THE WHEEL ONLINE CONSORTIUM
YES WE MUST COALITION

Acadeum

Preparing Students for the Workforce

Incorporating Micro-Credentials & Professional Certifications

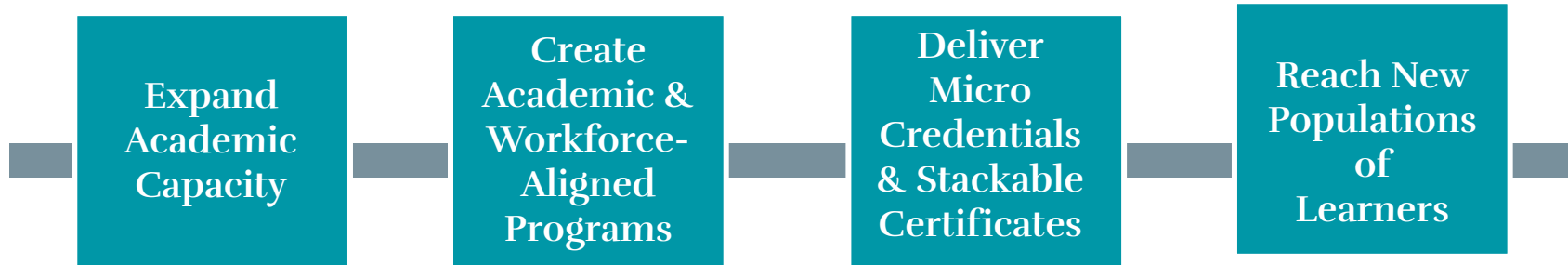# Your Partners in Micro-Credentialing

Welcome & Introductions

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Curricular Innovative Solutions

Through Acadeum's vast academic network and best-in-class technology platform, institutions can quickly embark on innovative solutions to future-proof against the dynamic academic landscape

| Expand Academic Capacity | Create Academic & Workforce-Aligned Programs | Deliver Micro Credentials & Stackable Certificates | Reach New Populations of Learners |

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Session I: Evaluating the Landscape

Agenda

- Consider the impact of microcredentials on students

- Hear examples from peer institutions

- Explore curricular matches to your programs

- Consider how credential pathways could be stacked into programs on your campus

SURVEY RESULTS

Improving Outcomes for our Learners

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Universities Looking Beyond the Traditional For-Credit Semester Experiences

Survey shows nearly half said they chose their college on the basis of potential career prospects, but only 11 percent felt prepared to enter the workforce.

By Ray Schroeder · Published November 16, 2022

Industry microcredentials appeal to both students and employers.

88%

76%
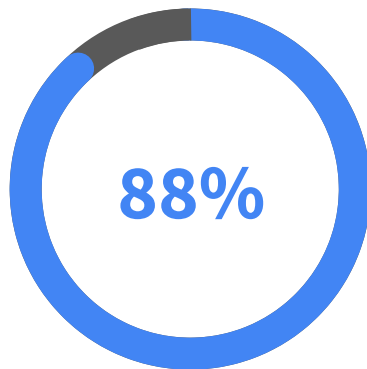
88% of students believe a professional certificate **will help them stand out** with employers.
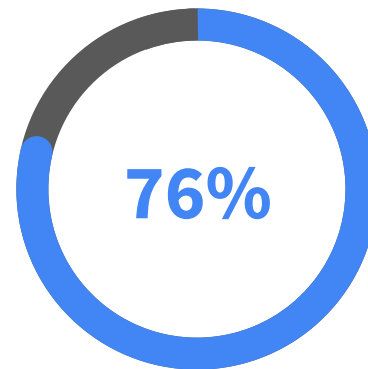
Employers are **76% more likely to hire** a student with a professional certificate, on average.

Impacting Students
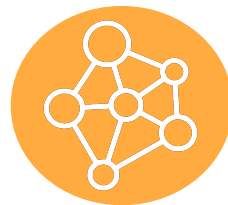
Microcredentials & Professional Certifications

Increases Earning Potential

Creates Achievable Milestones

Bolsters Employability

Kickstarts Lifelong-learning Pathways

Skill Acquisition Capability

Examples from Peers

Integrating Professional Certifications

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Responsive & Agile

Cutting-Edge Learning for College Credit
Creating Workforce-Aligned Courses with Embedded Professional Certificates - Now Available through the Network
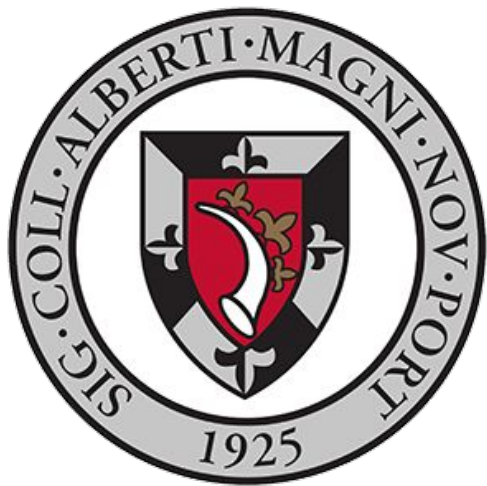
Meta / **coursera**

CERTIFICATE

Social Media
Marketing
Professional

BUS245
Social Media
for Business

Peer Institutions

Career Academy

Launching co-curricular pathways

Boost adult education and launching re-brand of Albertus Online

Peer Institutions

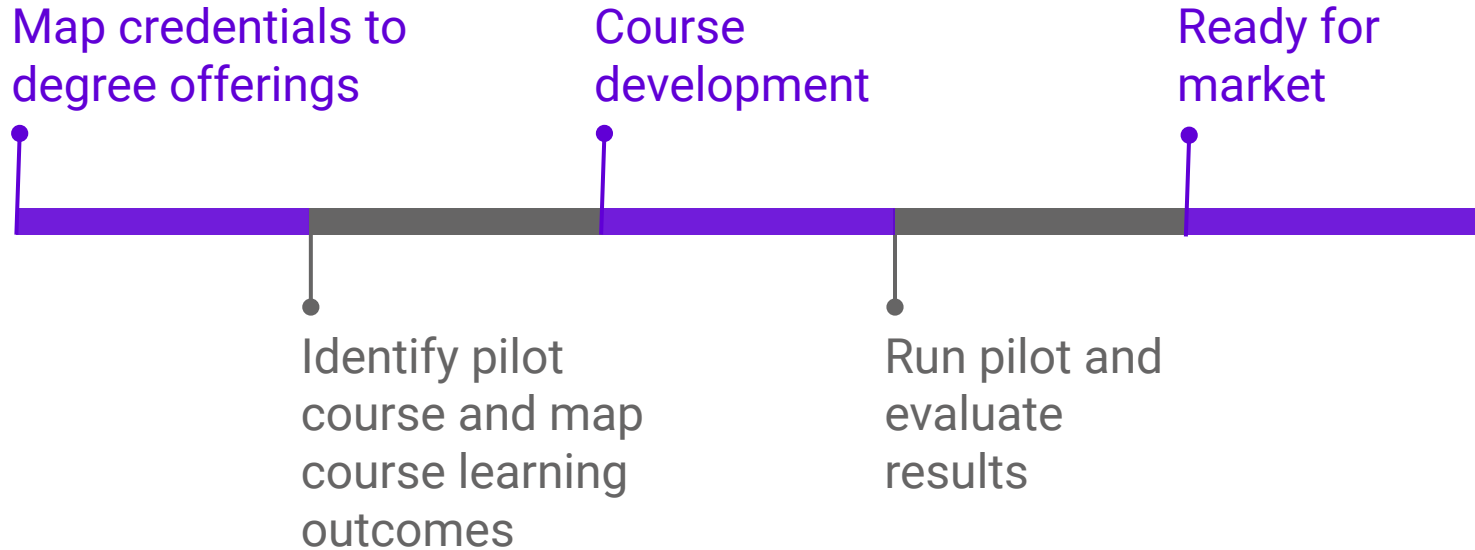Enterprise Licenses

Google IT Support Professional Cert

Mappings

Breakout Sessions

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Curricular Mapping Workshop

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Integrating Professional Certificates

Map credentials to degree offerings

Course development

Ready for market

Identify pilot course and map course learning outcomes

Run pilot and evaluate results

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Roadmap to Embedded Certificates

Phase 1	Phase 2	Phase 3	Phase 4
Access Coursera certs at a discount via existing contract with Acadeum;	Accept certs for credit via Prior Learning Assessment (PLA) process to improve yield in your existing enrollment funnel;	Make certs co-curricular, by bundling modules into existing for-credit courses;	Acadeum brings you students from other corporate/business partners interested in the co-curricular pathways:
Provide to your existing students, alumni, faculty/staff, workforce development partners and to build lifelong learning.	Acadeum supports your PLA review to boost lead generation.	Integrate these co-curricular courses into existing programs as new minors or concentrations;	• K-12/Dual Enrollment • Workforce • International
		Sell co-curricular courses on the ACS to other institutions.	

New Revenue   **New Products**   **New Demand**

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Available Now

G IT Support	G Project Management	G Data Analytics
G UX Design	G Digital Marketing & E-commerce	Meta Marketing Analytics
Meta Social Media Marketing	Meta Back-End Developer	Meta Front-End Developer
Meta Mobile App Developer (Android)	Meta Mobile App Developer (iOS)	Meta Database Engineer
IBM Technical Support	IBM Data Science	IBM Full Stack Software Developer
IBM Data Analyst	IBM Data Analytics with Excel and R	IBM DevOps and Software Engineering
IBM Data Engineering	IBM Data Warehouse Engineer	IBM Cybersecurity Analyst
IBM Back-End Developer	salesforce Sales Development Representative	salesforce Sales Operations
intuit Bookkeeping	HubSpot Sales Representative	Tally Bookkeeper
SAP Technology Consultant	goodwill Career Coach and Navigator	

Coming Soon

IBM Agile IT Project Manager	tableau Business Analyst
IBM Operations Research	Akamai Security Engineer
Microsoft Web Developer	HRCI Human Resources
SAP Data Analyst	NASM Personal Trainer

Titles and timeline of publication subject to change.

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Pathways into Higher Education

Google Data Analytics	ACE Credits	Course	Semester Credit Hours
Utah Tech			
Franklin University	12	(4) DATA 300 Introduction to Analytics, (8) ITEC 904 Technology Special Credit	12
Bay Path University		BUS 328 Intro to Business Analytics BUS 335 System Analysis & Design BUS 440 Data Analytics: Exploration & Visualization BUS 450 Capstone: Strategic Business Analytic & Decision Making	12
Google Digital Marketing & E-Commerce	**ACE Credits**	**Course**	**Semester Credit Hours**
Utah Tech	n/a		
Franklin University		(4) MKTG 340 Digital Marketing, (6) MKTG 902 Marketing Professional Core Special	10
Google IT Support	**ACE Credits**	**Course**	**Semester Credit Hours**
Utah Tech			
Franklin University	12	(2) COMP 201 Principles of Computer Org, (2) ISEC 200 Cybersecurity Fundamentals, (8) ITEC 904 Technology Special Credit	12
Cambridge College Global		CMP 270 Operating Systems, Applications & Services CMP 280 Introduction to Computer & Network Essentials	
Alliance University		ITS 210 Computer Hardware ITS345 Desktop Support ITS441 Data Communications	
Google Project Management	**ACE Credits**	**Course**	**Semester Credit Hours**
Utah Tech			
Franklin University	9	(4) AMGT 440 Project and Team Management, (5) BSAD 902 Business Professional Core Special	9
Bay Path University		BUS 241 Intro to Project Management + 6 GE	9
Google UX Design	**ACE Credits**	**Course**	**Semester Credit Hours**
Utah Tech	10		
Franklin University		(10) ITEC 904 Technology Special Credit	10
Google IT Automation with Python	**ACE Credits**	**Course**	**Semester Credit Hours**
Franklin University	n/a	(4) ITEC 904 Technology Special Credit	4
Data Engineering with Google Cloud	**ACE Credits**	**Course**	**Semester Credit Hours**
Franklin University	n/a	Goal: Confirmation before 2pm 11/18	
Meta Social Media Marketing	**ACE Credits**	**Course**	**Semester Credit Hours**
Bay Path University		BUS 245: Social Media for Business	3
Franklin University	2	(2) MKTG 902 Marketing Professional Core Special	2
Cambridge College Global		DMK 205W Digital Marketing	

American Council on Education (ACE) credit recommendations help learners gain access to academic credit for courses taken outside of academic institutions.

The ACE evaluates the quality of non-traditional content and recommends it as credit-worthy.

See full course equivalencies.

Exploring Curricular Matches

				Professional Certificate				
Program	**Module**	**Credits**	**Course Name**	**University / Indu**	**Difficulty Level**	**Average Hours**	**Course Rating**	**Course UR**
Prerequisites	CIS 2100 - Computer Operating Systems	3	Introduction to Hardware and Operating Systems	IBM	Advanced	6.8	4.8	https://www
			Computer Hardware and Software	University of Cal	Beginner	2.2	4.2	https://www
Cybersecurity Management	ITS 3050 - Introduction to Networks	3	Introduction to Cybersecurity Tools & Cyber Attacks	IBM	Beginner	11.8	4.4	https://www
			Cybersecurity Roles, Processes & Operating System Security	IBM	Beginner	6.2	4.5	https://www
	ITS 3150 - Introduction to Cybersecurity Tools & Cyber Attacks	3	Cybersecurity Compliance Framework & System Administration	IBM	Advanced	7.5	4.6	https://www
			Network Security & Database Vulnerabilities	IBM	Advanced	8.5	4.6	https://www
	ITS 4150 - Information Systems and Security	3	Penetration Testing, Incident Response and Forensics	IBM	Advanced	7.6	4.5	https://www
			Cyber Threat Intelligence	IBM	Advanced	8.9	4.7	https://www
	ITS 4250 - Ethical Hacking and Penetration Testing	3	Cybersecurity Capstone: Breach Response Case Studies	IBM	Advanced	5.6	4.8	https://www
			IBM Cybersecurity Analyst Assessment	IBM	Advanced	3.6	4.3	https://www
	ITS 4550 - Digital Forensics and Investigations	3	Digital Forensics Concepts	Infosec	Advanced	5	4.8	https://www
			Windows OS Forensics	Infosec	Advanced	5.2	4.6	https://www
			Windows Registry Forensics	Infosec	Intermediate	6.1	4.7	https://www

See sample curricular matches here.

MedCerts

All-inclusive certification training programs that create career opportunities for students, plus training, credentialing and outcomes for Workforce and Education Partners

Award degree credit for MedCerts certs to:

    a. Unlock Title IV funding for interested learners, e.g., current and former students.
    b. Enable MedCerts cert-holders to cash in certs toward degrees, i.e., via PLA.
    c. Develop alternative revenue streams.

Enrich and differentiate curriculum with high-quality, in-demand, industry-vetted certifications. Students graduate with both a degree *and* career currency.

Optionality for Learners: Not everyone wants or needs to purse a degree straight out of high school. And the cert/degree choice is not either/or – can cash in certs towards degrees via PLA.

New enrollment revenue streams:

- **Course revenue** via native students + students from Acadeum Home Institutions
- **Degree revenue** via learners from Alliance demand partners (InStride, K12, international, etc.)
- **Degree revenue** via Learners from Alliance D2C partners (Study Portals, etc.)
- **Degree revenue** from MedCerts' 35k alumni

OVER 35 TRAINING PROGRAMS, INCLUDING:

Administrative Healthcare
Medical Billing Specialist
Medical Front Office
Electronic Health Records
Professional Coder

Clinical Healthcare
Medical Assistant
Patient Care Technician
Phlebotomy Technician
EKG Technician

Specialty Healthcare
Pharmacy Technician
Sterile Processing Technician
Veterinary Assistant
Physical Therapy Aide

Information Technology
IT Helpdesk Administrator
PC Technician
IT Network Technician
Cloud Computing

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Deliver Micro-Credentials & Stackable Certificates

Enhance Academic Programming and Workforce-Aligned Curriculum

- Expanding in-demand student offerings through Coursera and MedCerts professional certifications

- Enabling learners with industry-relevant skills in addition to a degree

- Building new on-ramps and off-ramps for learners who may need to integrate education and career milestones along a life-long learning pathway

- Creating new transfer options for learners by accepting certificates for credit into degree programs

- Expediting curriculum advancement of workforce-aligned programs

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Collaborative Breakout Sessions

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Action Items

1. Identify the pathways & corresponding credentials
2. Review potential mappings to program & course level learning outcomes
3. Collect policies for your campus on prior learning assessment or review materials to consider adding a policy at your institution
4. List stakeholder on your campus who you may want to incorporate in the planning (e.g., Admissions/Marketing, Registrar, Career Services)

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Session II: Building the Project Plan

Agenda

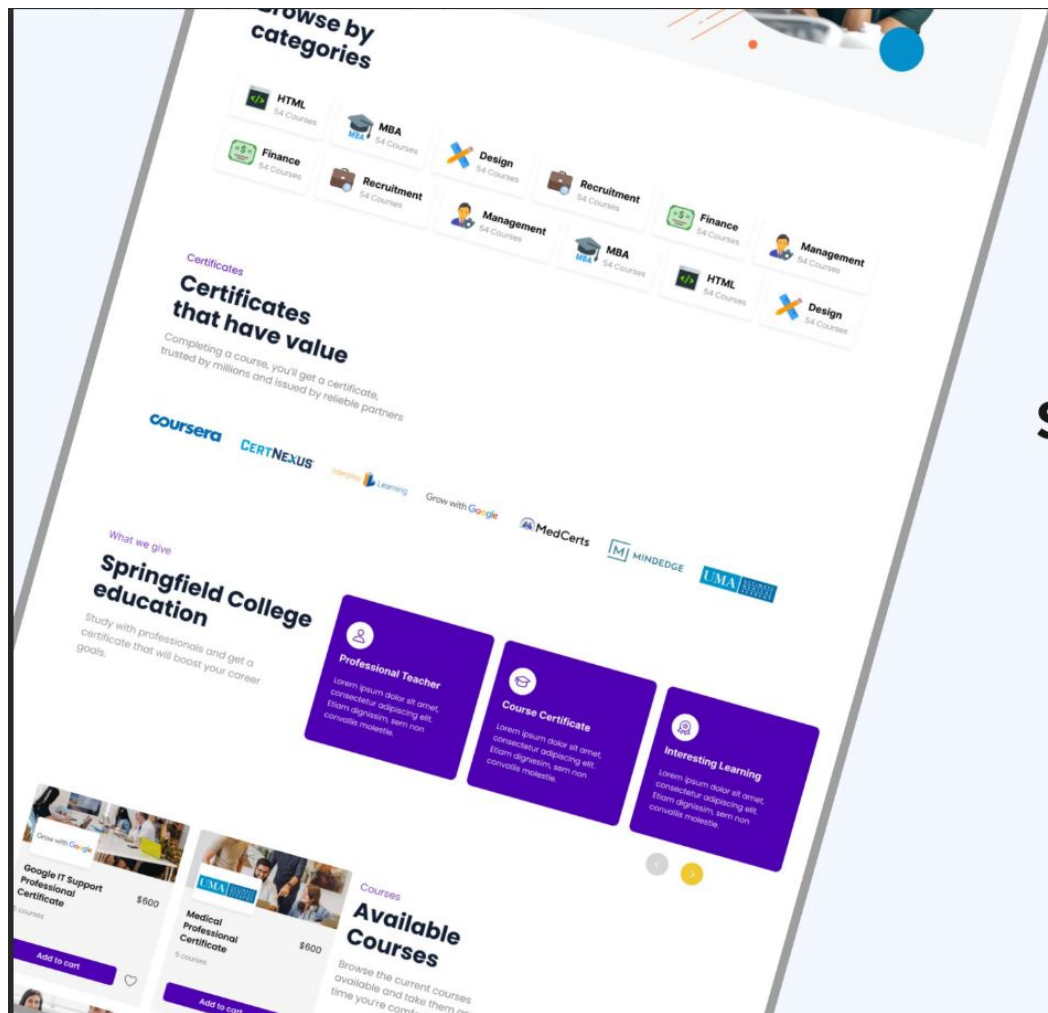- Consider target audiences & regional impact

- Evaluate financial considerations

- Identify promotional opportunities

- Consider the action steps for your institution

Collaborative Breakout Sessions

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Acadeum Marketplace

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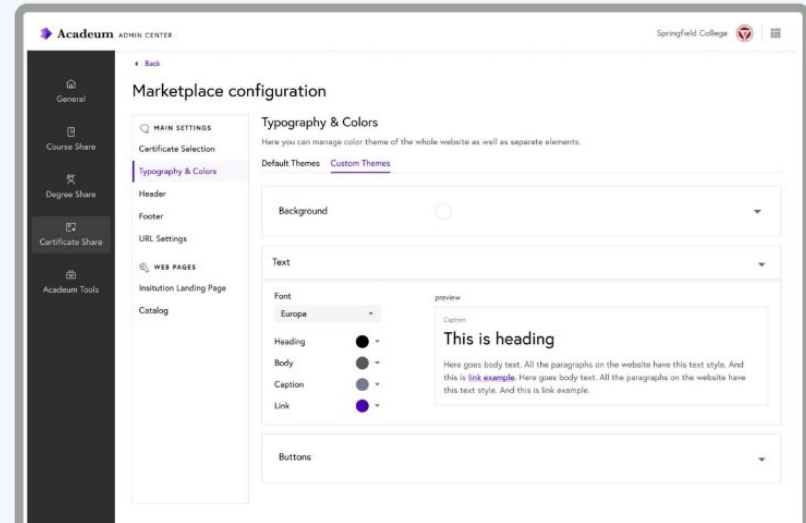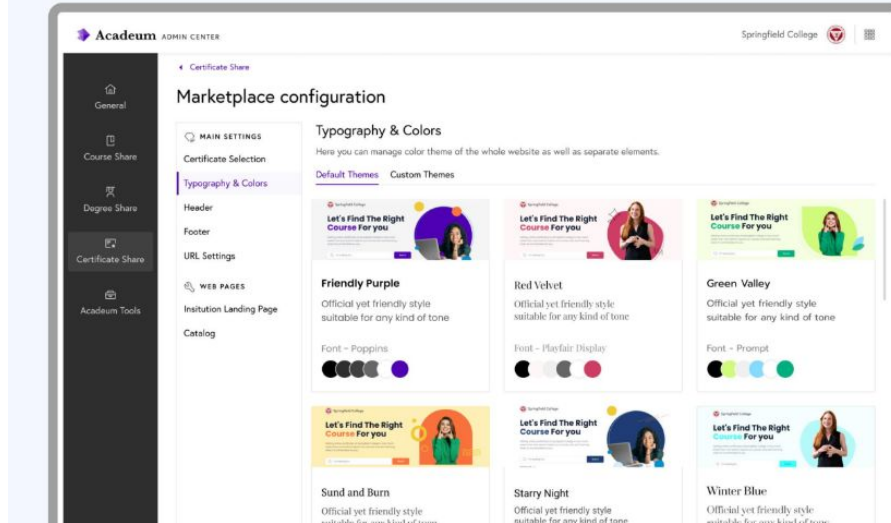# Students can pick courses from _curated collections_

Institutions are the ones to select what courses and certificates to show on your marketplace.

Institutions can create their own marketplace & access new materials

Select a theme or create your own, choose what pages to show and what certificates to display on your marketplace.

Implementing Micro-Credentials

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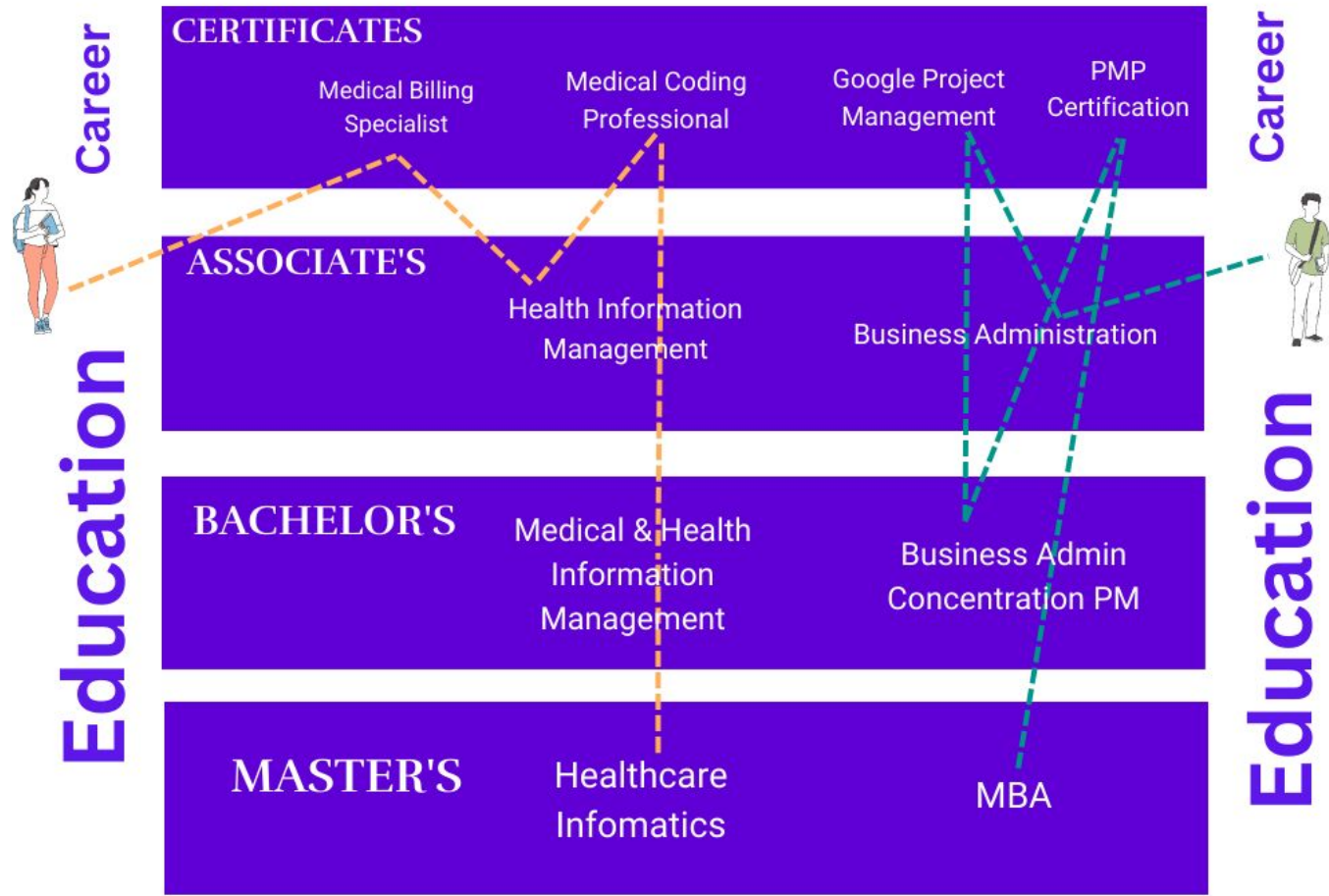
Funding

Career Services

Non-Matriculating Learners
(continuing ed)

Target Workforce Development & Employers
Seeking Upskilling/Reskilling

Grant Funding
DOE (ie: Perkins), WIOA, Private Foundation Grants (ie: Lumina, Bill & Melinda Gates), Corporate Partnerships, State & Local Grants

Finances

Coursera

Offers certifications for entry level to advanced learners.

+ Enterprise Licenses $400
+ Career Academy ranges from $30K - $82500 (FTE based)
+ ACS ~$600

MedCerts

Now allows for unbundling of content and full programs.

+ Full programs range from $2500 - $6000
+ Content licensing ranges from $500 - $2400
+ GTM faster, quality content at affordable price, no upfront costs, wide range of Allied Health courses, interactive & engaging curriculum, flexible & customizable

Skills Mapping with NACE
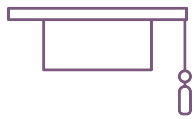
Career and Self-Development

Communication

Critical Thinking

Equity & Inclusion
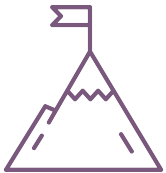
Leadership

Professionalism

Teamwork

Technology

Launch

1. Website announcement on program pages
2. Press releases
3. ACS Filter (coming soon)
4. Webinars with Acadeum
5. Summits & Events

Action Plan

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Integrating Professional Certificates

Map credentials to degree offerings

Course development

Ready for market

Identify pilot course and map course learning outcomes

Run pilot and evaluate results

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Roadmap to Embedded Certificates

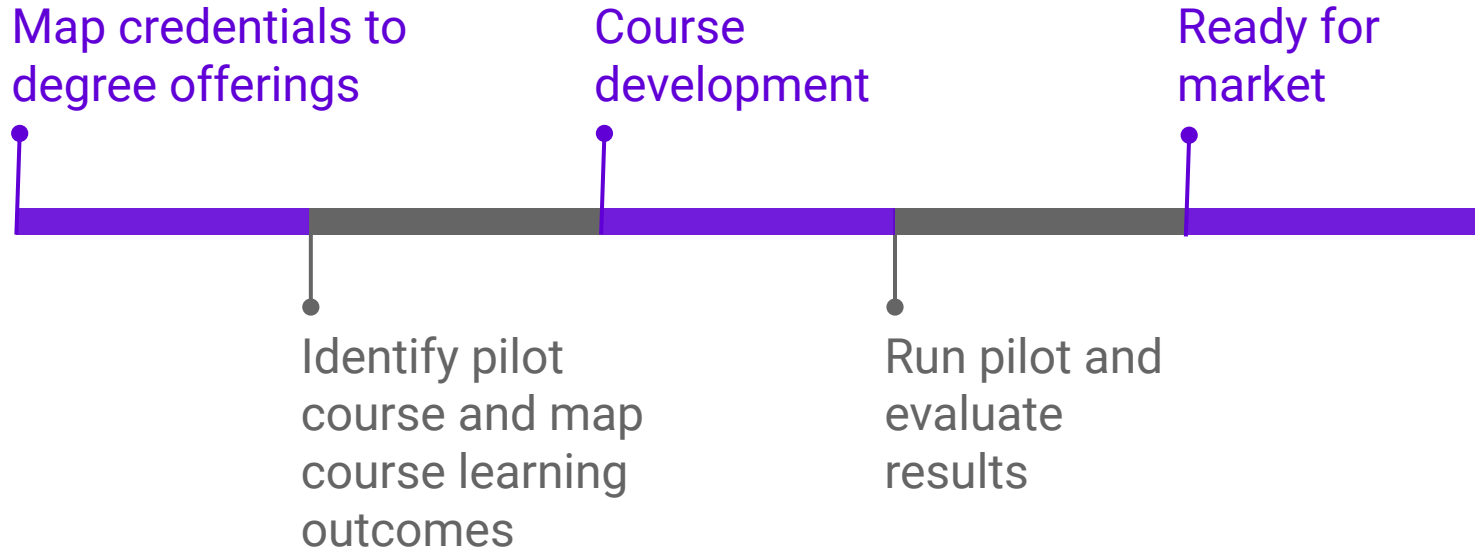| Phase 1	Phase 2	Phase 3	Phase 4
Access Coursera certs at a discount via existing contract with Acadeum; Provide to your existing students, alumni, faculty/staff, workforce development partners and to build lifelong learning.	Accept certs for credit via Prior Learning Assessment (PLA) process to improve yield in your existing enrollment funnel; Acadeum supports your PLA review to boost lead generation.	Make certs co-curricular, by bundling modules into existing for-credit courses; Integrate these co-curricular courses into existing programs as new minors or concentrations; Sell co-curricular courses on the ACS to other institutions.	Acadeum brings you students from other corporate/business partners interested in the co-curricular pathways: ● K-12/Dual Enrollment ● Workforce ● International

New Revenue   **New Products**   **New Demand**

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Action Items

1. Identify learners and methods of delivery
2. Build a budget
3. Work through the logistics
4. Promote your offerings and spread the word

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APPENDIX

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We provide a **network** to the academic community and a **platform** for institutions to register students for courses when needed.

450+ Institutions   **13K Courses Completed**   **77K Course Sections**   **$40M in Recovered Revenue**
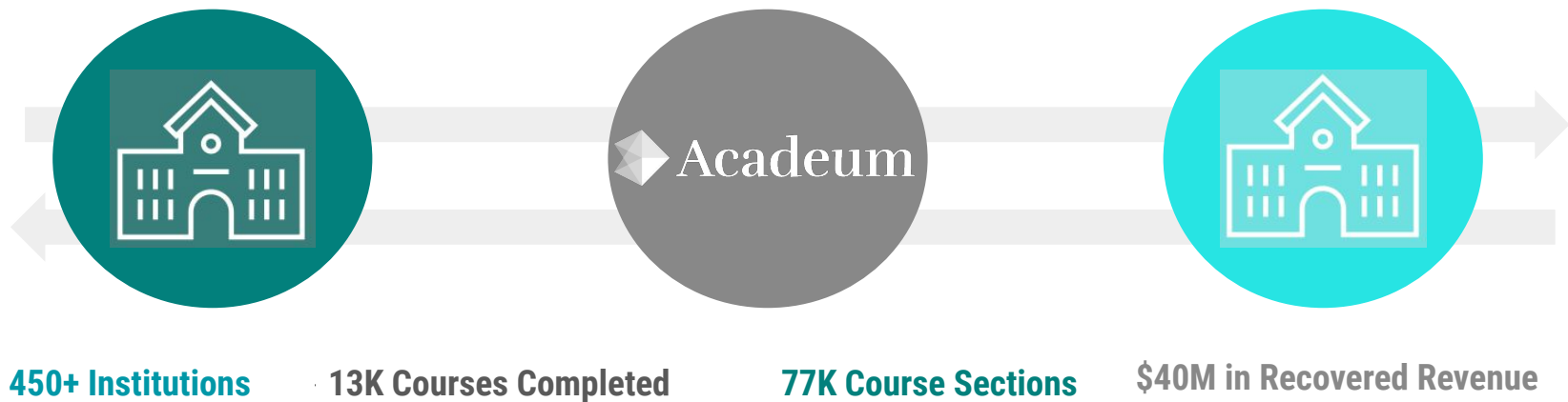
Trends Emerging Through Course Sharing

- Engaging in Collaborative Networks

- Participating in a Digitally Connected Ecosystem

- Maintaining Relevance in a Rapidly Changing World

- Being Responsive and Agile

The Wheel is providing these opportunities to its members with Course Sharing through Acadeum
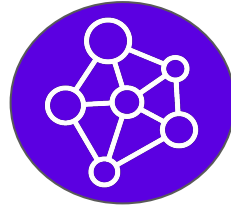
The Acadeum Advantage

Program Sharing

No immediate investment or minimum enrollment

Customize a plan for your institution

Flexible course offerings, start & end dates

Immediate access to a peer network

Expertise & tools to launch quickly

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How Acadeum Improves Retention & Graduation Rates, Enrollment & Revenue

STUDENT SUCCESS

Improve retention and graduation rates with flexibility in offerings

ACADEMIC INNOVATION

Fill gaps and expand programs; diversity learning experiences

INCREASED REVENUE

Keep students enrolled; add new revenue

ACADEMIC EFFICIENCY

Streamline academic processes; reduce expenses

How Acadeum Improves Enrollment

ACADEMIC INNOVATION

Fill gaps and expand programs; diversity learning experiences

- Offer new courses, specializations or concentrations
- Access professional certifications and specialized courses that have embedded industry certificates
- Enhance existing offerings with courses that have integrated the latest tools and technologies
- Build or expand in-demand programs
- Attract new student populations
- Create academic pathways from UG to GR
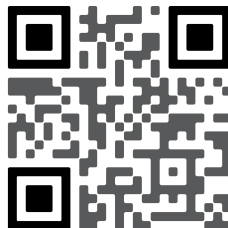
Hear From Your Peers

Drive Academic Innovation
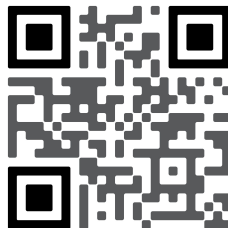
Increase Revenue

Support Student Progress

Create Process Efficiencies