Skills, Credentials, and Mobility: The Role of Recognition in the Future of Higher Ed

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Before we dive in...

1.

What do you already know about micro-credentials?

2.

What do you think you know — but want to verify?

3.

What are you wondering or hoping gets answered today?



Call it out from your table.

WHY NOW?

THIS. IS. THE. FUTURE.

88%

of postsecondary institutions say alternative / micro-credentials are important

86%

of students say non-degree credentials help them stand out

$70B

projected global alternative credentials market by 2032

The signals are everywhere

Corporate. Policy. Funding.



McGraw Hill hired a Director of Credentials.

A major edtech company is treating credentials as strategic product infrastructure.

"the future of product"



The MATCH Act was introduced in Congress.

Federal legislation is now treating skills, mobility, and interoperable records as a serious policy priority.



$169M in FIPSE funding

The January awards positioned LERs as a major federal workforce-training priority.

"mandatory 'skills currency' for U.S. workforce training"

» This is not fringe anymore.

It's showing up in the market, in legislation, and in funding priorities.


#AllLearning
Counts

We don’t major in the things that make us great.

What makes you great at your job... that isn’t on your transcript?

1. Think of one thing
2. Keep it concrete
3. Call it out

We’ll build the list together from the room.

judgment · empathy · follow-through · curiosity · relationship-building · calm under pressure

[THIS IS NOT ABOUT TECHNOLOGY]

Recognition + Storytelling

FOR THE LIFE-WIDE (L)EARNER EXPERIENCE



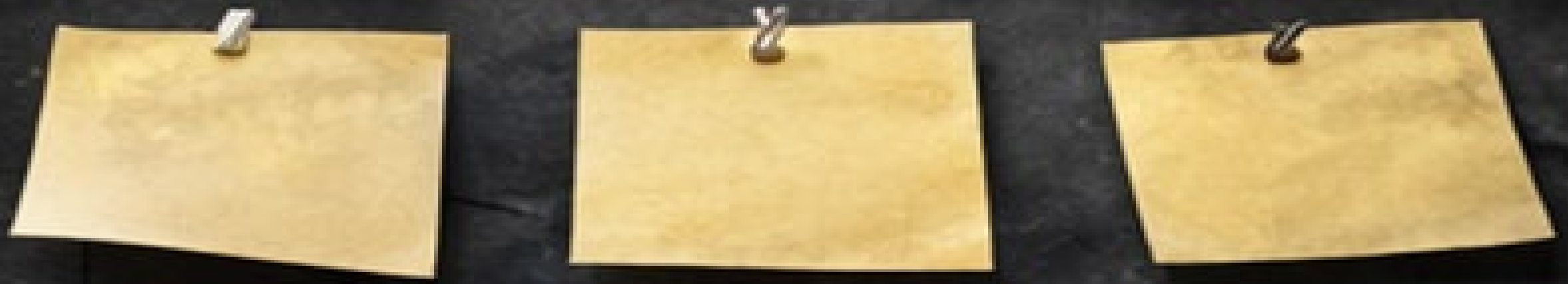

Duke star Cooper Flagg brings joy to 8-year-old cancer survivor at the NCAA Dome

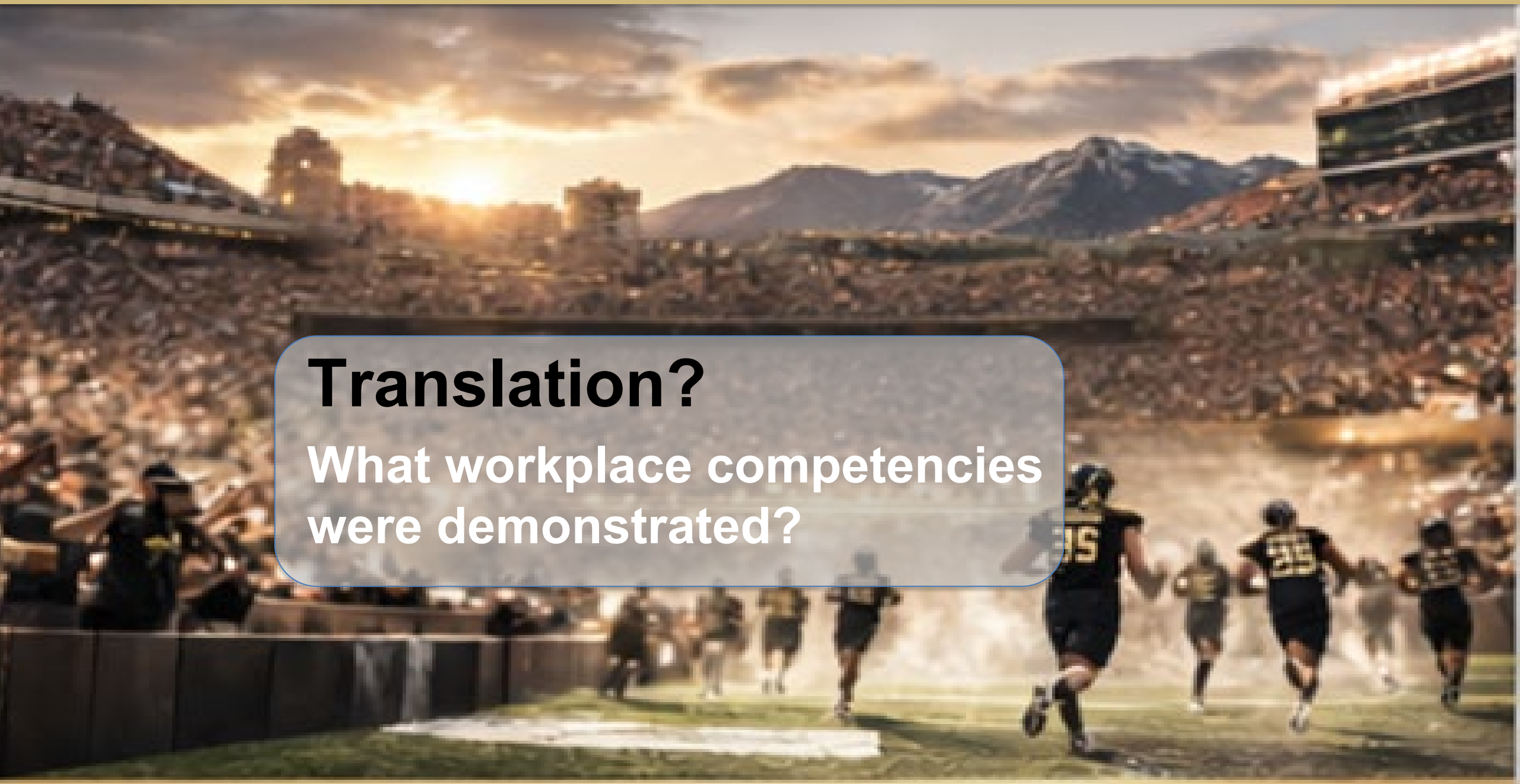
A CONCRETE EXAMPLE BEFORE WE TALK SYSTEMS



What did he *do*?

What would the helmet sticker be for?



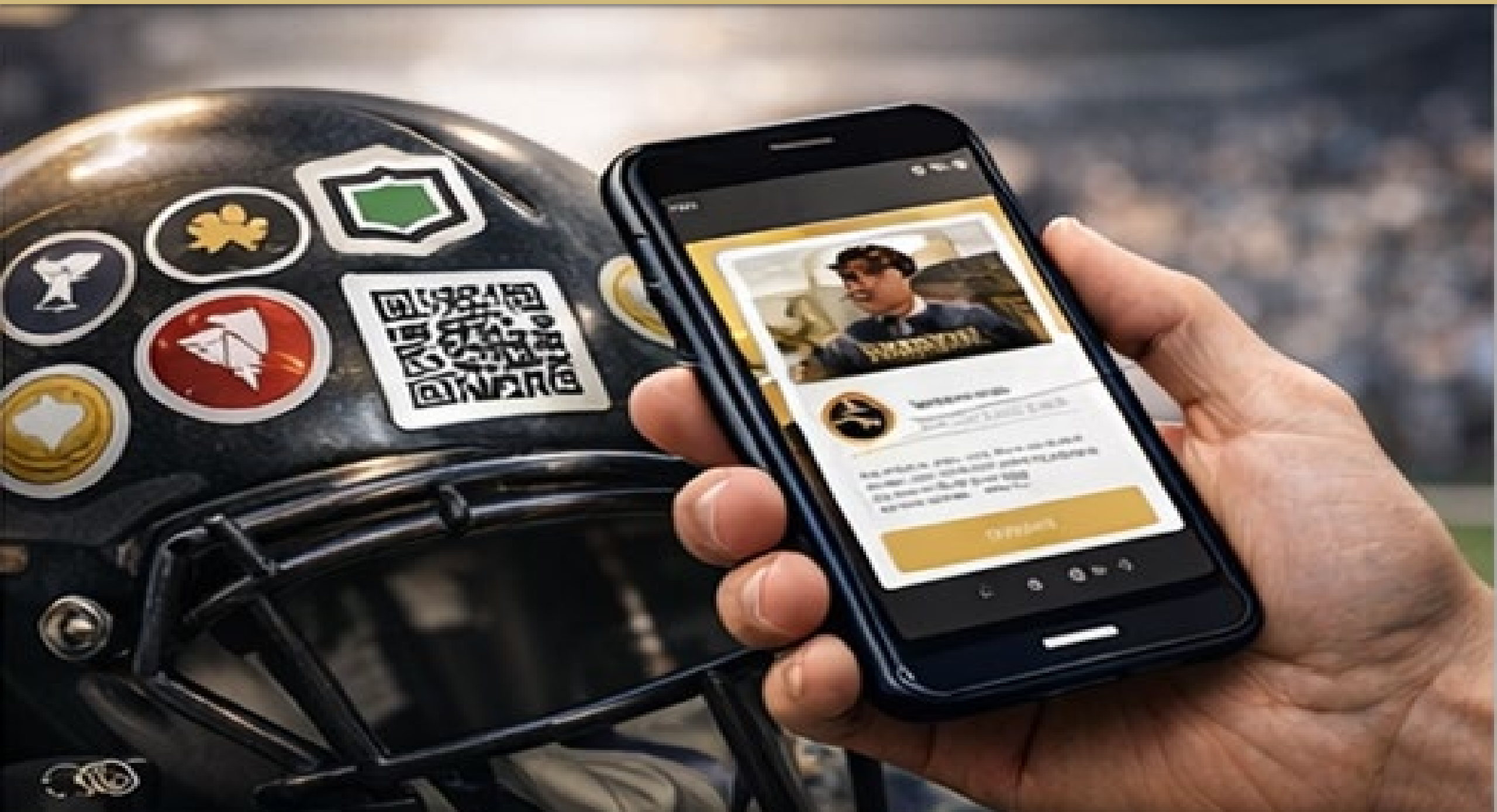

Translation?
What workplace competencies were demonstrated?

EVERYDAY RECOGNITION




NOTICE IT. NAME IT. CREDENTIAL IT.


32
THIS IS BIGGER
THAN STICKERS



Human Highlight Reel

Not just stats. Not just GPA. A verifiable story of growth.



Leadership
Mentored first-years

Integrity
Owned a mistake & repaired

Focus
Phone off for practice blocks

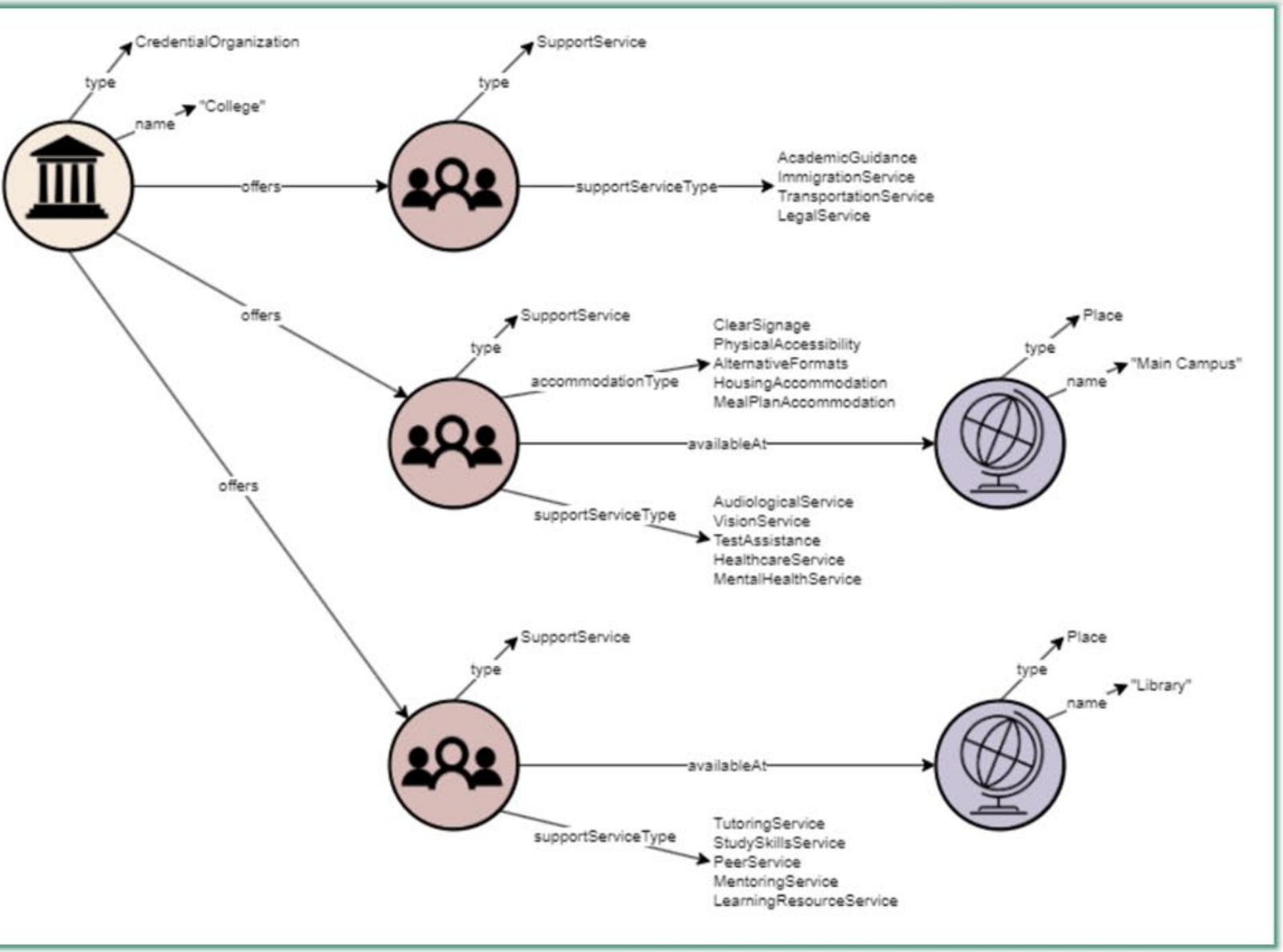
Belonging
Helped a teammate feel included

What a badge can carry

- Named competency
- Criteria / rubric
- Issuer trust signal (CU)
- Evidence artifact
- Reflection
- Verification metadata

Simple Support Service example

Classes and Properties | JSON-LD | RDF Turtle



ceterms:CredentialOrganization

- **ceterms:name**
- **ceterms:offers**

ceterms:SupportService

- **ceterms:supportServiceType**
- **ceterms:accommodationType**
- **ceterms:availableAt**

ceterms:Place

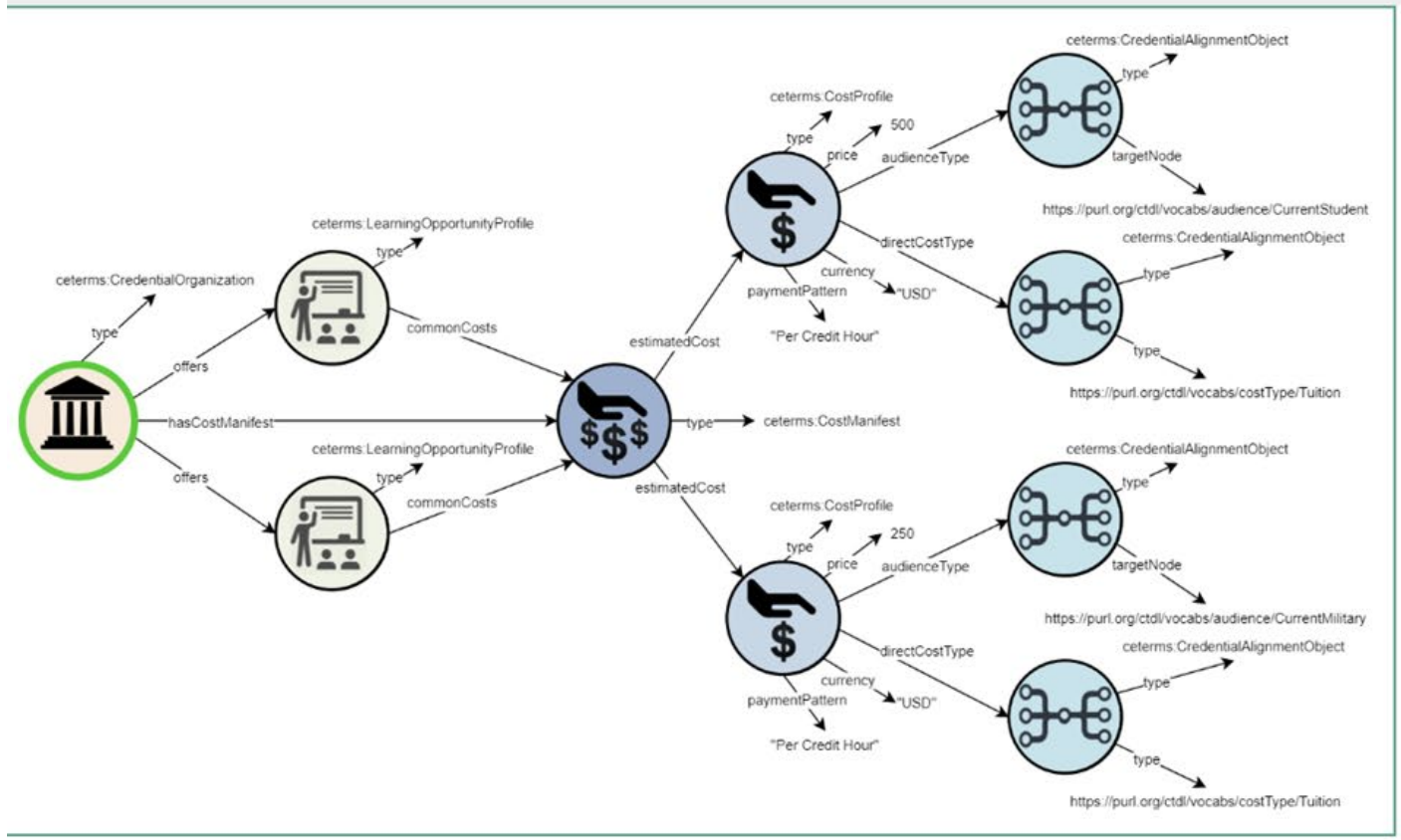
- **ceterms:name**

3.11.2. Cost Manifest

The **CostManifest** class addresses the description of institution- or program-wide costs.

Brandman University example of a cross-program Cost Manifest.

Classes and Properties | JSON-LD | RDF Turtle



ceterms:CredentialOrganization

- **ceterms:hasCostManifest**
- **ceterms:offers**

ceterms:LearningOpportunityProfile

- **ceterms:commonCosts**

ceterms:CostManifest

- **ceterms:estimatedCost**

ceterms:CostProfile

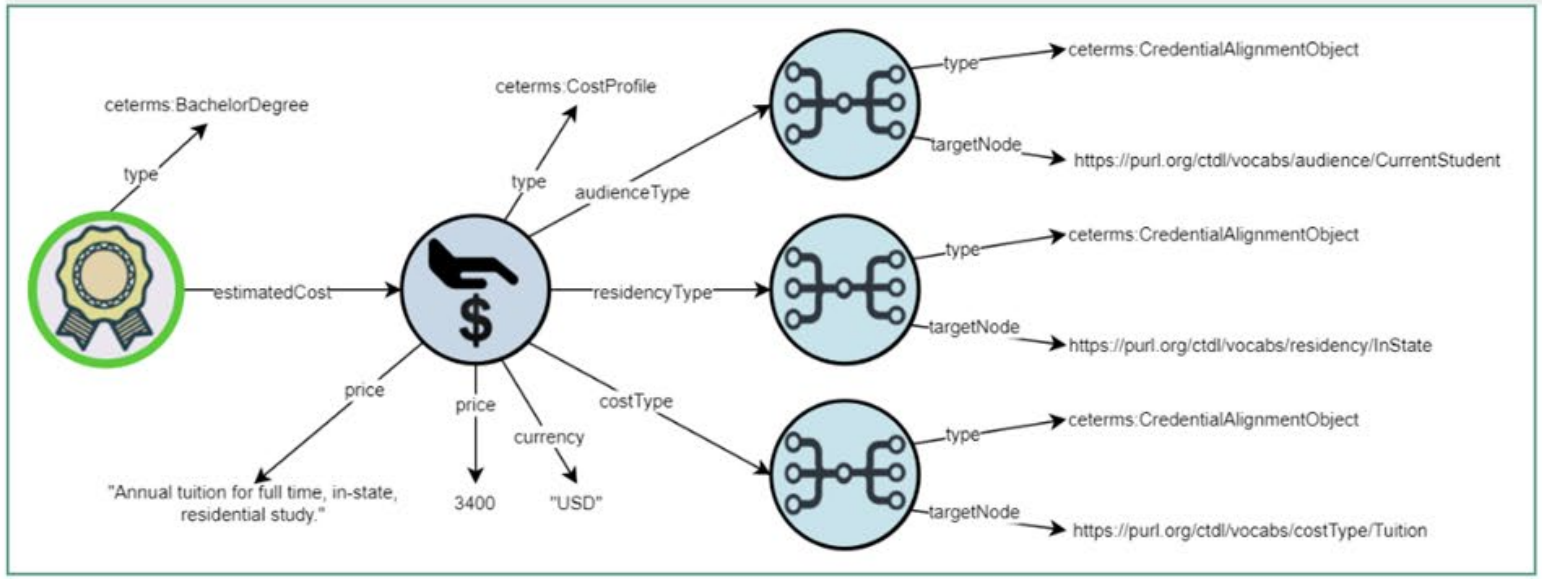
- **ceterms:DirectCostType**
- **ceterms:audienceType**
- **ceterms:currency**
- **ceterms:paymentPattern**
- **ceterms:price**

ceterms:CredentialAlignmentObject

- **ceterms:targetNode**

Total tuition for a full-time, in-state student.

Classes and Properties | JSON-LD | RDF Turtle



ceterms:BachelorDegree

- ceterms:ctid
- ceterms:estimatedCost

ceterms:CostProfile

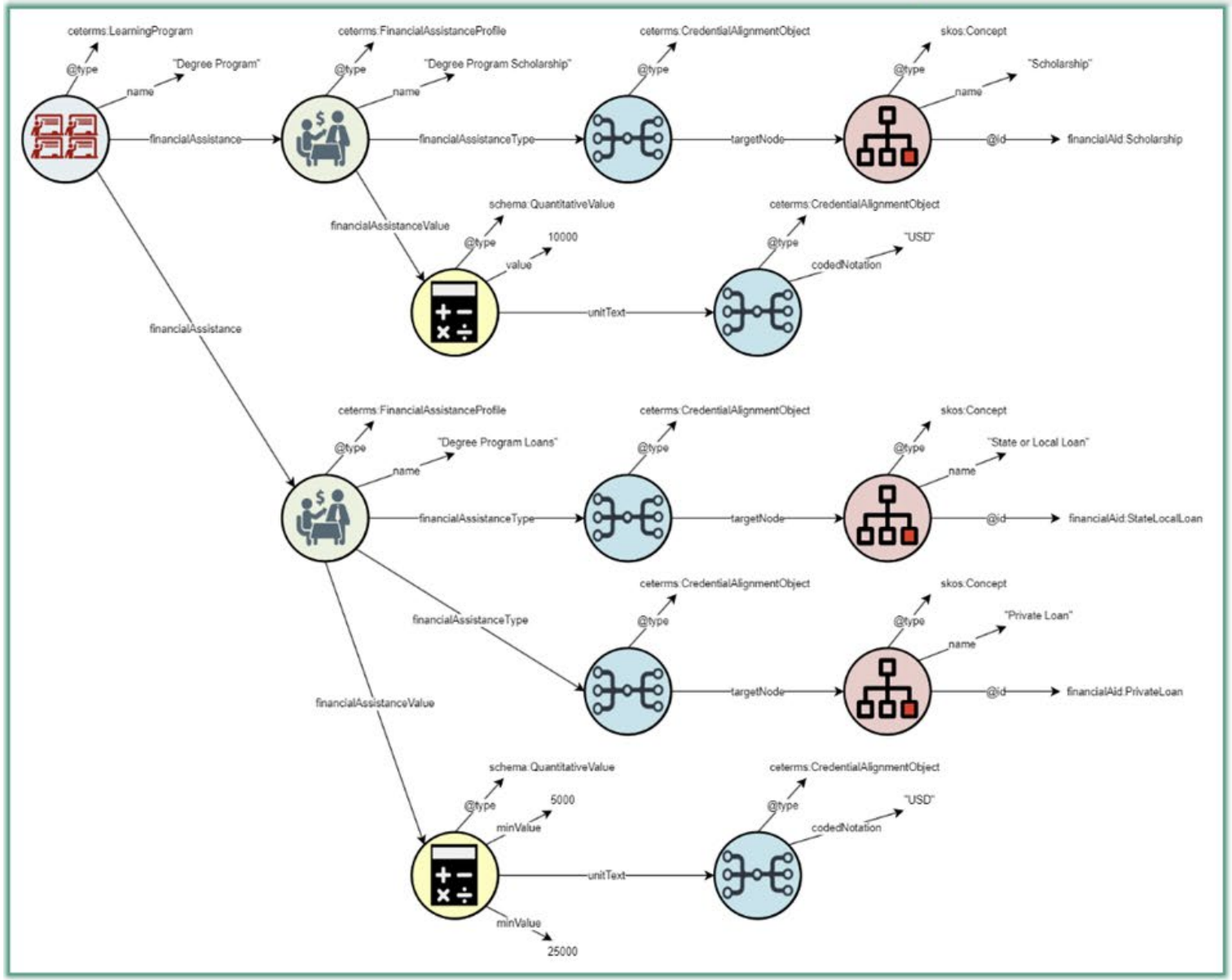
- ceterms:price
- ceterms:currency
- ceterms:description
- ceterms:paymentPattern
- ceterms:audienceType
- ceterms:costType
- ceterms:residencyType

ceterms:CredentialAlignmentObject

- ceterms:targetNode
- ceterms:targetNodeName

Example of Financial Assistance Profile

Classes and Properties | JSON-LD | RDF Turtle



- **ceterms:LearningProgram**
  - ceterms:name
  - ceterms:financialAssistance
- **ceterms:FinancialAssistanceProfile**
  - ceterms:name
  - ceterms:description
  - ceterms:subjectWebpage
  - ceterms:financialAssistanceType
  - ceterms:financialAssistanceValue
- **ceterms:CredentialAlignmentObject**
  - ceterms:targetNode
  - ceterms:codedNotation
- **schema:QuantitativeValue**
  - schema:value
  - schema:unitText
  - schema:minValue
  - schema:maxValue

WHAT WILL YOU NAME?





Thank you!

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