



SUNY's Story: Scaling Microcredentials

Across the Largest Comprehensive HED System in the U.S.

March 28, 2022

Cynthia Proctor, Director of Communications & Academic Policy Development, Provost's Office, SUNY System

Deb G. Pernet, Program Coordinator, Professional and Continuing Education, SUNY Cobleskill

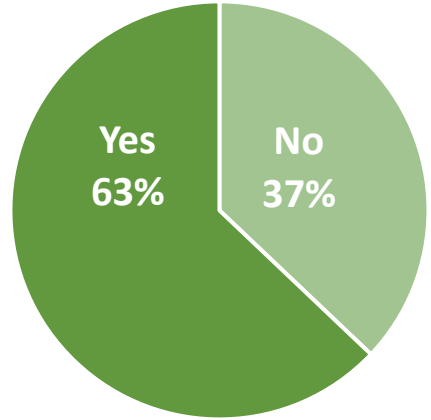
Daniel Fogarty, Associate Dean of Academic and Student Affairs, Fulton-Montgomery Community College

Debra Gelinas, Assistant Vice Provost for Academic Innovation, SUNY University at Albany

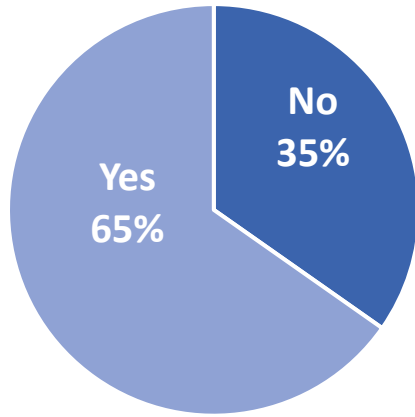
SUNY Microcredentials: Growth Over Time

Today: 432 Microcredentials in 60+ Disciplinary Areas Across 31 of 64 Campuses

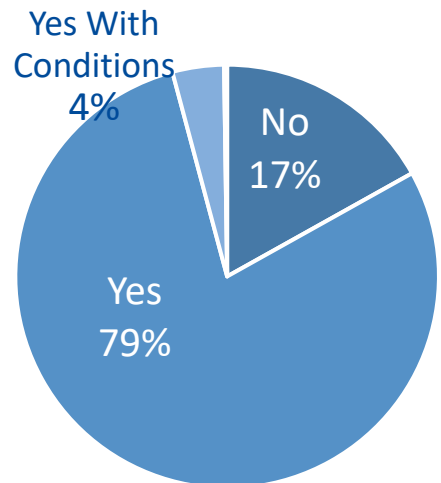
Credit Bearing?



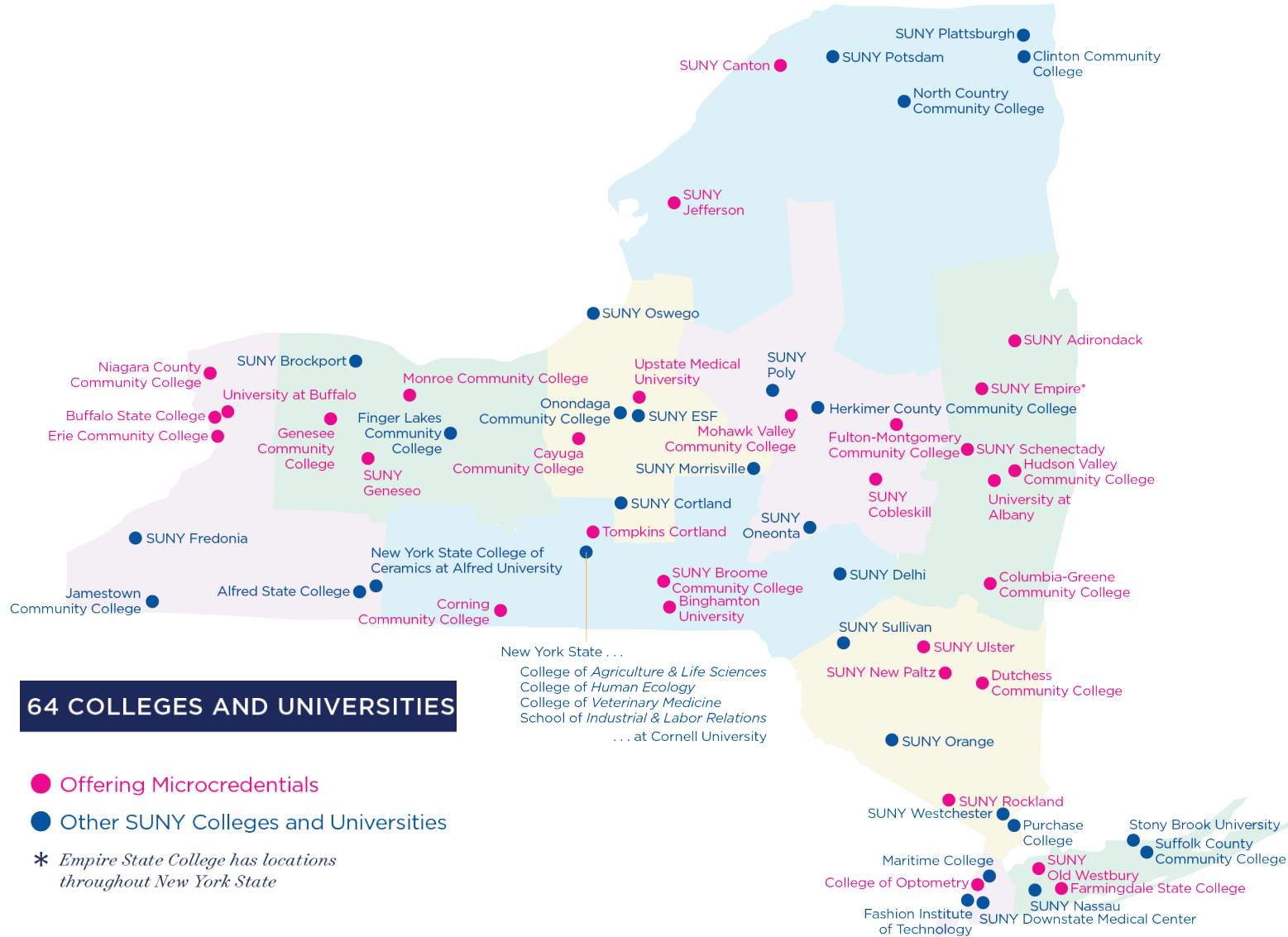
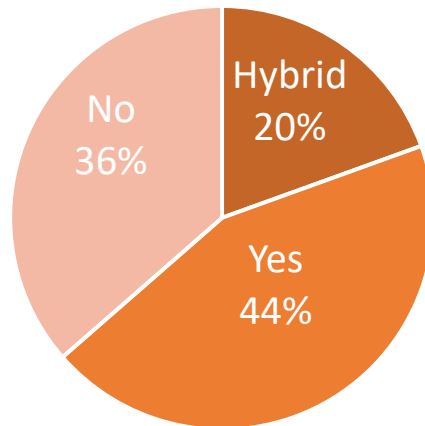
Stackable?



Open to the Public?



Online?



SUNY's Policy Driven Approach

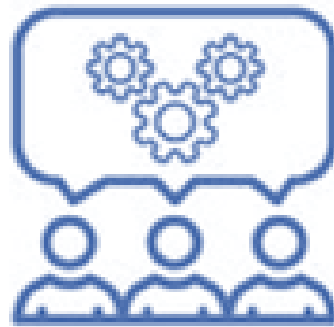
SUNY-Specific Microcredential Definition

*Existing Students * Prospective Students * SUNY Employees * Alumni * Business/Industry * P-12 * Community Organizations * Adult Learners **



HIGH QUALITY

- FACULTY GOVERNANCE
- LEARNING OUTCOMES
- ASSESSMENTS
- STUDENT WORK PRODUCT



ALIGNED TO INDUSTRY / PROFESSIONAL STANDARDS

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



STACKABLE

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



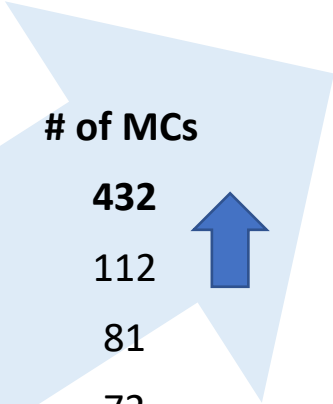
PORTABLE

- TRANSCRIPT
- DIGITAL BADGE

Scaling Considerations

Have You Met Your Key Indicators of Effectiveness?

Year	# Campuses	# of MCs
2022	31	432
2021	20	112
2020	17	81
2019	14	72
2018	2	21



Early Adopters Have Scaled & Continue to Seek Alignment to Market Demand: 20+ microcredentials

Building Efficiencies, Marketing, Partner Support & Promotion: 15-20 microcredentials

Testing Policies and Procedures; Initial Feedback From Students & Faculty: 5-15 microcredentials

Just Coming on Board: 1-5 microcredentials

Consistency in quality (alignment to policy)?

Is there sufficient program awareness?

Is there unmet need/demand?

Student, faculty, partner satisfaction?

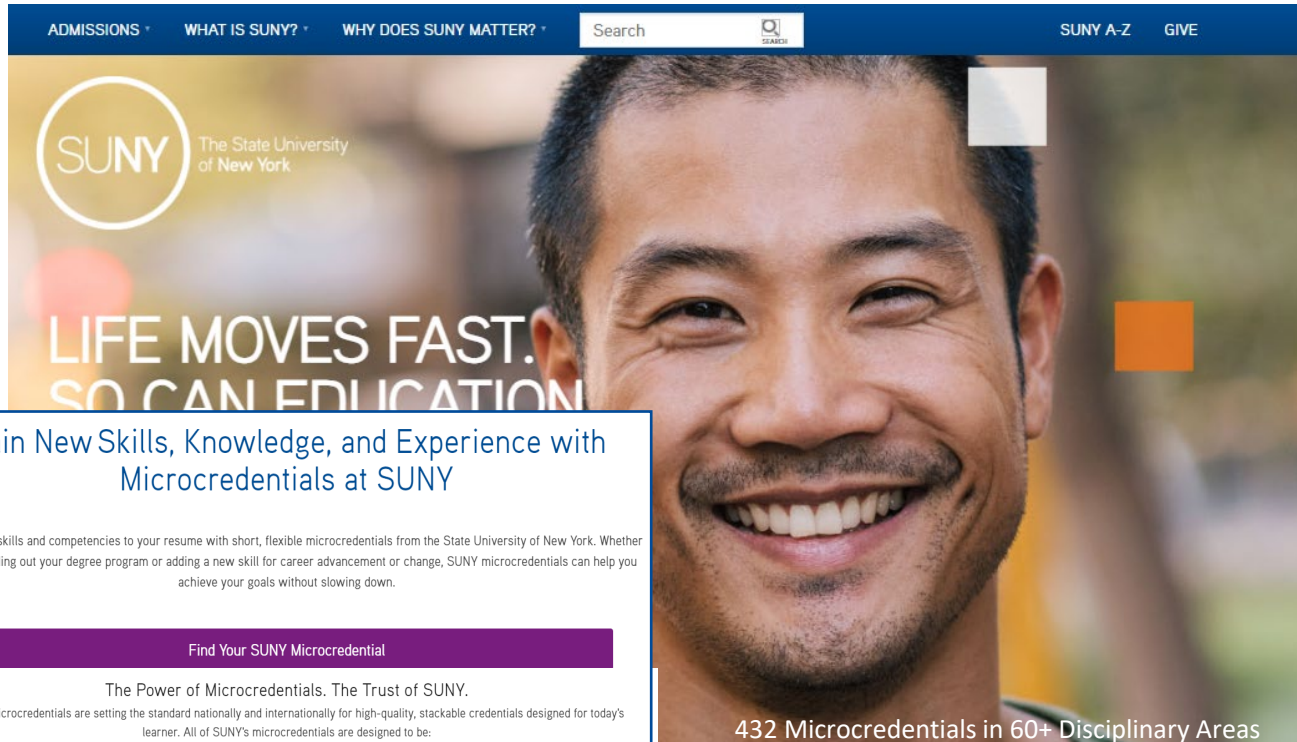
Student outcomes?

Staffing to scale without sacrificing quality?

Ability to ramp up communications, marketing, outreach?

Microcredentials integrated into existing campus operations?
Processes in place to admit, register, support, & follow student success?

Status of state, regional and local economic development leader and organizational partnerships?



Gain New Skills, Knowledge, and Experience with Microcredentials at SUNY

Add verified skills and competencies to your resume with short, flexible microcredentials from the State University of New York. Whether you're rounding out your degree program or adding a new skill for career advancement or change, SUNY microcredentials can help you achieve your goals without slowing down.

Find Your SUNY Microcredential

The Power of Microcredentials. The Trust of SUNY.

SUNY's microcredentials are setting the standard nationally and internationally for high-quality, stackable credentials designed for today's learner. All of SUNY's microcredentials are designed to be:



HIGH QUALITY

Academic quality is paramount in the development and approval of SUNY microcredentials.

STACKABLE

Each microcredential has immediate value and, where possible, stacks together with other microcredentials or learning experiences to meet the requirements of a certificate, initial or advanced degree.

IN-DEMAND

Microcredentials are designed to meet current and emerging market needs and align with relevant industry standards.

PORTABLE

Completion of a microcredential is recorded on your transcript and highlighted in a digital portfolio.

432 Microcredentials in 60+ Disciplinary Areas

Flexible Tools for Business, Community and P-12 Partners

Part of our ongoing commitment to New York State business and industry, our P-12 partners, and the communities in which we are located, SUNY microcredentials are designed to support partner-specific goals and more broadly, prepare the talented workforce of tomorrow. Microcredentials are academic credentials that verify the achievement of in-demand skills and competencies. They complement but differ from traditional degrees or certificates in that they are offered on flexible timeframes (online, in the classroom, on-site) and tend to be highly focused.

How Microcredentials Work

Each SUNY microcredential is designed to provide immediate work-force value. Our stackable microcredentials have the power to do even more, giving earners a pathway to an initial or advanced certificate or degree. Explore our new searchable directory to find out what microcredentials your nearby campus offers that connect to your existing needs. Work together with your SUNY campus partner to develop a microcredential that provides your current workforce with the skills they need to advance or shift to emerging needs.

Microcredentials are another way that SUNY can help to support your short- and long-term goals and the academic and career success of those who complete them. Remember, the majority of SUNY microcredentials come with academic credit that can be applied to an initial or advanced degree program. Now, training that you support can address immediate needs and put students on a pathway to gain additional credentials to help them advance. SUNY microcredentials can become a valuable part of your employee benefits program.

Browse Current SUNY Microcredentials

What do you want to learn?

Explore Micro-Credential Opportunities at SUNY

Filter:

By Keyword(s):

By Campus:

Business (All)

Showing 93 of 432 Microcredentials

CLEAR FILTERS

Level I Accounting and Finance

Earners of the Level I Accounting micro-credential will understand debits and credits and the tasks needed to get started in a career in accounting. Earners of this micro-credential will understand the language of business and be able to create a budget, perform financial analysis, interpret income statement, statement of owners' equity and a balance sheet. Earners will be ready to advance to Level II - Advanced Accounting & Finance micro-credential.

Level II Advanced Accounting and Finance

Earners of the Level II Advanced Accounting and Finance micro-credential demonstrates a working knowledge of bookkeeping and accounting that empowers them to succeed in careers including accounts receivable, accounts payable, bookkeeping, payroll and the management of the accounting function for an accounting practice or entrepreneurial.

Foundations of Nonprofit Management

The Micro-Credential in Foundations of Nonprofit Management is designed for students holding or aspiring to hold leadership positions in nonprofit organizations. It consists of two courses, one on the managerial and the other on financial issues that leaders of nonprofit organizations face. Students successfully completing the requirements of the Micro-Credential will be prepared to help manage a nonprofit organization's operations, finances, and planning.

Supply Chain

Earners of this micro-credential will learn supply chain management for products and services and address the impact of the global economy on the management process. Topics covered include formulating strategies for superior customer service, quality, logistics, inventory management, performance measurement, information management, and integrated supply chain management in a highly competitive global market.

Business Software and Communication

Earners of this badge will understand the importance of proper communication in the workplace and how to use the Microsoft Office Suite to produce business documents that communicate ideas, persuade, track, present, calculate, organize, and share information in a clear, concise, and effective method.

CAMPUS:
FULTON-MONTGOMERY COMMUNITY COLLEGE

DISCIPLINE/CATEGORY:
CAREER-ESSENTIAL CAREER SKILLS

OPEN BEYOND EXISTING STUDENTS?
Yes

FOR CREDIT?
Yes

ONLINE:
Yes

STACKABLE:
Yes

STACKABLE TO:
Accounting AS; Business: Business Administration AS, AAS; General Studies AA; Individual Studies AOS, Certificate



Microcredential Messaging Guide

Starting in February 2022, SUNY will be actively promoting microcredentials as convenient, short-term learning options for a broad variety of learners, from current students to working professionals.

We encourage campuses to join this effort by highlighting your own microcredentials as well as encouraging your audiences to explore microcredentials across the SUNY system at suny.edu/microcredentials.

We suggest promoting microcredentials to the following audiences:

- **Current students** to enhance a degree program with specialized, in-demand skills.
- **Your employees** to stay on top of the latest developments in their field or for professional development.
- **Businesses, P-12, community organizations** to provide upskilling and professional development, to create partner-specific or industry-specific microcredentials.
- **Alumni** for professional development, career change or advancement, or to explore an interest.
- **Prospective students** as a way to explore college options.

What is a microcredential?

Microcredentials are short, focused credentials designed to provide in-demand skills, know-how, and experience. Stackable microcredentials can also provide a pathway to a certificate or to an initial or advanced degree.

Microcredentials demonstrate your institution's readiness to be responsive and innovative.

This kit provides suggested messaging and [graphics](#) to help you begin promoting SUNY microcredentials.



Why promote microcredentials?

Today's learners [are increasingly looking for on-demand, accelerated educational options](#) that help them meet a specific goal, whether learning a skill or increasing their hiring & earning potential. Today's businesses need flexible training options.

Email text & headers

Posters/flyers

Multiple, customizable social media templates

Insights on audience

Guidance on working with partners

Messaging Guide
Distributed to
Campus Communications
Directors &
New York State Partners
2/1/22

Governor Support + Media Coverage

FEBRUARY 18, 2022 | Albany, NY

Governor Hochul Announces Expansion of SUNY Microcredentials for In-Demand Job Fields

EDUCATION

JOBS

2022 STATE OF THE STATE

https://buffalonews.com/business/local/suny-schools-embrace-micro-learning-to-boost-education-job-opportunities/article_f702922a-90fc-11ec-bd62-07377e458beb.html

SUNY schools embrace micro learning to boost education, job opportunities

Janet Gramza
Feb 20, 2022

RCC Clicks With New College Trend: Microcredentials

Microcredentials are fast, focused and "stackable" ways to gain immediate value in the job market and plan for the future.

Lanning Taliaferro, Patch Staff

Posted Tue, Mar 1, 2022 at 1:57 pm ET | Updated Tue, Mar 1, 2022 at 3:15 pm ET

INTERVIEWS

INTERVIEW: Understanding Microcredentials

by: [Erik Columbia](#)
Posted: Mar 3, 2022 / 05:55 PM EST
Updated: Mar 3, 2022 / 05:55 PM EST

OUR VIEW

Our view: Evolution of SUNY a win for students and employers

The Citizen Editorial Board Feb 23, 2022

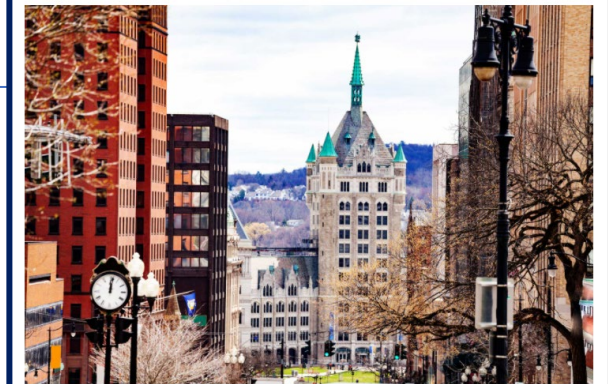
Long Island News

SUNY schools offer a new program to train students for high-demand jobs

WSHU | By [Natalie Discenza](#)
Published February 18, 2022 at 5:06 PM EST

SUNY Canton offering 'microcredentials' in health care, cybersecurity programs

Times staff report
Feb 15, 2022



TRENDS IN HIGHER EDUCATION February 25, 2022 Wally Boston

SUNY System and University of Texas System Announce Microcredentials Initiatives



HIGHER ED. CREDIT IN LESS TIME EXPANDS AT SUNY SCHOOLS

Rafiqi Wafiqe | Published: February 16, 2022

Social Media + Partner Support

NYS HESC @NYStudentFinAid · Feb 22
MicroCredentiaals are fast and flexible learning options with more than 400 microcredentiaals across 31 SUNY campuses to help everyone from current students to working professionals gain skills, knowledge, and experience that employers are looking for. ow.ly/irN25011ynY



THE STATE UNIVERSITY OF NEW YORK
The LEADER in QUALITY MICROCREDENTIALS
sunv.edu/microcredentiaals

Questar III BOCES @QuestarIII · Mar 6
Microcredentiaals from the State University of New York (SUNY) are a great way to make your resume stand out, learn the skills employers are looking for, or begin a new career—without putting your life on hold.



THE STATE UNIVERSITY OF NEW YORK
The LEADER in QUALITY MICROCREDENTIALS

NYS Education Department @NYSEDNews · Mar 18
✓ #Microcredentiaal convenience
✓ SUNY trust
[#LearnFast with @SUNY microcredentiaals: suny.edu/microcredentiaals](https://suny.edu/microcredentiaals)




THE STATE UNIVERSITY OF NEW YORK

NYSOFA @NYSAGING · Mar 11
Older adult employees have years of experience and professional knowledge. @SUNY is making it easy to build on that foundation with over 400+ microcredentiaals: short, focused credentials designed to provide in-demand skills. Explore what's available at suny.edu



suny.edu
Gain New Skills, Knowledge, and Experience with SUNY Microcredentiaals... Add verified skills and competencies to your resume with short, flexible microcredentiaals from SUNY.

LotusThree LLC @LotusProfession · Feb 15
2-15-22 Microcredentiaals For In-Demand Jobs - SUNY



suny.edu
Expansion of SUNY Microcredentiaals For In-Demand Job Fields
Governor Kathy Hochul today announced the expansion of fast and flexible learning options with more than 400 microcredentiaals across ...

NYSERDA @NYSERDA
Be a part of New York's #lowcarbon, #cleanenergy future and grow your career! Add verified skills in energy to your resume with a #microcredentiaal. Learn more and get started: suny.edu/microcredentiaals... #UpskillAtSUNY #greeneconomy #energyjobs @SUNY



Find microcredentiaals in RENEWABLE ENERGY, GREEN BUILDING, AND CLEAN TECHNOLOGY
suny.edu/microcredentiaals

9:30 AM · Mar 3, 2022 · Sprout Social

Deb Pernat

Program Coordinator for the Institute for Rural Vitality

- Credit Bearing Microcredentials – 18
- Non-Credit Microcredentials – 14
- In Development – 14
- 51% increase in enrollments of microcredentials from Spring 2021 to Fall 2021
- 2200% increase in the number of badges offered in a two - year period of time

The logo for SUNY Cobleskill is located in a white circle with an orange border on the right side of the slide. The word "SUNY" is written vertically in a small, orange, sans-serif font to the left of the word "Cobleskill", which is written in a larger, orange, serif font.

SUNY Cobleskill

Faculty Buy In

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

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

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

BADM 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

Are you a current student at SUNY Cobleskill?

- Yes
 No

When would you like to start?

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

SUNY Cobleskill


SUNY Cobleskill Summer Microcredentials Program

- 


E-MARKETING
Cobleskill

Explore tools, techniques, and interactive aspects of digital marketing.
- 


ENTREPRENEURSHIP
Cobleskill

Add in-demand skills in consumer behavior, market research, formulating your value proposition, and more!
- 

HUMAN RESOURCES MANAGEMENT
Cobleskill

Gain exposure to broad general management foundation with a focused exploration of the human resource functions.
- 

SUPPLY CHAIN
Cobleskill

Gain relevant skills in supply chain management for products and services and address the impact of the global economy.
- 

AMERICAN SIGN LANGUAGE
Cobleskill

Learn to communicate using basic American Sign Language.

Learn More and Register at web.cobleskill.edu/pace/microcredentials

Microcredentials are short programs that allow a person to quickly gain relevant skills needed in the modern workforce.

SUNY Cobleskill offers fast and flexible 6-week online programs starting in May 2022!

Add in-demand skills to your resume with microcredentials this summer!



Business and Community Partnerships at FM

Daniel Fogarty, Associate Dean of Academic and Student Affairs

Connect to Local Businesses/Communities

Adapt to Needs of Businesses/Communities

Leverage to Benefit Students and Our Community



“Community” Involvement in Micro-Credentials

FM'S Micro-Credential Model

- Faculty
 - Creating stackable credentials for:
 - entry level positions
 - Enhanced skills for up-skilling
- Workforce Development
 - Business and community partnership team
- Regional Business and Industry
 - Need
 - Advancement





Marketing Efforts

STAND OUT TO YOUR EMPLOYERS

EARN A MICRO-CREDENTIAL AT



Earning a Micro-credential from Fulton-Montgomery offers a way that verifies the achievement of in-demand skills and competencies in a demanding competitive job market.

What is a Micro-credential



A micro-credential is a compact credential that verifies the achievement of in-demand skills and competencies.

Prospective students and community members may complete a micro-credential.



Who can earn a Micro-Credential

How long does it take?



Micro-credentials are typically comprised of three or more college courses and takes two to three semesters to complete.

Fulton-Montgomery Community College

offers Micro-Credentials in seven categories



- Criminal Justice
- Accounting and Finance
- Technology
- Business
- Human Services
- Wealth Management
- English Communication

Learn More!



Scan with your phone or visit www.fmcc.edu



Micro-Credential Overview

- 40 credit-bearing micro-credentials
- 5 in development (3 with areas businesses)
- Tracking software of students within program being developed in collaboration with SUNY

Name

First

Last

Email

Cell Phone

May we text you with important updates?

Program of Interest?

Are you a current FM student?

When would you like to start?

How did you hear about this program?

UAlbany Microcredentials

Debra Gelinas, Assistant Vice Provost for Academic Innovation

- Three types of microcredentials offered
- Campus policy, approved by University Senate in 2019, aligns with SUNY policy
- Committee approves newly proposed microcredentials
- 42 approved microcredentials (so far)

dgelinas@albany.edu

www.albany.edu/microcredentials



Skills Badges

- Provide an opportunity for learners to develop industry-recognized professional skills and competencies.
- Most are self-paced and delivered asynchronously online, requiring about 12 to 15 hours of work. Upon completion, participants can showcase the skills and competencies they learned in the program via work examples and a digital badge, which can be shared with prospective employers.
- Offered to current UAlbany undergraduate and graduate students for free and are open to all majors.
- Professionals and students from other institutions may enroll for a fee.



Career Pathways

- Mapped to skills and competencies desired in a professional field and generally include academic courses and experiential learning. They are often interdisciplinary.
- Offered to current UAlbany undergraduate and graduate students, as part of existing credit-bearing courses and/or non-credit experiences.
- Stack into degree or certificate programs and give students an opportunity to showcase industry recognized skills and competencies to future employers or graduate schools.



Professional Development

- Allow for lifelong learning, helping participants develop professional skills necessary for up-skilling and re-skilling.
- These programs are sometimes offered in collaboration with employers or as a smaller version of a larger graduate or certificate program.
- Open to professionals for a fee.



Introducing UAlbany Skills Badges!

Develop industry-recognized professional skills and competencies in a variety of disciplines, including artificial intelligence, mobile app design, influencer marketing and many more.



FREE for current students



No prerequisites



Taught by experts

Upon completion, you'll have work samples and a digital badge you can share with employers to demonstrate what you've learned.

Explore our Skills Badges and register today ▶



UNLEASH GREATNESS

