

Individualized Learning through Micro-Credentials

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The State University
of New York




What are Micro-Credentials?

Credentials that are generally smaller than a minor, certificate or degree;
more narrow in focus

Designed to help students meet academic and career goals;
to help them stand-out in a competitive job market

Intentionally explicit about skills and competencies mastered



*SUNY's micro-credential policy framework
supports **Individualized Learning:**
SUNY's commitment to meeting
every student where they are
and providing pathways to success.*

SUNY Micro-Credential Policy

- ✓ Adopted by the SUNY Trustees Jan. 2018
- ✓ Endorsed the Work of a U-Wide Task Force
- ✓ Applies to All SUNY Campuses
- ✓ Distinguishes SUNY Among Peer Institutions



I AM A... OFFICES & DEPARTMENTS SUNY A-Z Search

SUNY Blue Login GIVE SUN

SUNY The State University of New York

www.suny.edu/microcredentials

ACADEMIC AFFAIRS / MICROCREDENTIALS

Micro-Credentials at SUNY

Follow SUNY's Progress as it Leads the Way in High-Quality Micro-Credentials

What are Micro-Credentials?

At the most basic level, micro-credentials verify, validate, and attest that specific skills and/or competencies have been achieved. They differ from traditional degrees and certificates in that they are generally offered in shorter or more flexible timespans and tend to be more narrowly focused. Micro-credentials can be offered online, in the classroom, or via a hybrid of both.

Why is SUNY Interested in Micro-Credentials?

It's all about SUNY's commitment to each student's success and the value of individualized learning. The potential uses for micro-credentials are far-reaching: offered within an existing degree program, micro-credentials can motivate current students to persist; as an add-on to an existing degree program, micro-credentials allow students to distinguish themselves in a competitive marketplace through mastery of skills complementary to their chosen field of

SUNY Launches Micro-Credential Policy

SUNY Micro-Credentials - Definition & Terms

SUNY Micro-Credentialing Policy Highlights

Updated 1/14/19

Campus Resources (New Info Sessions Scheduled, Sample Campus Policies Added and More!)

New 1/14/19

Frequently Asked Questions

SUNY Micro-Credential Policy

Key Components of Policy Framework

1. SUNY-Specific Definition & Taxonomy
2. Guiding Principles for Micro-Credential Development
3. Review of Multiple Micro-Credential Types
4. Process for Local Approval via Faculty Governance
5. Collaborative Development
6. Transparency & Effective Communication

SUNY-Specific Definition

SUNY Micro-Credentials Are:

1

Verifying Specific Skills and Competencies
have been Achieved

2

Endorsed by the Issuing Campus

3

Developed through Faculty Governance

4

Meaningful and High Quality

Strategic
Portable
Stackable

Micro-Credentials & Individualized Learning

MOTIVATION

PATHWAYS

Motivating Existing Students to Persist

Motivating Adult Learners To or Back to College

Supporting Student Efforts to Distinguish themselves in the Market Place

Meeting the Demand for Life-Long Learning

Business/P-12/Community Partnerships

Micro-Credentials & Individualized Learning

Online Instructional Design

Communication Campaigns

Digital Composition

Web Application Developer

Medical Coding

Teacher Leader

Food Literacy

Leadership in Supervision

Customer Service

Kitchen Competencies

Introduction to Baking

Advanced Baking

UAS Programming

UAS Data Analysis

UAS Operations

UAS Components

UAS Fabrication

Getting Started: Local Policy Development

**Brings All
Stakeholders to
the Table**

**Reiterates
SUNY Policy**

**Clarifies Micro-
Credential Types**

**Addresses FAQs,
ex.: academic
criteria for award**

**Defines an
Application Process**

**Defines a Review
Process**

**Explicit Process for
Faculty Governance
Review**

Forms!

Data Collection

Digital Badging

Transcripting

Getting Started

1. Need? Market? Mission?

- ✓ *Surveys of faculty, staff, students, alumni, business/industry partners*
- ✓ *Focus groups*
- ✓ *Inviting partners to campus to brainstorm (industry, community, P-12)*

2. Target Audience?

- ✓ *Current Students*
- ✓ *Prospective Students*
- ✓ *Adult Learners*
- ✓ *Alumni*
- ✓ *Business/Industry Partners*
- ✓ *P-12 Partners*
- ✓ *Community Partners*
- ✓ *Faculty/staff*

3. Title?



INNOVATE!

Getting Started

**4. Courses? Projects?
Experiences?**

5. Motivation?

6. Stackability?

**** Any new/revised credit courses created for a micro-credential must be able to fit into at least one or more existing registered degree or certificate programs**

MS Program: Information Design & Technology

4 Core Courses

Information
Technology

Information Design

Information Theory

Research Methods

6 Electives

Elective

Elective

Elective

Elective

Elective

Elective

1 Capstone Project

Develop three-course micro-credentials: one core and two electives

**Online
Instruction**

Information
Technology

Online Instruction
Elective

Online Instruction
Elective

**Information
Design**

Information Design

Information Design
Elective

Information Design
Elective

**Digital
Culture**

Information Theory

Digital Culture
Elective

Digital Culture
Elective

**IDT
Research**

Research Methods

IDT Research
Elective

IDT Research
Elective

Stack three micro-credentials. Earn MS with 1 core + capstone.

**IDT Master's
Degree**

IDT Core Course

Capstone Project

Getting Started

7) Online?

8) Credit? /
Non-Credit
Pathway?

9) Financial
Aid
Eligible?

Getting Started

10) META-DATA?

a) Learning Outcomes?

b) Skills & Competencies?

c) Assessments?

d) Evidence of Student Work?

What is Meta-Data?

- ✓ Demonstrated Skills
- ✓ Earning Criteria (learning outcomes and assessments)
- ✓ Standards
- ✓ Evidence

Acclaim Demo User
Issued By [Acclaim](#)

Earners of this designation are aware of the Acclaim offering and looking to experience the platform first-hand. They have an awareness of digital credentials, or badging technology and can discuss the Acclaim platform at a high-level.

Demonstrated Skills

Customer Service Data Analysis Demo Digital Credentials Early Adopter

First Aid Instructional Design Intercultural Communication Market Research Open Badges Service Management Web Development

Earning Criteria

- Complete an application form with the Acclaim team in order to initiate the process.
- Attend a basic introductory presentation to badges and Acclaim
- Complete the steps necessary to create an account on Acclaim and add a credential

Standards

[IMS Open Badge Standard](#)

Open Badges started as a collaborative project between MacArthur Foundation and Mozilla and has continued to grow through an open, collaborative approach.

Evidence

Publication

[Soft Skills & Digital Badges](#)



TOP JOB TITLES		
Cloud Consulting Sales Digital Marketing Specialist V	241	>
Campaigns Marketing Manager HCM Cloud	234	>
Senior Campaigns Marketing Manager ERP Application	229	>
Data Scientist	64	>
Show More		

Insights		
17,701 Job Openings Web Development in United States: All States		
TOP JOB TITLES		POSTINGS
Software Engineer		363 >
Web Developer		335 >
Senior Software Engineer		220 >
Microsoft Dynamics Developer		220 >
Web Development Engineer Cloud JoinOCI CustomerOps		215 >
Show More		
TOP LOCATIONS		POSTINGS
New York, NY		803 >
Seattle, WA		506 >
Chicago, IL		441 >
San Francisco, CA		436 >
Atlanta, GA		416 >
Show More		
SALARY RANGES		POSTINGS
\$100,000 or More		13,492 >
\$80,000 - \$99,000		2,362 >
\$50,000 - \$79,000		1,475 >
\$30,000 - \$49,000		277 >
Less than \$30,000		38 >
TOP EMPLOYERS		POSTINGS
Oracle		773 >
HIRED		567 >
IBM		339 >
American Express		314 >
Robert Half International		254 >
Show More		
TOP RELATED SKILLS		POSTINGS
Website development / programming		17,451 >
JavaScript		9,796 >
Cascading Style Sheets		6,824 >
Oral and written communication		6,803 >
Hypertext markup language		6,227 >

Credly Pricing for SUNY (ends 6/1/19)



SUNY Standard Fee (campuses with enrollments >2,500 students)

- Annual subscription fee: \$4,950 for unlimited badges, per student, per year
- One-time set-up fee: \$7,500 waived for programs launched prior to June 1, 2019
- Optional departmental license: \$950 for a department/school/college within a university that wishes to have a separate set of reporting, credential administrative permissions and portfolio of their discrete badges

NEW - SUNY Small Campus Fee (campuses with enrollments < 2,500 students)

- Annual subscription fee: \$2,500 for unlimited badges, per student, per year
- One-time set-up fee: \$1,500, waived for programs launched prior to June 1, 2019
- Optional department license: available per the standard terms above

SUNY Account Representative: Renee Frangione (rfrangione@credly.com)

Key Takeaways

1. Collaborative development is essential; its how the best ideas are generated. This includes at a minimum: academic affairs, faculty governance, faculty champions, continuing education, workforce development, registrar, IT, students...
2. Think about pathway options at the development stage; it saves time and allows you to inform potential students about the possibilities right from the start.
3. Collaborating on the development of local policies, practices, and forms has proved to be an effective way to address questions and concerns and generate the support and engagement needed to get started.
4. Flexibility and value for students is key, think SUNY Online, think summer and J-term, think flexible timeframes.
5. Metadata matters, from skills tags to links to evidence; this is what will help SUNY students set themselves apart from their non-SUNY peers.

Key Takeaways

6. Micro-credentials should be recorded onto transcripts
7. Prioritize students' right to know. Every micro-credential must be clearly defined relative to financial aid, transferability, and portability.
8. Micro-credential titles are important; think about the associated skills & competencies. Avoid using titles of existing degree programs so as not to cause confusion.
9. Micro-credentials are still new to many and require a strategic internal/external communications strategy. If we typed "micro-credential" into the search engine of your website today, what would we see? If you are thinking about it, have plans underway and/or are offering micro-credentials, you need a micro-credential webpage.
10. Consistently using the SUNY-specific micro-credential definition and policy framework in communications leverages System and builds SUNY's national standing

Policy FAQ: Local Approval Process

***Do Micro-Credentials
Require SUNY System /
NYSED Approval?***

No. Because they are comprised of courses from existing registered programs or existing non-credit programs

** Any new/revised credit courses created for a micro-credential must be able to fit into at least one or more existing registered degree or certificate programs

***Application Form Template
and Samples***

***Do Non-Credit Micro-
Credentials Require Faculty
Governance Review?***

Yes!

***When do I Involve
Faculty
Governance?***

From the Start!

***Local Policies
and Practices***

Policy FAQ: Policy Recognizes Digital Badges

*What's the Difference
Between a Digital Badge
and a Micro-Credential?*

A digital badge is a
visual representation of
a credential that is
displayed and
verified online

*Should Micro-
Credentials be
Transcribed?*



*What's the Value
of a Digital
Badge?*

Meta-Data

**Student
Resource**

**Evidence:
New Lens Into
Student Work**

*Do I have to
Use Credly
for Badging?*

Campuses can
select any
digital badge
provider or
none at all.

Credly
identified by
implementation
team as
meeting policy
criteria

*When does
the Credly
pricing end?*

June 1, 2019

Case Study: Meet James



- Age 25
- First Generation
- Works Full-Time at CVS Pharmacy as a Shift Supervisor
- Enrolled in online AAS program in Computer Security and Forensics
- Enjoys computer classes but struggling with hectic schedule, doesn't enjoy non-computer classes
- Considering withdrawal

Friendly Warning: What you are about to hear is a fictional account. Any similarities to real life events and programs is purely coincidence!

Motivation

James successfully completes Computer Forensics I and II courses which includes special modules from IBM and earns a “SUNY X” Community College/IBM micro-credential in Cyber Security, Level 1



•**Title:** Cybersecurity I Micro-Credential

•**Description:** To earn this micro-credential, “SUNY X” AAS students in computer forensics must complete six credits in Computer Forensics including two specially designed modules by IBM. This micro-credential meets the rigorous quality standards of the SUNY Trustees Policy on Micro-Credentials.

•**Learning Outcomes:** Recipient has a broad understanding of types of cyber incidents, common forms of malware and attacks; cyber incident management policies procedures; incident monitoring, detection, triage, and investigation.

•**Demonstrated Skills:**



Assessments: Achieve a minimum passing score of 85 on all quizzes, examinations, and online activities

Evidence: <http://SUNYXCC/FinalProjectHM>

Issue Date: 06/26/18

•**Issuer:** “SUNY X” Community College

Complimentary Skill-Sets



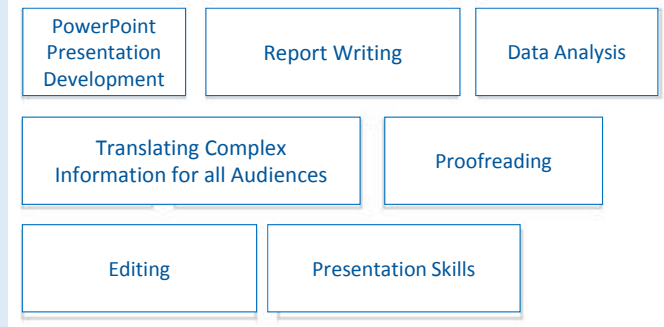
- James emails his first digital badge, representing his micro-credential to his boss at CVS.
- His boss is impressed and tells him about the CVS management training program. Hector would need a bachelor's degree to qualify.
- Motivated to persist, James seeks out ways to further distinguish himself in the market place and pursues and earns a micro-credential in Strategic Communication for Business (which fits into his program under electives, fully financial aidable)

•**Title:** Strategic Communication for Business

•**Description:** To earn this micro-credential, students must complete nine credits: Business Reports and Communication, Business Presentations, and Introduction to Data Analysis and Reporting. This micro-credential meets the rigorous quality standards of the SUNY Trustees Policy on Micro-Credentials.

•**Learning Outcomes:** Recipient has a clear understanding of best practices in business communication including report writing, presentations utilizing Microsoft PowerPoint, and data analysis and interpreting data and has excelled in projects demonstrating these skills.

•**Demonstrated Skills:**



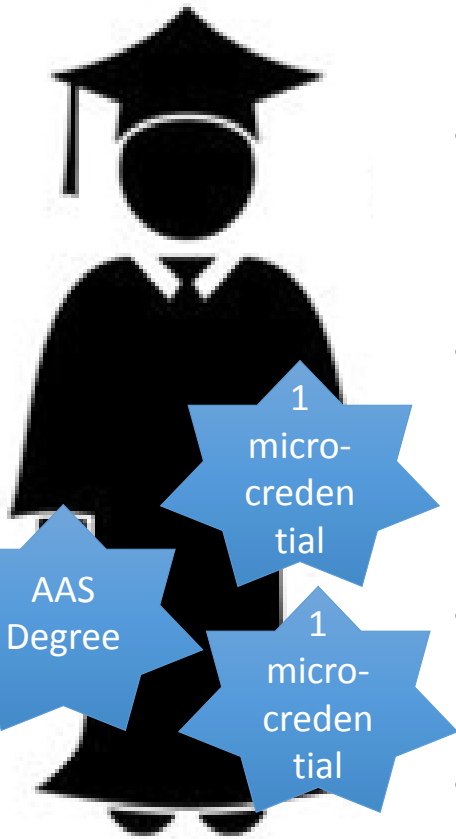
•**Assessments:** Achieve a minimum passing score of 85 on all quizzes, examinations, and online activities

•**Evidence:** <http://www.SUNYXTwoYear.edu/FinalProjectHM>

•**Issue Date:** 06/26/18

•**Issuer:** "SUNY X" Community College

Stackable Credentials



- James completes his associate degree and is promoted to assistant manager at CVS.
- He is too busy learning his new job to commit to pursuing his bachelor's degree full-time but does want to get started.
- He pursues two 9-credit stackable micro-credentials from "SUNY X Four Year", both of which are stackable to the BS degree in Informatics.
- The first is Advanced Cybersecurity; the second is Practical Computing Applications.
- Both micro-credentials were offered online over the summer and in the J-term.

•**Title:** Advanced Cybersecurity

•**Description:** To earn this micro-credential, students must already have introductory cybersecurity

•**Learning Outcomes:** Advanced understanding of, and hands-on experience in, information security and assurance, information security and privacy, prevention and protection strategies, and cryptography

Demonstrated Skills:



Assessments: Achieve a minimum passing score of 85 on all quizzes, examinations, and online activities

Evidence: <http://www.SUNYXFourYear/FinalProjectHM>

Issue Date: 06/26/18

•**Issuer:** SUNYX Four Year

