Engaging Employers in Innovative Credential Design

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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
21CC vision is to be a game changer...
... and to adopt a whole of institution approach
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 (21CC)

- Open Access
- Embedded in Formal Curriculum
  - Learning Unit/module
  - Formal RPL Pathway Option
  - Credential Experience/Skills
RMIT Creds – Open access

https://www.rmit.edu.au/students/life-and-work-opportunities/rmit-creds
RMIT Creds – Integrated curriculum pathways

RMIT Creds

- Micro-credential
  - Open access (Free)
- Short courses (Fee paying)
- Stack/Cluster Pathway
- RPL Pathway

11 Capabilities

AQF Programs

- Micro-credential
  - Embedded
Industry engagement strategy on a page

<table>
<thead>
<tr>
<th>Partnership</th>
<th>Collaboration</th>
<th>Verification</th>
<th>Endorsement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnership between RMIT and Industry - both parties share responsibility for the design, development &amp; assessment.</td>
<td>Collaboration between RMIT and Industry - both parties bring significant input to the topics and design of the credential.</td>
<td>Formal recognition where the credential has been assessed as meeting the standards of the verification body.</td>
<td>A statement where an Industry approves of and supports a micro-credential.</td>
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**INDUSTRY COMMITMENT**

- 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**

- 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 to appear on RMIT Creds homepage and Canvas Course Card
- Acknowledgement within the credential metadata
- Promotion at Open Days and RMIT Creds Industry events
- Company Logo to appear on RMIT Creds collateral
- Acknowledgement within the credential metadata
- Promotion at Open Days and RMIT Creds Industry events
- Company Logo to appear on RMIT Creds Industry events
- Company Logo to appear on Canvas Dashboard

- Acknowledgement within the credential metadata
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* Talk to us about ways of connecting with our students & graduates
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!