

Introducing Badges, Micro-Credentials, and Certificates with Credit Bearing Programs



Council of
Independent
Colleges

**2022 Institute for Chief Academic Officers
with Chief Financial and Chief Enrollment Officers**



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TENACIOUS. CONFIDENT. FORWARD-LOOKING.



The Council of
Independent Colleges

guidebook



Metz
CULINARY MANAGEMENT

Presenters

D. Nathan Phinney, Vice President for Academic Affairs,
Northwestern College (IA)

Eden Wales Freedman, Vice President for Academic
Affairs and Dean of the Faculty, Clarke University (IA)

Erica Vonk, Director of the Center for Innovation and
Leadership, Northwestern College (IA)

Chair: **Karen Lee**, Provost, Wheaton College

2022 Institute for
Chief Academic
Officers with
Chief Financial and
Chief Enrollment
Officers

The logo for the Institute for Chief Academic Officers (CIC) features a stylized 'C' and 'A' intertwined, followed by the letters 'CIC' in a serif font.

MICRO-CREDENTIALS
AT
NORTHWESTERN
COLLEGE

NORTHWESTERN
COLLEGE





FACILITIES

Our campus consists of
28 major buildings
on approximately
100 acres

STUDENT / FACULTY RATIO

15:1

EMPLOYEES

- Full-time Staff 140
- Full-time Faculty 77

NORTHWESTERN
COLLEGE



Northwestern College is a Christian academic community engaging students in courageous and faithful learning and living that empowers them to follow Christ and pursue God's redeeming work in the world

STUDENT ENROLLMENT

- Full Time Residential 894
- Commuter 244
- Online 528
- Total Enrollment 1666

RETENTION RATES

- Male 75.1%
- Female 84.8%
- Total Overall 79.8%



Stand Out

TOP UNDERGRADUATE ACADEMIC PROGRAMS

- Business
- Education
- Kinesiology
- Biology
- Nursing

TOP GRADUATE & ADULT ACADEMIC PROGRAMS

- Masters in Education
- Grad Endorsements/Certifications
- Online Undergrad Programs
- Physician Assistant Program

CENTER FOR
INNOVATION
& LEADERSHIP
AT NORTHWESTERN



nwciova.edu/innovation-and-leadership



The Center for Innovation & Leadership connects students' ingenuity and organizational leaders' insight to create shared opportunities that serve Christ's kingdom and the common good.

The center invests in communities, organizations and initiatives through collaborative, innovative, Christ-centered leadership development and problem-solving services and opportunities.

5 LAUNCH PROGRAMS

- **Learner to Leader = micro-credentials (08/2021)**
- **Research & Consultancy**
- **Entrepreneur/Business Leader-in-Residence**
- **Innovation Sandbox**
- **Accelerate Siouxland**



**ASSISTANT
DIRECTOR**

Erica Vonk

Josh Van Es

DIRECTOR



MICROCREDENTIALS

- ✓ Mini-qualification or training
- ✓ Shortened time frame
- ✓ Specific focus on demonstrating proficiency in a skill, knowledge, capability, or experience



MICROCREDENTIALS



- ✓ A digital badge is a **visual representation** of the learning accomplished in a microcredential
- ✓ Can be **shared** on social media, displayed on resumes, and added to Credly's digital badge wallet
- ✓ Advantages for hiring & promotion

MICROCREDENTIALS

Why

- ✓ Helps bridge the skills gap
- ✓ Great opportunity for collaboration
- ✓ Aids employers in hiring, tracking, and promotion
- ✓ Valuable source of marketing for NWC
 - Provides value and credibility for our academics
 - Generates engagement by being a gateway to other programs
 - **Creates a place for lifelong learning**

OUTCOMES SO FAR...

- **Enrollment Headcount First Year**

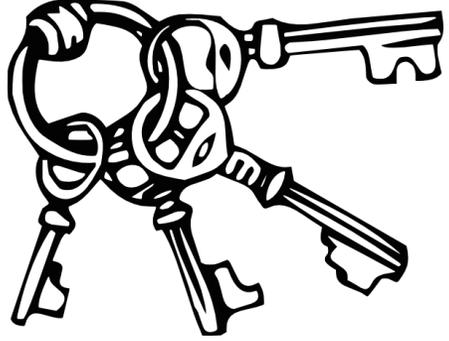
- Internal = 94
- External = 110

- **Financial Income First Year**

- Internal = \$258 (some internal do not pay)
- External = \$24,524

UPDATES ON EFFORTS

- **Franklin Covey = 113 microcredentials**
 - Two Employer Partnerships = 51
 - Accelerate Siouxland = 56
 - Individual Users = 6
- **Compass Center = 4 students**
- **Undergraduate Education Department = 78 students**
- **Conferences = 9 microcredentials**



KEY TAKEAWAYS

- ✓ What has worked
- ✓ Improvements
- ✓ Future dreams...

CareerPLUS+

Introducing Badges, Micro-Credentials, and Certificates with
Credit Bearing Programs

Eden Wales Freedman, PhD

Vice President for Academic Affairs & Dean of the Faculty



OVERVIEW

CareerPLUS+

- **CareerPLUS** offers over 20 “**micro courses**” in key areas of professional development.
- Micro courses are completed online at the student’s own pace.
- Courses can be combined into digital **badges**, a visual representation of earned qualifications and skills.
- Badges can be combined into **Prior Learning Assessment** (PLA) credits that help students secure an online bachelor’s degree, the **Bachelor’s of Applied Studies** (BAS).

EMPLOYERS' NEEDS

- High Retention
- Productivity
- Save Money/Make Money
- Engaged Employees
- Ready for the Future

STUDENTS' NEEDS

- Career Advancement
- Career Pivoting
- Foundational Professional Development
- Occupation-Specific Knowledge
- Recognizable Credentials

ADULT LEARNERS' NEEDS

- Flexibility
- Relevant to Career
- Speed and Convenience
- Affordability
- Digital Resources
- Responsiveness

CLARKE'S MISSION

How does CareerPLUS align with Clarke's mission and values?

› Mission

- › “learning is lifelong and life changing”
- › “contribute to the common good”

› Core Values

- › **Justice:** “respond faithfully to one another”
- › **Education:** “enable persons to reach their full potential”
- › **Freedom:** “Seeking to live authentic lives”
- › **Charity:** “contribute to the well-being of others and the common good”



CAREER+ FEATURES

- Credit-bearing and non-credit bearing pathways
- Focused on professional development and career advancement
- Digital credentials (badges) can be shared via social media, e-portfolios, email signatures, and websites
- Networking opportunities

EMPLOYER RECOMMENDED MICRO COURSES

21ST CENTURY SKILLS



Critical Thinking



Diversity & Inclusion



Communication



Conflict Management



Leadership



Data Analysis & Interpretation



Navigating Change



Innovation

MICRO COURSE FEATURES

- 4-8 week self-paced courses
- Asynchronous, online
- Offer “bite-sized” training: 1-2 hours/week or 20 minutes/day
- Professional development for students at all stages of life/career
- Developed and facilitated by local subject matter experts
- Responsive to employer feedback
- No pre-requisites
- Affordable (\$465/credit)

INSIDE THE MICRO COURSE

- Local expert facilitators provide personalized feedback.
- Learning unit quizzes (80% pass-rate required) but no final grades or required assignments
- Online discussion boards
- Optional conference call in Week 4 or 8 with facilitator
- Certificate of completion after each course and/or badge

PATHWAY OPTIONS


MICRO COURSE

1 Micro Course
= 15 Hours



BADGE

3-4 Micro Courses
= 1 Badge

1 Badge
= One 3-Credit Course



**AA and/or
BAS DEGREE**

Associate of Arts
= 62 Credits

**Bachelor of
Applied Science**
= 124 Credits

BADGE OPTIONS

- Diversity and Inclusion
- Emerging Leadership/Emotionally Intelligent Leadership
- Data Analysis and Interpretation
- Professional Writing/Professional Speaking
- Spirituality

BAS DEGREE

- › Affordable (\$465/credit hour), online, relevant
- › 2-3 years to completion
- › Pathways: Leadership & Management or Strategic Marketing & Public Relations
- › To pursue the BAS, a student must hold an AA/AS degree. Those without an associate's degree can pursue an AA/AS first through Clarke
- › Designated CareerPLUS micro courses and badges are aligned with credit-bearing Clarke undergraduate courses, allowing courses and badges to convert to academic credit through PLA

ADAPTATIONS

- ▶ 8-week v. 4-week courses that provide the same content and hours of engagement but allow participants to complete the course in 1-2 hours v. 4 hours per week.
- ▶ On-demand, self-guided courses without facilitation.
- ▶ Customized professional development in bite-size modules to answer requests for 60-90 minutes of content at a time.
- ▶ Partnered with Education and Nursing to offer BAS courses to students enrolled in accelerated programs.
- ▶ Business is working with CareerPLUS to offer BAS courses to students in online programs.

COMMUNITY+

- › In 2022, launched **CommunityPLUS**, which facilitates business and community partnerships.
- › Partners organize on-site “lunch and learns” for Clarke to highlight professional development opportunities, adult degree programming, and project collaborations.
- › Partners send emails to employees about opportunities at Clarke.
- › Partner benefits include tuition and conference- and event-space discounts.
- › Partner logos appear on the CommunityPLUS website.
- › Establishing partnerships helps secure connections with local businesses to grow investment in Clarke.

SUCCESS!

- › 24 micro courses with more in development
- › 7 digital badges
- › 484 registrants in micro courses
- › 14 enrolled BAS students
- › 13 students in our “Future Women in Leadership” Program
- › First BAS graduate, '22.

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Q&A Time...

Center for Innovation & Leadership

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CONTACT INFORMATION

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Clarke.edu/CareerPlus



**Institute for
Professional Excellence**
Clarke University
Career Services Office
Schrup Library, Lower Level

CareerPLUS+



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THANK YOU



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