



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



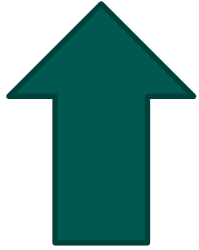
Susan Manning

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



Higher Education's Big Pivot – Giving Students the Skills Employers Value

Some schools are introducing innovative tech-focused programs to give students skills employers actually want. Industry should take notice, and get involved.



Lisa Lee

Contributing Editor

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.

Eve Billings, PhD EDAC

University of Phoenix

**Environmental
response**



Deliberate design

UOPX Skills evolution timeline




>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)




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

Overall engagement (Sept – June 2nd)

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

1 Sep 2021 - 9 Jun 2022



Accepted	7,778
Pending	3,841
Rejected	0

Export

67%

Acceptance Rate
Credly average is 67%

30%

Share Rate
Credly average is 47%

1.32

Views per Share
Credly average is 3.28

0.13

Clicks per View
Credly average is 0.31

Higher Education Benchmarks

57% Acceptance Rates

43% Share Rates

2.8 Views per Share

.31 Click per View

Template	Acceptance	Issued	Shares	Views	Clicks
 Faculty Storytelling in Higher Education	77.8%	36	64.3%	168	24

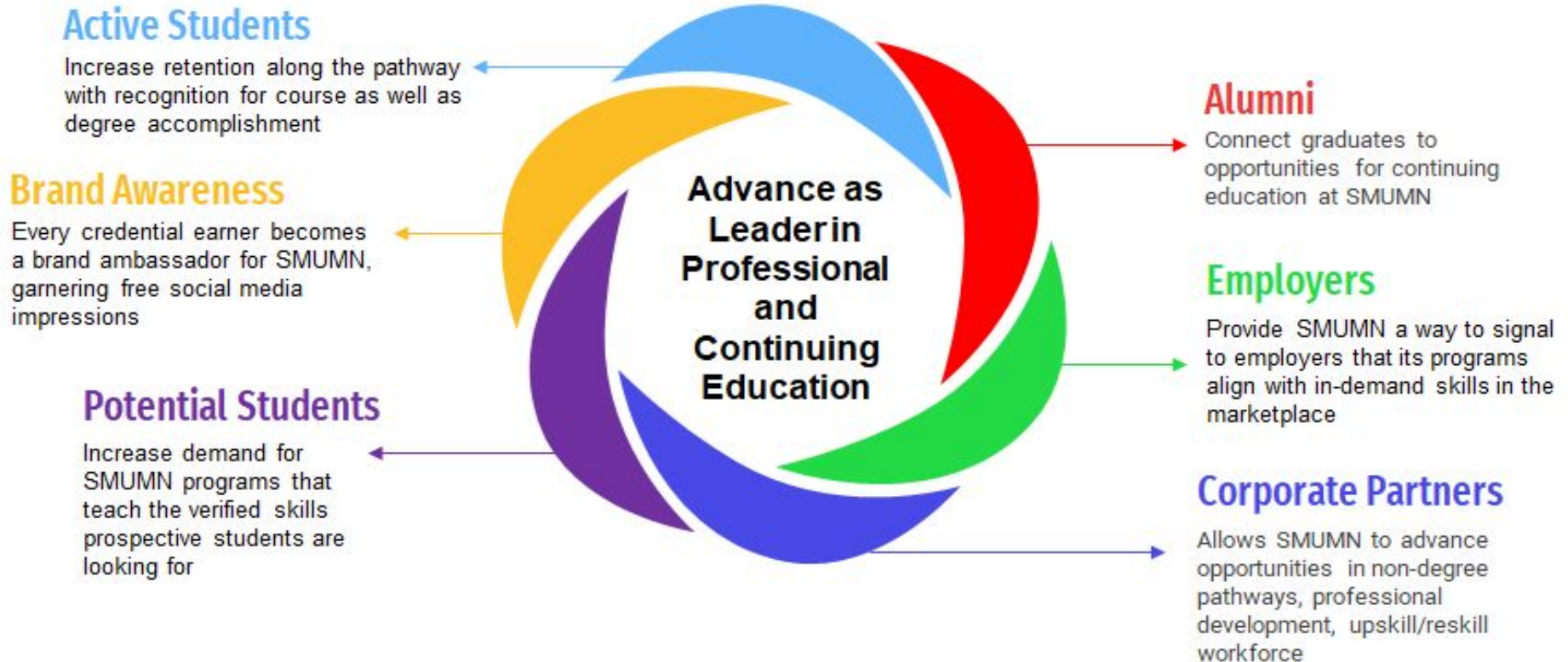
Template	Acceptance	Issued	Shares	Views	Clicks
 Inclusive Leader: Self & Social Awareness	88.0%	192	79.9%	416	78

Template	Acceptance	Issued	Shares	Views	Clicks
 Nursing Emergency Preparedness (CA)	43.6%	39	76.5%	12	2
 Nursing Emergency Preparedness	38.3%	47	72.2%	14	5

Carrie Wandler, EdD

University of St. Mary's

Institutional Benefits



Incorporating the Voice of the Student

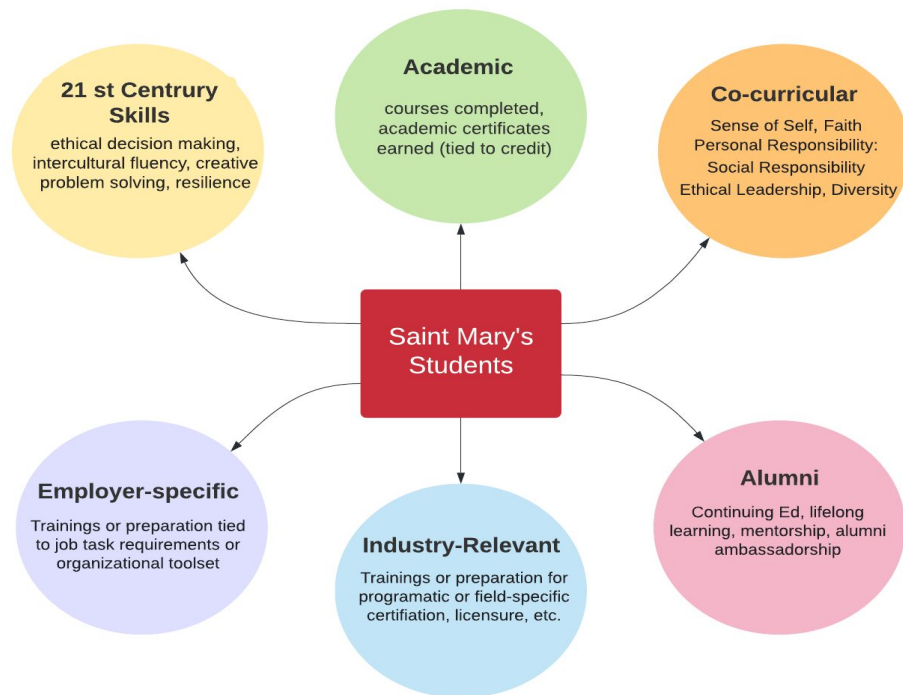
Low Awareness -
Awareness of
digital/micro-credentialing in student
pop is **LOW (30%)**

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%)**

Microcredentialing Ecosystem



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

01	Academic Badges	<ul style="list-style-type: none">• Course level badges• Successfully completed a designated credit-bearing course
02	Competence Badges	<ul style="list-style-type: none">• Faculty badges• Earner demonstrates skills in career-oriented training coursework and assessment
03	Association Badges	<ul style="list-style-type: none">• Alumni badge• Badge earner demonstrating competence in co-curricular event or activity



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

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Susan Manning

Credly



Thank you!

