

Designing & Running Micro-Credential Programs

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Digital emblem which symbolizes skills and achievements

Contains **metadata** with skills tags and accomplishments

Provides a **progression path** to advance commitment

Analytics provide insight into how a program is performing

Insights shows real-time labor market data – jobs, salaries, locations.

Easy to share in **social media**: LinkedIn, Twitter, FB, blogs

Tethered to IBM to **validate and verify** achievement

Open Badges

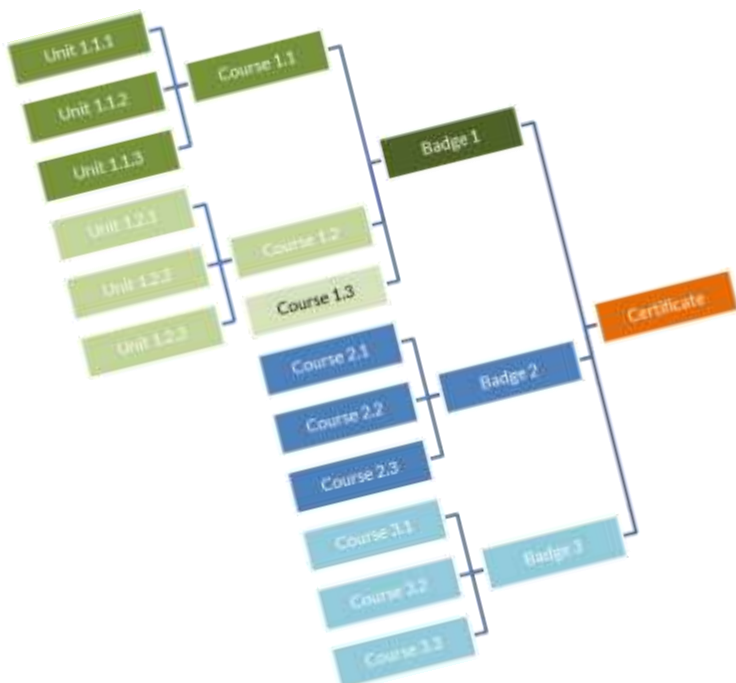
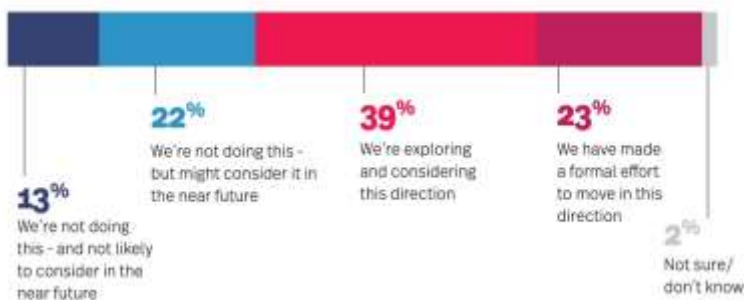
THERE'S DATA INSIDE!

- badge name
- badge URL (description)
- badge criteria
- badge image
- issuer
- issue date
- recipient
- tags
- alignment (standards)
- expiration date
- evidence URL

Stacking & Interleaving

- 1 module (2-3 hours learner effort, 0.2 CEUs)
- 3 modules = 1 course (7 hours, 0.7 CEUs)
- 3 courses = badge (20 hours, 2.0 CEUs)
- 3 badges = certificate of achievement (60 hours, 6.0 CEUs)
- 6 badges *or* 5 badges + 10-hour practicum skill demo = professional certificate (120 hours, 12.0 CEUs)

Skill-Based Hiring in the U.S., 2019



- Identify credential components.
- Map meanings to each credential level and to the overall credential system.
- Craft relationships among levels & learner progress pathways through the system.
- Design credential benefits, opportunities, & rewards.
- Develop assessment/competency strategies.
- Build the tech: sharing, credentialing, back-end, interoperability.
- Develop the graphic design of credentials.



UW-Madison Curriculum Organization, Revision, and Evaluation (CORE) Project

Distance teaching & learning micro-credentials contribute to the overall readiness of institutions to strengthen teaching practices, especially in a technology-mediated way. They represent concrete examples of three of the five 2020-2025 strategic priorities for UW-Madison: excellence in teaching & educational achievement, living the Wisconsin Idea, and a high-performing organization ([Strategic Framework, 2020-2025](#)). And DT&L credentials present UW-Madison to the wider distance-education field as a recognized leader in research, collaboration, and innovation.

The Curriculum Organization, Revision, and Evaluation (CORE) project is intended to update, expand, and regularize UW-Madison's professional-development program to better align with divisional goals for reaching new audiences, providing transformative learning experiences, and creating financially self-sustaining programs.

Each phase of the project will contain concurrent efforts to:

- update outdated content to reflect the current state of the field and best practices,
- add new offerings to the curriculum, and
- align all offerings to professional standards and competencies via measurable mastery demonstrations in each offering.

WANT TO KNOW MORE OR KEEP IN TOUCH? I'M [@THOMASJTOBIN](#) ON TWITTER, OR VISIT [THOMASJTOBIN.COM](#).

This document <https://bit.ly/Micro2022>

Resources list <https://bit.ly/Resources2022>

