



# Higher Education

## NEW CREDENTIALING IN A NEW ECONOMY: WHAT INSTITUTIONS CAN DO TO PREPARE

There are many reasons for institutions to showcase learner achievement of skills or competencies and institutions may call them different names (badge, digital credential, microcredential) but there are some core pragmatic pieces to make it successful. Institutions are using microcredentials to aid in degree persistence, supplementing existing programs, new access points for adult learners, and as a way to support business and industry partners. As we enter this new post-COVID economy all of these reasons become more important.

### Key Takeaways

- **INTERNAL PARTNERSHIPS**

A successful for-credit credential programs need to involve many internal stakeholders. In addition to working with academic departments, administrative offices need to be involved to make sure that all processes are defined to support the unique needs of credential earners. Being involved with the internal partners allows them to see that credential programs are part of the institution and its success.

- **CONFIDENCE**

Short term credentials allow learners to build confidence through a low risk opportunity that allows them to realize that this is an achievable path for them. Whatever step they can take in their journey gives learners confidence to keep going.

- **WORK REVOLUTION**

This year's immersive experience for online learning and working has led to a greater awareness of the online learning experience. This awareness leads to a comfort with online credentialing programs.

- **RESKILLING**

Allowing workers to reskill or upskill with a short-term stackable credential allows them to continue to move forward. Learners can build skills quickly to get them back to work and then allow them to build on that success to continue to build credentials. "Winning fast"

- **INDUSTRY ADVISORY COUNCIL**

Working with employers to identify key skills and provide context for the credential. Employers want to work with institutions to be a collaborative partner. In addition to traditional employers, connect with community and professional organizations to identify partnerships.

### Resources

- **WICHITA STATE UNIVERSITY'S BADGE PROGRAM** <https://badges.wichita.edu/badges>  
Learn about their full program including their full badge catalog. Focus is non-degree bound working professionals. Badges are defined as academic courses of 1 credit hour or less.
- **ALAMO COLLEGE** <https://alamo.badgr.com/public/organization/badges>  
Information about their upskilling program
- **INDIANA WESLEYAN TALENT LADDER** <https://www.thetalentladder.com>  
Skills get Jobs; degrees get promotion
- **INDIANA WESLEYAN BRIDGE INITIATIVE** <https://www.iwubridge.com/>  
Affordable, flexible options for partners
- **SUNY MICROCREDENTIALS** <https://system.suny.edu/academic-affairs/microcredentials>  
State University of New York's microcredential overview, guiding principles, and resources
- **IMS GLOBAL LEARNING CONSORTIUM** <https://www.msglobal.org/digitalcredentials>  
Resources to support building your digital credential program

### Questions

Kelly Hoyland, Higher Education Program Manager, [khoyland@msglobal.org](mailto:khoyland@msglobal.org)