Engaging Employers in Innovative Credential Design

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Credly

RMIT UNIVERSITY

Credly

RMIT – Facts and figures

- Royal Melbourne Institute of Technology (RMIT) University
  - a 'dual sector' institution
- 5-Star QS ranking for excellence in higher education
- RMIT is **131 years old** (26 years as a University)
- Location/campuses
  - Three campuses in **Melbourne** (City, Brunswick and Bundoora)
  - Two campuses in **Vietnam** (Hanoi and Ho Chi Minh City)
  - Campus in **Spain** (Barcelona)
- **84,267** Student numbers
  - Melbourne campus - over 50,000 students
- **5,603** permanent staff - over 12,000 staff in total

RMIT – Key values and strengths
'Ready for life and work'

- Industry/employer engagement
  - "Learning through work and enterprise"
- "Global Experience" for all students
- Reconciliation and recognition of our indigenous peoples' heritage and history
- Learning and teaching
  - Accessibility, inclusivity, innovation, digitally enabled, trailblazing approach to credentials

21CC (21st Century Credentials) – A sense of purpose

Students
Equip students with skills, personal attributes, confidence and a sense of agency to be successful in the new world of work.

- Top up or fill gaps in existing skills
- Shape their program to meet a specific career path
- Build confidence and agency to manage the decisions associated with multiple careers and new job futures
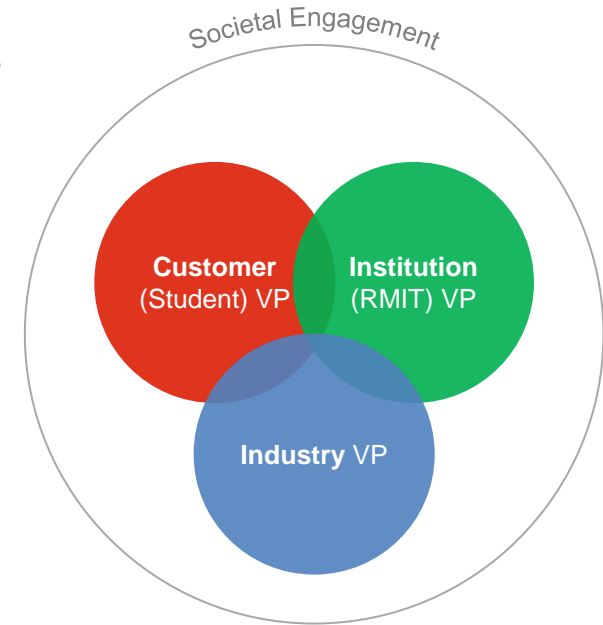
Institution
'Whole of institution' aligned curriculum

- Mitigate risks associated with external disruptors
- Enhance employability outcomes
- Deliver on our promise to students and build customer loyalty
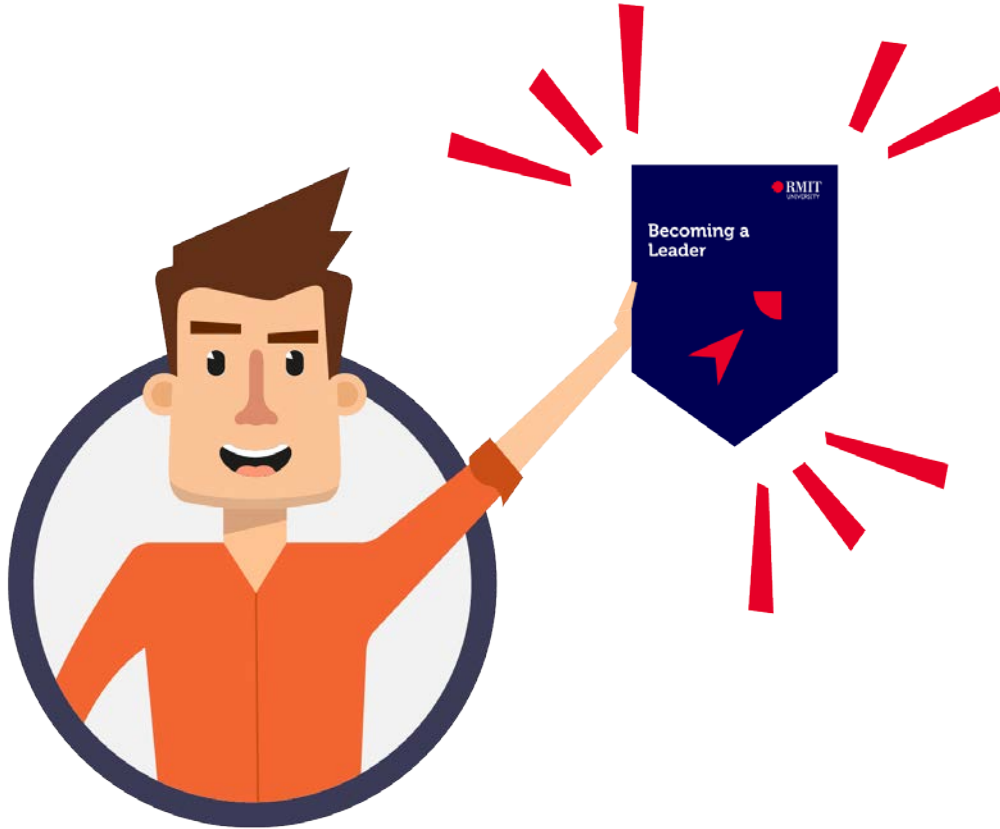- Contribute to leadership debate on emerging digital credentials ecosystem
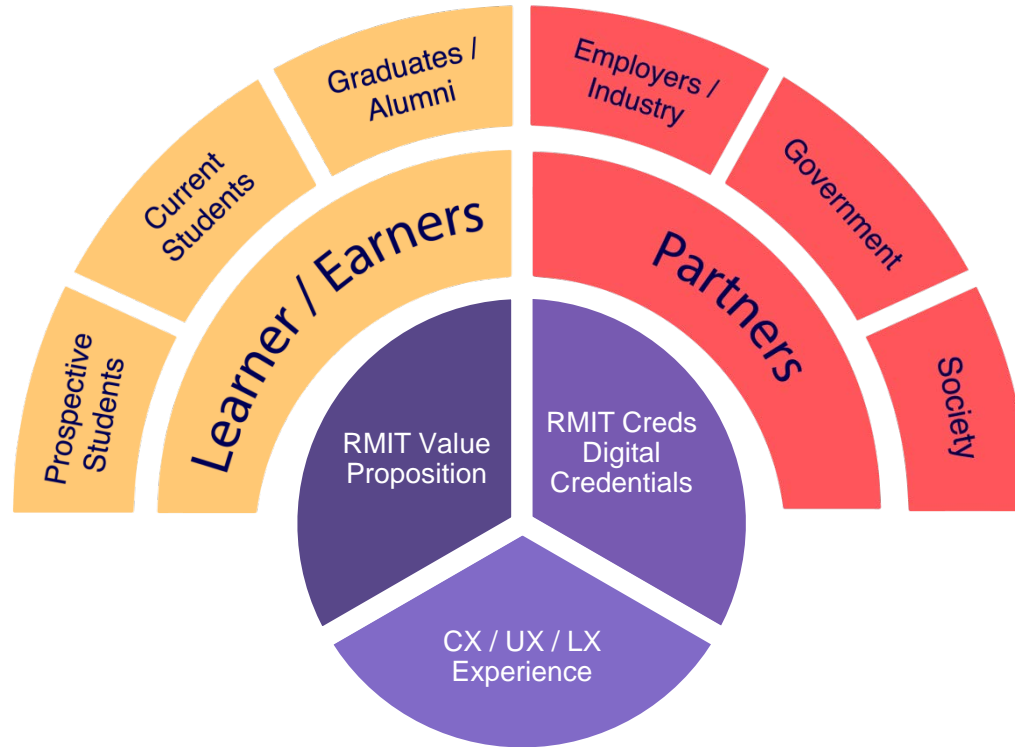
Industry
Strengthen our engagement

- Responsive to industry call for graduates with work ready skills
- Partner and co-design our micro-credential products
- Cohesive institution-wide approach to engage with industry

Societal Engagement

Customer (Student) VP

Institution (RMIT) VP

Industry VP

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21CC vision is to be a game changer…

… and to adopt a whole of institution approach

Graduates / Alumni

Current Students

Prospective Students

Learner / Earners

Employers / Industry

Government

Society

Partners

RMIT Value Proposition

RMIT Creds Digital Credentials

CX / UX / LX Experience

Technology, Systems and Processes

Policy, Procedures

Partners - Business, Employers, Government

Support and Stakeholder Engagement

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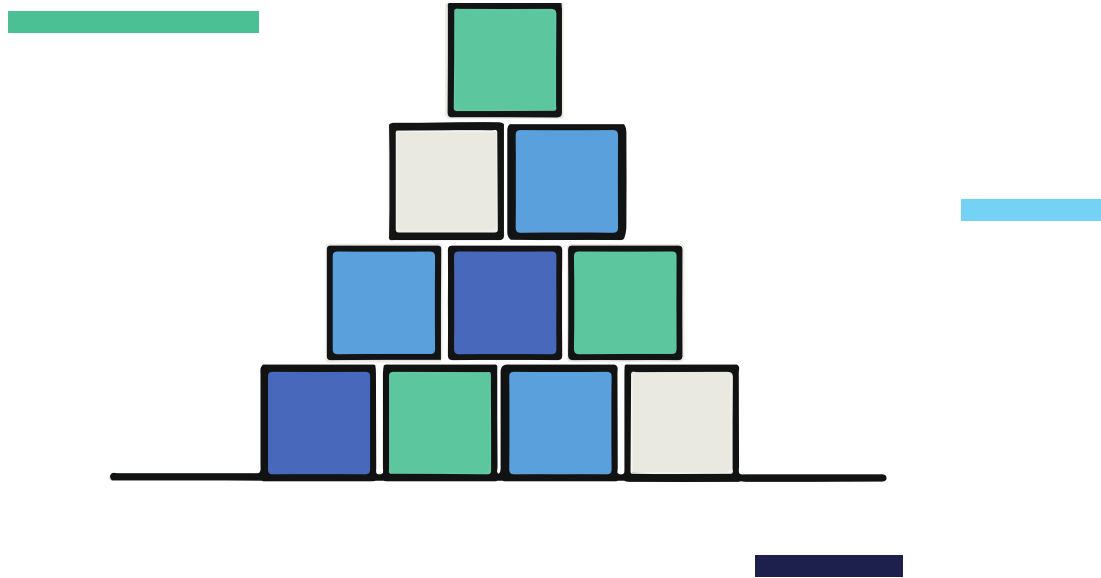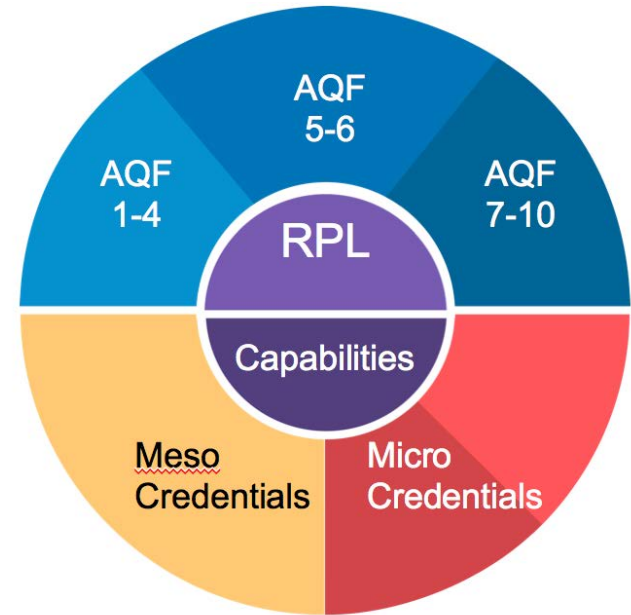
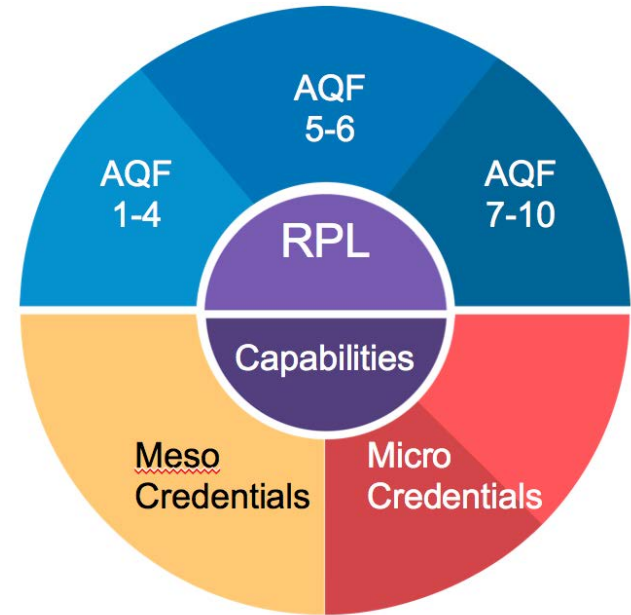# Questions

Product construct

RMIT – Micro-credentials

- Co- and extra-curricular (informal)
- Capabilities, skills and personal qualities
- Industry led
- Rigorous assessment and evidence of achievement
- Embedded within or articulation pathway to formal curriculum
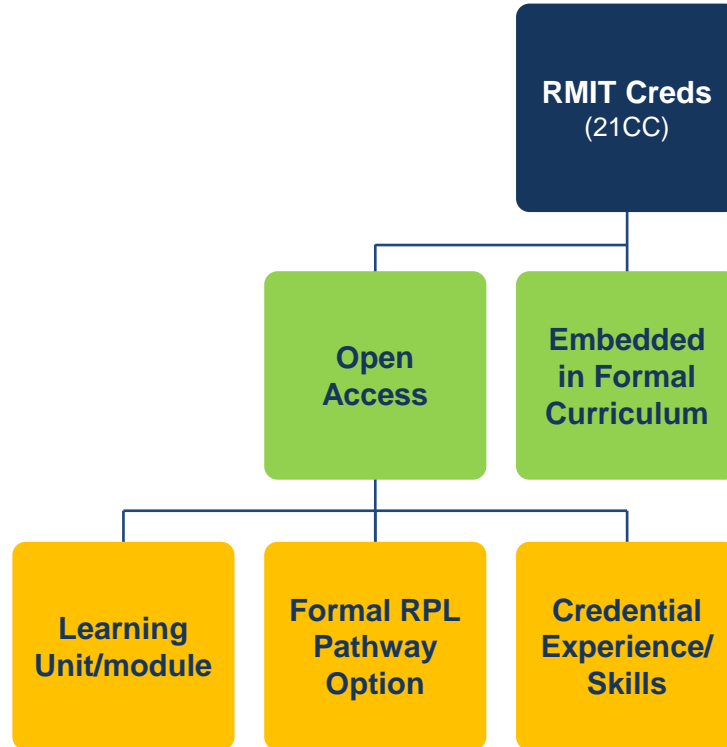- Reverse engineered (backward) design model

RMIT – Developing capabilities

- Capability development places importance on people and their capacity to perform at high levels in rapidly changing working environments and contexts

- Developing skills and knowledge is one aspect of capability development. Being able to apply those skills in different contexts, with confidence, differentiates skill and capability

- Creating capability is about moving away from segmented activities of development to holistic activities that have more meaning and purpose
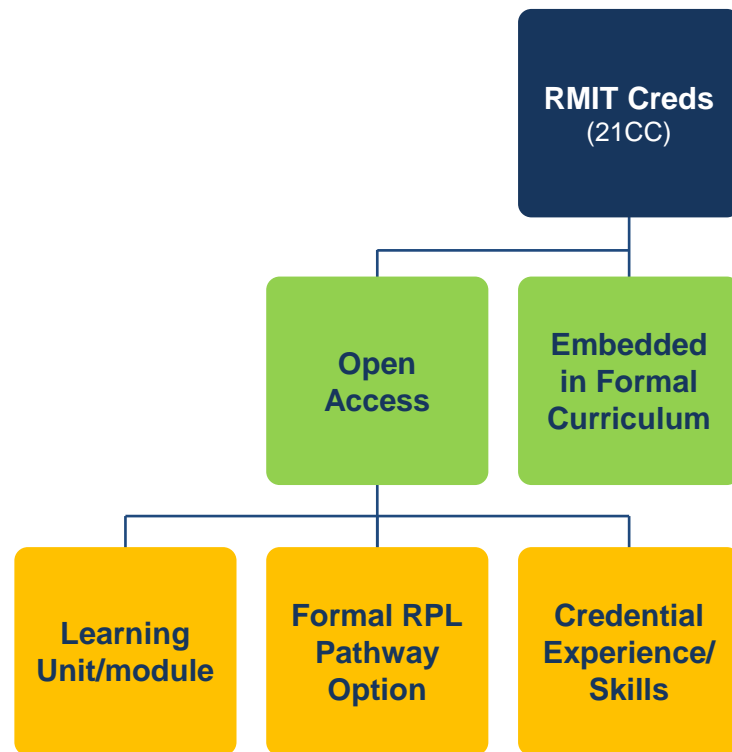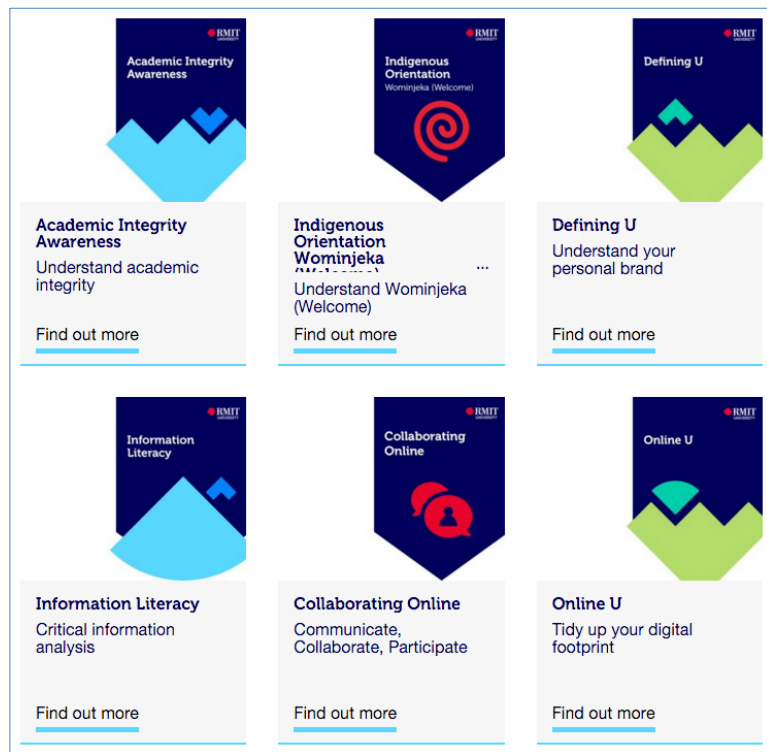
RMIT – Co-curricular product suite

RMIT Creds – Open access

https://www.rmit.edu.au/students/life-and-work-opportunities/rmit-creds

RMIT Creds – Integrated curriculum pathways

RMIT Creds

11 Capabilities

Stack/Cluster Pathway

Micro-credential Open access (Free)

RPL Pathway

Short courses (Fee paying)

AQF Programs

Micro-credential Embedded
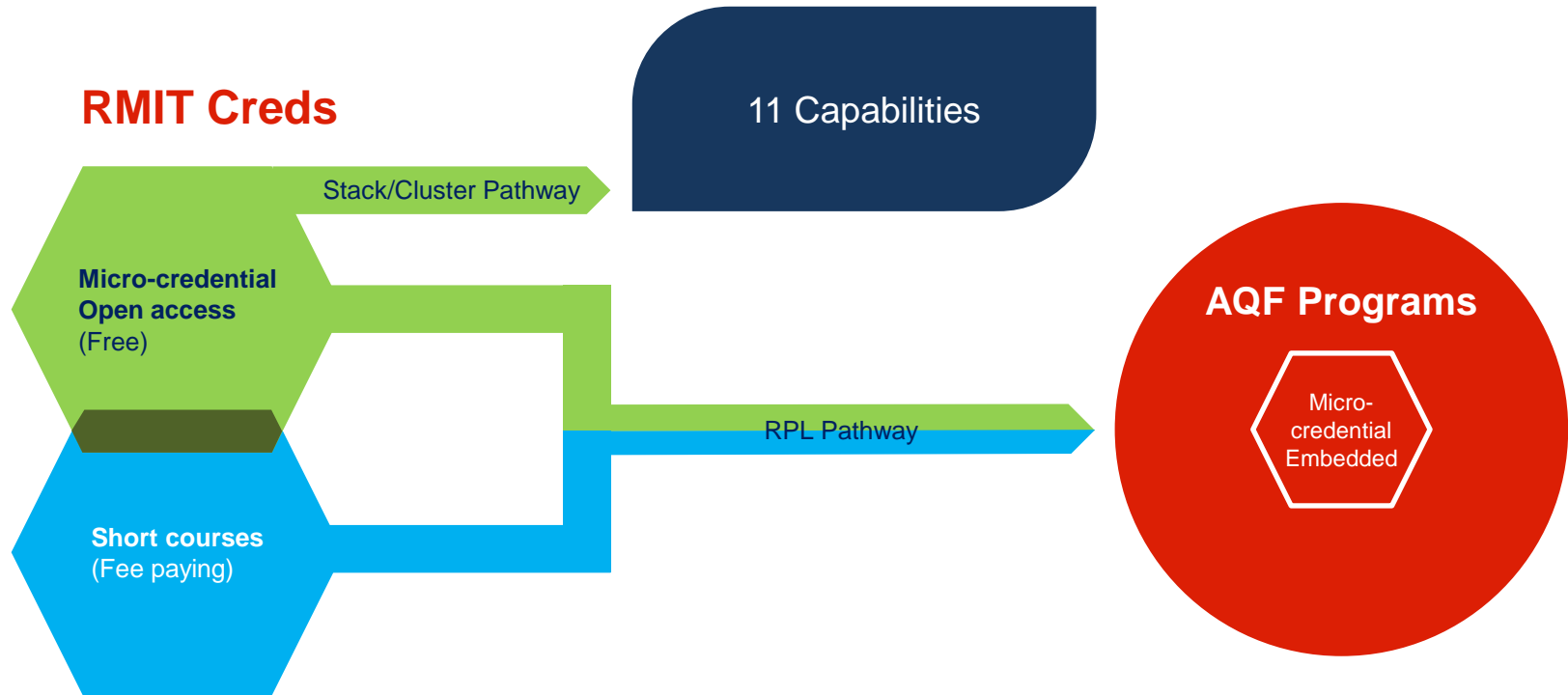
Questions

Industry engagement strategy on a page

Partnership	Collaboration	Verification	Endorsement
Partnership between RMIT and Industry - both parties share responsibility for the design, development & assessment.	Collaboration between RMIT and Industry - both parties bring significant input to the topics and design of the credential.	Formal recognition where the credential has been assessed as meeting the standards of the verification body.	A statement where an Industry approves of and supports a micro-credential.

INDUSTRY COMMITMENT

Partnership	Collaboration	Verification	Endorsement
• Contribute to the design and the development of course content, outline and assessment/s • Participation in design and content development workshops • Promotion through Industry events and comms. channels • Provide opportunities for learners who successfully undertake the credential(s)	• Contribute to the design of course outline and assessment/s • Participation in product design workshops • Promotion through Industry events and communication channels	• Assess and verify that the skills meet the needs of industry • Attend and participate in meetings and/or workshops • Provide a high degree of quality assurance • Promotion through Industry events and communication channels	• Review and/or validate rules of evidence • Review product proposal and provide feedback • Review final micro-credential from a user perspective and provide feedback

RMIT COMMITMENT

Partnership	Collaboration	Verification	Endorsement

• Acknowledgement within the metadata
• Acknowledgement at RMIT Creds Industry events.
• Joint communication
• Logo within RMIT Creds collateral
• Brand recognition on Canvas Course Card
• Hyperlinked logo to appear on RMIT Creds homepage
• Company logo and testimonial to appear on Individual Credential landing page
• *Additional Opportunities
	• Company Logo to appear on RMIT Creds homepage and Canvas Course Card
	• Acknowledgement within the credential metadata
	• Company Logo within RMIT Creds collateral
	• Acknowledgement at RMIT Creds Industry events.
		• Acknowledgement within the credential metadata
		• Promotion at Open Days and RMIT Creds Industry events
		• Company Logo to appear on
		   o RMIT Creds homepage
		   o Canvas Dashboard
			• Acknowledgement within the credential metadata
			• Company Logo to appear on
			   o RMIT Creds homepage
			   o Canvas Dashboard

*Talk to us about ways of connecting with our students & graduates

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Working with industry partners – RMIT and Credly

- Kicked off discussions informally mid 2016
- Partnership rather than vendor relationship
  - Digital credential design
  - Stakeholder and industry engagement
  - Technology innovations
- Challenges
  - Aggressive project time frames
  - RMIT transitioning to new LMS
  - New product construct

Panel questions

Thank you!