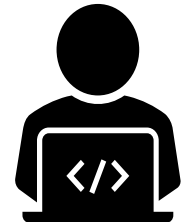
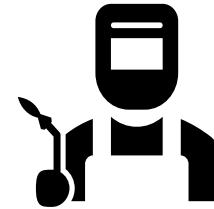
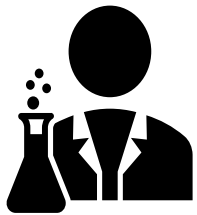


# Micro-Credentials

*Presented by: Dr. Robin McGill, ACHE*



*September 2, 2021*

HIGHER EDUCATION

# Colleges face reckoning as plummeting birthrate worsens enrollment declines

*With demand falling, prices start to plateau; demand for transfer students to increase*

by JON MARCUS May 22, 2021



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

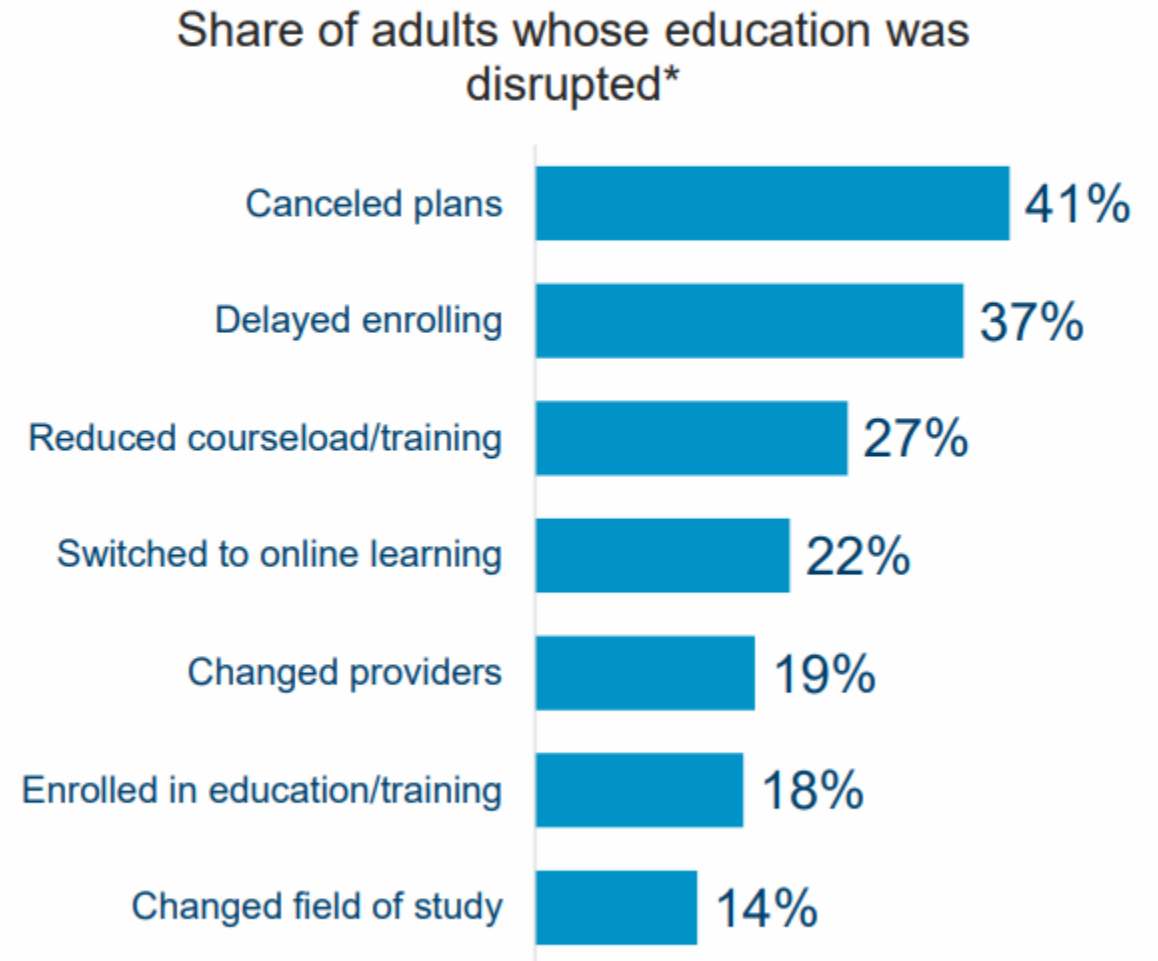
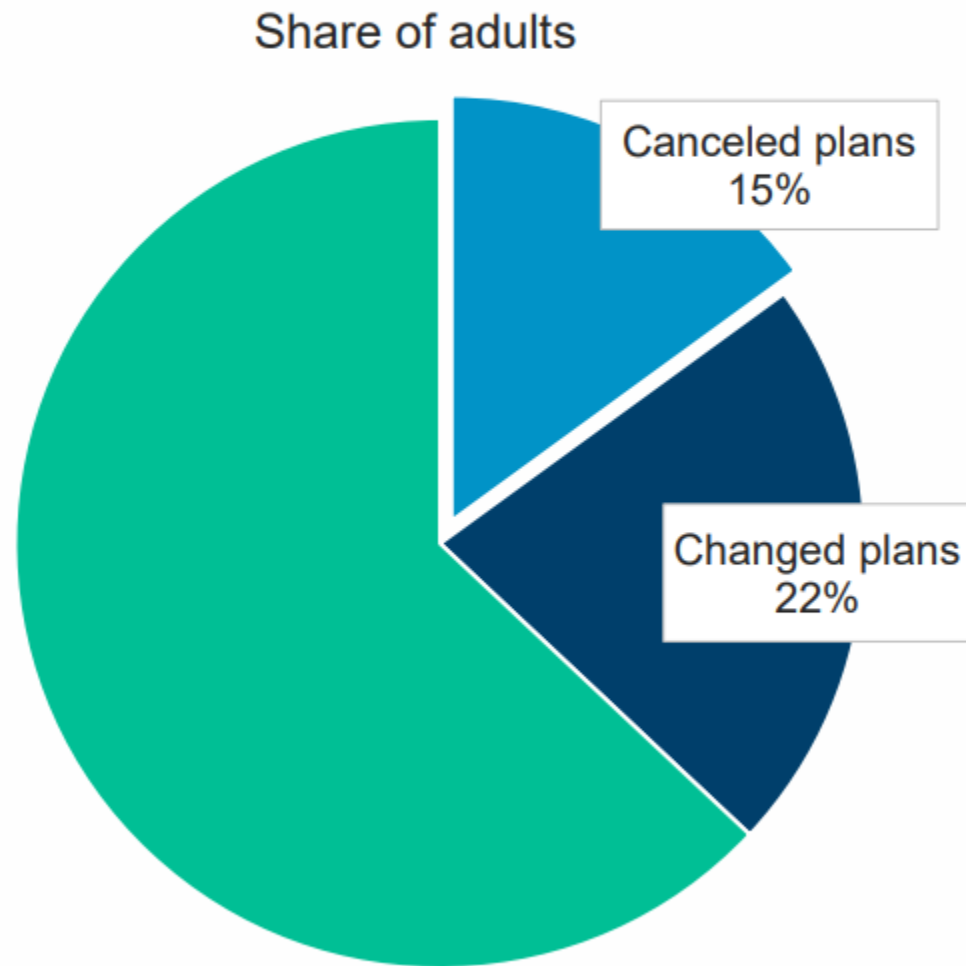
Ken Anselment, vice president for enrollment, Lawrence University

“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.

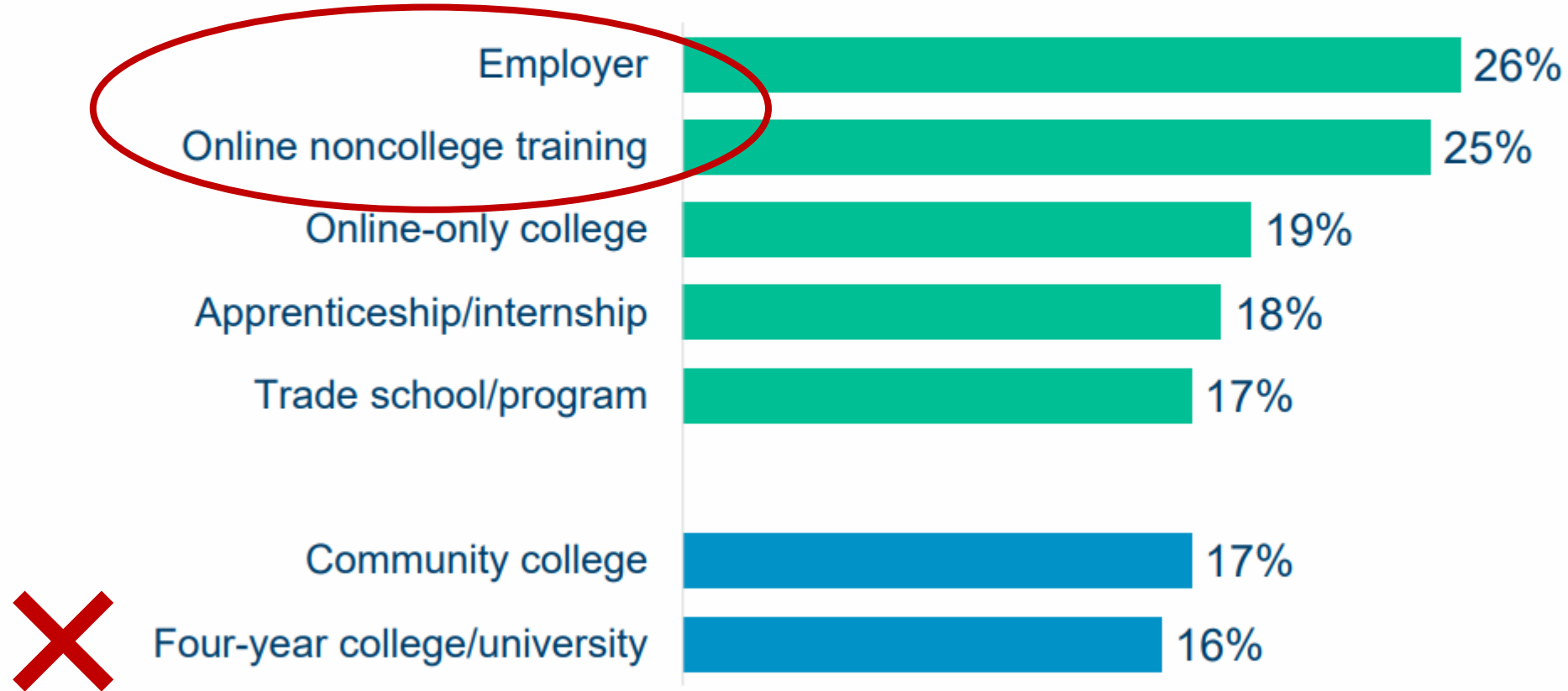
# More than one-third of U.S. adults changed or canceled their education plans as a result of the COVID-19 crisis



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

Share of disrupted learners who intend to enroll in an education/training program in the next six months





# 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.

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## Electronic Health Records Specialist (CEHRS)

Compare



Certification

National Healthcareer Association (NHA)



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



1 Assessment



1 Audience Level



1 Occupation



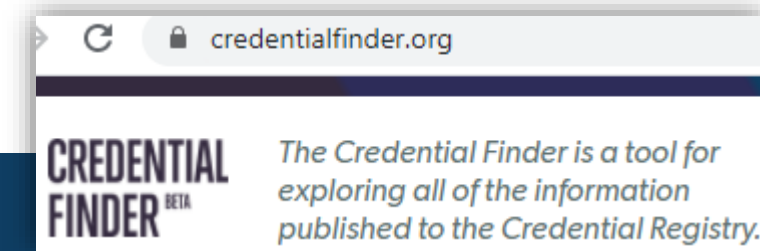
1 Industry



1 Assessment DeliveryType

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# 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 as a symbol that contains verifiable information and is delivered via a digital medium.

**Certificate** A credential that attests to achievement of an occupation, profession, or program.

**Certificate of Completion** 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.

**Professional Certificate** A credential awarded to individuals who have completed a program providing the knowledge and skills for the recognition, credential, or license required for professional practice.

**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 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 award by secondary educational institutions for successful completion of a course of study.





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Credential Type: Micro-Credential

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Micro-Credential  
+ Badge Issued

## 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.

13 Quality Assurance

1 Audience Level

1 Instructional Program Type

1 Learning Delivery Type

Last Updated: 3/5/2021



Micro-Credential

## 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.

4 Occupations

1 Industry

1 Instructional Program Type

1 Learning Delivery Type

Compare



## All-Hazards and Comprehensive Emergency Management

University of North Texas



This credential is awarded to students who demonstrate understanding of the disaster management cycle

students earning this badge will demonstrate their ability to articulate and explain these phases, the



# Micro-credential Platforms



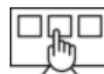
[Courses ▼](#)[Programs & Degrees ▼](#)[Schools & Partners](#)[MicroBachelors® Programs](#)[MicroMasters® Programs](#)

# 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.

# Defining Micro-credentials

## 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.



Updated 6/8/2021

## Request for Proposals to Develop Alabama Short-term Micro-credentials that Address Workforce Needs

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 500,000 credentialed Alabamians to the [Development Strategic Plan](#) focuses preparing Alabamians to step into high-demand, living-wage positions. Industry-aligned, short-term credentials that can be applied to degree programs are more common within two-year community colleges than at four-year universities. Micro-credentials are more common within two-year community colleges than at four-year universities. Micro-credentials are more common within two-year community colleges than at four-year universities. Micro-credentials are more common within two-year community colleges than at four-year universities.

ACHE's current policies do not distinguish among different types of credentials. ACHE is exploring policy updates that would establish non-degree certificates. Awards granted under this RFP.

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, on average

### Allowable Expenses

Grant funds of up to \$5000 be awarded to the applicant to cover the following allowable expenses:

- Stipend or honorarium to support curriculum development
- Direct or indirect administrative costs of no more than 10% of the total grant amount
- 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

# Defining Micro-credentials

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

- 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
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- 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, on average

[ache.edu/RFP](https://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 ACCCP 2020-2021

	Occupation Title	SOC Code	2018 Employment	Avg Annual Openings	Median Annual Salary	Avg WorkKeys Scores		
						Applied Math	Workplace Documents	Graphic Literacy
Finance	Insurance Claims & Policy Processing Clerks	43-9041	2,570	270	\$36,151	3	4	4
	Securities, Commodities, & Financial Services Agents	41-3031	2,500	255	\$49,368	4	4	4
	Loan Interviewers & Clerks	43-4131	2,340	265	\$34,717	3	4	4
	Tax Preparers	13-2082	860	105	\$35,778	4	4	4
Government & Public Admin	Eligibility Interviewers, Government Programs	43-4061	3,090	300	\$41,237	4	5	4
	Court, Municipal, & License Clerks	43-4031	2,830	275	\$31,585	3	4	4
	Compliance Officers	13-1041	1,740	165	\$62,864	3	4	4
	Construction & Building Inspectors	47-4011	1,550	205	\$55,895	5	5	4
	Tax Examiners & Collectors, & Revenue Agents	13-2081	1,190	100	\$56,470	4	4	4
	Appraisers & Assessors of Real Estate	13-2021	940	75	\$41,343	5	5	5
	Registered Nurses	29-1141	52,690	3,495	\$58,802	5	5	4
	Nursing Assistants	31-1014	23,900	2,885	\$24,012	3	4	4
	Licensed Practical & Licensed Vocational Nurses	29-2061	12,690	1,060	\$39,060	4	4	4
	Medical Assistants	31-9092	9,180	1,305	\$28,575	4	4	4
	Pharmacy Technicians	29-2052	7,240	660	\$29,874	4	4	4
	Medical Secretaries	43-6013	6,060	815	\$34,094	3	5	4
	Clinical Laboratory Technologists & Technicians	29-2010	4,930	350	\$44,478	5	5	5
	Radiologic Technologists	29-2034	3,810	240	\$46,486	3	4	4
	Nurse Practitioners	29-1171	3,800	320	\$96,473	6	5	4
	Medical & Health Services Managers	11-9111	3,680	360	\$82,959	4	4	4

[ache.edu/Instruction.aspx](https://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



**CompTIA A+**

CompTIA



**CERTIFICATION PROGRAM**



Fundamentals Certification

**Microsoft 365 Certified: Fundamentals**



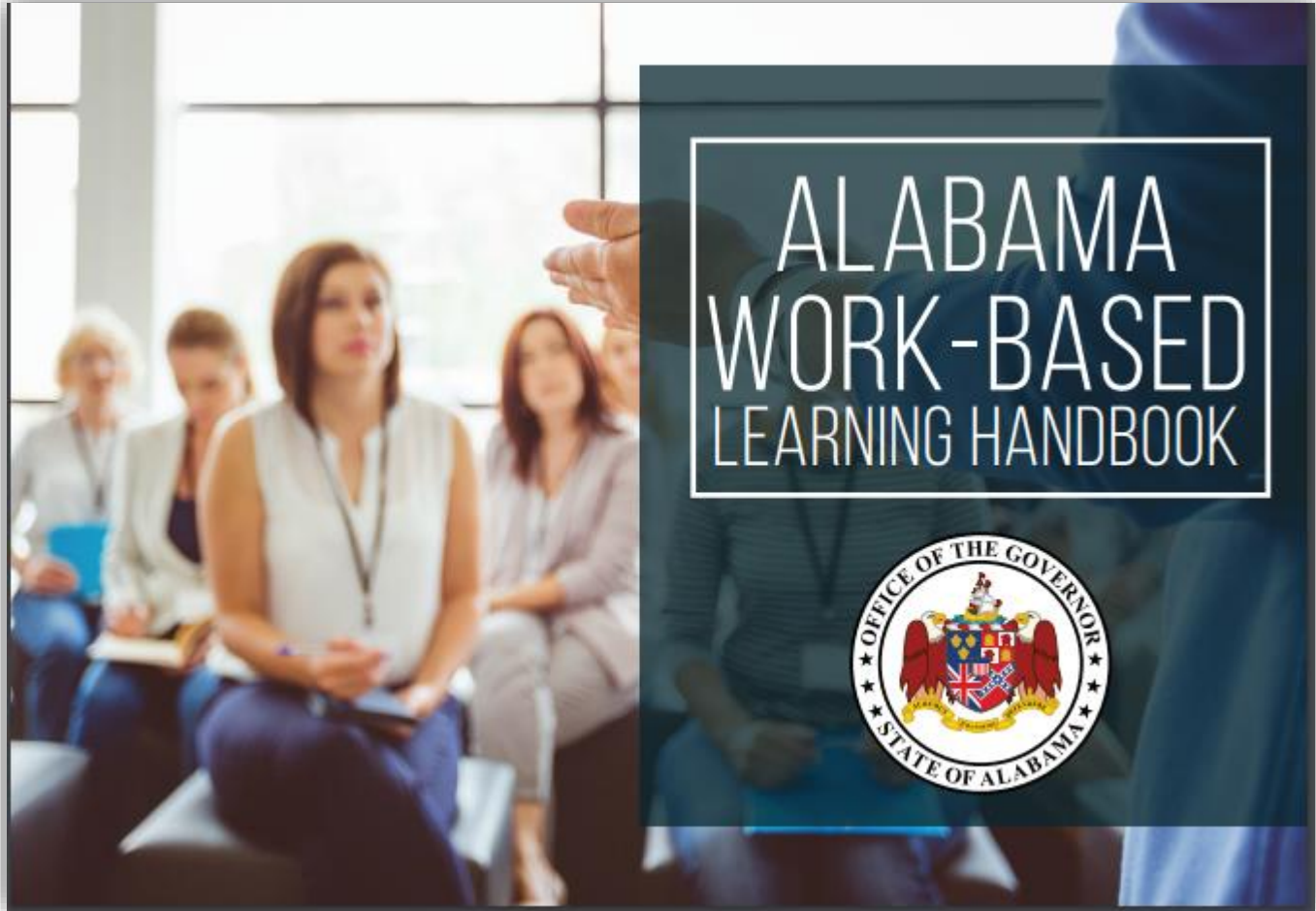
**SHRM CERTIFICATION**

SHRM-CP | SHRM-SCP



# Industry-Validated Skills: Work-Based Learning

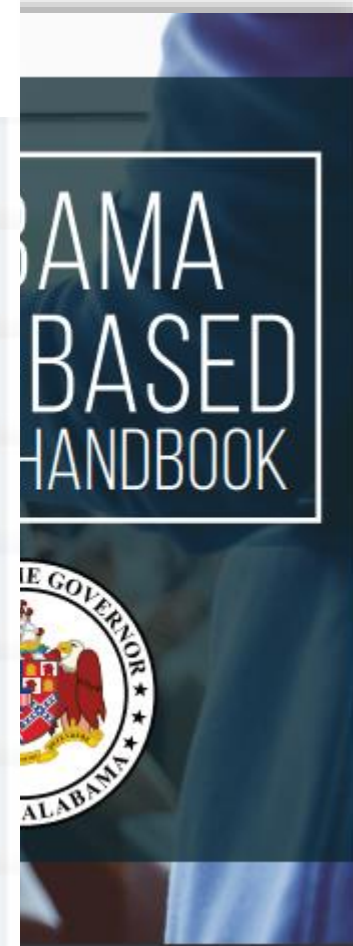
- Focus on Work-Based Learning
- Developed by Alabama Office of Apprenticeship
- Typology of work-based learning around awareness, exploration, and preparation



[www.alapprentice.org](http://www.alapprentice.org)

# AT A GLANCE WBL INVENTORY

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





Questions?

Ideas?



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