Micro-Credentials

Presented by: Dr. Robin McGill, ACHE

September 2, 2021
“The bounce-back isn’t coming, or it’s certainly not going to be coming for a long time.”

Ken Anselment, vice president for enrollment, Lawrence University

“You have to look at every single person you have as being twice as valuable as you did before,” Sentz said. “The level of care, the level of attention you give them every day has got to be greater than it’s ever been.”

Universities and colleges are also eyeing the millions of people needing new training and credentials to advance in their careers, or find new ones. Nearly 36 million Americans have some credits but never finished their degrees, according to the National Student Clearinghouse Research Center.

That’s a huge market, but one that many colleges and universities have been slow to tap and for which they face established competition from big online providers.
More than one-third of U.S. adults changed or canceled their education plans as a result of the COVID-19 crisis.

**Share of adults**

- Canceled plans: 15%
- Changed plans: 22%

**Share of adults whose education was disrupted**

- Canceled plans: 41%
- Delayed enrolling: 37%
- Reduced course load/training: 27%
- Switched to online learning: 22%
- Changed providers: 19%
- Enrolled in education/training: 18%
- Changed field of study: 14%

Source: Strada Public Viewpoint surveys, February to April 2021. Base: nonretired adults ages 18 and older, n=2,291. *Percentages do not sum to 100 percent as respondents could identify multiple changes.*
Disrupted learners are more likely to enroll in work-based and nontraditional options

<table>
<thead>
<tr>
<th>Share of disrupted learners who intend to enroll in an education/training program in the next six months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer</td>
</tr>
<tr>
<td>Online noncollege training</td>
</tr>
<tr>
<td>Online-only college</td>
</tr>
<tr>
<td>Apprenticeship/internship</td>
</tr>
<tr>
<td>Trade school/program</td>
</tr>
<tr>
<td>Community college</td>
</tr>
<tr>
<td>Four-year college/university</td>
</tr>
</tbody>
</table>

Source: Strada Public Viewpoint surveys, February to April 2021. Base: nonretired adults ages 18 and older who changed or canceled their education plans because of the COVID-19 pandemic, n=394. *Percentages do not sum to 100 percent as respondents were able to select multiple options.
Making Sense of Non-Degree Credentials

TYPES OF NON-DEGREE CREDENTIALS

Certificates are credentials awarded by an education institution based on completion of all requirements for a program of study, including coursework and tests. They are not time limited and do not need to be renewed.

Apprenticeship certificates are credentials earned through work-based learning and postsecondary earn-and-learn models. They are applicable to industry trades and professions. Registered apprenticeship certificates meet national standards.

Industry certifications are credentials awarded by a certification body (not a school or government agency) based on an individual demonstrating, through an examination process, that he or she has acquired the designated knowledge, skills, and abilities to perform a specific occupation or skill. It is time-limited and may be renewed through a re-certification process.

Licenses are credentials that permit the holder to practice in a specified field. An occupational license is awarded by a government licensing agency based on pre-determined criteria. The criteria may include some combination of degree attainment, certifications, certificates, assessment, apprenticeship programs, or work experience. Licenses are time-limited and must be renewed periodically.
The security, completeness and accuracy of patient data are critical. In the healthcare industry, Electronic Health Records Specialists serve an important role, which is why most employers require a certification. The CEHRS is a nationally-recognized credential that can set you apart. As an Electronic Health Records Specialist, you may perform some or all of the following tasks: Audit patient records for compliance Abstract clinical information for reports Perform basic coding to submit reimbursement claims Process Release of Information (ROI) requests for medical records Review patient records to ensure completion and accuracy Collect patient demographic and insurance information Discuss patient information with physicians and insurance professionals.
Making Sense of Non-Degree Credentials

Select the credential type(s).

**Apprenticeship Certificate** A credential earned through work-based learning and postsecondary Earn-and-Learn models that meet national standards and are applicable to industry trades and professions.

**Associate’s Degree** An award level that normally requires at least 2 but less than 4 years of full-time equivalent college-level work.

**Bachelor’s Degree** An award level that normally requires at least 4 but not more than 5 years of full-time equivalent college-level work.

**Badge** A credential designed to be displayed as a marker of accomplishment, activity, achievement, skill, interest, association, or identity. Digital Badge (digitalBadge) - A badge offered in digital form that is a symbol that contains verifiable information as defined by the standard specification and is delivered electronically.

**Certificate** A credential that attests to the knowledge, skill, or competency of an individual in a specific job.

**Certificate of Completion** A credential that acknowledges completion of an assignment, training or other activity.

**Certification** A time-limited, renewable non-degree credential awarded by an authoritative body to an individual or organization for demonstrating the designated knowledge, skills, and abilities to perform a specific job.

**Doctoral Degree** The highest award level to be earned for postsecondary study.

**General Education Development (GED)** A credential awarded by examination that demonstrates that an individual has acquired secondary school-level academic skills.

**Journeyman Certificate** A credential awarded to skilled workers on successful completion of an apprenticeship in industry trades and professions.

**License** A credential awarded by a government agency that constitutes legal authority to do a specific job and/or utilize a specific item, system, or infrastructure and are typically earned through some combination of degree or certificate attainment, certifications, assessments, work experience, and/or fees, and are time-limited and must be renewed periodically.

**Master Certificate** A credential awarded upon demonstration through apprenticeship of the highest level of skills and performance in industry trades and professions.

**Master’s Degree** An award level that requires the successful completion of a program of study of at least the full-time equivalent of 1 but not more than 2 academic years.

**Micro-Credential** A credential that attests to achievement of a specific knowledge, skill, or competency.

**Quality Assurance Credential** A credential assuring that an organization, program, or awarded credential meets prescribed requirements and may include development and administration of qualifying examinations.

**Research Doctorate Degree** A doctoral degree conferred for advanced work beyond the master’s level, including the preparation and defense of a thesis or dissertation based on original research, or the planning and execution of an original project demonstrating substantial artistic or scholarly achievement.

**Secondary School Diploma** A credential by secondary educational institutions for successfully completion of a course of study.
Credential Type: Micro-Credential

Found 310 results

Accounting Fundamentals Micro-credential
Purdue University Global

The accounting fundamentals micro-credential is for individuals who want to gain a foundational working knowledge of the accounting process and methodologies, including tax ramifications. You will develop an understanding of accounting principles such as recording transactions, presentation of financial information, and use of accounting information. This micro-credential is part of the foundation series. For more information about foundation series micro-credentials, see the Micro-credential Series section of the Additional Offerings page and the Micro-credential Bulletin.

Last Updated: 3/5/2021

Micro-credential for Professional Selling
The University of North Alabama

Individuals earning this Micro-credential/Certificate may have more career opportunities and chances for advancement. As companies have developed increasingly sophisticated processes and technology for managing new business development, revenue generation, and overall unique and diverse business relationships, adding higher-level knowledge in new business development becomes increasingly more important and valuable. This program will teach the advanced techniques in revenue generation, sales management, and key account management.

All-Hazards and Comprehensive Emergency Management
University of North Texas

This micro-credential is designed to develop and maintain understanding of the first responder roles. Individuals in this role will enhance their abilities to quickly analyze situations and provide the necessary guidance to ensure the safety and security of the community.
Micro-credential Platforms

- edX
- WGU
- Udacity
- CertNexus
- Digital Promise
- Purdue Global
- BloomBoard
Defining Micro-credentials

Paths to Degrees
Build towards a Bachelor’s or Master’s degree while taking a series of courses that boost your knowledge and skills today. These programs are components of degrees that can stack to a Bachelor’s degree or count toward a Master’s degree. Advance your career while you change your future.

How a MicroMasters® Program Works

Explore a New Skill
An easy, attainable way for you to start learning about a new topic.

Learn Great Things at Your Own Pace
Complete each course, whenever and wherever you choose - this is mastery made flexible!

Advance Your Career
Gain relevant skills to up your game at work in a career-focused program.

Or Pursue a Full Master’s Degree
Apply to the university that accepts your MicroMasters program certificate for credit and, if accepted, the certificate will accelerate your degree.
Micro-Credentials at SUNY

What are Micro-Credentials?
At the most basic level, micro-credentials verify, validate, and attest that specific skills and/or competencies have been achieved. They differ from traditional degrees and certificates in that they are generally offered in shorter or more flexible timespans and tend to be more narrowly focused. Micro-credentials can be offered online, in the classroom, or via a hybrid of both.

A SUNY micro-credential is:

1. Competency-based, reflecting skills and competencies mastered;

2. Endorsed by the issuing institution as a whole;

3. Developed through local faculty governance processes; and

4. Meaningful and of high quality, with learning standards, assessments, and clear documentation of skills mastered that have meaning beyond one classroom, one program or the institution. Students can use a SUNY micro-credential to share their expertise to prospective employers, those hiring for internship opportunities, and to other academic institutions.
Defining Micro-credentials

The Alabama Commission of Higher Education (ACHE) invites proposals from public universities and community colleges to develop micro-credentials, which are short-term, for-credit certificates that prepare completers to gain immediate employment in a recognized In-Demand Occupation. Institutions may request funds of up to $5,000 to support curriculum development and/or delivery of new undergraduate or graduate micro-credentials. ACHE anticipates making 10-15 awards under this RFP.

Micro-credentials

Under the leadership of Governor Kay Ivey, Alabama's goal of adding 200,000 credentialed Alabamians to its Development Strategic Plan focuses preparing Alabamians to step into high-demand, living-wage positions in industry-aligned, short-term credentials that can be a stepping stone for more common within industry career opportunities. Micro-credentials can also be used in bachelor's and graduate degree programs that advance their missions and support employers.

ACHE's current policies do not distinguish among credit and non-credit micro-credentials. Awards granted under this RFP will be used to support the development and delivery of micro-credentials.

For the purpose of this RFP, micro-credentials should:

- Consist of or articulate to at least 6 hours of academic credit that can be applied to a degree program (i.e., not just elective credit)
- Clearly align with at least one occupation on Alabama's Statewide or Regional Lists of In-Demand Occupations
- Prepare students with industry-validated skills, either through an embedded industry-recognized credential (such as CompTIA A+) or through structured work-based learning with an employer partner
- Are structured so that working professionals and other non-traditional students can successfully complete the program
- Will not require more than 8 months to complete

Allowable Expenses

Grant funds of up to $5,000 be awarded to the applicant for the following allowable expenses:

- Stipends or honorariums to support curriculum development
- Direct or indirect administrative costs of no more than 10% of total project costs
- Supplies, software, or other materials required to deliver the micro-credential
- Subscriptions or textbooks to support credential delivery
- Marketing or advertising activities to recruit participants
- Registration fees or other expenses for students to earn industry-recognized certification

ACHE.edu/RFP
Alignment with In-Demand Occupation List

- Connecting degrees with Standard Occupational Codes (SOCs)
- Developed by ADOL using ACCCP rubric
- Includes 232 “In-Demand” occupations, organized into 16 sectors

**Alabama Demand Occupations**

<table>
<thead>
<tr>
<th>Occupation Title</th>
<th>SCC Code</th>
<th>2018 Employment</th>
<th>Avg Annual Openings</th>
<th>Median Annual Salary</th>
<th>Applied Math</th>
<th>Workplace Documents</th>
<th>Graphic Literacy</th>
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</thead>
<tbody>
<tr>
<td>Insurance Claims &amp; Policy Processing Clerks</td>
<td>43-9041</td>
<td>2,570</td>
<td>270</td>
<td>$36,151</td>
<td>3</td>
<td>4</td>
<td>4</td>
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<tr>
<td>Securities, Commodities, &amp; Financial Services Agents</td>
<td>41-3031</td>
<td>2,500</td>
<td>255</td>
<td>$49,368</td>
<td>4</td>
<td>4</td>
<td>4</td>
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<tr>
<td>Loan Interviewers &amp; Clerks</td>
<td>43-4131</td>
<td>2,340</td>
<td>265</td>
<td>$34,717</td>
<td>3</td>
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<tr>
<td>Tax Preparers</td>
<td>13-2082</td>
<td>860</td>
<td>105</td>
<td>$35,778</td>
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<tr>
<td>Eligibility Interviewers, Government Programs</td>
<td>43-4061</td>
<td>3,090</td>
<td>300</td>
<td>$41,237</td>
<td>4</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Court, Municipal &amp; License Clerks</td>
<td>43-4031</td>
<td>2,830</td>
<td>275</td>
<td>$31,585</td>
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<tr>
<td>Compliance Officers</td>
<td>13-1041</td>
<td>1,740</td>
<td>165</td>
<td>$62,864</td>
<td>3</td>
<td>4</td>
<td>4</td>
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<tr>
<td>Construction &amp; Building Inspectors</td>
<td>47-4011</td>
<td>1,550</td>
<td>205</td>
<td>$55,895</td>
<td>5</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Tax Examiners &amp; Collectors, &amp; Revenue Agents</td>
<td>13-2081</td>
<td>1,190</td>
<td>100</td>
<td>$56,470</td>
<td>4</td>
<td>4</td>
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<tr>
<td>Appraisers &amp; Assessors of Real Estate</td>
<td>13-2021</td>
<td>940</td>
<td>75</td>
<td>$41,343</td>
<td>5</td>
<td>5</td>
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<tr>
<td>Registered Nurses</td>
<td>29-1141</td>
<td>52,690</td>
<td>3,495</td>
<td>$58,802</td>
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<tr>
<td>Nursing Assistants</td>
<td>31-1014</td>
<td>23,900</td>
<td>2,885</td>
<td>$24,012</td>
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<tr>
<td>Licensed Practical &amp; Licensed Vocational Nurses</td>
<td>29-2061</td>
<td>12,690</td>
<td>1,060</td>
<td>$39,060</td>
<td>4</td>
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<tr>
<td>Medical Assistants</td>
<td>31-9092</td>
<td>9,180</td>
<td>1,305</td>
<td>$28,575</td>
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<tr>
<td>Pharmacy Technicians</td>
<td>29-2052</td>
<td>7,240</td>
<td>660</td>
<td>$29,874</td>
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<tr>
<td>Medical Secretaries</td>
<td>43-6013</td>
<td>6,060</td>
<td>815</td>
<td>$34,094</td>
<td>3</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Clinical Laboratory Technologists &amp; Technicians</td>
<td>29-2010</td>
<td>9,430</td>
<td>350</td>
<td>$44,478</td>
<td>5</td>
<td>5</td>
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<tr>
<td>Radiologic Technologists</td>
<td>29-2034</td>
<td>3,810</td>
<td>240</td>
<td>$46,486</td>
<td>3</td>
<td>4</td>
<td>4</td>
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<tr>
<td>Nurse Practitioners</td>
<td>29-1171</td>
<td>3,800</td>
<td>320</td>
<td>$56,473</td>
<td>6</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Medical &amp; Health Services Managers</td>
<td>11-9111</td>
<td>3,580</td>
<td>360</td>
<td>$82,959</td>
<td>4</td>
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</tr>
</tbody>
</table>

[ache.edu/Instruction.aspx](http://ache.edu/Instruction.aspx)
Industry-Validated Skills: Industry Certifications

- Certification is awarded after passing exam and/or competency-based assessment
- Developed by industry professionals
- Widely recognized as an indication of relevant skills
- Often renewable to show currency
Industry-Validated Skills: Work-Based Learning

- Focus on Work-Based Learning

- Developed by Alabama Office of Apprenticeship

- Typology of work-based learning around awareness, exploration, and preparation

www.alapprentice.org
# AT A GLANCE WBL INVENTORY

<table>
<thead>
<tr>
<th>WBL Type</th>
<th>Is the workplace activity aligned with the job specific coursework?</th>
<th>What is the typical duration?</th>
<th>Is there a paid option?</th>
<th>Is there an opportunity to earn credit?</th>
<th>Type of activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simulated Workplace</td>
<td>YES</td>
<td>1-2 Semesters</td>
<td>NO</td>
<td>YES</td>
<td>A/E</td>
</tr>
<tr>
<td>Externship</td>
<td>NO</td>
<td>1-2 Weeks</td>
<td>Maybe</td>
<td>NO</td>
<td>A/E</td>
</tr>
<tr>
<td>Internship</td>
<td>Sometimes</td>
<td>Varies</td>
<td>Maybe</td>
<td>Maybe</td>
<td>A/E/P</td>
</tr>
<tr>
<td>Clinical/Practicum Field Experience</td>
<td>YES</td>
<td>1-2 Semesters</td>
<td>Maybe</td>
<td>YES</td>
<td>E/P</td>
</tr>
<tr>
<td>Cooperative Education</td>
<td>NO</td>
<td>Varies</td>
<td>YES</td>
<td>YES</td>
<td>E/P</td>
</tr>
<tr>
<td>On-the-Job Learning</td>
<td>YES</td>
<td>Varies</td>
<td>YES</td>
<td>Maybe</td>
<td>P</td>
</tr>
<tr>
<td>Pre-Apprenticeship</td>
<td>YES</td>
<td>Varies</td>
<td>Maybe</td>
<td>YES</td>
<td>A/E/P</td>
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<tr>
<td>Registered Apprenticeship</td>
<td>YES</td>
<td>1-4 Years</td>
<td>YES</td>
<td>YES</td>
<td>P</td>
</tr>
<tr>
<td>Industry Recognized Apprenticeship</td>
<td>YES</td>
<td>1-4 Years</td>
<td>YES</td>
<td>YES</td>
<td>P</td>
</tr>
</tbody>
</table>
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