Embed within degree programs
- Undergraduate and Graduate programs
- High School programs

### Building Awareness
- Create brand ambassadors
- Develop Recognition in the workplace
- Increase social media presence
Creating an Evidence-based Taxonomy

<table>
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<tr>
<th>01</th>
<th>Academic Badges</th>
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<tbody>
<tr>
<td></td>
<td>● Course level badges</td>
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<tr>
<td></td>
<td>● Successfully completed a designated credit-bearing course</td>
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<thead>
<tr>
<th>02</th>
<th>Competence Badges</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>● Faculty badges</td>
</tr>
<tr>
<td></td>
<td>● Earner demonstrates skills in career-oriented training coursework and assessment</td>
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<tr>
<th>03</th>
<th>Association Badges</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>● Alumni badge</td>
</tr>
<tr>
<td></td>
<td>● Badge earner demonstrating competence in co-curricular event or activity</td>
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Sharing the Success of our Students...
Poll!

To what extent has your institution embraced digital credentials?
Discussion and Questions

Eve Billings
University of Phoenix

Carrie Wandler
St. Mary’s University of Minnesota

Susan Manning
Credly
Thank you!