



21st Century Credentials for 21st Century Learners

Heather Sharbaugh – Director of Academic Records

**Jason Weaver – Sr. Director, Product Management
Parchment, Inc.**

Colorado Technical University (CTU)

- Current student population 22,100
- Over 91,000 graduates since 1965
- 2 campuses; Denver, CO; Colorado Springs, CO and students enrolled fully online



A New Medium: Digital Credentials



WHY?

Why did we do this?



BENEFIT TO STUDENTS

Promote Professional Branding
Leverage Credentials Socially
Increase Marketability



BENEFIT TO UNIVERSITY

Extend Brand Recognition
Collection of Sharing Metrics



LAUNCH

Exciting, Positive, New
Parchment- partner not vendor



ENGAGE

Potential Employers
Social Community



OPPORTUNITIES

Alumni
Career Services

Why the Digital Credential?

Sharable

Integrated with LinkedIn, Facebook, Twitter API's
Secure PDF Download

Stackable

Badges> Certificates > Transcript> Diploma
Electronic portfolio

Student Service

Diplomas emailed within hours of roster upload
Electronic Footprint

Congratulations, Joseph!
Here's your official digital diploma.



Access your diploma

Click the green button, create a password, or sign in to your existing account, and you're in!

If the button doesn't work, copy/paste this link into your browser:

<https://www.parchment.com/u/s/1pK>

A note from Colorado Technical University

Dear Graduate,

Congratulations on earning your degree from Colorado Technical University and reaching this milestone in your academic career! Graduation is a time to celebrate this personal achievement and recognize the strength, resilience, and intelligence you have demonstrated to complete your program of study.



ENTER A PASSWORD

and start turning your credential into opportunities

CREATE A PASSWORD TO ACCESS YOUR CREDENTIAL:    



Colorado Technical University

Colorado Springs, CO

Email / username

test@demo.edu



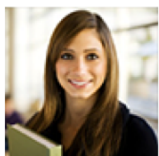
Password

.....



[Forgot your password?](#)

SIGN IN



[Edit Profile](#) | [Edit Profile Pic](#)

Jessica Cumberland



Mount Elbert University

Denver, CO

 Enrollment Info

You can now get your credentials! Here is what is waiting for you at this organization.

Diploma
BS In Chemical Engineering



Share

Certificate
Architectural Engineering



Share

Your
Academic Transcript

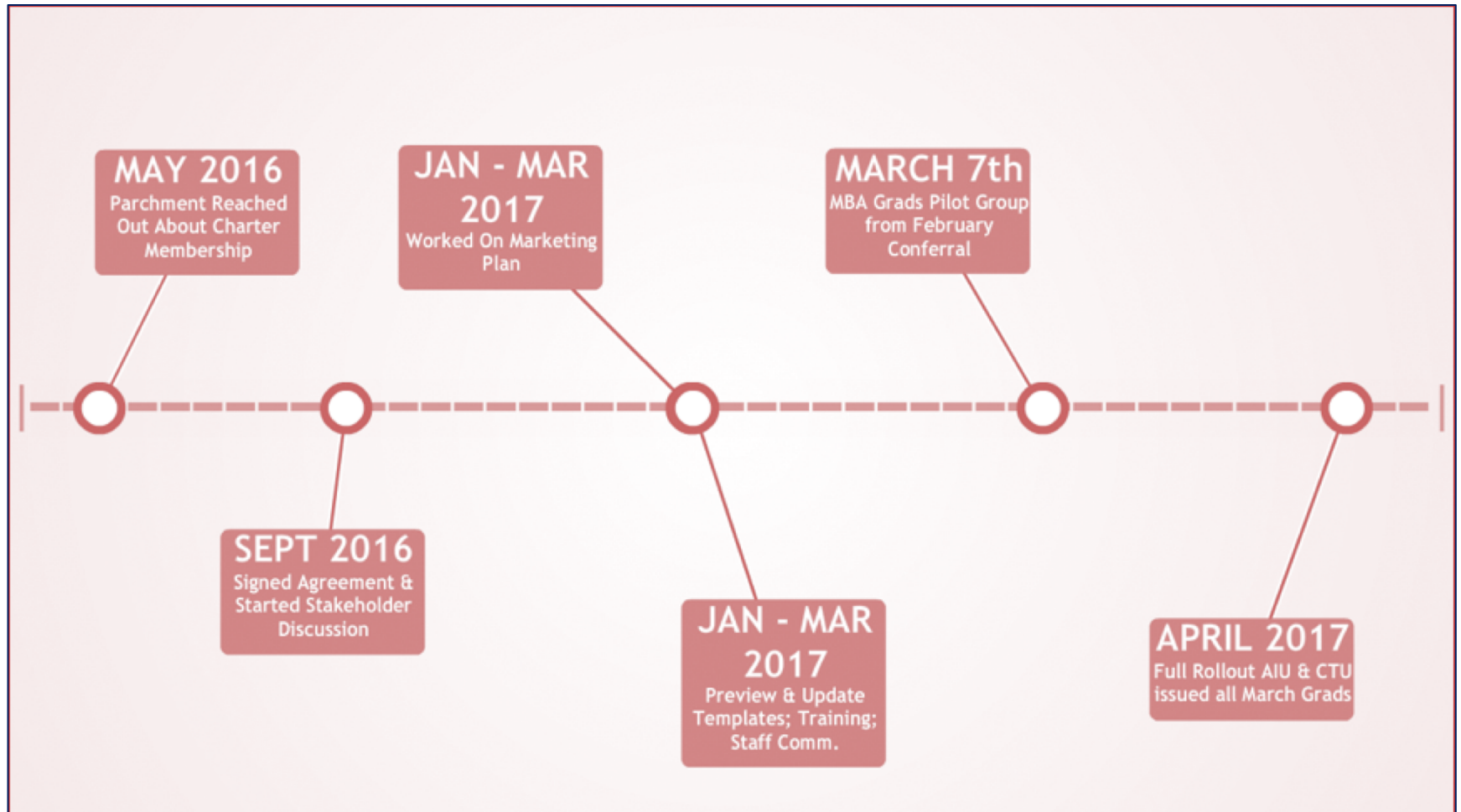


Order

Pre E-diploma Experience

- Majority of student population is fully online
 - Student experience is completely electronic / transactional
 - Students appreciate timely recognition & validation
- Electronic transcripts offered since 2010
- Diplomas hard copy only and outsourced
- Students sought alternative means to share their educational accomplishments

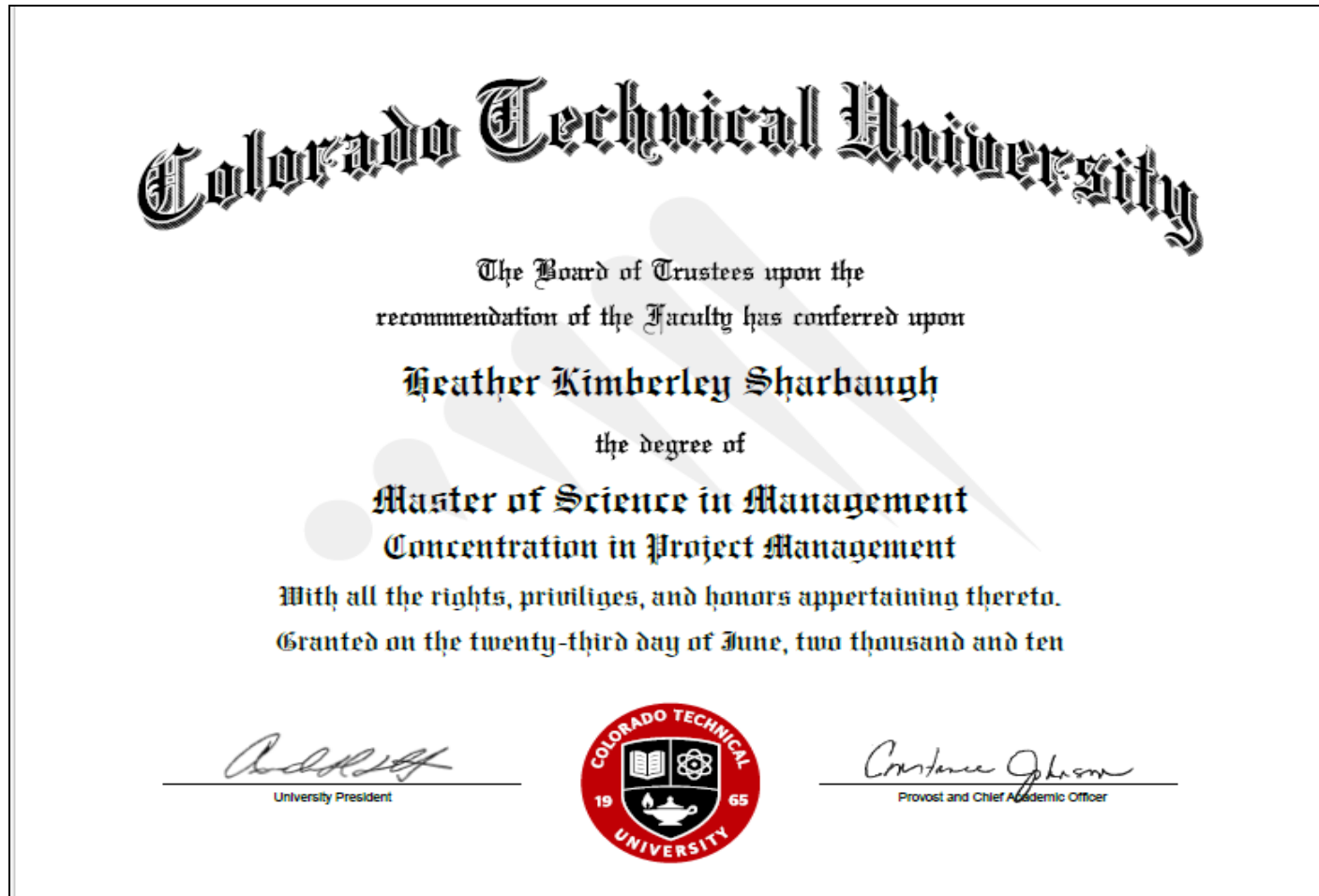
How did we get there?



Getting the creative just right:

- Created to be identical to the paper copy
 - Students e-diploma matches the hard copy diploma
- Document security
 - Two page document; first page is the credential, second lists security features
 - Adobe Blue Ribbon Security
 - Reference back to University for re-verification
 - Signature of Chief Academic Officer, which matches official academic transcript and University catalog

Mirroring the image: students issued an exact e-copy of hard copy



What about validity and security?

This digital credential is an official document of Colorado Technical University.

The digital signature embedded in this document can be verified when viewing in Adobe Acrobat on your computer or mobile device.



This symbol indicates the document has not been modified since issued.



This symbol indicates the document may have been modified after being issued.

These symbols will not appear when viewing this document in a web browser or other application.



parchment

Turn Credentials into Opportunities.

Verify this credential online at:
<https://www.parchment.com/u/s/40W>




Constance Johnson
Provost and Chief Academic Officer

Questions? Contact:
diplomas@coloradotech.edu

CTU Announces E-diploma

- Internal communications: operations meetings, department meetings, university-wide email announcement
- Included in grad routing email - 1 month prior to grad date
- Virtual Campus and Student Portal overlay message

[Download Supplemental Material](#) 

Attention Upcoming CTU Graduate...Announcing A New Electronic Diploma Service!



[Dismiss and view later.](#)

E-diploma At a Glance:

2017 Issue, Share & Usage Stats

Total Issued	Total Claimed	Overall % Claimed	Total Shared & Download	Total LI & Twitter	Total FB	Total Download
5120	4296	84%	3012	480	1110	1422

Data as of 2/13/2018

Social Media Sharing: Facebook

The screenshot shows a Facebook profile for Heather Sharbaugh. The profile header includes the name, a search bar, and navigation links for Home, friends, messages, and settings. The left sidebar lists her education: Studied Project Management at Colorado Technical University, Studied Business Management at Western Illinois University, and Went to Hoffman Estates High School. It also shows she lives in Schaumburg, Illinois, is married, and is from Hoffman Estates, Illinois. Below this is a photo of a family (Heather, a man, and two children) in front of a Christmas tree. A button below the photo says '+ Add Instagram, Websites, Other Links'.

The main content area shows a post by Heather Sharbaugh, dated 1 minute ago, with the location 'Parchment'. The post is a link to a digital credential from Colorado Technical University. The credential text reads: 'Colorado Technical University. The Board of Trustees upon the recommendation of the Faculty has conferred upon Heather Kimberley Sharbaugh the degree of Master of Science in Management Concentration in Project Management. With all the rights, privileges, and honors appertaining thereto.' Below the credential, the post text says: 'Just received my Master of Science in Management from Colorado Technical University. Colorado Technical University issues digital credentials with Parchment. Click to verify my Diploma and see more about my accomplishment. PARCHMENT.COM'. At the bottom of the post are buttons for 'Like', 'Comment', and 'Share'.

What our students are saying:

“My mom passed during graduation and I had to cancel my trip to Colorado. Although I was not able to walk, the e-diploma was a nice added touch to my student experience.”

Joshua M., MBA

“This e-diploma makes it official that I’m a college graduate with my Bachelors!”

Victor S., BS

“I completed my Bachelors of Criminal Justice Sciences from Colorado Technical University on September 21, 2017. Here is my official e-diploma. It all feels so real now!”

Kaitlin M., BS

Ideas to increase claim rates:

- Mobile Push Outreach (CTU mobile app):
 - 45% of ground alumni had notifications enabled and 51% of online alumni had notifications enabled
- Text Outreach:
 - Positive results for additional e-diploma claims
 - Sent to students who have not claimed their e-diploma, two weeks after issuance
 - From December grad class:
 - 665 e-diplomas issued
 - » 119 non-claimers eligible for messaging
 - 36 additional claimers after text outreach
 - 30% of students contacted with outreach created accounts and claimed e-diploma

Communicating with students the way they communicate

- Social Media Outreach:
 - Facebook ad, video views and engagements; LinkedIn post with new YouTube video

The image is a composite. On the left, a blurred background shows a graduation ceremony with a student in a cap and gown. Overlaid on this is a large red circular logo with a white stylized mountain peak. In the center, a white Twitter post from CTU (@ctuniversity) is displayed. The tweet text reads: "Share your e-diploma in celebration of Virtual Graduation this week! Highlight your accomplishment on your social networks and build your online portfolio. Email diplomas@coloradotech.edu for help." Below the text is a video thumbnail with a play button icon. The video title is "Share Your Achievement | Colorado Technical University" and the description says "E-diplomas were issued to CTU graduates to share, store and send on social media sites such as LinkedIn and Facebook. Check your email and follow the link fo... youtube.com". The tweet is dated "6:40 AM - 16 Jan 2018" and shows "1 Retweet" and "5 Likes". To the right of the tweet, a red banner with white text says "RANKED AMONG THE BEST". Below this banner are three award logos from US News: "BEST ONLINE PROGRAMS BACHELOR'S 2017", "BEST ONLINE PROGRAMS VETERANS BACHELORS 2017", and "BEST ONLINE PROGRAMS GRAD CRIMINAL JUSTICE 2017". At the bottom right, a footer contains copyright information: "© 2018 Twitter About Help Center Terms Privacy policy Cookies Ads info".

CTU @ctuniversity

Share your e-diploma in celebration of Virtual Graduation this week! Highlight your accomplishment on your social networks and build your online portfolio. Email diplomas@coloradotech.edu for help.

Share Your Achievement | Colorado Technical University

E-diplomas were issued to CTU graduates to share, store and send on social media sites such as LinkedIn and Facebook. Check your email and follow the link fo... [youtube.com](https://www.youtube.com)

6:40 AM - 16 Jan 2018

1 Retweet 5 Likes

CTU's Fast Track lets you prove what you already know so you can save up to 30% on

RANKED AMONG THE BEST

BEST ONLINE PROGRAMS BACHELOR'S 2017

BEST ONLINE PROGRAMS VETERANS BACHELORS 2017

BEST ONLINE PROGRAMS GRAD CRIMINAL JUSTICE 2017

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What else are we thinking about?

- Open the option to all CTU alumni (Q1 2018) and give students the choice through grad routing activities
- Work with career services to track graduates use
 - Focus group: Employee graduates & their use-cases
- Linking the issued diploma to our twitter handle or social media pages
- Increase E-diploma awareness through a physical presence at annual graduation ceremony (July 2018)

University Badges: Celebrating in-program accomplishments

Summary	<ul style="list-style-type: none">• 12 Badges Implemented in 2017• College of Computer Science and Technology, 4 badges• College of Business and Marketing, 8 badges
Population	<ul style="list-style-type: none">• Any active student, in a degree program which the badge is offered.
Marketing	<ul style="list-style-type: none">• Population specific. Email to University email on file announcing the University Badge.• Information posted on Virtual Campus/student portal- student achievement center.
Other Considerations	<ul style="list-style-type: none">• Receiver acceptance and statistics• New badges>what programs>naming conventions>timing• How are students using the badges• What data/information can we track; persistence, GPA, student satisfaction, NPS
Education and Communication	<ul style="list-style-type: none">• Same user experience as e-diploma. No administrative training needed.• Academic services team committed to monitoring progress for the badge to be awarded, created a tool to easily access, uploading roster to Parchment for badge delivery.• Partnering with student advising on awareness of the new service• Working with University Deans on outreach to non-claimers

University Badges



ISSUER DETAILS

ISSUED TO:

Heather Sharbaugh

DATE OF ISSUE:

05/26/2017

ISSUER:

Colorado Technical University,
College of Business and Management

BADGE DETAILS

TITLE:

Project Management

DESCRIPTION:

The Project Management Graduate badge aligns to the Project Management Institutes (PMI) "Talent Triangle" and approved for Professional Development Units (PDU) for those current PMI professionals.

COMPETENCIES:

- Technical Project Management
- Leadership
- Strategic and Business Management

This badge is awarded upon successful completion of 20 quarter credit hours in specific program coursework.

At A Glance: 2017 Issue, Share & Usage

Badge Name	2017 Totals				
	Issued	Claimed	%	Shared	%
Accounting	214	156	73%	52	33%
Business	76	22	29%	9	41%
Cybersecurity	77	50	65%	19	38%
Digital Marketing	16	5	31%	3	60%
Entrepreneurship	103	10	10%	1	10%
Human Resources	120	86	72%	39	45%
Java Programming	73	17	23%	7	41%
Management Accounting	104	51	49%	27	53%
Network Management	61	40	66%	17	43%
Organizational Leadership	126	17	13%	7	41%
Project Management	128	105	82%	44	42%
Web Development	11	5	45%	1	20%

Data as of 2/13/2018

Corporate Education Alliances:

- CTU Partners with Corporations through educational alliances
- Digital Fluency Course through Intellipath
- 2000 learners in pilot
- 550 certificates issued; previously a manual process for CTU Academic Operations- this has created efficiency and provides a long term solution for automation as well as a repository for the receiver
- Certificates of Completion issued weekly to completers

