The Power of Microcredentials
Across the Largest Comprehensive System of Higher Education in the U.S.

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About the State University of New York (SUNY)

• SUNY is the largest comprehensive system of public higher education in the United States, with 64 campuses across New York State:
  o Community Colleges
  o Technology Colleges
  o Comprehensive Colleges
  o Doctoral Institutions (Research Centers, Medical Universities, Pharmacy Schools, Dental Schools, a Law School)

• Over 95% of New Yorkers live within 30 miles of a SUNY campus

• SUNY serves about 1.3 million learners each year in certificate and degree programs, continuing education, and community outreach programs

SUNY was one of the first Systems (or Universities) in the U.S. to develop a System-wide microcredential policy in 2018
SUNY’s Policy Driven Approach

**SUNY-Specific Microcredential Definition**

- HIGH QUALITY
- ALIGNED TO INDUSTRY / PROFESSIONAL STANDARDS
- STACKABLE
- PORTABLE
- MULTIPLE AUDIENCES

• FACULTY GOVERNACE
• LEARNING OUTCOMES
• ASSESSMENTS
• STUDENT WORK PRODUCT
• TAUGHT BY SUNY FACULTY

• OFTEN DEVELOPED IN PARTNERSHIP WITH INDUSTRY
• MANY INCLUDE INDUSTRY/PROFESSIONAL CERTIFICATIONS

• IMMEDIATE CAREER-READY SKILLS AND WHEREVER POSSIBLE, A PATHWAY TO:
  - OTHER MICROCREDENTIALS
  - CERTIFICATE
  - INITIAL DEGREE
  - ADVANCED/PROFESSIONAL DEGREE

• TRANSCRIPT
• DIGITAL BADGE
• SUNY GLOBAL ID

• EXISTING STUDENTS
• SUNY EMPLOYEES & ALUMNI
• BUSINESS/INDUSTRY
• ADULT LEARNERS
• P-12
• COMMUNITY
• ORGANIZATIONS
What Does a SUNY Microcredential Look Like?

• A SUNY microcredential can vary in size and type. They can be comprised of:
  - Three classes
  - Four classes and an internship
  - Two classes and preparation to take an exam to earn an industry certification (you earn the microcredential + the certification)
  - A three microcredential series – beginner, intermediate, and advanced – microcredentials that prepare you to take on increasing responsibility
  - A boot camp – with faculty-led instruction and access to student supports
  - Non-credit courses or workshops

• Microcredentials can also fulfill the required educational component of an apprenticeship (earn your Journeyworker credential, the microcredential, and have a pathway to a degree)

They can be offered online, in the classroom, or a combination of both.

They are documented on a transcript and often recognized by a digital badge.
The National Science Foundation Funded Development of Three Remotely Piloted Aircraft System Microcredentials at SUNY’s Mohawk Valley Community College (MVCC)

**Requirements for the Remotely Piloted Aircraft Systems Associate Degree Met!**

- **9 Credits**: Drone Maintenance Technician
- **12 Credits**: Drone Pilot
- **15 Credits**: GIS Technician
- **20 Credits**: Relevant Gen Ed Requirement
- **8 Credits**: Capstone Experience

**Employment as:**
- Data Collection Technician
- Site Survey Technician
- Environmental Field Technician

**Microcredential Seeking Student has Flexible Entrance AND Exit Points AND a pathway to an Associate Degree.**

[www.suny.edu/microcredentials](http://www.suny.edu/microcredentials)
Increased Relevance Post Pandemic

- There are 6 million unemployed people in the United States and over 11 million job openings
- Nine out of 10 employers say they are struggling to fill positions because of a skills gap, and 29% agree that the skills gap is more significant this year than it was the year before
- One out of 5 job candidates report they are looking for skills-based training
- A Strada survey of 14,000 adults from across the country found that 2 in 5 working-age adults have completed non-degree credentials

Higher Education’s Niche in a Competitive Marketplace
Today: 462 Microcredentials in 60+ Disciplinary Areas Across 31 of 64 Campuses

- Stackable: Yes 65%, No 35%
- For-Credit: Yes 67%, No 33%
- Online: Online 43%, Hybrid 22%, Face to Face 35%

64 COLLEGES AND UNIVERSITIES

- Offering Microcredentials
- Other SUNY Colleges and Universities

* Empire State College has locations throughout New York State.
New Website and Searchable Directory
www.suny.edu/microcredentials

60+ Disciplinary Areas

- Business (93)
- Health & Healthcare (58)
- Education (47)
- Computer Science-Data Science-Analytics-E-Sports (24)
- Engineering & Ed Tech-Manufacturing-CAD-CNC (24)
- IT, Cyber, Networking, Cloud (16)
- Culinary (15)

Growing Number of MCs in Emerging Areas/State Priorities:
- Renewable energy, Green building, Cannabis Science
### National/State Funding for Microcredentials

#### In Fiscal 2023 Budget: Part-Time TAP for Non-Degree Credentials
1. Aligned with NYSDOL Significant Industry Reports
2. Community Colleges Only
3. Applies to Credit & Non-Credit Microcredentials.
4. All other details still to be defined.

#### One-Stop Career Centers and local workforce investment boards about possible WIOA funding

#### Educational Assistance Program - Cares act of 2020
- Tax Incentive for Employers to Support Employee Education
  (business need to check with their tax preparers for eligibility)

### Coming Soon!

[www.suny.edu/microcredentials](http://www.suny.edu/microcredentials)
Deb Pernat
Program Coordinator for the Institute for Rural Vitality

- Credit Bearing Microcredentials – 18
- Non-Credit Microcredentials – 15
- In Development – 14
- 51% increase in enrollments of microcredentials from Spring 2021 to Fall 2021

www.cobleskill.edu/microcredentials

Potential College-Level Learning

69% High School or Below
81M

31% Some College & No Degree
36M

No College Credential (53%; 117 million)

72% White
73M

10% Black
10M

9% Latinx
9M

College Credential (47%; 104 million)

Across the total U.S. population, this represents 33% White, 5% Black, & 4% Latinx.

Source: Data based on 221 million adults 25 years and older (estimated by U.S. Census Bureau for 2019)

Travers, N., Cohn, B., Baker, G., Pilsworth, P., and Frank, A. The work has been done through the Center for Leadership in Credentialing Learning at SUNY Empire State College through a Lumina Foundation grant.
Faculty Buy In

• SUNY Visit - Cyndi Proctor
• President of the College laid the groundwork
• Deans offered stipend for faculty to develop microcredentials
• Utilized profit share model for non-credit mcs
• MC Team provides workshops in professional development series

www.cobleskill.edu/microcredentials
Importance of Industry Partners

• Closing the skills gap
• Meeting emerging industry needs
• Building a pipeline
• Pandemic job loss or job change
Promotion

Entrepreneurship

Earners will have a foundational skill set in consumer behavior, market research and marketing important for value-added entrepreneurial pursuits in farm and food enterprises.

Who is eligible?
All Learners

Instruction Method
Online

Credit or Non-Credit
Credit

Skills
Business Design
Business Writing
Business Planning
Contingency Planning
Critical Thinking
Data Research
Effective Management
Resource Allocation
Strategy Formulation

Time to Complete
Months

Requirements
BA DM 249 Management - 3 credits Required to receive a "C" or better in this course

BA DM 314 Fundamentals of Entrepreneurship - 3 Credits Required to receive a "C" or better in this course

Stackable to Degrees
A.A.S Business Administration
A.S Business Administration
B.B.A Business Administration

Standards
GAAP

Name

First Name

Last Name

Email

Phone

Program of Interest

Agri-Marketing

Are you a current student at SUNY Cobleskill?

- Yes
- No

When would you like to start?

Immediately

How did you hear about this program?

Submit Form
What is next?

- Summer Initiative
- Needs of community or industry
- Supply Chain MC -> Certificate
- Financial Resources
- Integration in Banner

www.cobleskill.edu/microcredentials
Testimonial

“I am in the midst of looking for a new job, and in the process, I realized that my human resource management skills needed improvement. I was looking for something in HR mgt. that wouldn't take too long to finish, be affordable, and make a nice addition to my resume. The management class itself has refreshed my skills, brought me up to date on some other topics, and since it's flexible, it fits right in with my schedule.”

- Sharon

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Thank you!

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