



Preparing Students for the Workforce

Incorporating Micro-Credentials & Professional Certifications



Thank you for joining us for the Yes We Must Coalition Workshop. Enhance your academic offerings and harness the power of career-aligned pathways to help more students acquire in-demand skills while earning credit. Course sharing makes it easier to deliver micro-credentials and stackable certificates.

This resource will share guidelines for incorporating micro-credentials and professional certifications within the Acadeum network and walk through critical details for your institution to consider.

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–Steps to Consider–

Your Acadeum Partner Success Manager (PSM) is always available to assist.

1	Consider the disciplines/pathways that you would like to enhance at your institution with professional certifications or trainings: <ul style="list-style-type: none"> ➤ Business ➤ Technology ➤ Healthcare
2	Identify the populations that you hope to serve with these certifications: <ul style="list-style-type: none"> ➤ Current students ➤ Alumni ➤ Continuing education/workforce ➤ Staff ➤ Other
3	Explore potential certification/training options and providers that match your pathways: <ul style="list-style-type: none"> ➤ Will you offer for credit? Or not for credit? Both? ➤ Do you intend to make these a requirement or optional for your students? ➤ Will you charge? Will it vary by populations you are serving?
4	Determine if you plan to embed the professional certifications into your curriculum. If yes, <ul style="list-style-type: none"> ➤ Do you have faculty engagement? ➤ What processes/approvals might be required at your institution ➤ What course design workflows should you consider
5	Review the learning outcomes from the professional certifications to see if they match any course or program level outcomes in your curriculum.
6	If you are willing to allow professional certifications to be 'transferred' into any of your degree programs, do you currently have a prior learning assessment process in place to accept these credits?
7	Alternatively or additionally, identify course offerings in the Acadeum Course Share platform that have professional certifications embedded to make them available to your students. <ul style="list-style-type: none"> ➤ Map to existing degree requirements ➤ Allow as elective ➤ Make a concentration or specialization ➤ Offer as a special topics course ➤ Offer as 'an internship'
8	Consider the expenses and revenues associated with these potential offerings and build a budget or financial model.
9	Once approved, update your course catalog and web content accordingly.
10	Share your new, cutting edge offerings with current and potential students by partnering with your marketing, admissions and enrollment management colleagues.

–Discovery Guide–

Discipline pathways that may be enhanced by professional certifications.

Discipline	Potential Certification Categories
E.g., Business	Project Management

Populations you hope to serve with professional certification

- ☐ Current and Prospective Degree Seeking Students
- ☐ Alumni
- ☐ Continuing Education Learners (non-degree seeking)
- ☐ Staff
- ☐ Other:

–Considerations–

How are you thinking about serving different populations of learners?

Population	Credit - C / Non-Credit - N	Charge Y/N

Review what is available through the Acadeum Network and select all that you would like to explore offering.

Coursera / [Acadeum Integrative Services](#) / [Educator Guide GwG](#)
MedCerts / [Program List](#)
Interplay Learning / [Trades Programs](#)

Does the content of any of these degrees potentially match the existing course curriculum?
Which courses might you consider reviewing against the professional certification curriculum?

[Gateway Certs from Coursera x Acadeum](#)

[Sample Course Mappings](#)

**request access to view or have your own working version

Do you have a Prior Learning Assessment Process in place? Will one be required to allow professional certifications to be transferred in for credit into a degree program?

- <https://www.cael.org/lp/cpl-pla-dl>

Financial considerations:

- Offsetting the cost by selling to other populations
- Charging a fee to current students

–Action Steps–

- ☐ Target a go-live date and work backwards from launch.

- ☐ Internal curriculum approval (processes will vary by institution).
 - ☐ Date Curriculum Proposal Submitted:
 - ☐ Date of Faculty Review (if applicable):
 - ☐ Date of Approval(s):

- ☐ External approvals, if needed (will vary).

- ☐ Access to the professional certifications identified.

- ☐ Work with instructional designers, if needed, for any course redesign needs.

- ☐ Update academic catalog.

- ☐ Work with Enrollment Marketing, Admissions, and Enrollment Management to create and disseminate information about these new offerings and to update the web content.

–Academic Innovation & Curricular Relevancy: How to Enhance Program by Integrating Professional Certification into Courses and Degrees–

*Presented by: Megan Piccus, Sr. Director of Business Programs, Bay Path University and John Pobanz, Account Executive, Coursera
New England Summit - August 18, 2022*

The need to be highly responsive to changing workforce trends, to deliver work-based learning experiences that are industry relevant, and the rapid nature of how those keep changing in our world today, has made for a very exciting partnership for Acadeum & Coursera.

This new partnership brings together cutting edge learning from leading employers offered through Coursera to the robust network of institutions at Acadeum in order to respond to these trends and better serve learners.

Many schools within the Acadeum network are excited to take advantage of the offerings in Coursera's Career Academy but unclear of the methods for incorporating this industry relevant content into an academic portfolio. Avenues can include:

1. ADD ON Approach: Allowing students to engage with the content to complement and supplement their degree programs. This may be included in the cost of tuition or for a fee. And can further extend to alum affairs, career services or through corporate learning divisions to offset cost.
2. ADD IN Approach: Allowing students to take the content as PART of the degree program through curricular mapping & course design at higher ed institutions
 - a. Within elective credits
 - b. By substituting courses where the learning outcomes are equivalent
 - c. By integrating the learning experiences as activities right within required course(s)

By mapping/embedding the content into degree programs – it means:

- As part of degree requirements and within tuition, students are leaving with industry relevant skills in addition to degree
- That financial aid may cover the cost
- That schools can create new on and off ramps for learners who may need to integrate education and career milestones along a life long learning pathway
- You can create new transfer in options for learners by accepting these certificates for credit into degree programs at your institution

To expedite – you can already find course(s) within Acadeum Course Share platform to offer at your institution that have professional certifications embedded.

Coursera for Campus

A platform to enhance **student employability** and modernize your **curriculum**



Deliver cutting-edge curricula

Solve for curriculum gaps by integrating **world-class content** from top universities and industry partners.



Empower faculty

Promote **blended learning** with Coursera content and **faculty-authored** projects, assessments, and courses.



Improve career readiness

Prepare graduates with **job-based learning** programs and 30+ **Professional Certificates** from global employers.



Provide hands-on experience

Enable students to master and showcase their **digital skills** through **hands-on projects**.



Scale learning

Leverage Coursera's **scalable learning platform** to support **academic integrity** and offer offline **mobile** access.

- Coursera is an ecosystem that connects learners, educators, and institutions
- We envision a world where anyone, anywhere has the power to transform their life through learning
- Over 92 million learners come to Coursera to learn
- More than 250 leading university and industry educators come to Coursera to teach
- And more than 6,000 institutions, including over 200 government entities globally, use Coursera to reskill their employees, citizens, and students
- Coursera can be a meaningful partner to help you bridge the skills gaps. Together, we can:
 - **Deliver cutting edge curricula** and address gaps by integrating world-class content from top universities and industry partners
 - **Empower faculty** to incorporate blended learning with Coursera content and faculty-authored courses
 - **Improve career readiness** by preparing your graduates with job-based learning programs and Professional Certificates
 - **Provide hands-on experience** that enables students to master and showcase their digital skills
 - And finally, **Scale learning** through the Coursera platform that promotes academic integrity and delivers offline mobile access

PROFESSIONAL CERTIFICATES

COURSERA

Help students earn valuable Professional Certificates

World-class: Students access career training programs from industry leaders, including Google, Meta, IBM, and more.

Job-relevant: Students meet employer demand with skills development training aligned to specific roles.

Entry-level: Students build job confidence, hone critical skills, and create a portfolio of work. No prior experience required.

IT Support	Project Management
Data Analytics	UX Design
Digital Marketing & E-commerce	Marketing Analytics
Social Media Marketing	Technical Support
Data Science	Full Stack Software Developer
Data Analyst	Data Analytics with Excel and R
DevOps and Software Engineering	Data Engineering
Data Warehouse Engineer	Cybersecurity Analyst
Mainframe Developer	Sales Development Representative
Sales Operations	Bookkeeping
Sales Representative	

–Case Study: Bay Path University–



The How.

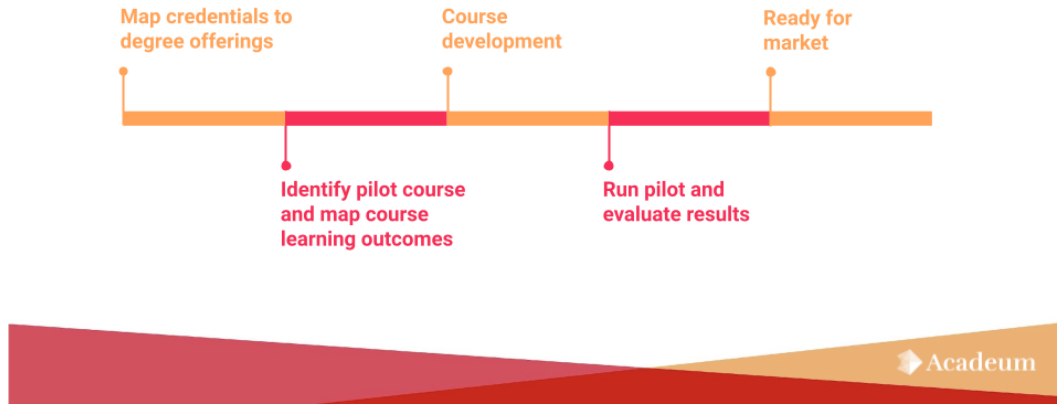
Here is a high level look at the process we took to embed an industry-relevant certification directly into a credit bearing course.

We started well over a year ago, I was intrigued when shown the professional certificates available through Acadeum + Coursera. I took the list of professional certifications and mapped where or how my degree offerings matched. From that mapping, there were several highly relevant certificates that align to my Business Administration majors. The course we chose to start with was BUS245 Social Media Marketing for Business. This course is a 3 credit course, required for the Marketing Management major. The Meta Social Media Marketing Professional Certificate seemed like a natural fit.

The next step was to compare the current course learning outcomes with the Coursera learning outcomes. We realized very quickly that the alignment was there, but the bonus was that the Coursera learning content - co-developed with Meta, was incredibly up to date and dynamic and interactive!

We launched the course development project in Oct 2021 to build the course in our LMS for our 6 week accelerated online course. The Meta professional certificate collection is made up of 6 Coursera courses...how coincidental....We aligned each week of our accelerated course to each of the Coursera courses. We still wanted to create the sense of community in the Bay Path course even as learners engaged with the Coursera Meta content. We also needed to add more to the academic experience to accommodate the 3 credits for the course (ACE recommendation for Meta is 2). We did this by including weekly discussions. This allows our learners to not only get a world perspective (within the Coursera platform) but also a smaller intimate class / community perspective. The inaugural pilot ran in our May/June session. The Bay Path faculty was an active cheerleader keeping the learners engaged and progressing.

Integrating Professional Certificates



The course was a resounding success! Some statistics about the learners:

- 80% of the enrolled were Marketing majors, the other 20% took the course as an elective
- Our pass rate for the Bay Path course was 95%, earning the 3 credits for BUS245

In order to successfully complete the Coursera courses required a score of 80% or better in the specific Meta course. 70% of the learners completed all of the Coursera requirements - earning certificates for each successful course completion. We are so proud that they kept each other motivated by sharing their completions and accomplishments with each other and the faculty member - a true testament to the power of the experience.

- At the end of the 6 weeks, 80% of the learners that scheduled the Meta exam passed on their first attempt.

–Resources–

[Industry-Micro-Credentials-Report 2023.pdf](#)

[Micro-Credentials for Social Mobility Report 03.2022.pdf](#)

[Hechinger Report - Extra Skills to Cash In On](#)

[Emergence of Alternative Credentials_03.2020.pdf](#)

–Thank you for joining us for the Yes We Must Coalition Workshop–

Contact us with questions and to learn more at Sarah MacDonald, Director of Partner Innovation, Acadeum | sarah@acadeum.com