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

Kelvin Bentley, Program Manager, UT System Office of Academic Affairs

March 7, 2024

The University of Texas System
THIRTEEN INSTITUTIONS. UNLIMITED POSSIBILITIES.

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

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)

2021-2022

2022-2023

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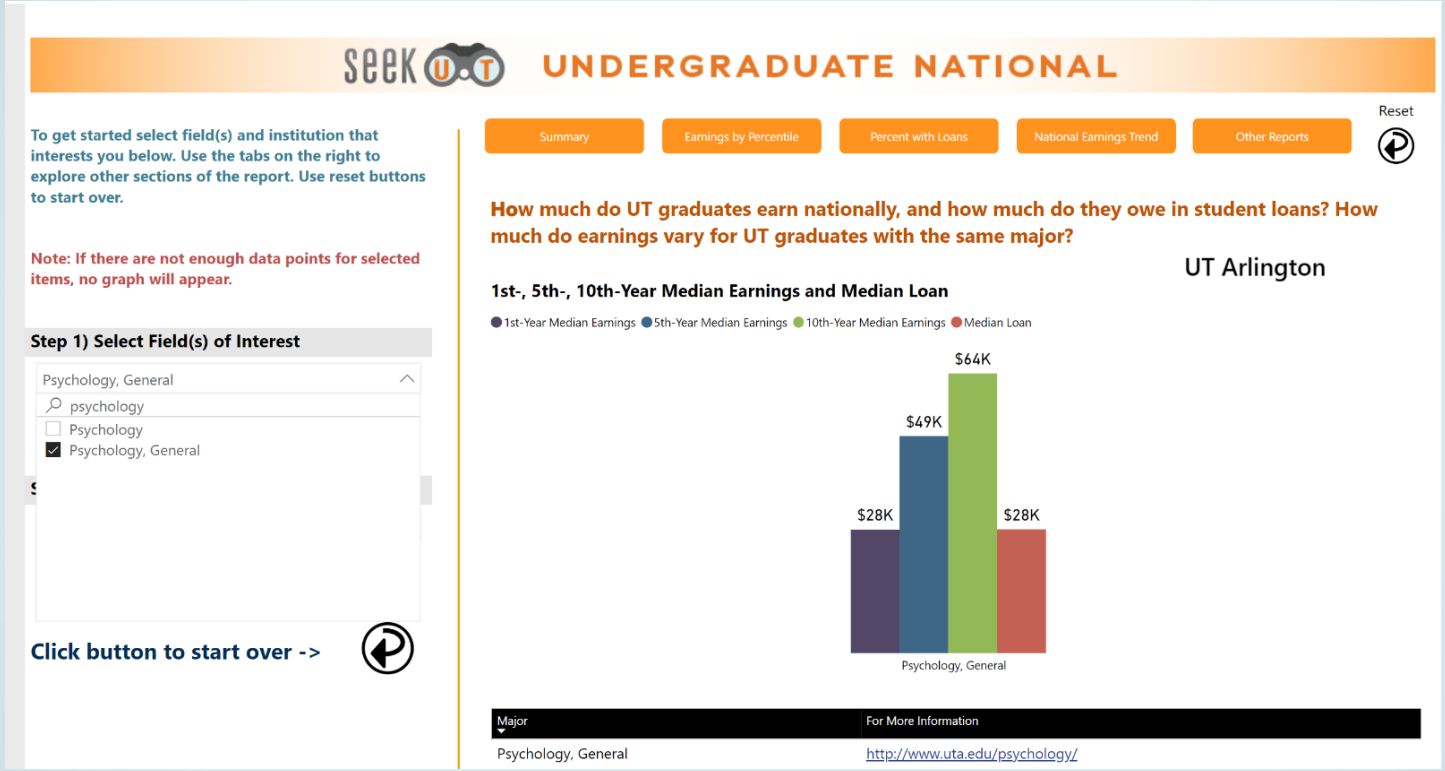
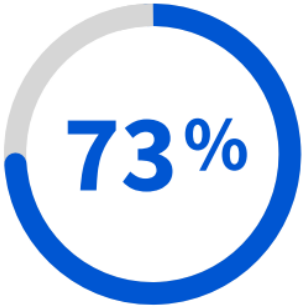
SeekUT Historical Data for UT Majors



Visit: https://seekut.utsystem.edu/

The Opportunity: Student Interest in Career Readiness

Students are **prioritizing career preparation**

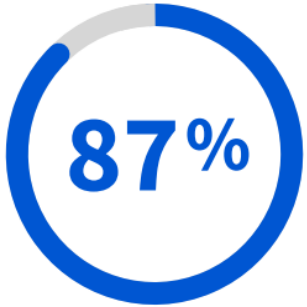


Of students surveyed said an important factor of their post-high school path was whether there is a **direct path to a career**.

#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, Cibyl/Coursera study, May 2022

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

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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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Strada
EDUCATION
FOUNDATION
WHO WE ARE
OUR PRIORITIES
OUR WORK
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

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 University of Texas System

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UT System receives $1.5 million grant to expand microcredential initiative

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

TUESDAY, JANUARY 17, 2023

Share

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.

“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

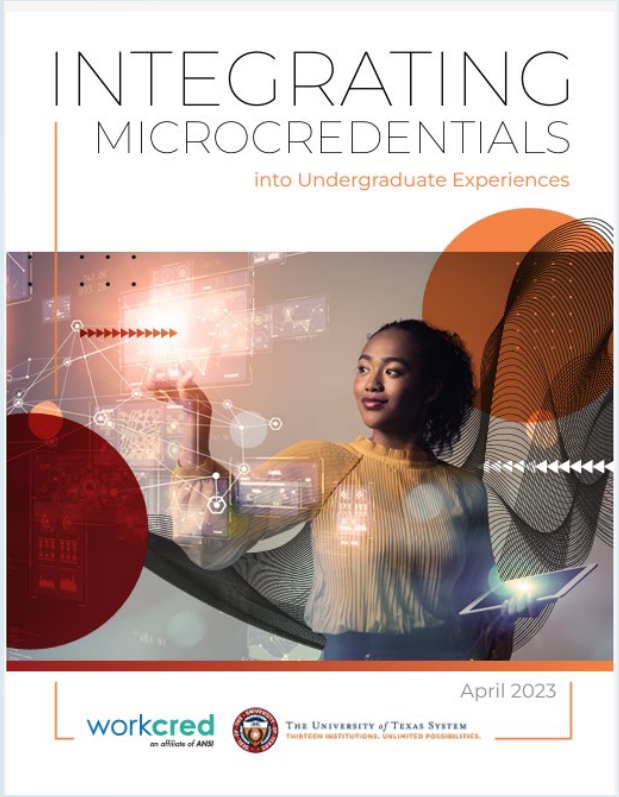
- 4-week, online asynchronous course developed by Skyepack with optional live sessions
- $500 stipends for completers
- 98 enrolled in 2022 with a 79.6% completion rate
- 107 enrolled in 2023 with an 80% completion rate
- Open access, self-paced version now available

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

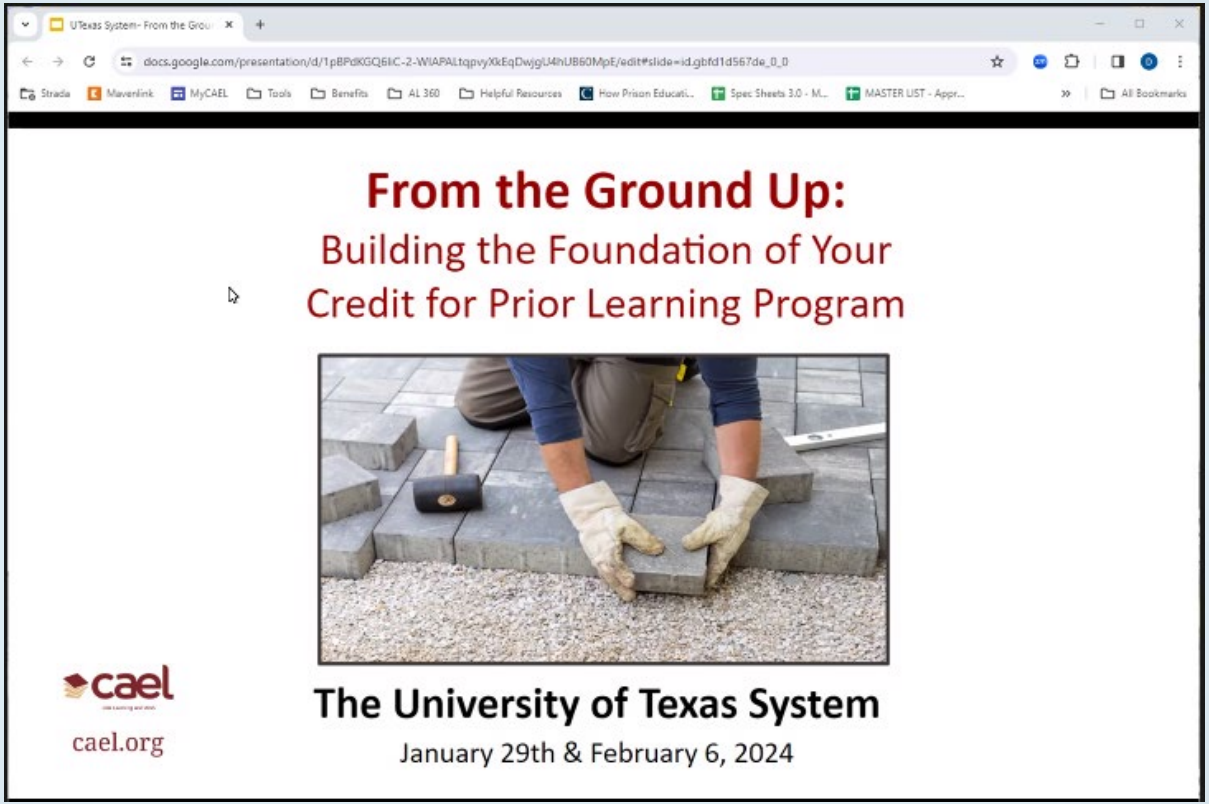
- Council for Adult and Experiential Learning (CAEL) workshops to support capacity building and collaboration around Credit for Prior Learning (CPL) as a strategy to award credit to prior completers of relevant microcredentials

WorkCred Microcredentialing Report



Visit:
http://tinyurl.com/WorkCredMicroCredReport

CAEL Workshops



Coursera Career Academy Professional Certificates

Available Now

Software & IT roles

- IT Support (ACE)
- Cybersecurity
- Back-End Developer (IBM) (ACE)
- Full Stack Software Developer (IBM) (ACE)
- DevOps and Software Engineering (IBM)
- Cybersecurity Analyst (IBM) (ACE)
- Technical Support (IBM)
- IT Project Manager (IBM)
- Back-End Developer (Meta)
- Front-End Developer (Meta)
- Database Engineer (Meta)
- Mobile App Developer (iOS) (Meta)
- Mobile App Developer (Android) (Meta)
- Technology Consultant (SAP)
- Network Engineering (Akamai)
- Cybersecurity Analyst

Data roles

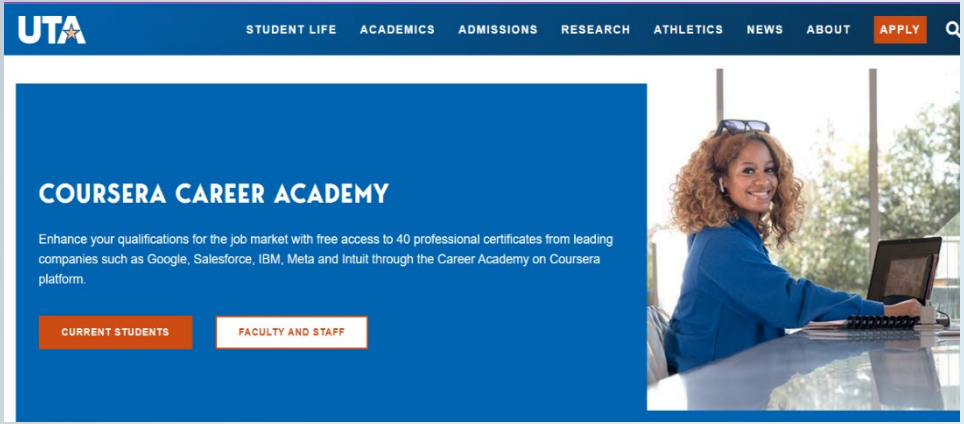
- Data Analytics (ACE)
- Data Analyst (IBM) (ACE)
- Data Analytics with Excel and R (IBM) (ACE)
- Data Science (IBM) (ACE)
- Data Engineering (IBM) (ACE)
- Data Warehouse Engineer (IBM)

Business roles

- Project Management (ACE)
- Digital Marketing & E-commerce (ACE)
- UX Design (ACE)
- Sales Development Representative (ACE)
- Sales Operations (ACE)
- Career Coach and Navigator
- Project Manager (IBM)
- Human Resource Associate
- Social Media Marketing (Meta) (ACE)
- Marketing Analytics (Meta)
- Bookkeeping
- Sales Representative (HubSpot)
- Bookkeeper
- Customer Consulting and Support (Akamai)
- Call Center Customer Service (CVS Health)
- Retail Customer Service (CVS Health)

ACE The University of Texas System

Degree credit recommendation from American Council on Education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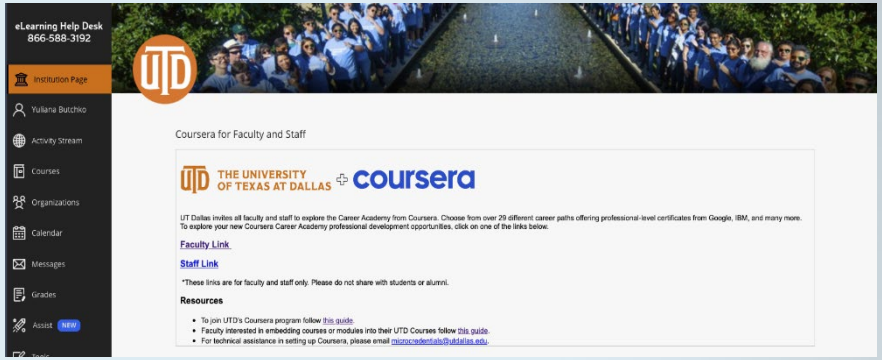
CURRENT STUDENTS
FACULTY AND STAFF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Coursera for Faculty and Staff
THE UNIVERSITY OF TEXAS AT DALLAS
coursera
UT Dallas invites all faculty and staff to explore the Career Academy from Coursera. Choose from over 29 different career paths offering professional-level 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 microcredentials@utdallas.edu.

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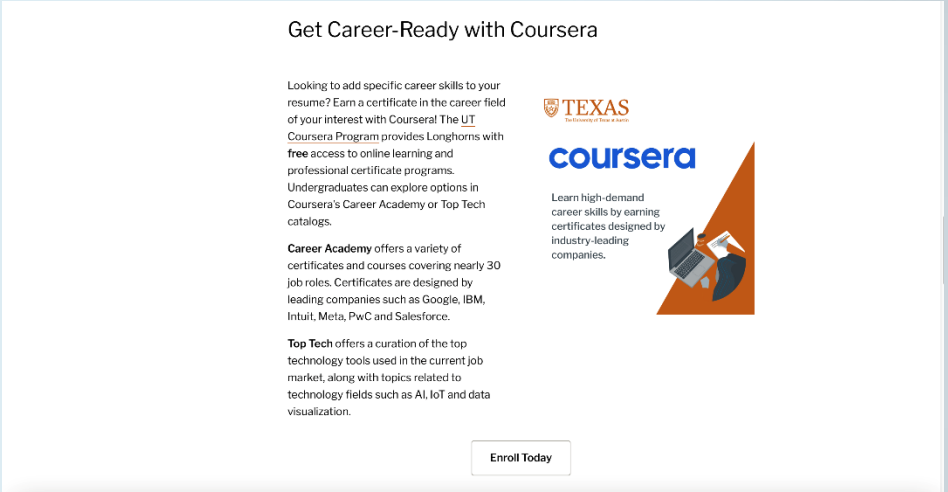
Coursera Career Academy
Currently enrolled students, faculty and staff may pursue Coursera Career Academy certificates at no cost to them. These certificates complement many areas of study and provide skills useful in a variety of careers. UTEP credentials will be used to complete one certificate at 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."



Digital Wallet & CLR Pilot

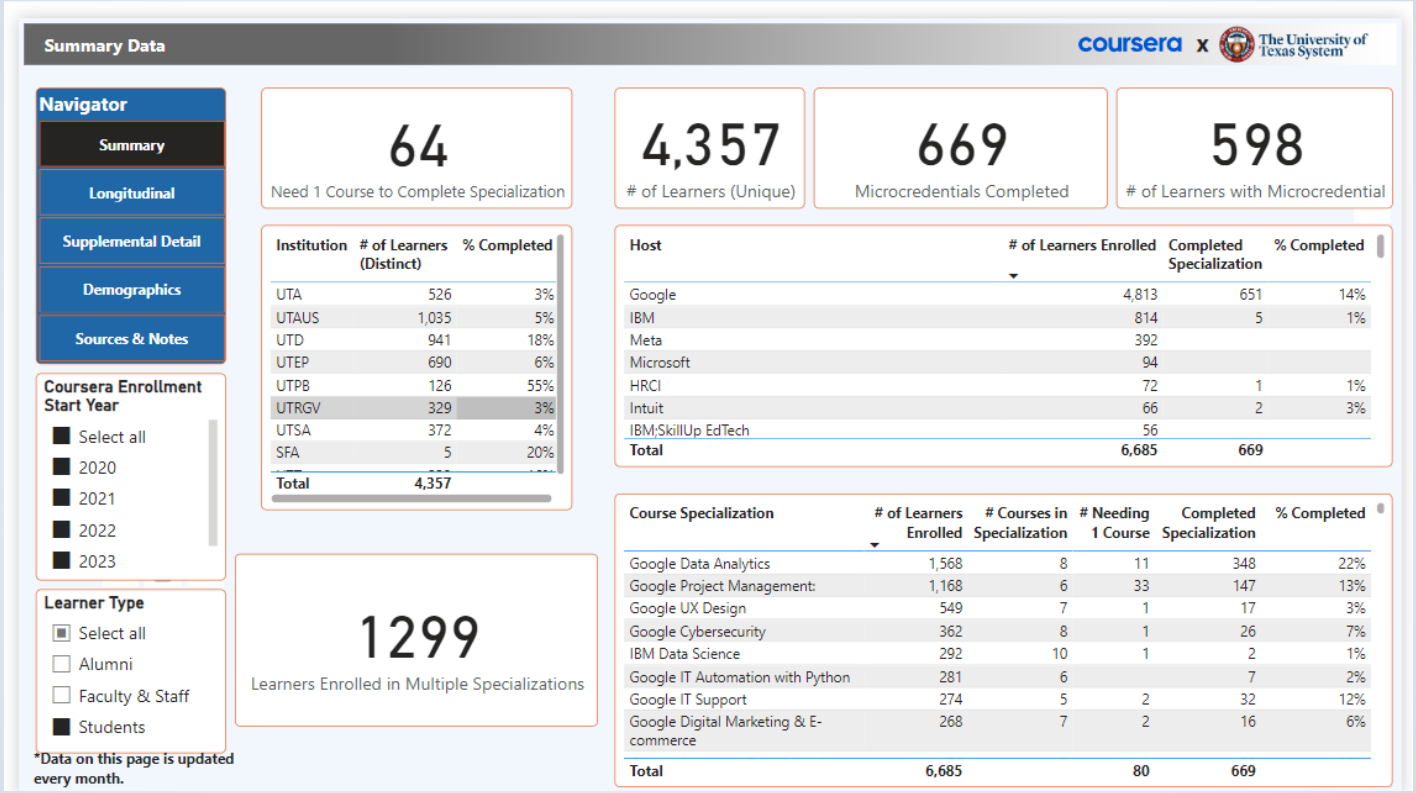
Research Questions include…

- 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?

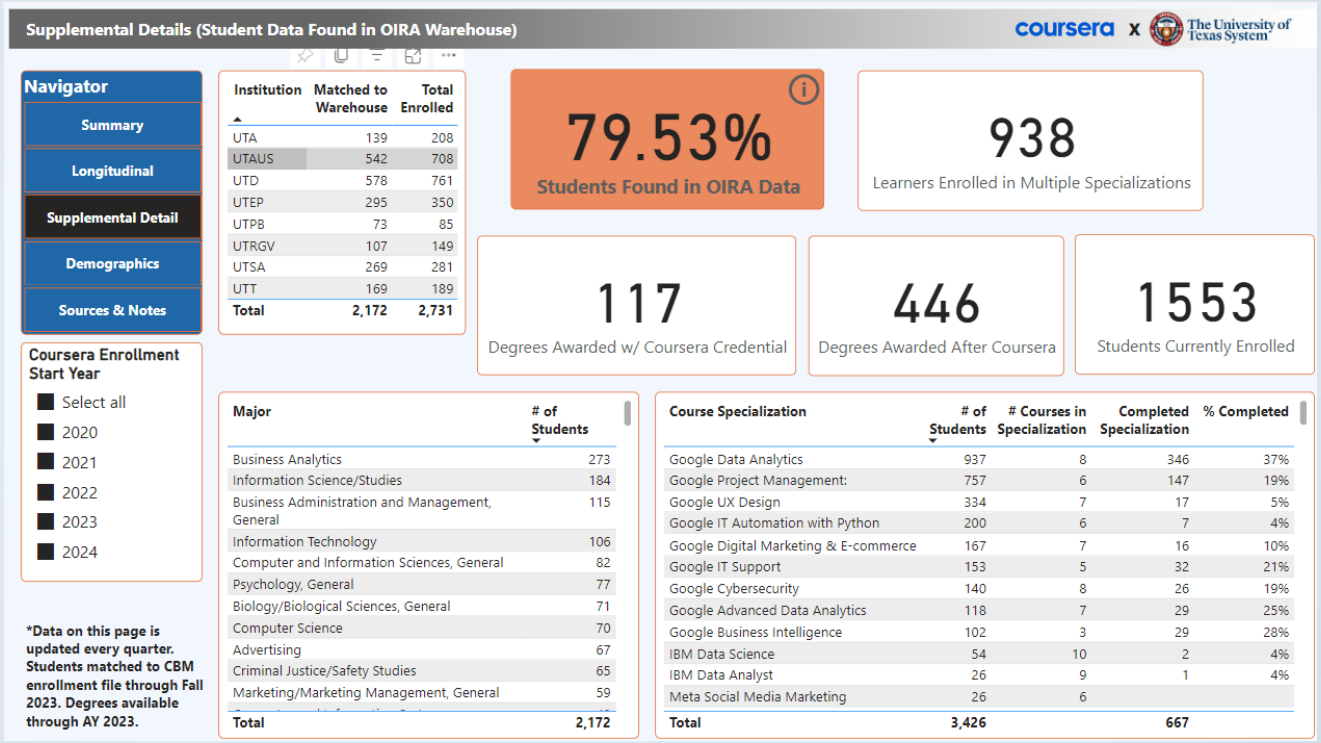
Current Data Gathering Activities

- 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

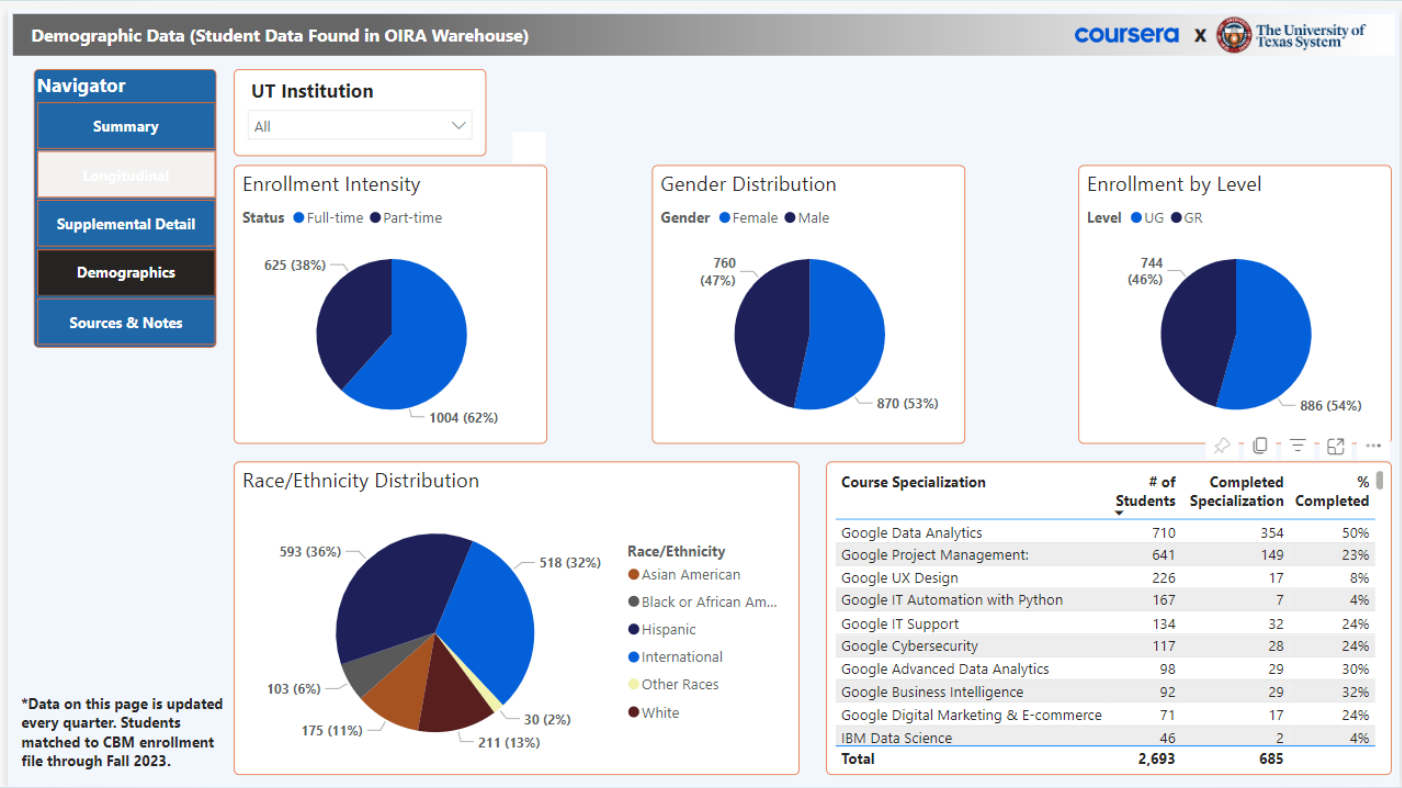
Summary Data



Supplemental Details: Coursera Students Matched in OIRA Data Warehouse



Demographics View

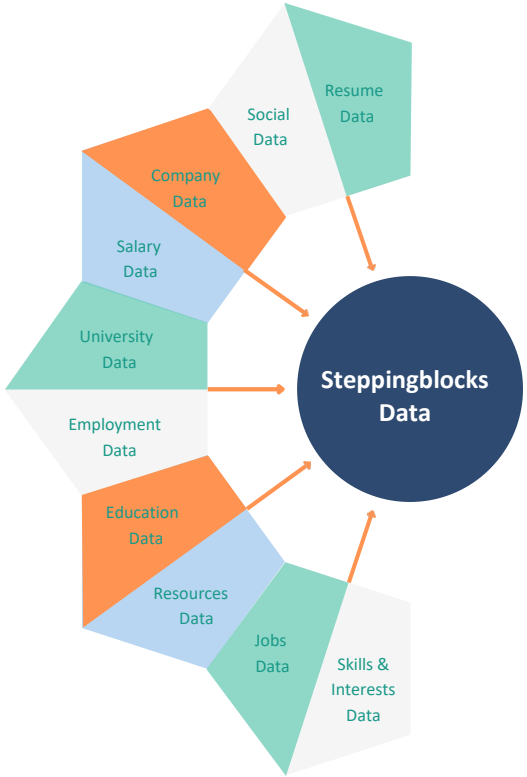


Course Specialization	# of Students	Completed Specialization	% Completed
Google Data Analytics	710	354	50%
Google Project Management:	641	149	23%
Google UX Design	226	17	8%
Google IT Automation with Python	167	7	4%
Google IT Support	134	32	24%
Google Cybersecurity	117	28	24%
Google Advanced Data Analytics	98	29	30%
Google Business Intelligence	92	29	32%
Google Digital Marketing & E-commerce	71	17	24%
IBM Data Science	46	2	4%
Total	**2,693**	**685**	

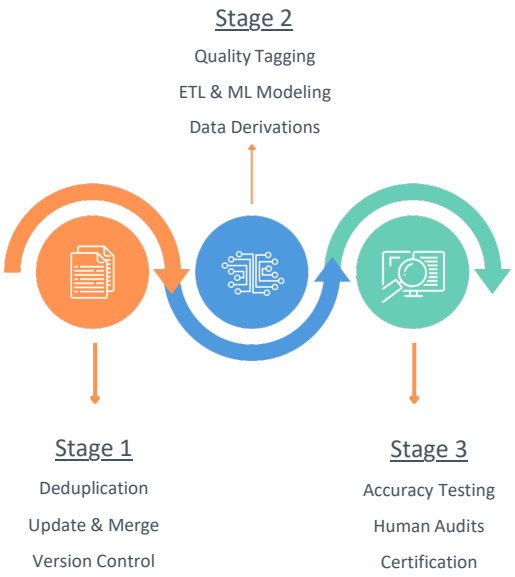
Upcoming Data Gathering Activities

- 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

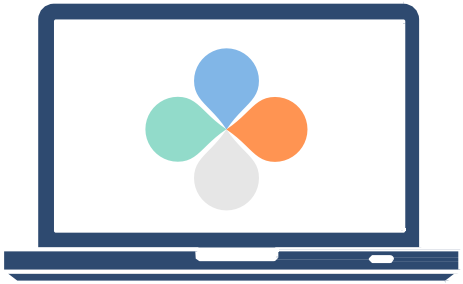


DATA PROCESSING



INSTANTANEOUS APPLICATION DATA

130+ Million Profiles



25+ Million
Companies

7,000+
Colleges/Universities

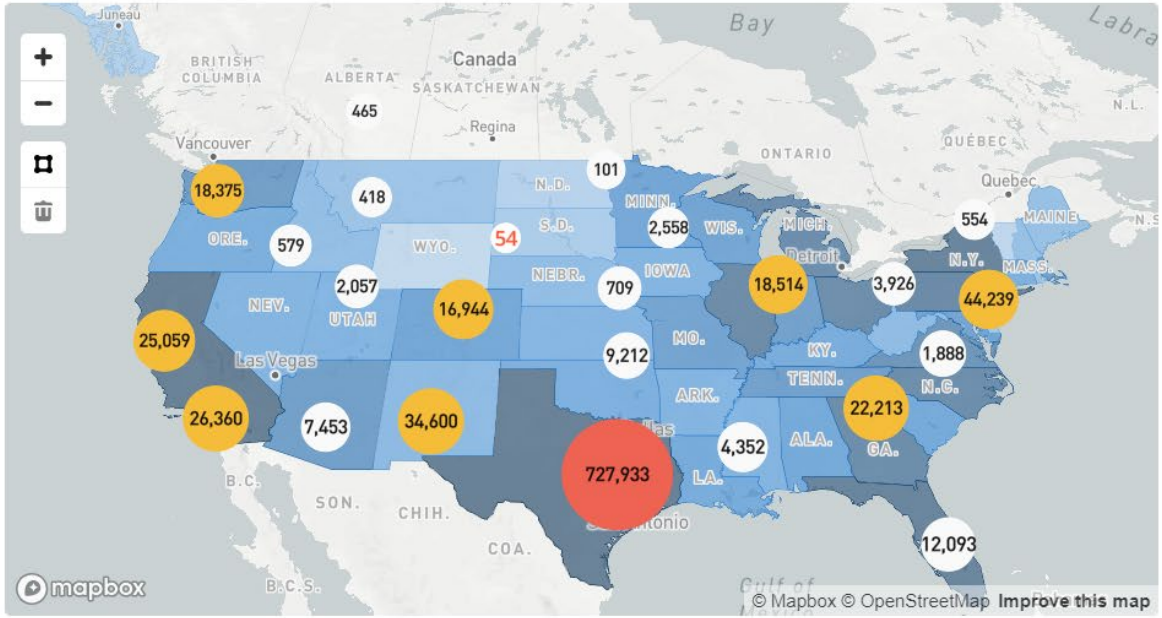
The University of Texas System

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.



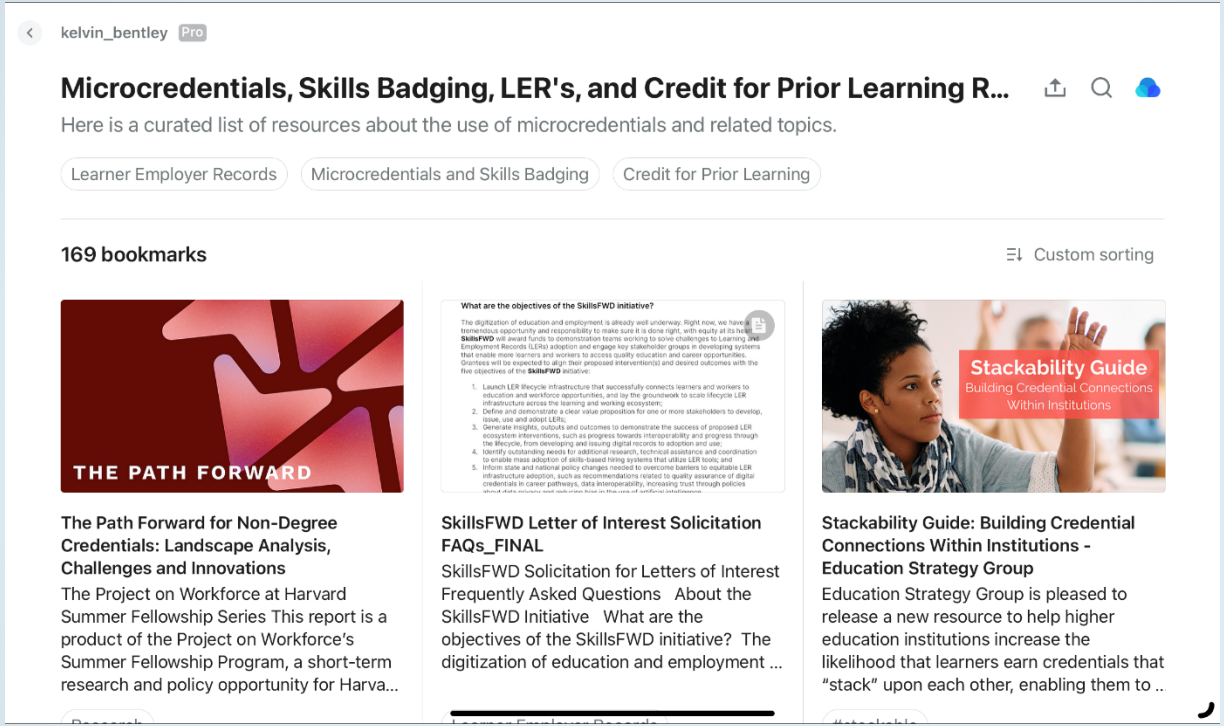
Summary Stats

Summary of the selected alumni population.

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

♂ 54% ♀ 46%

Microcredential Articles and Resources



Visit: https://tinyurl.com/microcredresources

UT System Microcredentialing Community of Practice

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Questions and/or Feedback?

Contact Information:

- Email: kbentley@utsystem.edu
- Calendy Link: https://calendly.com/kelvinbentley