21st Century Credentials for 21st Century Learners

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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.

Colorado Technical University

ARE YOU IN?

Colorado Technical University

Colorado Springs, CO

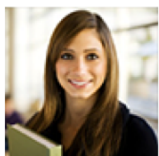| Email / username	Password	
test@demo.edu	••••••••	Forgot your password?

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 | Certificate | Your |
| BS In Chemical Engineering | Architectural Engineering | Academic Transcript |

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Share   **Share**   **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

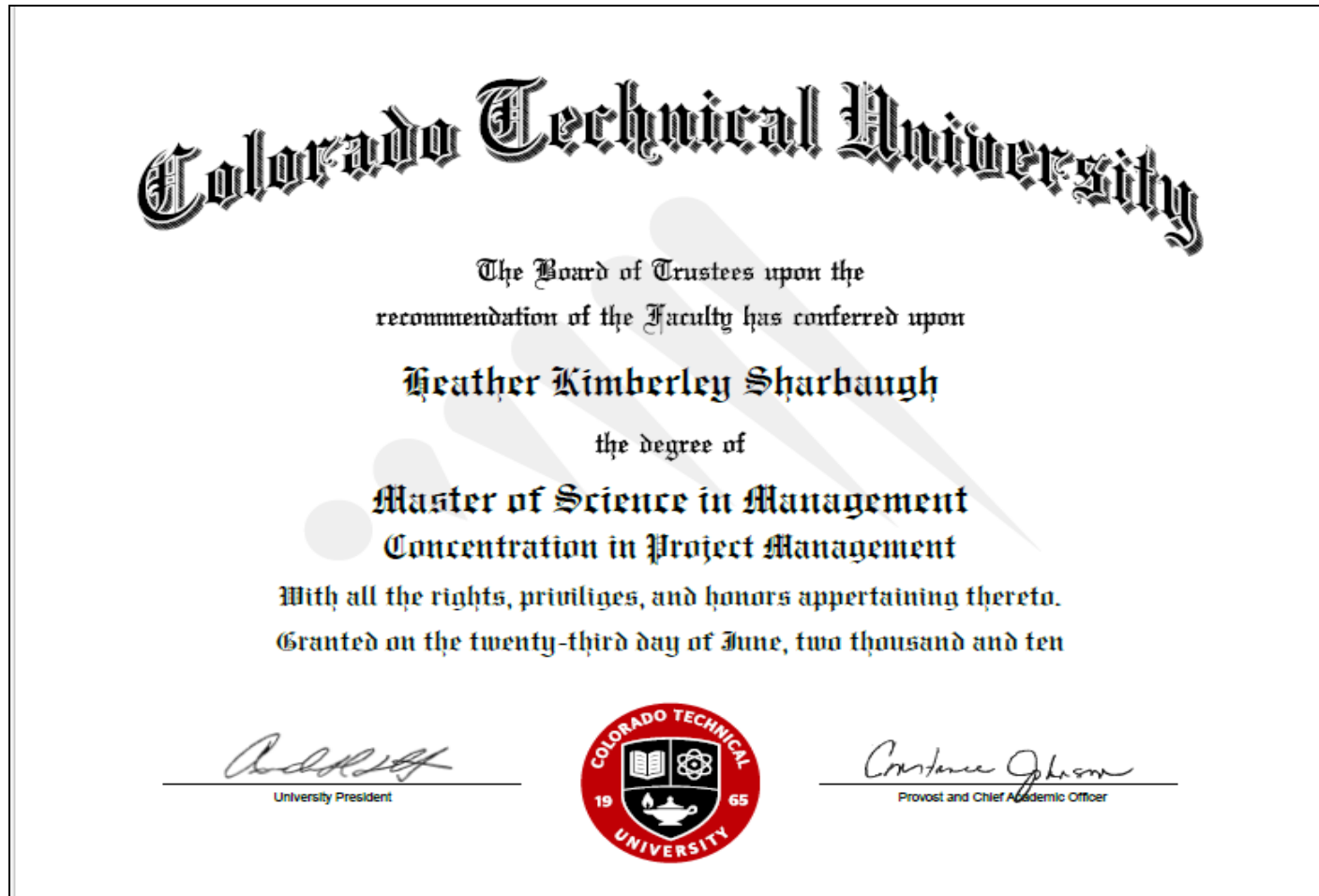- Students sought alternative means to share their educational accomplishments

How did we get there?

MAY 2016
Parchment Reached Out About Charter Membership

JAN - MAR 2017
Worked On Marketing Plan

MARCH 7th
MBA Grads Pilot Group from February Conferral

SEPT 2016
Signed Agreement & Started Stakeholder Discussion

JAN - MAR 2017
Preview & Update Templates; Training; Staff Comm.

APRIL 2017
Full Rollout AIU & CTU issued all March Grads
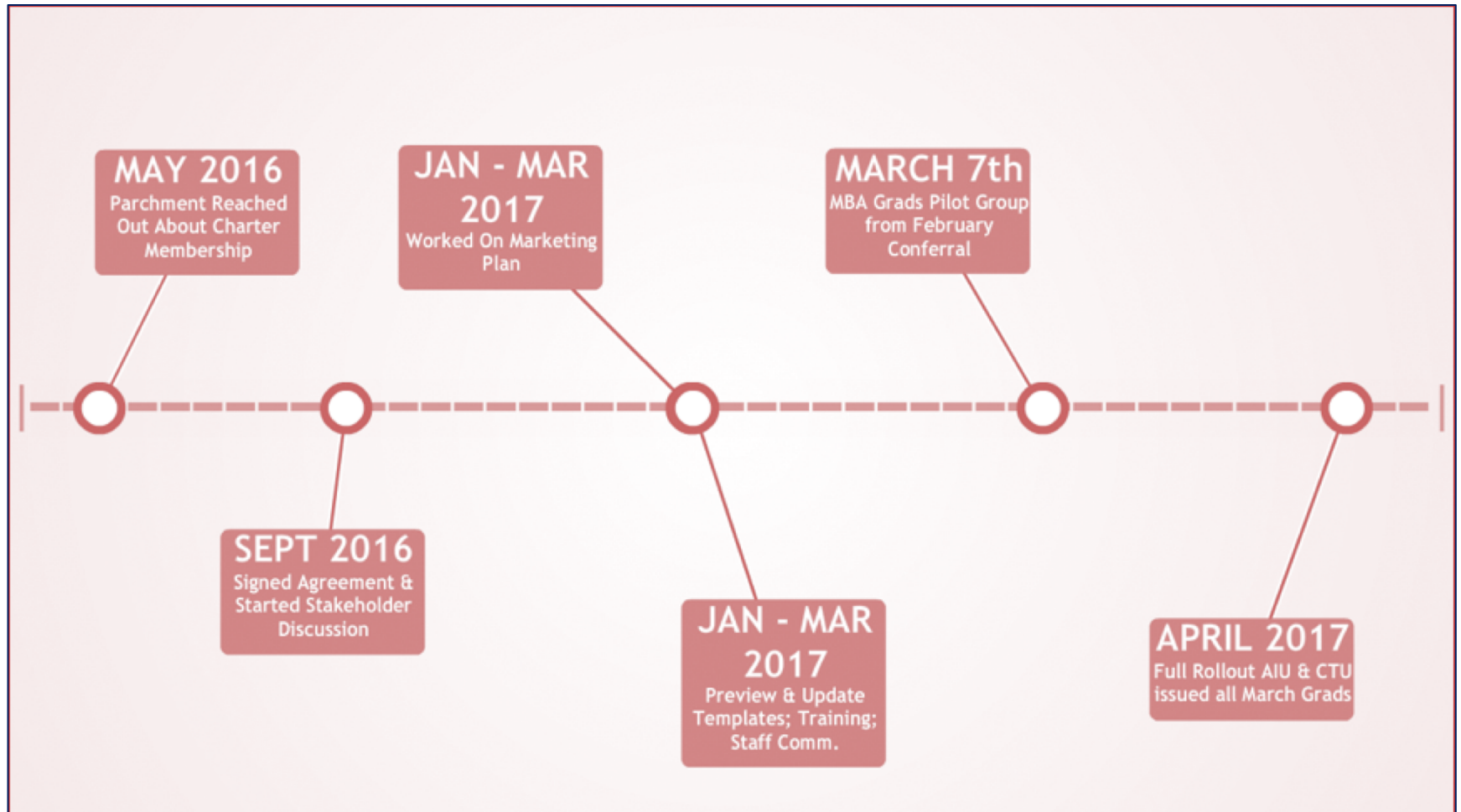
Getting the creative just right:

- 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?

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!

Ever thought... how can I share my success with friends, family and potential employers?

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

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

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	12 Badges Implemented in 2017 - College of Computer Science and Technology, 4 badges - College of Business and Marketing, 8 badges
Population	Any active student, in a degree program which the badge is offered.
Marketing	- Population specific. Email to University email on file announcing the University Badge. - Information posted on Virtual Campus/student portal- student achievement center.
Other Considerations	- 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	- 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

Colorado Technical University

PROJECT MANAGEMENT

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

Certificate of Completion

THIS ACKNOWLEDGES THAT

Heather Sharbaugh

HAS SUCCESSFULLY COMPLETED
THE DIGITAL FLUENCY COURSE

DIGITAL FLUENCY LEADERSHIP TEAM   DATE ISSUED: JULY 14, 2017

In Partnership With Colorado Technical University