

THE ON-RAMP TO MICROCREDENTIALS AT SCALE

Tips and Techniques for the Acceleration Lane

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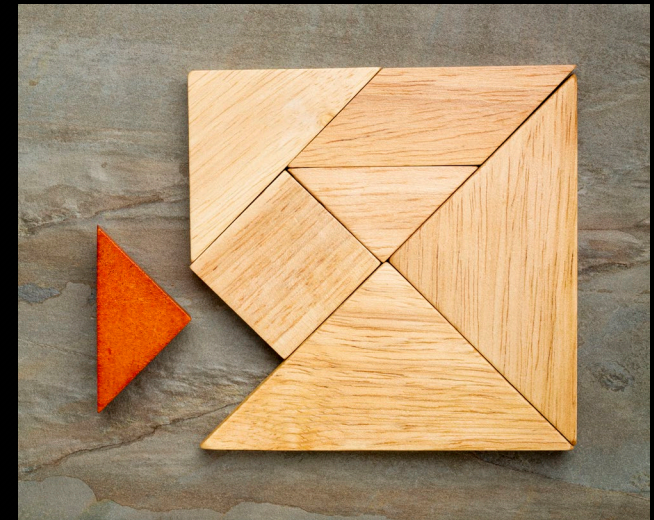
THIS WEBINAR'S LEARNING OBJECTIVES:

1. Define some specific characteristics that typify microcredentials
2. Describe the organizational components that must be aligned for scale
3. Identify stakeholders and develop ways to engage them positively
4. Link the microcredential effort to key performance measures
5. Design the effort to include prototyping and testing
6. Manage the evidence provided to participants for microcredential completion

THE MYSTERIOUS MICROCREDENTIAL

Known by a lot of names, but:

- Evidence of a **discrete achievement** of some kind;
- Results from having fulfilled a specific set of **requirements**;
- “Micro” suggests a **granular level** or elemental;
- “Credential” suggests a **designation, achievement, qualification**;
- Conveys a **relevant value** to external audiences;
- Criteria are **assessed** through official means;
- Carries the **reputation** of the awarding organization;
- Can be “**stacked**” into more complex credentials;
- Can be “**un-bundled**” from more complex credentials;
- May be **credit, non-credit, or honors/achievements**.



MICROCREDENTIALS AND INSTITUTIONAL SUPPORT

- By their very name, they follow a **different structure** than traditional courses or programs.
- Different audiences are attracted for different reasons – but the **reputation of the institution** is a key value differentiator.
- An institution must provide curation, enhancement, authorship, stackability, or some other **unique reason to offer a microcredential**.
- Because of the above, microcredentials stimulate varying support across the institution – largely due to a **concern for risk to the institution or its reputation**.
- Lately, microcredentials have become a **trending wave** addressing competencies valued by the marketplace.

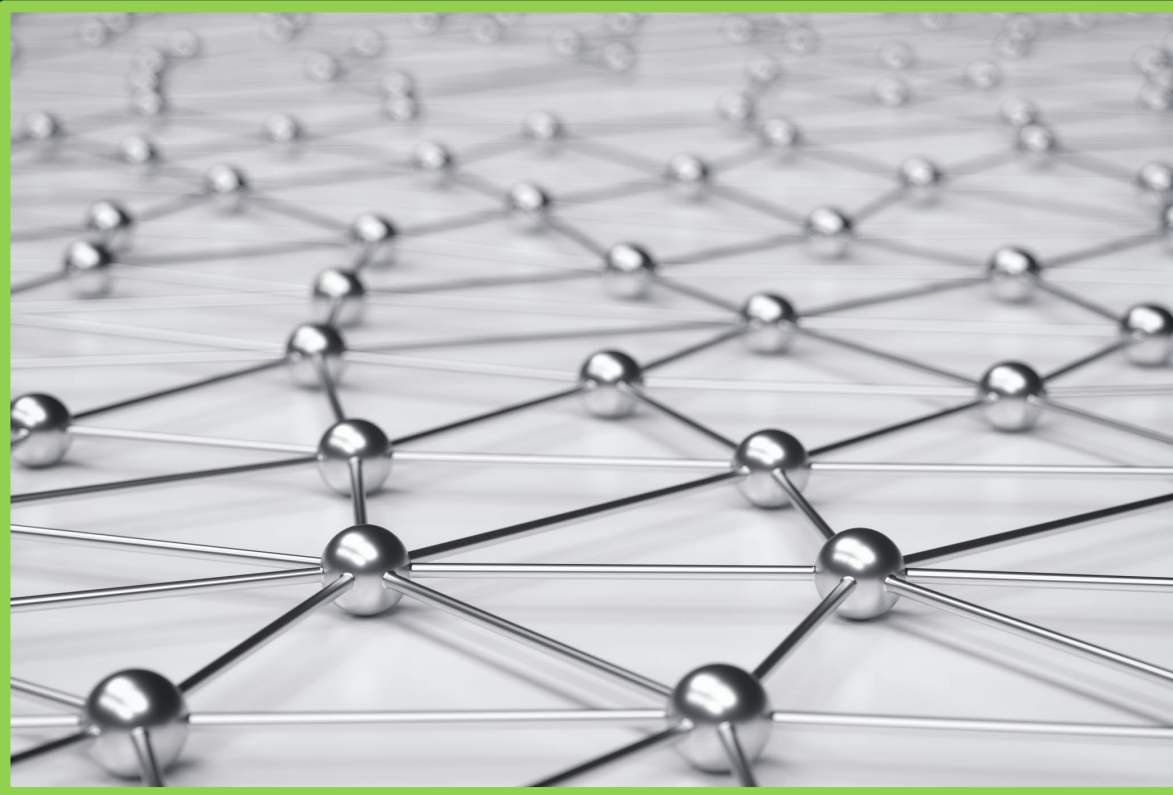


9 STEPS TO DEVELOP A MINDSET OF SCALE

1. Chart your **microcredential life-cycle workflow** – step by step
2. Document how much **time and resource** is needed for every step
3. Determine the **value** of having an increased scale
4. Model an increased scale of **100x; 1000x; 10000x in that workflow**
5. Where would the **pinch points** be? Where are the **constraints**?
6. Study the **options**, identify the **stakeholders** involved
7. Move the mountain by one shovel at a time – **relentlessly!**
8. Plan to deliver something of value **early and often**
9. **Be prepared for change** as you prepare others for change!



ALIGNING THE KEY ORGANIZATION COMPONENTS



- Content Providers
- Marketing/Inquiry Management
- Enrollment Management
- Financial Aid/Sponsorship
- Cash Operations
- Information Technology
- Leadership and Governance
- Policy and Procedures
- Recordkeeping

SETTING UP STAKEHOLDERS FOR SUCCESS

One element can make the difference between support and opposition:

WIIFM?

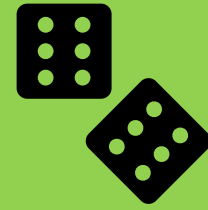
What is your **Organizational Deal**? Why should they bother with this?

You must:

1. Identify your **stakeholders** and their issues/concerns
2. **Work together** to address common problems
3. Determine a compelling **Return on Investment**
4. Ensure you have **infrastructure** that can sustain microcredentials at scale.
5. Create opportunities for **reporting and administrative access** by each unit
6. **Envision the Possible; Question the Impossible** – Why? What if? Why not?



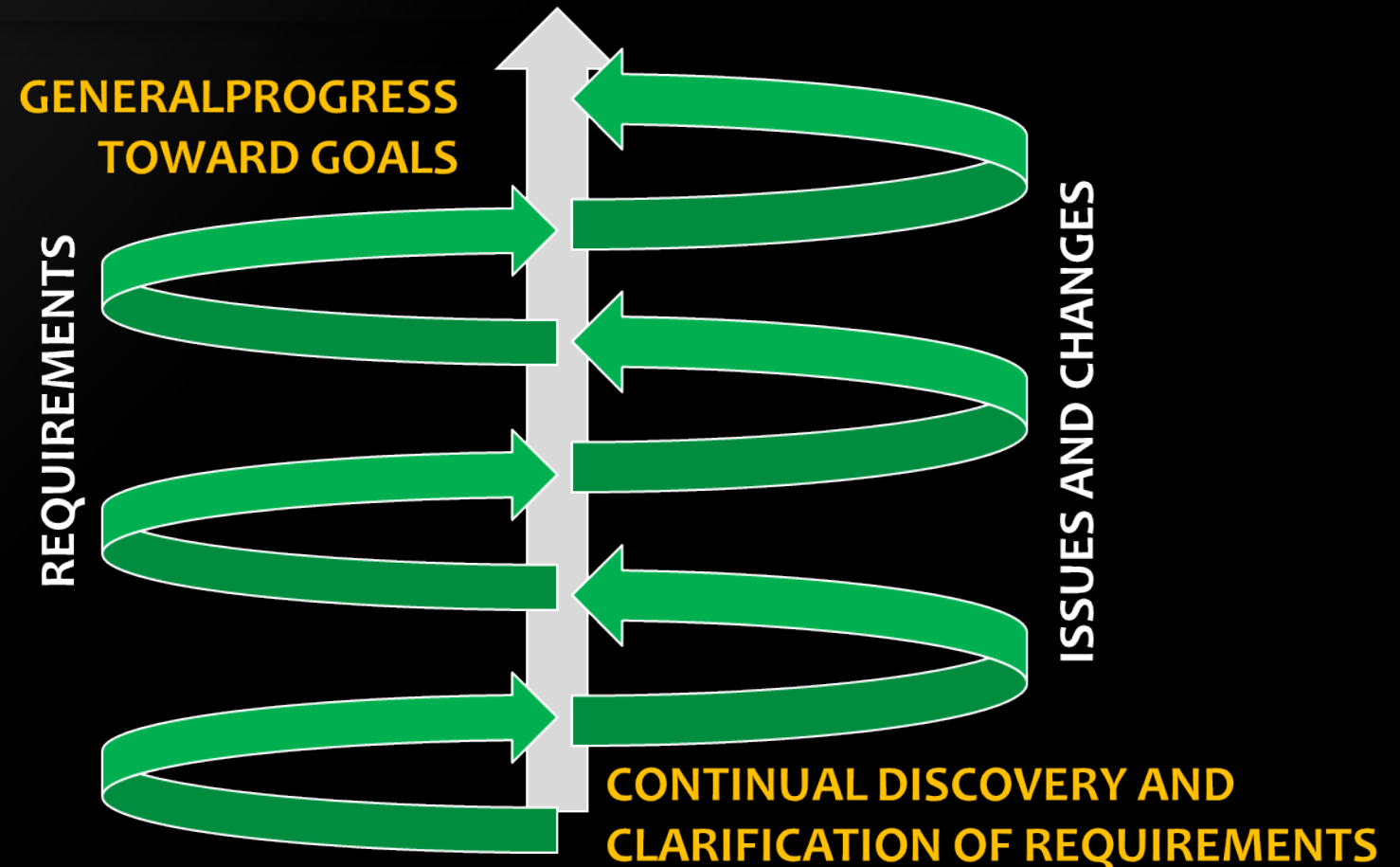
MINIMIZING RISK THROUGH PROTOTYPING



1. Break down the desired workflow into **priority steps**
2. Define **pre-requisite steps**: What requires what else first?
3. What are the **key performance indicators** for success?
4. **Prototype** new scalable approaches for each, in priority order, **prerequisites first**, using a **limited sample for trial**
5. **Analyze** and **reflect** on the trial, then **fine-tune** for scale
6. **Scale up**, cautiously at first, with **constant monitoring**
7. **Measure** key performance indicators and return on investment periodically and **be ready to enhance**

ADAPTATION IS THE KEY TO REACHING THE GOAL

- **Adaptation** is a basic human trait, but it can be governed by emotion.
- You will reach your destination only if you allow **Progressive Elaboration**:



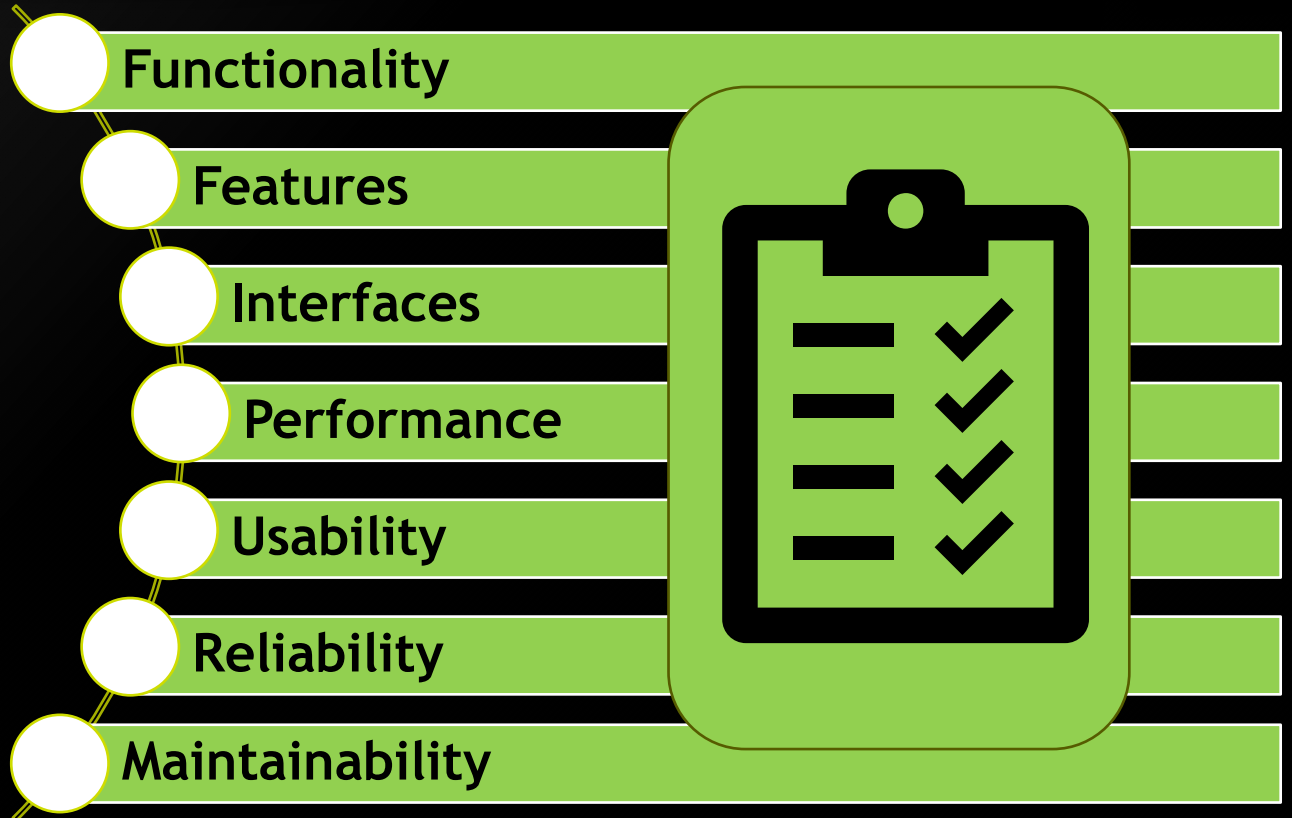
TESTING, THEN TESTING THE TESTED...

Key attributes of **Quality** for a set of procedures and systems:

Verify **every** function.

Verify all functions **every time** any change is made to any of them.

Every function not verified will fail at the worst possible moment!



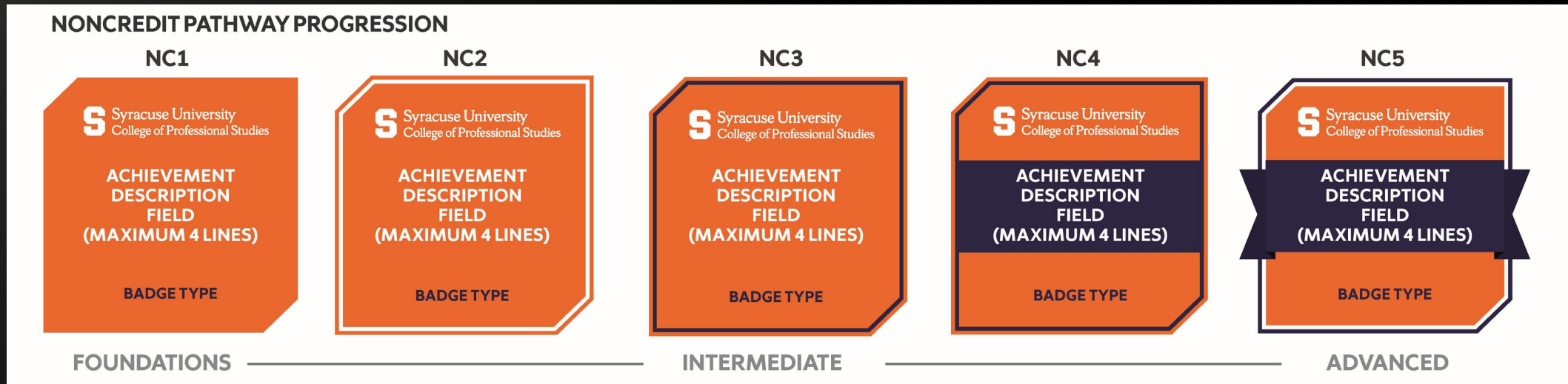
EVIDENCE OF COMPLETION – VALIDATION

- Microcredentials are often represented by **digital badges** and/or **digital certificates** that can be both **validated** and **digitally shared**.
- Microcredentials should be listed on a **permanent record**, such as a transcript, provided by the awarding institution.
- These award and recordkeeping systems must be considered part of the **infrastructure** as you scale microcredential offerings.
- **Policy, Procedures and Governance** are the necessary components.
- **Transparency** and **Community** are stakeholder values to support.



EVIDENCE OF COMPLETION – BRAND CONSISTENCY

- Provide a consistent look and feel for digital badges.
- Establish a range of possibilities that will accommodate the future.



TAKE THE LEAD – IN SPITE OF THE BUMPS!



- Show your passion for the Organizational Deal!
- Articulate the vision and sell it to Leadership and all stakeholders.
- Lead your stakeholders to performance at scale.
- Create ownership by delivering possibility and success.

You will take the hits, but with relentless passion, you will get there!

ENJOY THE JOURNEY – BUT BUCKLE UP!

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QUESTIONS ?

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