SUNY's Story: Scaling Microcredentials
Across the Largest Comprehensive HED System in the U.S.
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SUNY Microcredentials: Growth Over Time

Today: 432 Microcredentials in 60+ Disciplinary Areas Across 31 of 64 Campuses

Credit Bearing?

- Yes: 63%
- No: 37%

Stackable?

- Yes: 65%
- No: 35%

Open to the Public?

- Yes: 79%
- No: 17%
- Yes With Conditions: 4%

Online?

- Yes: 44%
- No: 36%
- Hybrid: 20%

64 COLLEGES AND UNIVERSITIES

- Offering Microcredentials
- Other SUNY Colleges and Universities

* Empire State College has locations throughout New York State
SUNY’s Policy Driven Approach

**SUNY-Specific Microcredential Definition**

Existing Students * Prospective Students * SUNY Employees * Alumni * Business/Industry * P-12 * Community Organizations * Adult Learners *

- FACULTY GOVERNANCE
- LEARNING OUTCOMES
- ASSESSMENTS
- STUDENT WORK PRODUCT

**HIGH QUALITY**

**ALIGNED TO INDUSTRY / PROFESSIONAL STANDARDS**

- OFTEN DEVELOPED IN PARTNERSHIP WITH INDUSTRY
- MANY INCLUDE INDUSTRY/PROFESSIONAL CERTIFICATIONS

**STACKABLE**

- IMMEDIATE CAREER-READY SKILLS AND WHEREVER POSSIBLE, A PATHWAY TO:
  - OTHER MICROCREDENTIALS
  - CERTIFICATE
  - DEGREE
  - ADVANCED/PROFESSIONAL DEGREE

**PORTABLE**

- TRANSCRIPT
- DIGITAL BADGE
Scaling Considerations

Have You Met Your Key Indicators of Effectiveness?

<table>
<thead>
<tr>
<th>Year</th>
<th># Campuses</th>
<th># of MCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>31</td>
<td>432</td>
</tr>
<tr>
<td>2021</td>
<td>20</td>
<td>112</td>
</tr>
<tr>
<td>2020</td>
<td>17</td>
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<td>2019</td>
<td>14</td>
<td>72</td>
</tr>
<tr>
<td>2018</td>
<td>2</td>
<td>21</td>
</tr>
</tbody>
</table>

Consistency in quality (alignment to policy)?

Is there sufficient program awareness?

Is there unmet need/demand?

Student, faculty, partner satisfaction?

Student outcomes?

Staffing to scale without sacrificing quality?

Ability to ramp up communications, marketing, outreach?

Microcredentials integrated into existing campus operations? Processes in place to admit, register, support, & follow student success?

Status of state, regional and local economic development leader and organizational partnerships?

Early Adopters Have Scaled & Continue to Seek Alignment to Market Demand: 20+ microcredentials

Building Efficiencies, Marketing, Partner Support & Promotion: 15-20 microcredentials

Testing Policies and Procedures; Initial Feedback From Students & Faculty: 5-15 microcredentials

Just Coming on Board: 1-5 microcredentials
Microcredential Messaging Guide

Starting in February 2022, SUNY will be actively promoting microcredentials as convenient, short-term learning options for a broad variety of learners, from current students to working professionals.

We encourage campuses to join this effort by highlighting your own microcredentials as well as encouraging your audiences to explore microcredentials across the SUNY system at suny.edu/microcredentials.

We suggest promoting microcredentials to the following audiences:

- **Current students** to enhance a degree program with specialized, in-demand skills.
- **Your employees** to stay on top of the latest developments in their field or for professional development.
- **Businesses, P-12, community organizations** to provide upskilling and professional development, to create partner-specific or industry-specific microcredentials.
- **Alumni** for professional development, career change or advancement, or to explore an interest.
- **Prospective students** as a way to explore college options.

**What is a microcredential?**

Microcredentials are short, focused credentials designed to provide in-demand skills, know-how, and experience. Stackable microcredentials can also provide a pathway to a certificate or to an initial or advanced degree.

Microcredentials demonstrate your institution’s readiness to be responsive and innovative.

**Why promote microcredentials?**

Today’s learners are increasingly looking for on-demand, accelerated educational options that help them meet a specific goal, whether learning a skill or increasing their hiring & earning potential. Today’s businesses need flexible training options.

This kit provides suggested messaging and graphics to help you begin promoting SUNY microcredentials.
Governor Hochul Announces Expansion of SUNY Microcredentials for In-Demand Job Fields

Suny schools embrace micro learning to boost education, job opportunities

RCC Clicks With New College Trend: Microcredentials

Microcredentials are fast, focused and "stackable" ways to gain immediate value in the job market and plan for the future.

Our View: Evolution of SUNY a win for students and employers

SUNY schools offer a new program to train students for high-demand jobs

SUNY Canton offering 'microcredentials' in health care, cybersecurity programs
Social Media + Partner Support

THE STATE UNIVERSITY OF NEW YORK

The LEADER in QUALITY MICROCREDENTIALS

suny.edu/microcredentials

NYSHECO @NYSHECO - Feb 22
MicroCredentials are fast and flexible learning options with more than 400 microcredentials across all SUNY campuses to help everyone from current students to working professionals gain skills, knowledge, and experience that employers are looking for. ow.ly/152GChynYF

Questar III BOCES @QuestarII - Mar 6
MicroCredentials from the State University of New York (SUNY) are a great way to make your resume stand out, learn the skills employers are looking for, or begin a new career—without putting your life on hold.

NYS Education Department @NYSEDNews - Mar 18
#Microcredential confidence
SUNY trust
#LearnFast with @SUNY microcredentials: suny.edu/microcredentials...

Older adult employees have years of experience and professional knowledge. @SUNY is making it easy to build on that foundation with over 400+ microcredentials short, focused credentials designed to provide in-demand skills. Explore what’s available at suny.edu/microcredentials

Lotus Three LLC @LotusPro - Feb 15
Z-15-22 Microcredentials For In-Demand Jobs - SUNY

Be a part of New York’s #lowcarbon, #cleanenergy future and grow your career! Add verified skills in energy to your resume with a #microcredential. Learn more and get started: suny.edu/microcredential...

#UpskillAtSUNY #greeneconomy #energyjobs @SUNY
Deb Pernat
Program Coordinator for the Institute for Rural Vitality

- Credit Bearing Microcredentials – 18
- Non-Credit Microcredentials – 14
- In Development – 14
- 51% increase in enrollments of microcredentials from Spring 2021 to Fall 2021
- 2200% increase in the number of badges offered in a two-year period of time
Faculty Buy In

• SUNY Visit - Cyndi Proctor
• President of the College laid the groundwork
• Deans offered stipend for faculty to develop microcredentials
• Utilized profit share model for non-credit mcs
• MC Team provides workshops in professional development series
Promotion

Entrepreneurship

Earners will have a foundational skill set in consumer behavior, market research, and marketing important for value-added entrepreneurial pursuits in farm and food enterprises.

Who is eligible?
All Learners

Instruction Method
Online

Credit or Non-Credit
Credit

Skills
Business Design
Business Writing
Business Planning
Contingency Planning
Critical Thinking
Data Research
Effective Management
Resource Allocation
Strategy Formulation

Time to Complete
Months

Requirements
BADM 249 Management - 3 credits Required to receive a "C" or better in this course

BADM 314 Fundamentals of Entrepreneurship - 3 Credits Required to receive a "C" or better in this course

Stackable to Degrees
A.A.S Business Administration
A.S Business Administration
B.B.A Business Administration

Standards
GAAP

Name

First Name

Last Name

Email

Phone

Program of Interest
Agri-Marketing

Are you a current student at SUNY Cobleskill?

Yes

No

When would you like to start?
Immediately

How did you hear about this program?

Submit Form
What is next?

- Summer Initiative
- Needs of community or industry
- Supply Chain MC -> Certificate
- Financial Resources
- Integration in Banner
Business and Community Partnerships at FM

Daniel Fogarty, Associate Dean of Academic and Student Affairs

Connect to Local Businesses/Communities

Adapt to Needs of Businesses/Communities

Leverage to Benefit Students and Our Community
“Community” Involvement in Micro-Credentials

FM’S Micro-Credential Model

- Faculty
  - Creating stackable credentials for:
    - Entry level positions
    - Enhanced skills for up-skilling
- Workforce Development
  - Business and community partnership team
- Regional Business and Industry
  - Need
  - Advancement
STAND OUT TO YOUR EMPLOYERS
EARN A MICRO-CREDENTIAL AT

Earning a Micro-credential from Fulton-Montgomery offers a way that verifies the achievement of in-demand skills and competencies in a demanding competitive job market.

What is a Micro-credential
A micro-credential is a compact credential that verifies the achievement of in-demand skills and competencies.

Prospective students and community members may complete a micro-credential.

Who can earn a Micro-Credential
Micro-credentials are typically comprised of three or more college courses and take two to three semesters to complete.

Learn More!
Scan with your phone or visit www.fmcc.edu
Micro-Credential Overview

- 40 credit-bearing micro-credentials
- 5 in development (3 with areas businesses)
- Tracking software of students within program being developed in collaboration with SUNY
UAlbany Microcredentials

Debra Gelinas, Assistant Vice Provost for Academic Innovation

• Three types of microcredentials offered
• Campus policy, approved by University Senate in 2019, aligns with SUNY policy
• Committee approves newly proposed microcredentials
• 42 approved microcredentials (so far)

dgelinas@albany.edu
www.albany.edu/microcredentials
Skills Badges

▷ Provide an opportunity for learners to develop industry-recognized professional skills and competencies.

▷ Most are self-paced and delivered asynchronously online, requiring about 12 to 15 hours of work. Upon completion, participants can showcase the skills and competencies they learned in the program via work examples and a digital badge, which can be shared with prospective employers.

▷ Offered to current UAlbany undergraduate and graduate students for free and are open to all majors.

▷ Professionals and students from other institutions may enroll for a fee.
Career Pathways

▷ Mapped to skills and competencies desired in a professional field and generally include academic courses and experiential learning. They are often interdisciplinary.

▷ Offered to current UAlbany undergraduate and graduate students, as part of existing credit-bearing courses and/or non-credit experiences.

▷ Stack into degree or certificate programs and give students an opportunity to showcase industry recognized skills and competencies to future employers or graduate schools.
Professional Development

- Allow for lifelong learning, helping participants develop professional skills necessary for up-skilling and re-skilling.
- These programs are sometimes offered in collaboration with employers or as a smaller version of a larger graduate or certificate program.
- Open to professionals for a fee.
Introducing UAlbany Skills Badges!

Develop industry-recognized professional skills and competencies in a variety of disciplines, including artificial intelligence, mobile app design, influencer marketing and many more.

$0
FREE for current students
No prerequisites
Taught by experts

Upon completion, you’ll have work samples and a digital badge you can share with employers to demonstrate what you’ve learned.

Explore our Skills Badges and register today ➤

UNLEASH GREATNESS