

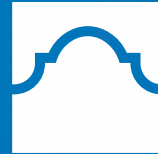
# TRUE Initiative Through Targeted Micro-Credentials

## Texas Pathways Institute | November 4, 2021

Office of the Vice Chancellor for Academic Success  
Dr. George Railey

**Dr. George Railey**  
Vice Chancellor for Academic Success  
Alamo Colleges District

**Ruth Dalrymple**  
Associate Vice Chancellor for Academic  
Partnerships & Initiatives  
Alamo Colleges District



ALAMO  
COLLEGES  
DISTRICT



Malcolm Baldrige  
National Quality Award  
2018 Award Recipient

Achieving the Dream  
LEADER COLLEGE  
OF DISTINCTION

# Alamo Colleges District Focus Investments In Smart Growth & Talent



**Strategic  
Enrollment  
Management**



**Student  
Success**



**Regional  
Workforce  
Development**



**Talent**

Aligned to the Alamo Colleges District Strategic Plan and the Board of Trustee Charges to the Chancellor



# What is a micro-credential?



**Non-college-credit training focused**  
on a single skill or cluster of skills



**Study, practice, and improve**  
upon a specific skill quickly



**Signals the completion**  
of a skills-based learning experience

## Digital Badges

One type of micro-credential offered by the Alamo Colleges



**Two types of learning experiences**  
that result in a digital badge at our Alamo Colleges



- **In a micro-course**  
Online, on-demand training
- **10-15 hours**  
to complete

- **Within a college-credit course**
- **Same length as course**  
depending on requirements



## What

Increase opportunities for **hybrid and online, on-demand, and short-term skills and technical training** aligned to high-wage, high-demand occupations.

## Who

Reskill or upskill **unemployed, underemployed, and displaced workers** in the Alamo Colleges District's service area.

## How

**Create, test, improve, and scale** credentials of value.





## How

### Assembled a **Micro-credential Strategy Design Team**

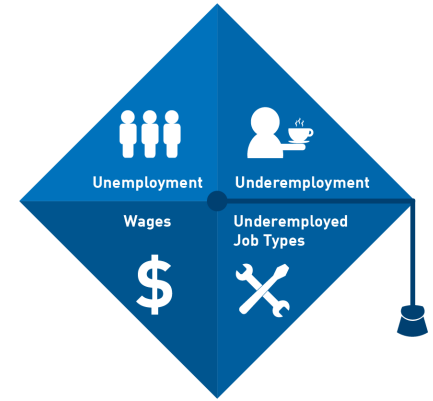
- Executive Sponsor
- Team Lead
- Academic Success
- Economic Workforce Development
- Continuing Education
- Finance
- Student Records & Information Systems
- Marketing & Communications
- Deans of Academic Success
- Instructional Technology
- Online Learning
- Advising
- IT Project Management



## Why

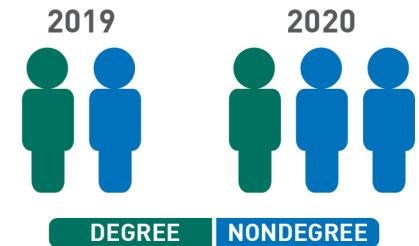
### Federal Reserve Bank of New York Study

- 4 of 10 recent college graduates are **underemployed** – working in jobs that do not require a degree. (Federal Reserve Bank of New York Study)



### Strada Education Covid-19 Work and Education Survey

- 2 of 3 adults (68%) considering enrolling in education **prefer nondegree pathways**, up from 1 in 2 (50%) a year ago.
- Fewer** than 1/3 of adults without a degree available career pathways, valuable skills, and **understand** details about potential programs.



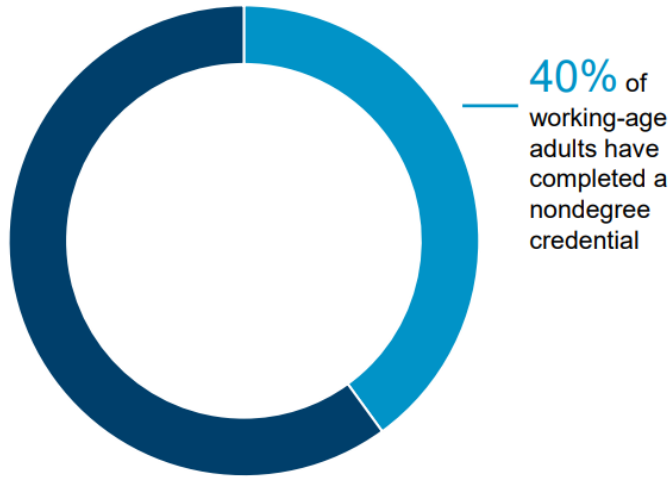
Federal Reserve Bank of New York, *The Labor Market for Recent College Graduates*, Strada Education Center for Consumer Insights. Covid-19 Work and Education Survey: March 25 to September



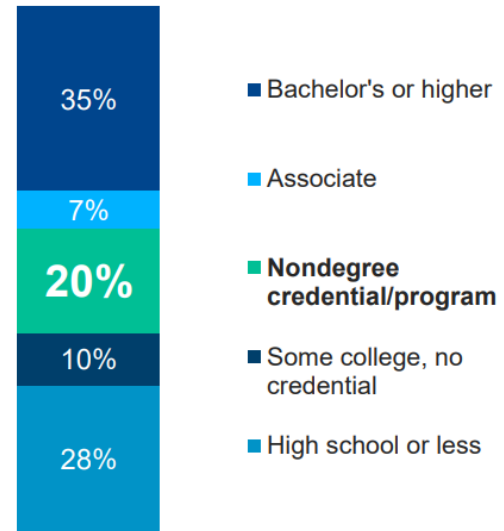
Why

2 in 5 working-age adults have completed a nondegree credential;  
1 in 5 report it as their highest level of education

Nondegree credential attainment



Highest level of education



BASE: 25- to 64-year-olds (n=12,023)



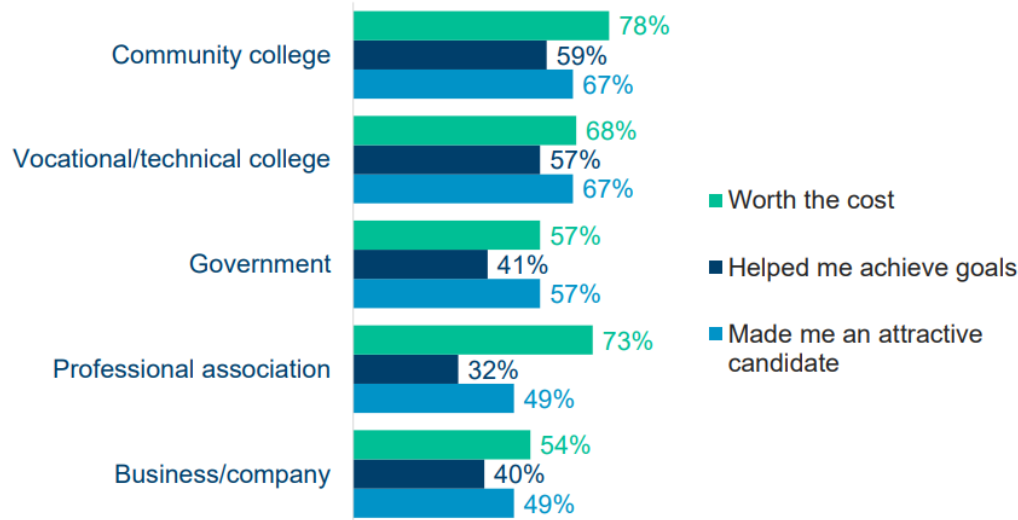
ALAMO  
COLLEGES  
DISTRICT



Why

# Nondegree credentials issued by community colleges have the highest alumni ratings, while those issued by individual businesses and companies have the lowest

Alumni ratings (strongly agree/agree) by provider type



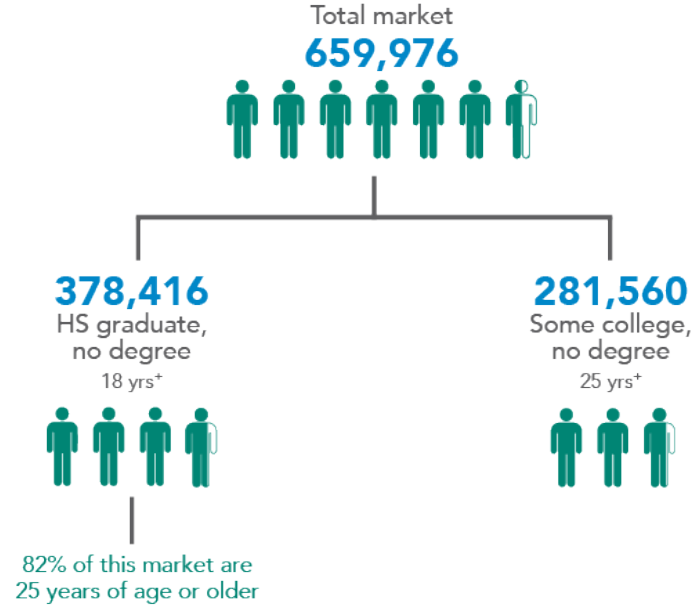
Share of adults with a nondegree credential

BASE: 25- to 64-year-olds with an educational certificate who report a nondegree credential as their highest level of educational attainment (n=5,492)





# Why In-district market of workers to micro-credential



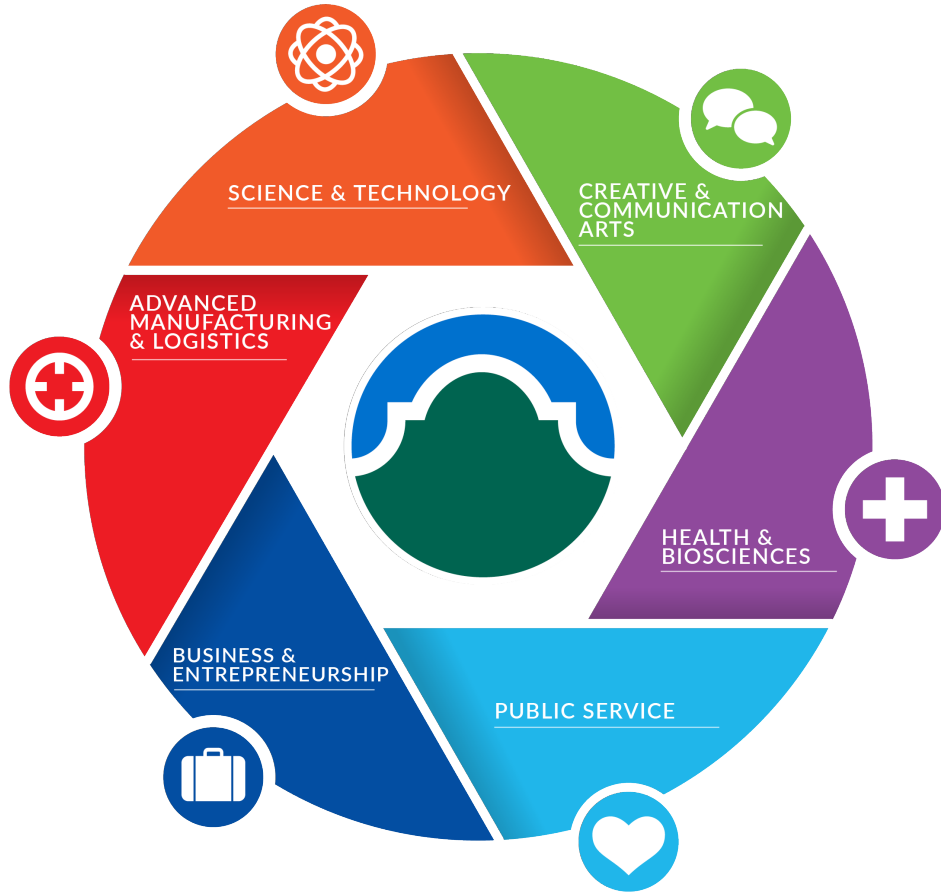
 Per 100,000



**Build micro-pathways** provide **on-ramps** and **off-ramps** to certificates and degrees. Follow these guiding principles:

1. Include 2+ credentials that are stackable, portable, and track towards a degree
2. Align to dynamic regional labor market employment and wage data
3. Employer-initiated and validated
4. Complete in one year or less
5. Offered in a flexible delivery format
6. Affordable cost
7. Digitally discoverable
8. Connected to AlamoINSTITUTES





AlamoINSTITUTES

FY22 Focus on  
**Health &  
Biosciences**  
Micro-pathways

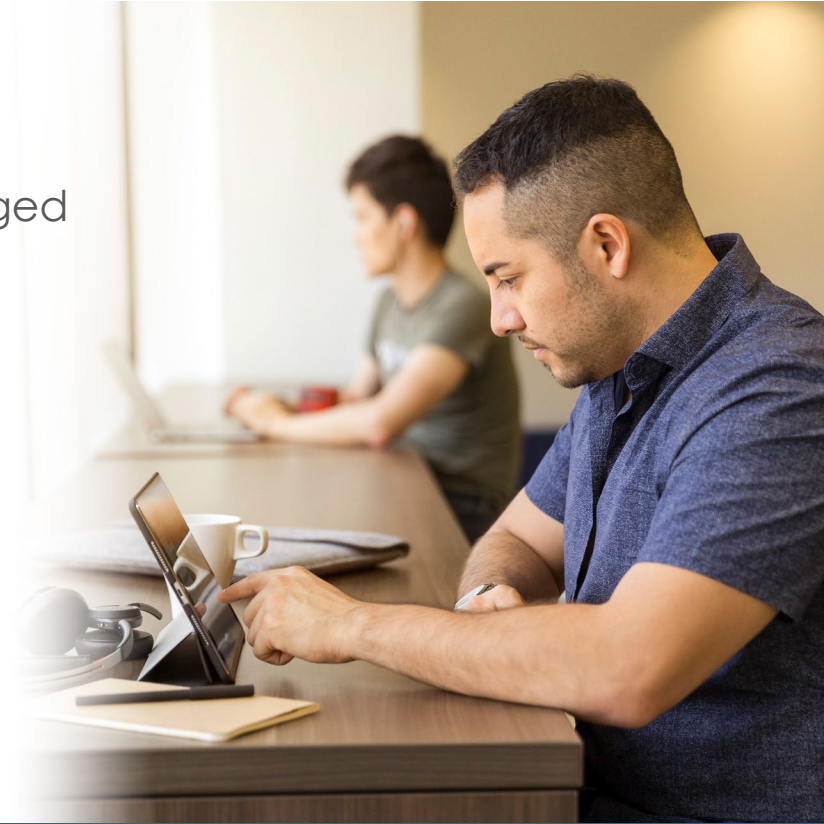
## Testing learner experience innovations

- Online application for short-term credentials
- Career Fit Assessment
- Success coaching
- Micro-pathway prototypes
- Enrollment and coaching in standalone marketable skills training
- Customer journey mapping using personas



## Results | Two marketing campaigns

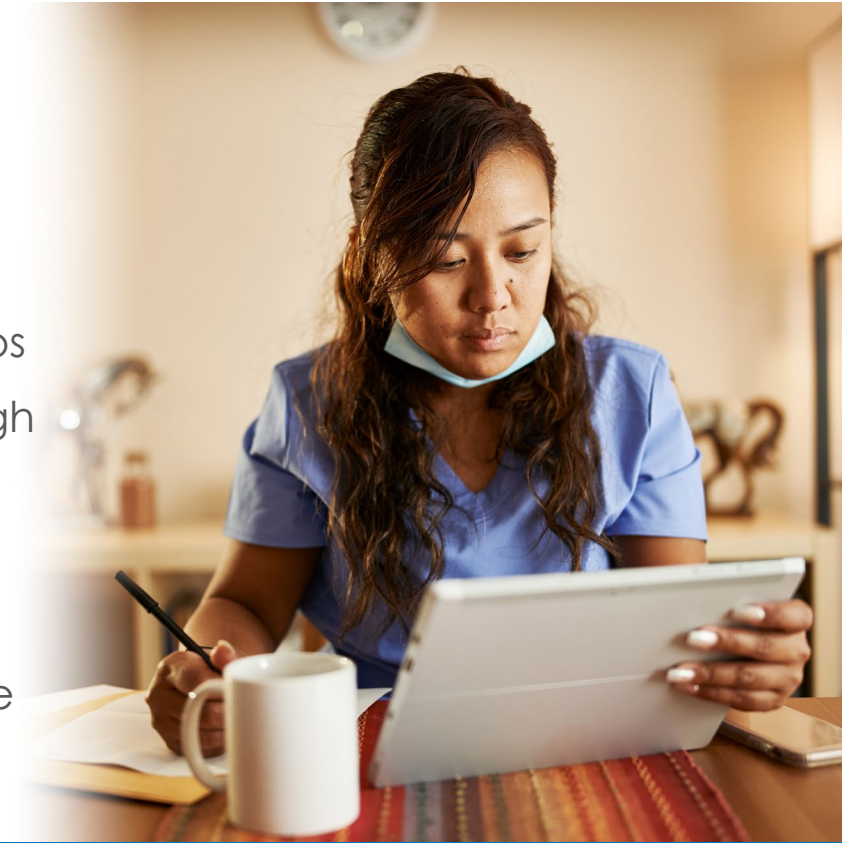
- Messaging: Free – generates action
- Audience: Female population 25+ highly engaged
- Motivation: New skills for a new job
- Popular topics:
  - Cybersecurity
  - Entry Healthcare
  - IT Support





## FY22 proof of concept

- Focus on micro-pathways in the Health and Biosciences Institute
- Confirm leading and lagging measures
- Align offerings to high-wage, high demand jobs
- Build capacity with college and CE to offer high value micro-credentials
- Market program offerings
- Report progress to SLT and Board of Trustees
- Scale to high-demand, high-wage in two more AlamoINSTITUTES in FY23





## UPCEA

### Hallmarks of Excellence in Credential Innovation

1. Advocacy and Leadership within the College
2. Entrepreneurial Initiative
3. University-to-Business Stakeholder Engagement
4. The Faculty Experience
5. The Learner Experience
6. Digital Technology
7. External Advocacy and Leadership Beyond the University
8. Professionalism



# Questions?

**Dr. George Railey**

Vice Chancellor for Academic Success

Alamo Colleges District

[grailey@alamo.edu](mailto:grailey@alamo.edu)

Thank you.



ALAMO  
COLLEGES  
DISTRICT



Malcolm Baldrige  
National Quality Award  
2018 Award Recipient



Achieving the Dream LEADER  
COLLEGE  
OF DISTINCTION