

# Empowering Futures: Enhancing the Undergraduate Experience Through the Use of Industry-Recognized Credentials

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# Overview

- Texas Credentials for the Future
- Overview of Current and Planned Microcredentialing Efforts
- Q&A



# Texas Credentials for the Future: Where we Came From and Where We're Going

2020-2021

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2021-2022

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2022-2023

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Key and growing trends

- Skills gaps
- Job shifting
- Digital transformation, AI and automation
- Public confidence in higher education
- Inequities in postsecondary value

Established Texas Credentials for the Future Task Force (May 2020)



The University of  
Texas System

# SeekUT Historical Data for UT Majors

**SEEK UT UNDERGRADUATE NATIONAL**

To get started select field(s) and institution that interests you below. Use the tabs on the right to explore other sections of the report. Use reset buttons to start over.

Note: If there are not enough data points for selected items, no graph will appear.

**Step 1) Select Field(s) of Interest**

Psychology, General  
psychology  
 Psychology  
 Psychology, General

Click button to start over ->

Summary Earnings by Percentile Percent with Loans National Earnings Trend Other Reports

Reset

**How much do UT graduates earn nationally, and how much do they owe in student loans? How much do earnings vary for UT graduates with the same major?**

UT Arlington

**1st-, 5th-, 10th-Year Median Earnings and Median Loan**

● 1st-Year Median Earnings ● 5th-Year Median Earnings ● 10th-Year Median Earnings ● Median Loan

Category	Value
1st-Year Median Earnings	\$28K
5th-Year Median Earnings	\$49K
10th-Year Median Earnings	\$64K
Median Loan	\$28K

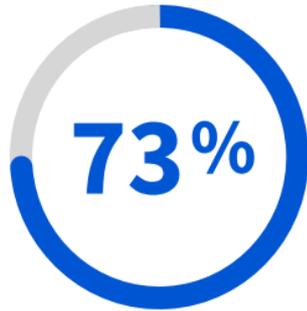
Psychology, General

Major For More Information  
Psychology, General <http://www.uta.edu/psychology/>



# The Opportunity: Student Interest in Career Readiness

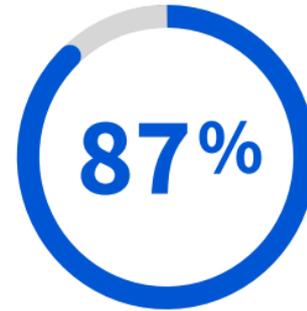
Students are **prioritizing career preparation**



Of students surveyed said an important factor of their post-high school path was whether there is a **direct path to a career**.

**#3**  
most important  
factor

Career preparation is **the 3rd most important factor** in university choice, after academic strength and affordability.



Of students surveyed indicated they are likely or very likely to obtain a **professional certificate** as part of their studies.

Source: ECMC, 2021, Eduventures Research, 2020, Cibly/Coursera study, May 2022



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# The Opportunity: Majors with Tech-related Skills

## The opportunity for students and educators

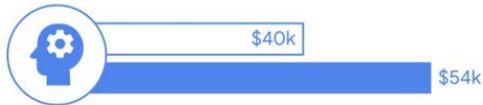
**Sociology majors** who acquire UX/UI design skills can **increase their entry-level salary by 32%.**



**History majors** who acquire data analysis skills can **increase their entry-level salary by 38%.**



**Psychology majors** who acquire IT management skills can **increase their entry-level salary by 35%.**



**English language & literature majors** who acquire project management skills can **increase their entry-level salary by 29%.**



Source: Emsi Burning Glass: Last full year, Jan. 1, 2020 - Dec. 31, 2020



# Texas Credentials for the Future: Where we Came From and Where We're Going

## 2020-2021

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## 2021-2022

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Received Strada grant to to embed industry microcredentials into undergraduate experiences

Pilots took place across all 8 academic institutions

Developed professional development and capacity building efforts

Executed first agreement with Coursera (July 2022)

## 2022-2023

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# Beyond Completion Challenge

\$10 million grant challenge to improve equitable student outcomes beyond college completion.



# Phase 1 Indicators of Success

Redesign of 19 undergraduate programs to include industry-recognized microcredentials and/or skill badges for high-demand, high-quality careers

100% of microcredentials offered at no cost to students

Approximately 2,500 students, including 1,731 underrepresented minority students enrolled in microcredentials

92% of UT students surveyed believed pairing an industry credential with their degree would help them secure a high-quality entry-level job upon graduation



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## 2022-2023

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Received Strada grant 2.0 to expand efforts

Expanded professional development and capacity building efforts

Expanded agreement with Coursera (July 2023)

Executed agreement with Steppingblocks Graduate Outcomes Explorer

Executed agreement with CAEL to build capacity for Credit for Prior Learning



# “Broadly Educated, Specifically Skilled”



The screenshot shows a news article on the University of Texas System website. At the top left is the university's logo and name. To the right is a navigation menu with links for ABOUT, NEWS, INSTITUTIONS, REGENTS, LEADERSHIP, and OFFICES. Below the navigation is a breadcrumb trail: Home > News Center. The main headline reads "UT System receives \$1.5 million grant to expand microcredential initiative". The sub-headline states: "Three-year grant from Strada Education Foundation will support the expansion of Texas Credentials for the Future to further expand microcredential opportunities that give graduates a competitive edge in the workforce". The date is "TUESDAY, JANUARY 17, 2023". There is a share button with icons for Facebook, Twitter, and LinkedIn. The article text begins: "AUSTIN, Texas - The University of Texas System has been awarded a Phase 2 grant through Strada Education Foundation's \$10 million [Beyond Completion Challenge](#). Strada awarded the \$1.5 million grant as part of an effort to support higher education institutions substantially expand promising efforts to improve long-term outcomes for many more students, especially those who historically have faced the greatest barriers in education and the workforce." A quote follows: "It is an honor to be awarded a Phase 2 grant from the Beyond Completion Challenge," UT System Chancellor James B. Milliken said. "In the one year since receiving our initial grant, University of Texas System campuses have been hard at work implementing our Texas Credentials for the Future program, which is opening doors for students at all eight UT academic institutions to obtain a competitive edge in the labor market as they transition into the workforce. We have exciting plans to maintain this momentum in the years to come, partnering with industry, government and other key stakeholders to effectively meet the demands of Texas 'growing population and future workforce."

# Goals



By December 2025, provide industry microcredentials and/or skills badges to at least 30,000



Measurable impacts on post-completion outcomes, including job placement, earnings, and learner perceptions of value



# Phase 2 Grant: Capacity and Infrastructure Development Support

- 4-week, online asynchronous course developed by [Skyepack](#) with optional live sessions
- \$500 stipends for completers
- 98 enrolled in 2022 with a 79.6% completion rate
- 107 enrolled in 2023 with an 80% completion rate
- Open access, self-paced version now available

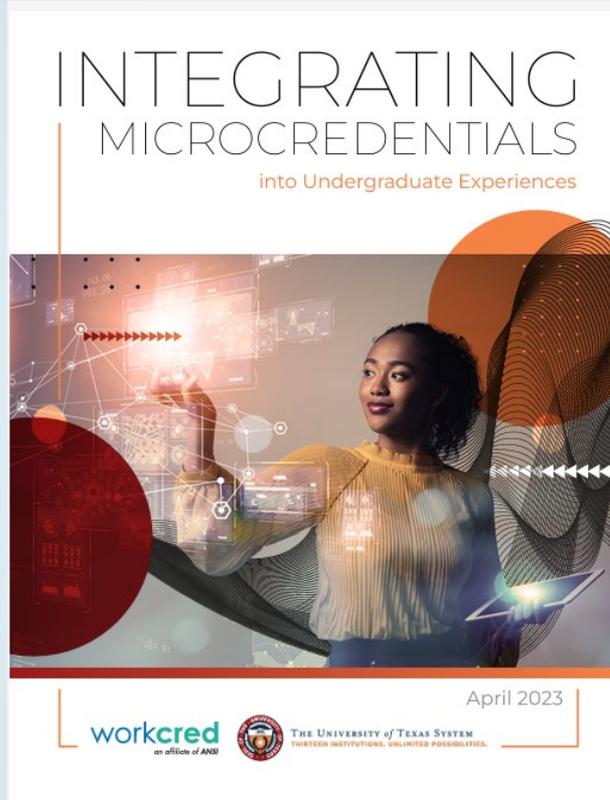


# Phase 2 Grant: Capacity and Infrastructure Development Support

- [WorkCred](#) workshops focused on helping institutions develop and adopt best practices related to microcredentials and skills badges
- [Council for Adult and Experiential Learning \(CAEL\)](#) workshops to support capacity building and collaboration around Credit for Prior Learning (CPL) as a strategy to award credit to prior completers of relevant microcredentials



# WorkCred Microcredentialing Report



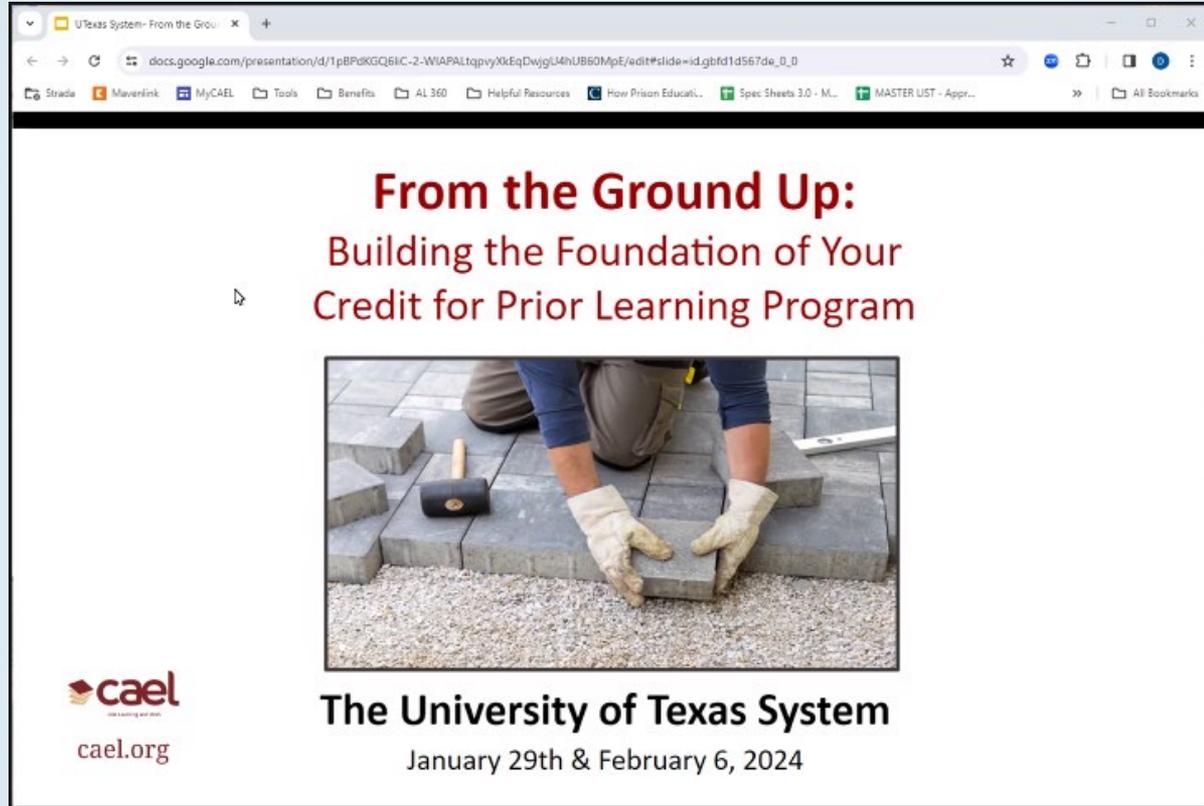
Visit:

<http://tinyurl.com/WorkCredMicroCredReport>



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# CAEL Workshops



The screenshot shows a web browser window displaying a Google Slides presentation. The browser's address bar shows the URL: docs.google.com/presentation/d/1pBPdKGGQeIC-2-WIAPALtqpyXkEqDwjgU4hJB60Mpe/edit#slide=id.gbdfd1d567de\_0\_0. The presentation content includes:

- Title:** From the Ground Up: Building the Foundation of Your Credit for Prior Learning Program
- Image:** A photograph of a person wearing work clothes and gloves, kneeling on a gravel surface and laying large, grey rectangular stones to form a foundation. A mallet and a level are also visible.
- CAEL Logo:** The logo for CAEL (Center for Assessment, Evaluation, and Learning) is located in the bottom left corner of the slide.
- Organization:** The University of Texas System
- Dates:** January 29th & February 6, 2024



# Coursera Career Academy Professional Certificates

## Available Now

### Software & IT roles

### Data roles

### Business roles

 IT Support 	 Back-End Developer	 Data Analytics 	 Project Management 	 Social Media Marketing 
 Cybersecurity	 Front-End Developer	 Data Analyst 	 Digital Marketing & E-commerce 	 Marketing Analytics
 Back-End Developer 	 Database Engineer	 Data Analytics with Excel and R 	 UX Design 	 Bookkeeping
 Full Stack Software Developer 	 Mobile App Developer (iOS)	 Data Science 	 Sales Development Representative 	 Sales Representative
 DevOps and Software Engineering 	 Mobile App Developer (Android)	 Data Engineering 	 Sales Operations 	 Bookkeeper
 Cybersecurity Analyst 	 Technology Consultant	 Data Warehouse Engineer	 Career Coach and Navigator	 Customer Consulting and Support
 Technical Support	 Network Engineering		 Project Manager	 Call Center Customer Service
 IT Project Manager	 Cybersecurity Analyst		 Human Resource Associate	 Retail Customer Service

**UTA** STUDENT LIFE ACADEMICS ADMISSIONS RESEARCH ATHLETICS NEWS ABOUT **APPLY**

## COURSERA CAREER ACADEMY

Enhance your qualifications for the job market with free access to 40 professional certificates from leading companies such as Google, Salesforce, IBM, Meta and Intuit through the Career Academy on Coursera platform.

**CURRENT STUDENTS** **FACULTY AND STAFF**



eLearning Help Desk 866-588-3192

**UTD**

Institution Page

Yuliana Butchko

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**UTD** COURSERA

**THE UNIVERSITY OF TEXAS AT DALLAS** **coursera**

UT Dallas invites all faculty and staff to explore the Career Academy from Coursera. Choose from over 29 different career paths offering professional-level certificates from Google, IBM, and many more. To explore your new Coursera Career Academy professional development opportunities, click on one of the links below.

[Faculty Link](#)

[Staff Link](#)

\*These links are for faculty and staff only. Please do not share with students or alumni.

**Resources**

- To join UTD's Coursera program follow [this guide](#).
- Faculty interested in embedding courses or modules into their UTD Courses follow [this guide](#).
- For technical assistance in setting up Coursera, please email [microwadentab@utdallas.edu](mailto:microwadentab@utdallas.edu).

## Microcredentials

Learn more about microcredentials offered by UT Tyler



**UT Tyler**  
THE UNIVERSITY OF TEXAS AT TYLER

# Coursera Career Academy

**Explore Careers**

**UTEP** **UTEP CONNECT**  
Extended University

ABOUT ▾ WHY STUDY ONLINE ▾ ONLINE PROGRAMS ▾ PROSPECTIVE STUDENTS ▾ TUITION AND FEES ▾ CURRENT STUDENTS ▾ **MY UTEP** RESOURCES FOR ▾ QUICK LINKS ▾

CURRENT STUDENTS

- Newly Admitted Students
- New Student Orientation
- Advising Process
- Graduation
- Coursera Career Academy

**TUITION AND FEES**

**ACADEMIC CALENDAR**

**BLOG**

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## Coursera Career Academy

Currently enrolled students, faculty and staff may pursue Coursera Career Academy certificates at no cost to them. These certificates complement many areas of study and provide skills useful in a variety of careers. UTEP credentials will be used to complete one certificate at a time before moving on to another. Certificates are also available to UTEP alumni at no cost.



Available Certificates    How to Register    Contact Information



# Marketing Matters

From Chiho Sawada, Assistant Director of Internships and Career Experiences, Texas Career Engagement, UT Austin:

“During the week prior to the distribution of the September Newsletter (Sep. 19), TCE received 43 Coursera enrollments requests; during the week following we received 202 Coursera enrollments requests.

During the week prior to the distribution of the October Newsletter (Oct. 17), TCE received 67 Coursera enrollments requests; during the week following we received 111 Coursera enrollments requests.”



## Get Career-Ready with Coursera

Looking to add specific career skills to your resume? Earn a certificate in the career field of your interest with Coursera! The **UT Coursera Program** provides Longhorns with **free** access to online learning and professional certificate programs. Undergraduates can explore options in Coursera's Career Academy or Top Tech catalogs.

**Career Academy** offers a variety of certificates and courses covering nearly 30 job roles. Certificates are designed by leading companies such as Google, IBM, Intuit, Meta, PwC and Salesforce.

**Top Tech** offers a curation of the top technology tools used in the current job market, along with topics related to technology fields such as AI, IoT and data visualization.



**coursera**

Learn high-demand career skills by earning certificates designed by industry-leading companies.



Enroll Today

# Digital Wallet & CLR Pilot



# Research Questions include...

- Do UTS students who earn industry-recognized credentials have positive perceptions about the overall value of their industry-recognized credentials? Are their perceptions better than their counterparts who did not earn such credentials?
- Do UTS alumni who earned industry-recognized credentials have better employment outcomes (e.g., more interview opportunities, higher estimated salaries) compared to UTS alumni who have not earned industry-recognized credentials?
- What perceptions about digital wallets and CLR's do UTS students and alumni have and how do they use these resources in their job exploration efforts?

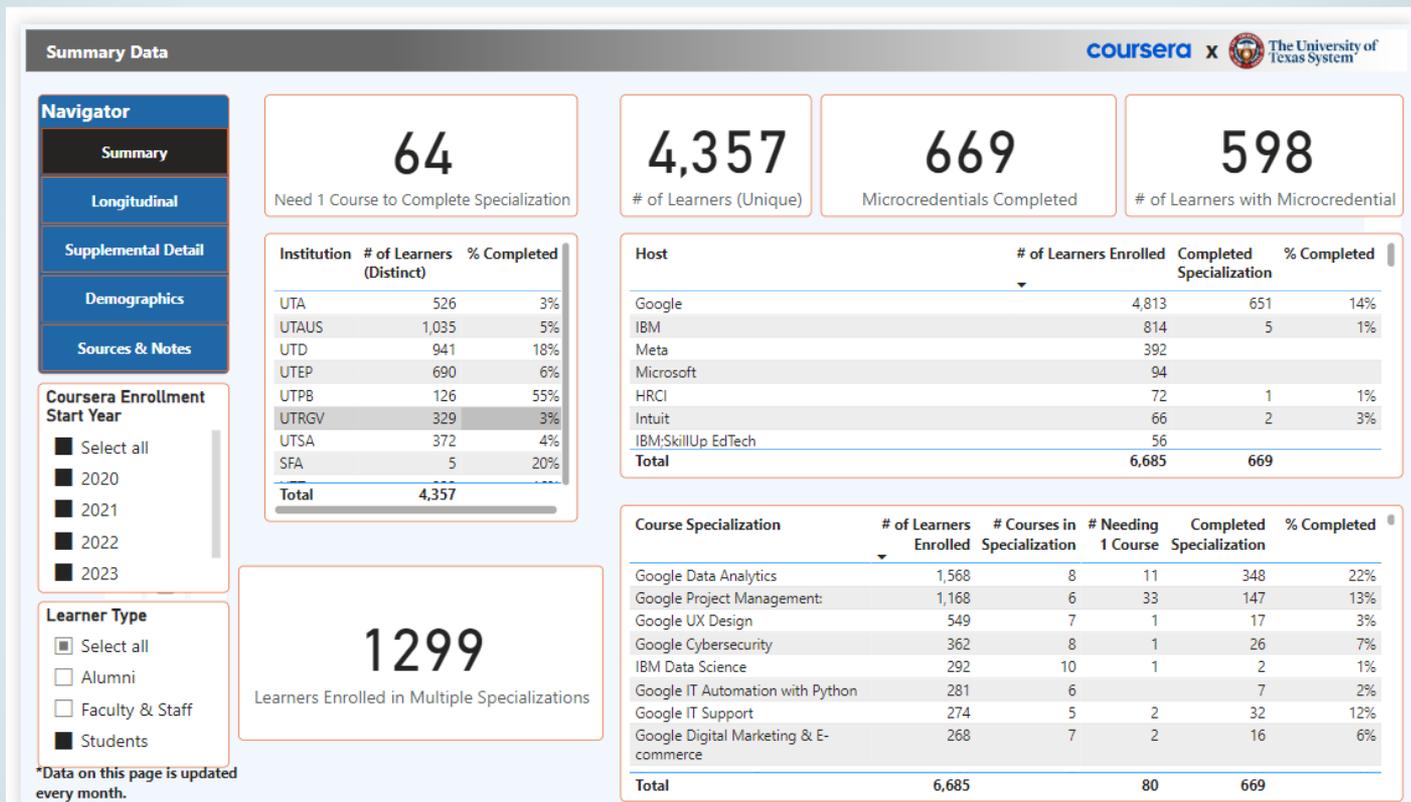


# Current Data Gathering Activities

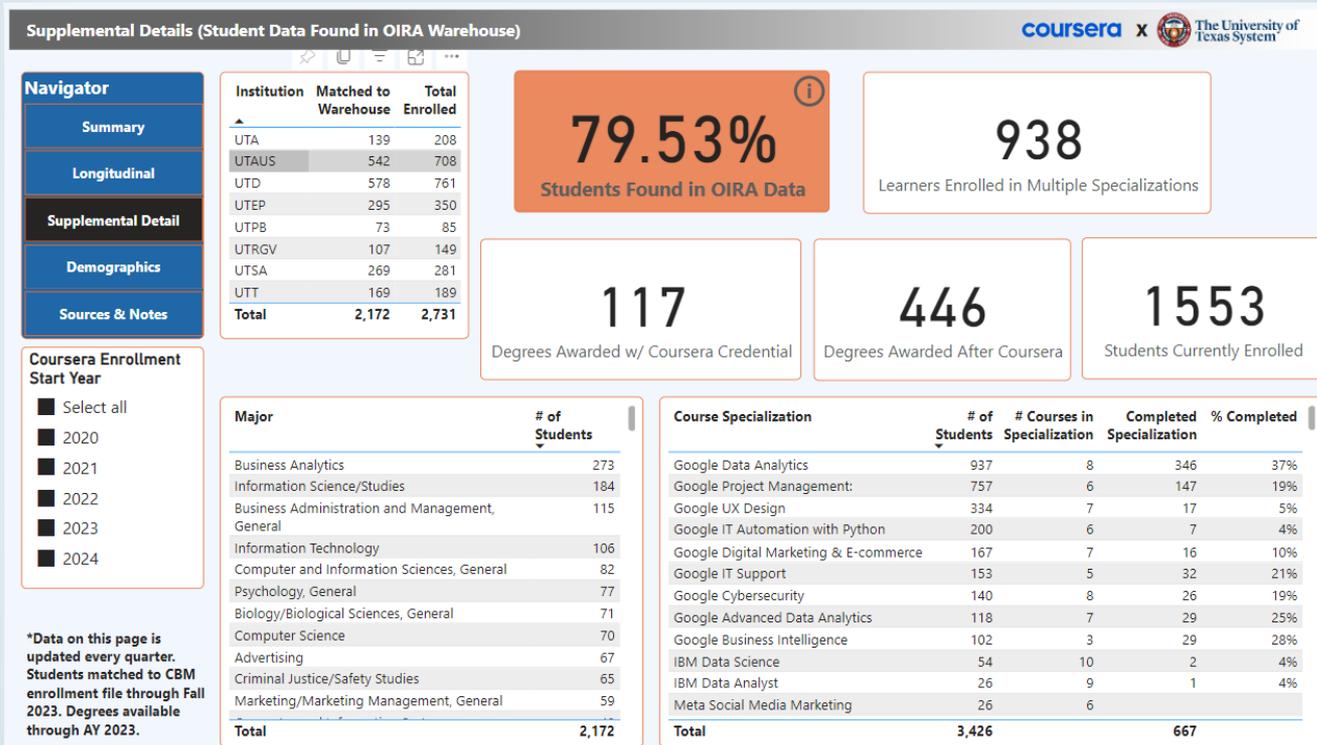
- Update current Power BI Coursera dashboard using monthly Coursera microcredential enrollment and completion data
- Collaborate with the appropriate grant project leads and/or their designate(s) to identify and track academic skill badge earners
- Collaborate with campus IR leaders to securely obtain demographic data (e.g., gender age race, ethnicity) and other data (major, graduation year) from the system data warehouse



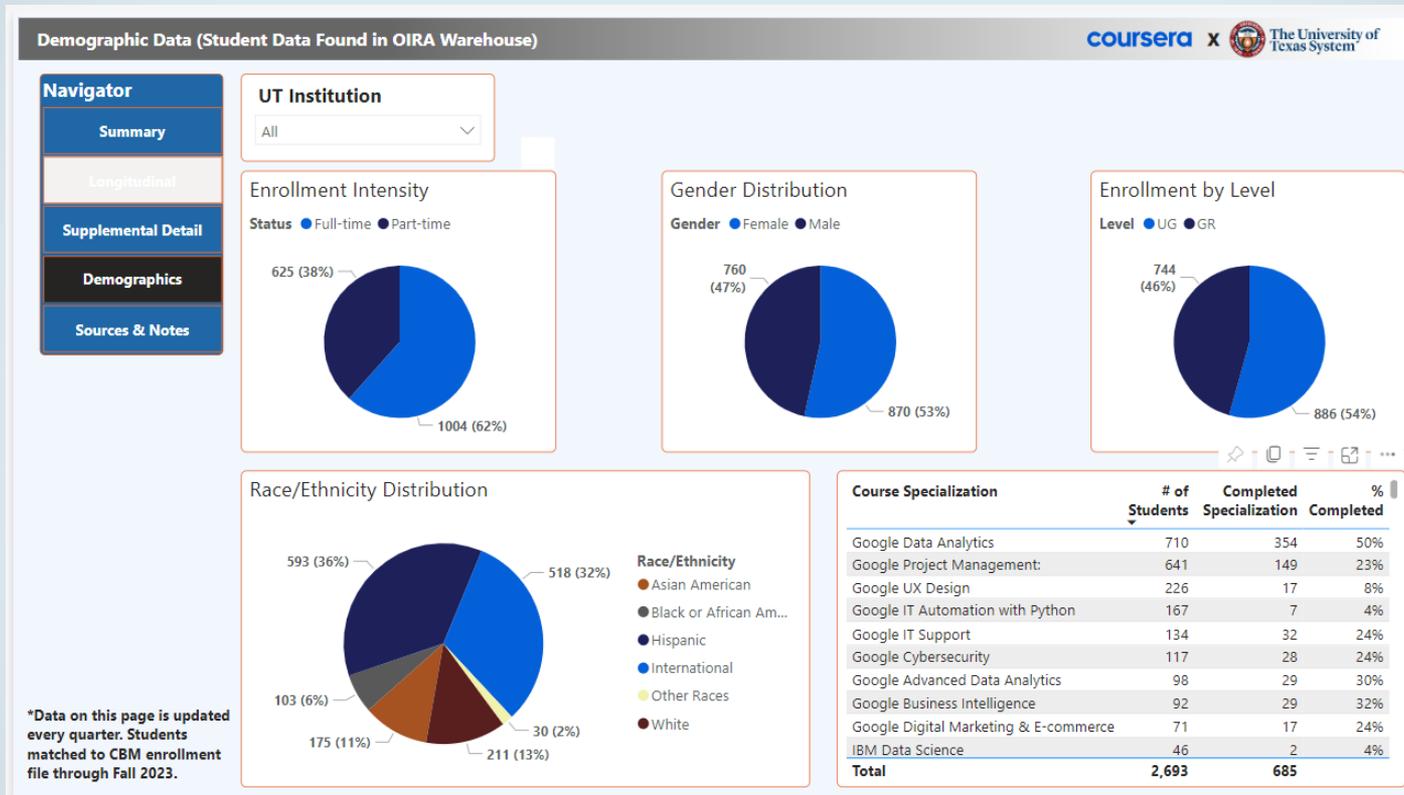
# Summary Data



# Supplemental Details: Coursera Students Matched in OIRA Data Warehouse



# Demographics View

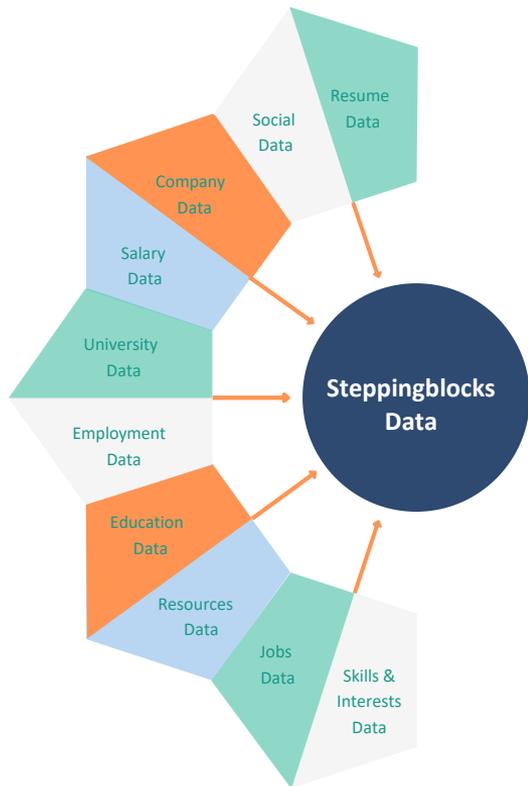


# Upcoming Data Gathering Activities

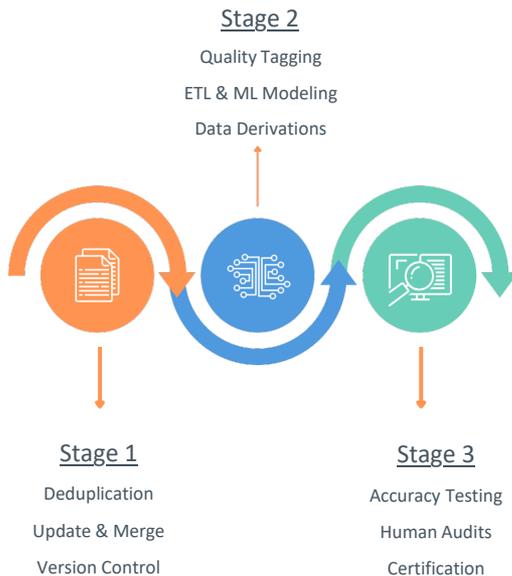
- Create and deploy online surveys to assess
  - Student satisfaction with access to and use of digital wallet and/or comprehensive learner record (CLR)
  - Alumni satisfaction with their microcredentials and/or skill badges and applicable supports (e.g., student coach, CareerCircle resources)
  - Faculty and staff satisfaction with professional development opportunities
- Use Steppingblocks' AlumniLink to track UT microcredential learners to determine their job outcomes over time



## DATA ACQUISITION



## DATA PROCESSING



## INSTANTANEOUS APPLICATION DATA

130+ Million Profiles



25+ Million  
Companies

7,000+  
Colleges/Universities



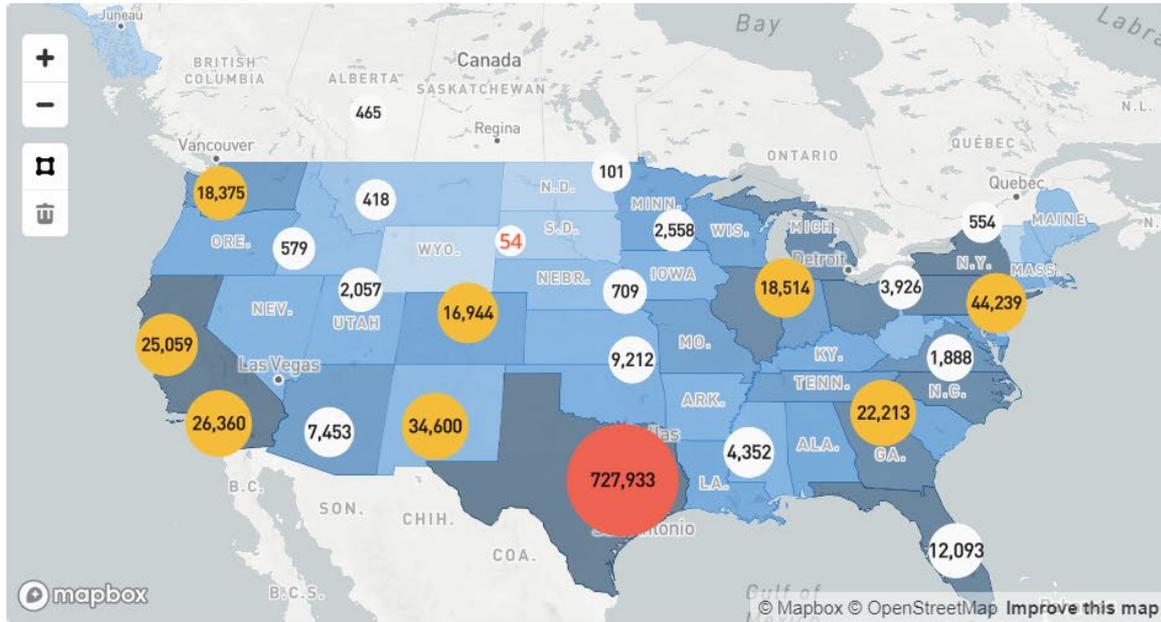
The University of  
Texas System

Steppingblocks

# Tracking Alumni Job Outcomes Using Steppingblocks

## Alumni Geography

Alumni counts displayed with bubbles, and local population shown with variable color on state and county levels.



## Summary Stats

Summary of the selected alumni population.

Alumni	1,073,815	Avg. Salary	\$92,758
Veterans	36,833	Avg. Years Experience	16
Masters Degrees	236,296	Doctorate Degrees	47,791

♂ 54%

♀ 46%



# Microcredential Articles and Resources

kelvin\_bentley Pro

## Microcredentials, Skills Badging, LER's, and Credit for Prior Learning R...

Here is a curated list of resources about the use of microcredentials and related topics.

Learner Employer Records   Microcredentials and Skills Badging   Credit for Prior Learning

169 bookmarks Custom sorting



### The Path Forward for Non-Degree Credentials: Landscape Analysis, Challenges and Innovations

The Project on Workforce at Harvard Summer Fellowship Series This report is a product of the Project on Workforce's Summer Fellowship Program, a short-term research and policy opportunity for Harva...

#### What are the objectives of the SkillsFWD initiative?

The digitization of education and employment is already well underway. Right now, we have tremendous opportunity and responsibility to make sure it is done right, with equity at its heart. SkillsFWD will assist faculty and administration teams working to solve challenges to Learning and Employment Records (LERs) adoption and engage key stakeholder groups in developing systems that enable more learners and workers to access quality education and career opportunities. Grantees will be expected to align their proposed interventions and desired outcomes with the five objectives of the SkillsFWD initiative:

1. Launch LER (Recycle) microcredentials that successfully connects learners and workers to education and workforce opportunities, and lay the groundwork to scale Recycle LER infrastructure across the learning and working ecosystem;
2. Define and demonstrate a clear value proposition for one or more stakeholders to develop, issue, use and adopt LERs;
3. Generate insights, metrics and outcomes to demonstrate the success of proposed LER ecosystem interventions, such as progress towards interoperability and progress through the lifecycle, from developing and issuing digital records to adoption and use;
4. Identify outstanding needs for additional research, technical assistance and coordination to enable mass adoption of skills-based learning systems that utilize LER tools; and
5. Inform state and national policy changes needed to overcome barriers to equitable LER infrastructure adoption, such as recommendations related to quality assurance of digital credentials in career pathways, data interoperability, increasing trust through policies...



### Stackability Guide: Building Credential Connections Within Institutions

#### Stackability Guide: Building Credential Connections Within Institutions - Education Strategy Group

Education Strategy Group is pleased to release a new resource to help higher education institutions increase the likelihood that learners earn credentials that "stack" upon each other, enabling them to ..

Visit: <https://tinyurl.com/microcredresources>



# UT System Microcredentialing Community of Practice



Microcredentialing Community of  
Practice



Visit:

[tinyurl.com/microcredresources](https://tinyurl.com/microcredresources)



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# Questions and/or Feedback?

## Contact Information:

- Email: [kbentley@utsystem.edu](mailto:kbentley@utsystem.edu)
- Calendly Link: <https://calendly.com/kelvinbentley>

