Getting Started

October 24, 2023
Overview

- **About** – K-State Microcredentials definition
- **Discover** – industry skills and relevance
- **Consider** – credit or noncredit
- **Develop** – title, academic unit, modality, level
- **Propose** – major academic unit and university approvals
- **Design** – approval notification and design
- **Launch** – enroll, earn and award digital badge
- **Resources** – K-State and Global Campus support
K-State Microcredentials Definition

Microcredentials comprise relevant, high-quality market-aligned short units of learning and offer pathways to achieve affordable, accessible, focused and immediately acknowledged learning opportunities. Microcredential offerings can be credit bearing or noncredit bearing and have the following characteristics:
K-State Endorsed
Flexible Delivery
Credit or Noncredit
In Demand
Skills-Based
Sharable
Getting Started: The Process
Discover

As you consider a K-State Microcredential, do you have...

- College/department support
- Workforce relevant skills/competencies
- Market analysis and evidence of demand
- High educational standards
- Ability to measure skills or competencies
- Interest from a target audience
- Promotion plan
- Design focused on working professionals

microcredentials.k-state.edu
Does the microcredential fall under one of the categories defined by Lightcast, a service that identifies real-time trends in labor market analytics?

https://lightcast.io/open-skills/categories
Has a market analysis been performed by K-State’s Market Intelligence and Analysis team?

global.k-state.edu/market-research/
Discover

Market Intelligence and Analysis Team

marketanalysis@ksu.edu

Jonathan Barber  Reed Bellamy  Anna Salas

microcredentials.k-state.edu
Consider

**Credit microcredentials**

**Current credit processes apply:**

- KSIS for enrollment
- Canvas learning management system (requires eID)
- Less than 12 credit hours
- Stackable microcredentials encouraged
**Consider**

*Noncredit microcredentials*

<table>
<thead>
<tr>
<th>Noncredit considerations:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Noncredit registration system</td>
<td>• Flexible setup, pricing, length, etc.</td>
</tr>
<tr>
<td>• CanvasPro learning management system (email address access)</td>
<td>• For professionals who do not need and are not seeking credit toward a degree</td>
</tr>
</tbody>
</table>
Develop

Contact microcred@ksu.edu to get started...

Initial information needed:

• Major Academic Unit
• Contact information
• Microcredential Title
• Level (Credit UG or G, Noncredit)
• Modality (in person, online, hybrid)
Develop

...or submit microcredential information form

<table>
<thead>
<tr>
<th>Discover</th>
<th>Consider</th>
<th><strong>Develop</strong></th>
<th>Propose</th>
<th>Launch</th>
</tr>
</thead>
</table>

**Microcredential Information Form**

The [Microcredential Information Form](microcredential_information_form) notifies us that you are ready to begin developing a microcredential and would like to start the process.

You will be asked to provide your contact information and some information about the proposed microcredential.

Once the proposal form is submitted, a Global Campus program administrator will contact you to discuss next steps.
Propose

*Internal Major Academic Unit review and approval and Faculty Senate approval*

- Internal review process of the college or Major Academic Unit
- Official forms and Faculty Senate approvals
Propose

Microcredential Approval Policy

Approved by FS Academic Affairs on March 21, 2023

• Major Academic Unit informs Graduate Council and Faculty Senate of their internal processes
• Permanent, term and noncredit microcredential approvals
Internal Process (sample)

1. Discuss initial idea with department chair
2. Bring idea to your campus microcredential contact (Discover), then create microcredential (clarify information and process), draft/review proposal for Curriculog and Digital Badge Information Form.
   a. Key questions at this stage: Noncredit or credit? If credit, permanent or term approval?
3. Meet with MAU Chair of Academic Affairs to complete Curriculog entry and begin MAU approval.
4. Proposal has department level approval
5. Proposal has college level approval at Faculty Assembly
Propose

Submit official forms to begin approval process and initiate setup of a K-State Microcredential

• Curriculog Approval – Credit
• Curriculog Approval – Noncredit
• Digital Badge Information Form (submit with Curriculog approval request)

Forms and additional resources are available at microcredentials.k-state.edu/faculty-and-staff-resources
Propose

Sample Noncredit Badge Design

Sample Credit Badge Design

microcredentials.k-state.edu
Example of a noncredit digital badge with metadata
Design

Build your K-State Microcredential

- Faculty Senate approval notification
- Instructional design resources
  - Global Campus instructional design team gcid@ksu.edu
  - Teaching and Learning Center k-state.edu/tlc/
  - Office of Assessment k-state.edu/assessment/
Launch

*Publish and enroll microcredential learners*

- Microcredential published on K-State Microcredentials website
- Enrollment/registration
Microcredentials showcase the knowledge you’ve acquired on the road to mastering skills in your area of interest. Smaller than a minor, certificate or degree program, microcredentials equip learners with digital badges that showcase achievement and demonstrated skills.
Kansas State University

Introduction to Accounting Analytics

College of Business Administration

Description:
This microcredential in accounting analytics is designed to help you develop data analytical skills that can be utilized in all areas of accounting, from large organizations to running your own business.

Accounting professionals who can interpret financial data and tell a compelling story with numbers are in high demand. Learn the skills needed to transform data into actionable insights that can drive strategic decisions, optimize processes and make informed financial recommendations.

LEVEL
Professional

INSTRUCTION METHOD
Online

WHO IS ELIGIBLE
Anyone

TIME TO COMPLETE
2 months

CREDIT OR NONCREDIT
Noncredit

SKILLS OBTAINED
- Data analytics
- Data Visualization
- Tableau (Business Intelligence Software)
- Audit Analytics
- Managerial Accounting Analytics
- Financial Accounting Analytics
- Tax Analytics

Learn More ➤

microcredentials.k-state.edu
Earn and Award Digital Badge

- Learner successfully completes K-State Microcredential
- Microcredential earner information is entered in Credly, K-State’s digital badge system
- Earner accepts badge and shares via LinkedIn, email and other digital platforms
## Microcredentials Process Overview

1. **Generate ideas for a credit or noncredit microcredential**
   - Discuss with your campus microcredential contact (e.g., opportunities for stackability, market analysis, support with process)

2. **Secure Major Academic Unit commitment and review**
   - Complete and submit microcredential approval form and digital badge information form in Curriculog

3. **Utilize K-State experts to design the microcredential**
   - Complete course setup and publish the microcredential for visibility to prospective learners and employers

4. **Offer a high-quality, market-aligned K-State Microcredential**
   - Award digital badge to earner upon successful completion of microcredential

---

**microcredentials.k-state.edu**
Questions

Contact microcred@ksu.edu

Visit microcredentials.k-state.edu