

June 12 2023

SWBDA Panel Discussion

*Credentials and Up-Skilling :
Industry & Business School perspectives*



James E. Payne

Dean
Woody L Hunt College of Business
UT El Paso
jpayne2@utep.edu



Steven Beach

Dean
College of Business
UT Permian Basin
beach_s@utpb.edu



Kimberley Poelman

Business Development
Coursera for Campus
kpoelman@coursera.org

AGENDA

The New Majority Learner

Microcredentials :

- *Student & Employer perspectives*
- *US University perspectives*

Coursera approach

Business School Programs

Round Table Discussion

Q&A

Wrap

LinkedIn Bets on Skills Over Degrees as Future Labor Market Currency

The career-networking site that helped transform the job market is positioning for big changes in hiring. June 9, 2023 at 9:37 AM MDT



Deep Dive Opinion Library Events Press Releases 2023 Report Topics ▾

Skills-first employers may outperform peers, but many are struggling to adapt

By Kathryn Moody • Sept. 27, 2022

Employers are still wary of turning away from degree-based hiring, reports have said, which is the first step for truly skills-first organizations.



NEWS

Tech & Innovation [Digital Teaching & Learning](#)

March 02, 2023

Microcredentials Confuse Employers, Colleges and Learners

Three recent studies highlight confusion about alternative credentials. But all parties seek quality, verifiable, bite-size, low-price offerings targeting specific industries.



Deep Dive Opinion Library Events Press Releases Topics ▾

DIVE BRIEF

Employers value microcredentials but don't know how to assess their quality

Published Feb. 23, 2023

Traditional approaches to higher education aren't serving the “new majority learner”

4.7%

Undergraduate enrollments dropped by 4.7 percent from 2021 to 2022 (9.4 percent or nearly **1.4 million students smaller** than before the pandemic)

31%

31% of students who plan to quit school said they want to **take advantage of increased employment opportunities** and secure a job.

Of course, the rising **cost** of college and ballooning student loan balances have also played a role.

32%

32% of current bachelor's degree students and 41% of current associate degree students in the US report they have **considered stopping out in the past six months**, similar to 2020 levels.

Student decision-making has changed

The ROI of a degree program is now a key priority when choosing a university.

Traditional recruitment methods no longer work.

Top 2 most important factors ranked by students globally (ranked above academic strength)

#1 Location

Convenience and flexibility still matter when selecting a college.

#2 Career Preparation

74% of surveyed students in the US even said that availability of professional certificates would increase their likelihood of enrolling in a degree program.

Defining industry micro-credentials and Professional Certificates

Micro-credentials: As defined by UNESCO, a micro-credential focuses on a specific set of learning outcomes in a narrow field of learning and is achieved over a shorter period of time. Micro-credentials are offered by commercial entities, professional bodies, and private providers.

Professional Certificates: Coursera offers Professional Certificates, a type of micro-credential, from leading companies such as IBM, Intuit, Google, Meta, and Salesforce that teach the specific skills needed for entry-level jobs such as data analyst, software developer, digital marketer, and more.

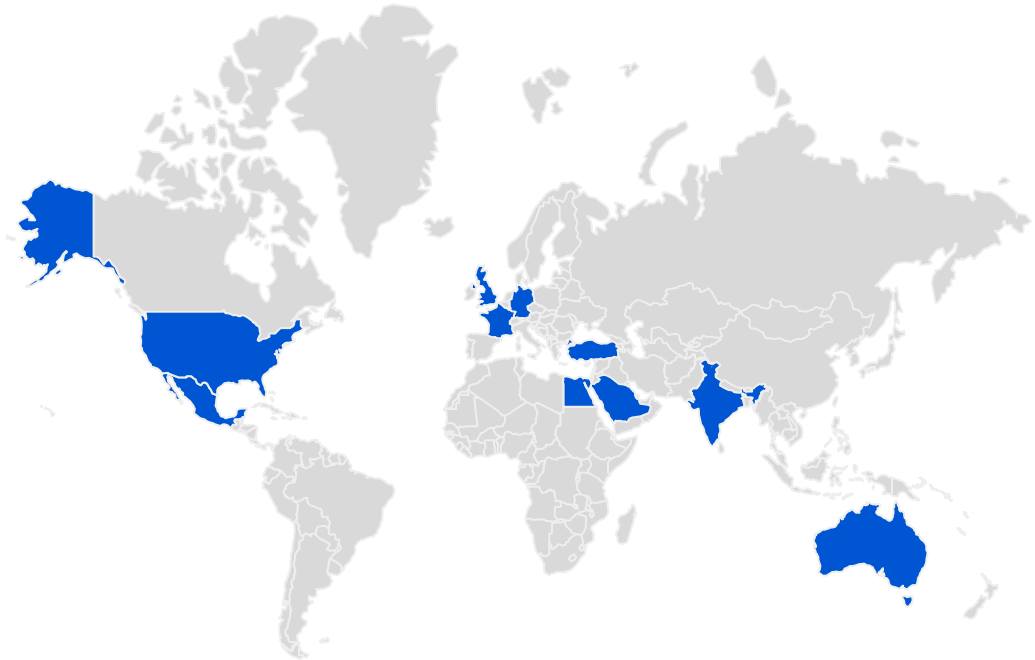
Role of Industry Microcredentials

STUDENT AND EMPLOYER SURVEY

The role of industry micro-credentials in higher education

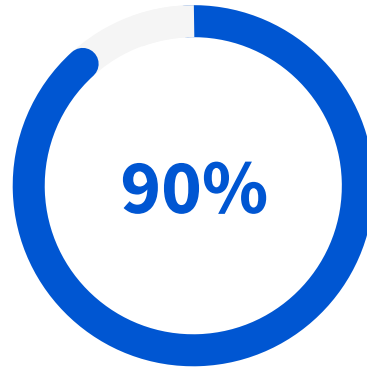
Advancing Higher Education with Industry Micro-Credentials report, 2023

	n = 3322 students	n = 1668 employers
Australia	n=300	n=150
India	n=301	n=150
France	n=300	n=152
Germany	n=300	n=165
Turkey	n=300	n=151
United Kingdom	n=300	n=150
Mexico	n=300	n=150
United States	n=306	n=150
Egypt	n=305	n=150
Saudi Arabia	n=305	n=150
United Arab Emirates	n=305	n=150

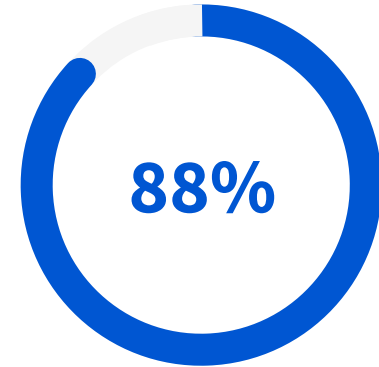


STUDENT AND EMPLOYER
SURVEY

Industry micro-credentials appeal to both students and employers



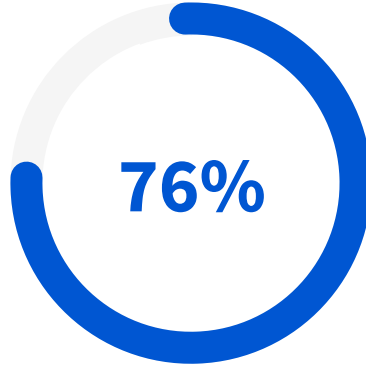
90% of students believe a Professional Certificate will help them **stand out with employers.**



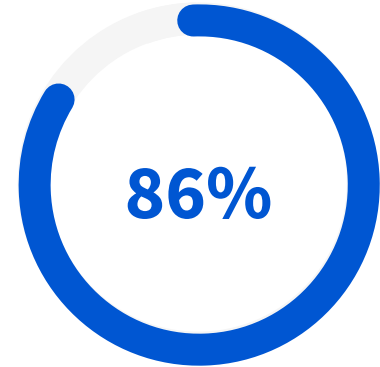
88% of employers believe a Professional Certificate helps **a candidate stand out.**

Impact on enrollment and career success

Students report being more likely to enroll in a degree that offers a Professional Certificate, and they believe it will help them succeed in their careers.



Professional Certificates make students, on average, **76% more likely** to enroll in a degree program. One in two students want them to count **for credit.**

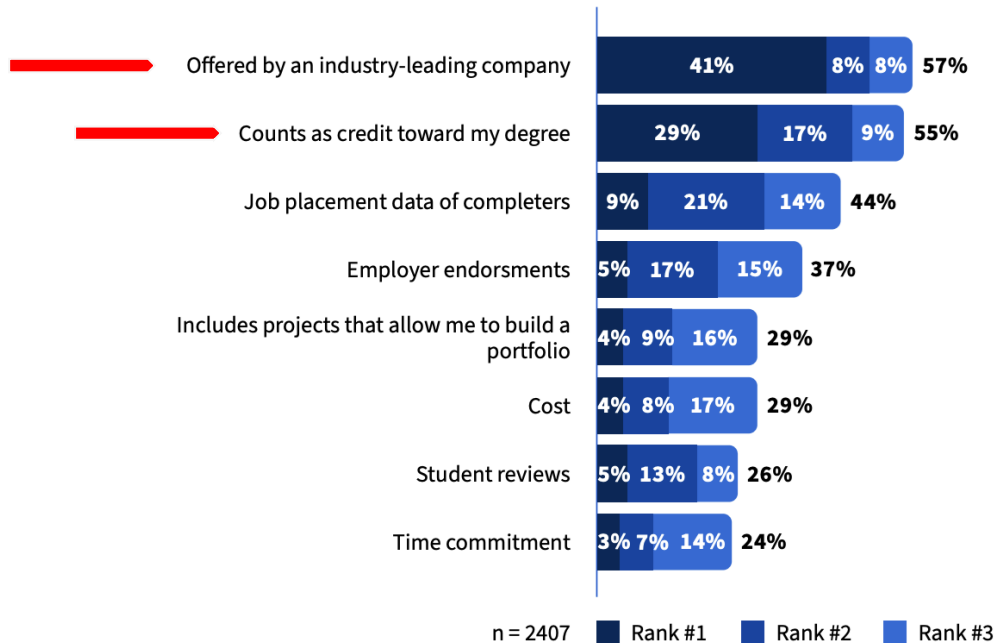


86% of students agree that a Professional Certificate will help them **succeed in their job.**

Students

Key factors in deciding to earn an industry micro-credential

Q: What factors would you consider when deciding to earn a Professional Certificate?

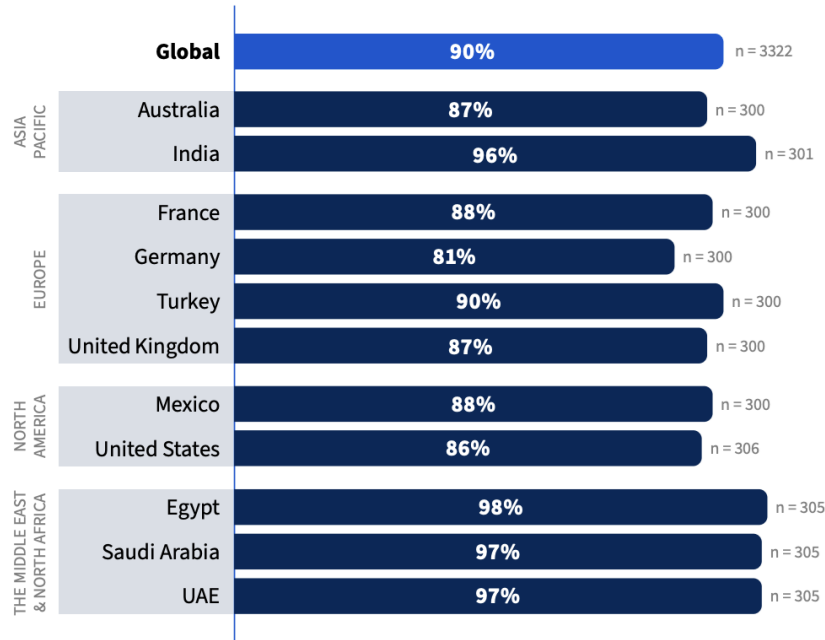


Students want to earn Professional Certificates that come from **industry leaders** and **count as credit**

Students

Standing out and getting a job

**Q: Earning a Professional Certificate will help me stand out to employers and get a job when I graduate.
(Agree or Strongly Agree)**



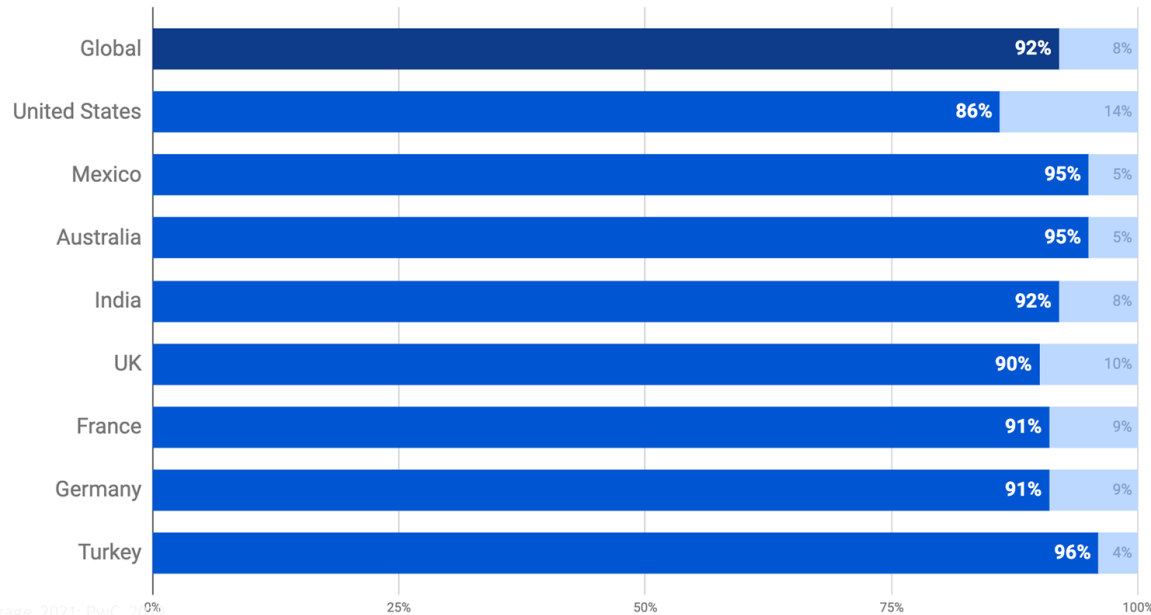
90% of students
believe that
Professional
Certificates will help
them **stand out** and
get a job

Example: [UTPB student](#)

Employers

Strengthening a candidate's job application

Q: Earning a professional certificate strengthens a candidate's job application (Agree or Strongly Agree)



Sources: Cengage, 2021; PwC, 2020

Source: Coursera Internal Research, 2022

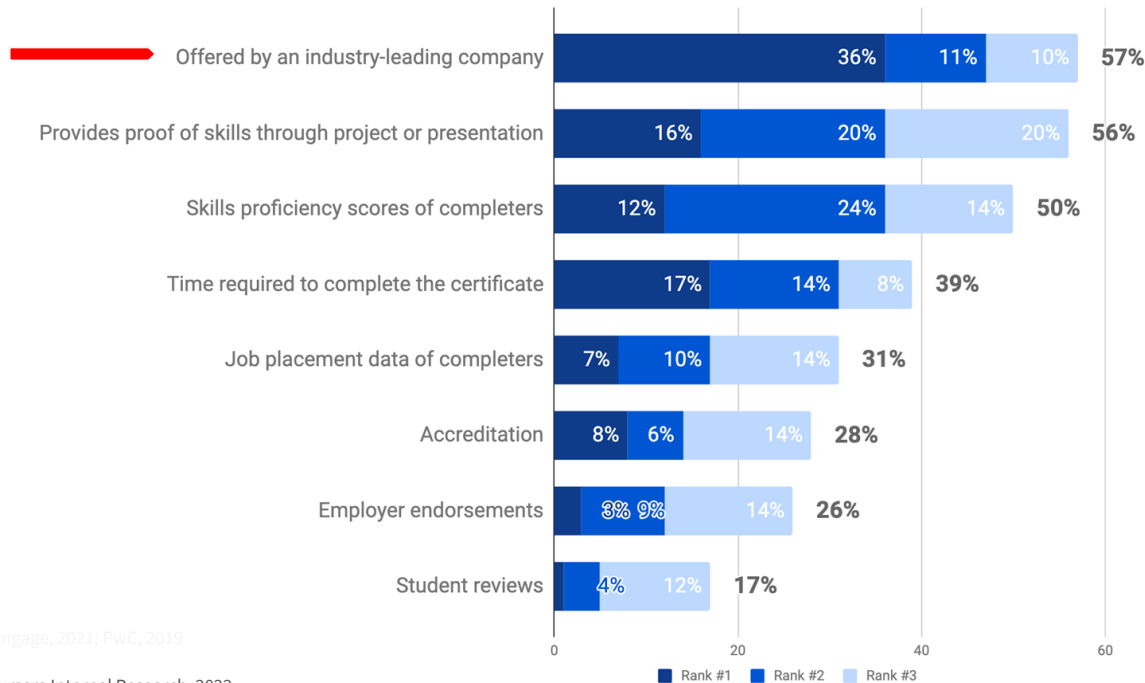
92% of employers
believe that
Professional
Certificates will
strengthen a
candidate's job
application



Employers

Key factors in assessing quality of Professional Certificates

Q: How would you assess the quality of a Professional Certificate?



Employers want Professional Certificates that show **proof of skills** and skill proficiency scores

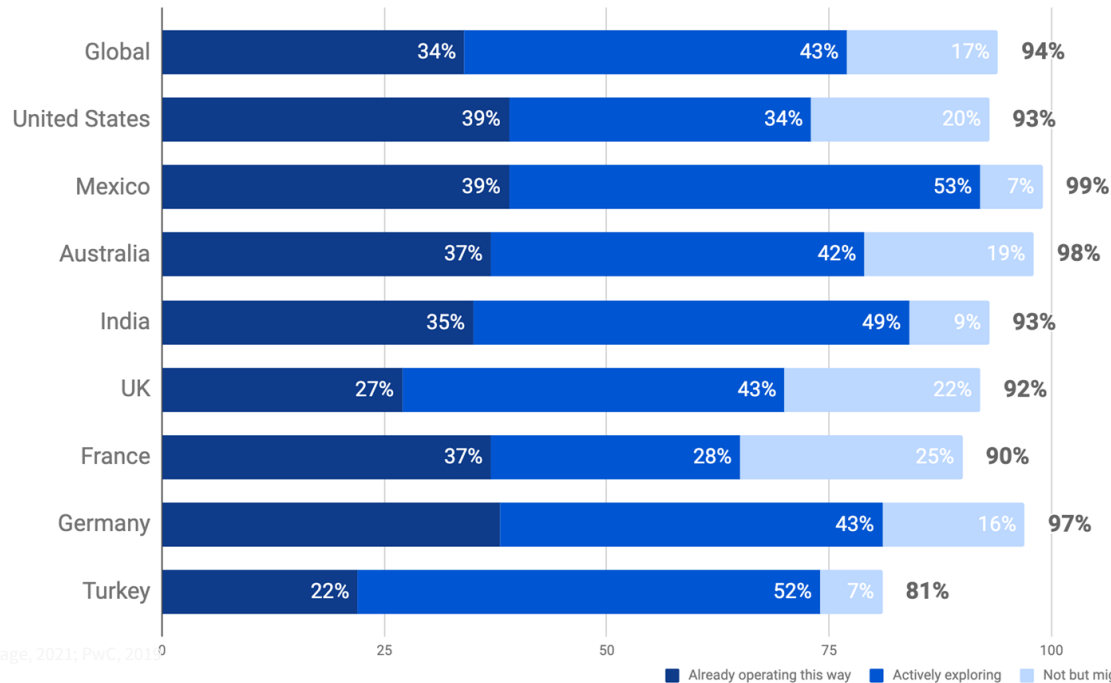


Sources: Cengage, 2021; PwC, 2019

Source: Coursera Internal Research, 2022

Employers Moving towards skills-based hiring

Q: Which of the following best describes the extent to which your organization hires based on skills?



94% of employers hire based on skills are considering moving to a skills-based hiring approach

Sources: Cengage, 2021; PwC, 2019

Source: Coursera Internal Research, 2022

According to a survey conducted Summer 2022 by workforce
development nonprofit

American Student Assistance and Jobs for the Future

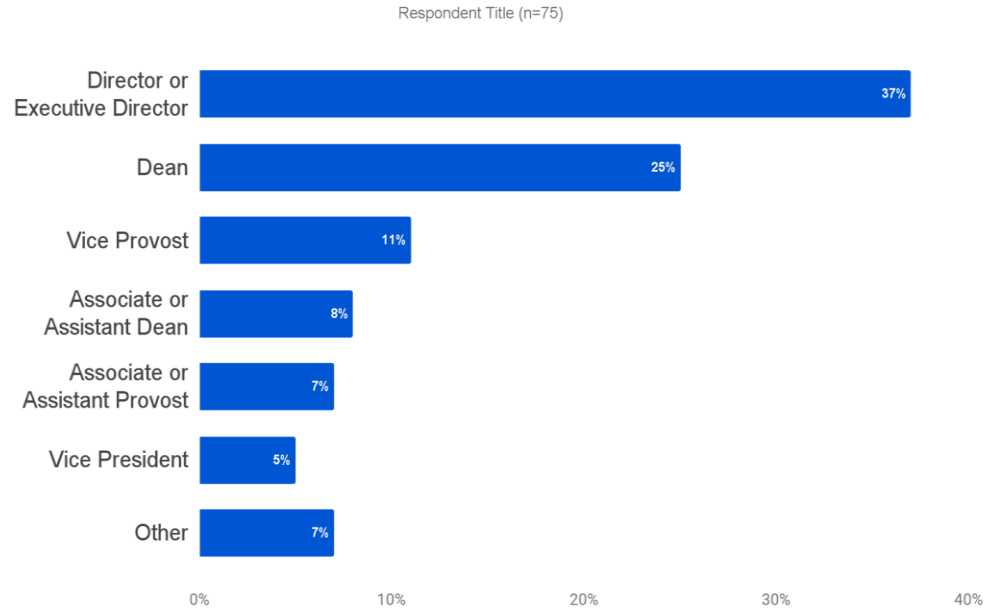
“While over 80% of employers believe they should hire based on skills rather than degrees, more than half say they are still hiring college grads because it feels less risky. ”

U.S. University Perspectives

Advancing Higher Education with Industry Micro-Credentials

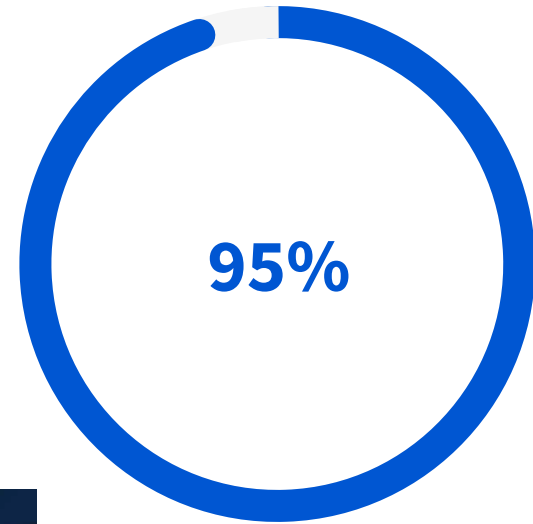
The role of micro-credentials in U.S. higher education

In 2022, Coursera and UPCEA partnered to survey **75 U.S. university leaders** to better understand their perspectives on the prevalence and future role of non-degree credentials in higher education.



The future of micro-credentials in U.S. higher education

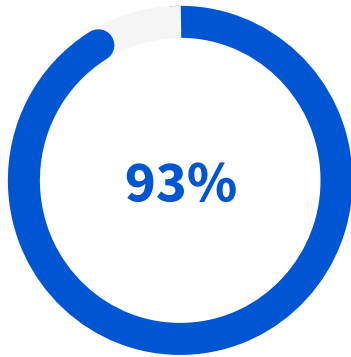
University decision-makers in the U.S. agree that non-degree credentials will be an **important part** of higher education in the near future.



U.S. UNIVERSITIES

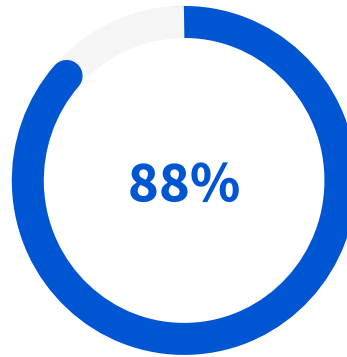
Micro-credentials have an impact on institutional priorities

Create
new revenue streams



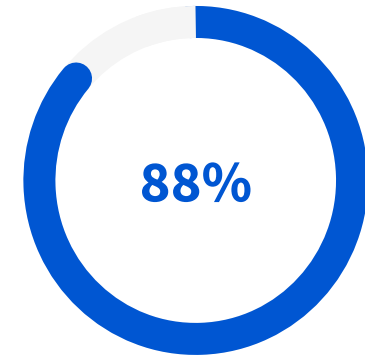
*Q: Non-degree credentials enable institutions to create new and diverse streams of revenue.
(Strongly Agree or Agree)*

Attract non-
traditional learners



*Q: Non-degree credentials provide on-ramps into higher education for non-traditional learners.
(Strongly Agree or Agree)*

Deliver
strong job outcomes

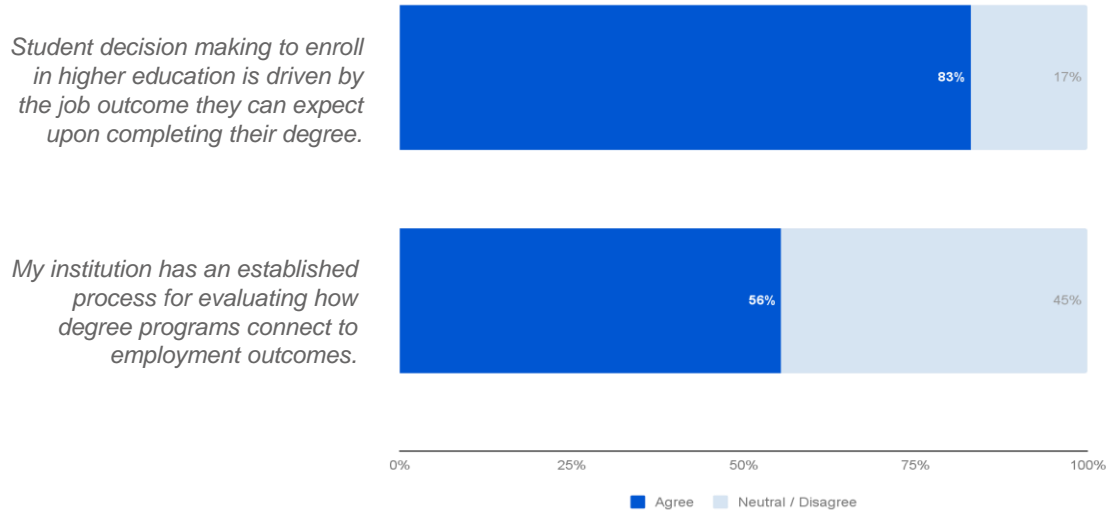


*Q: Non-degree credentials complement traditional degree programs by helping strengthen employment outcomes.
(Strongly Agree or Agree)*

U.S. UNIVERSITIES

Leaders believe job outcomes impact enrollment, but lack processes to connect degrees to employment

Q: Please rate how strongly you agree or disagree with the following statements.

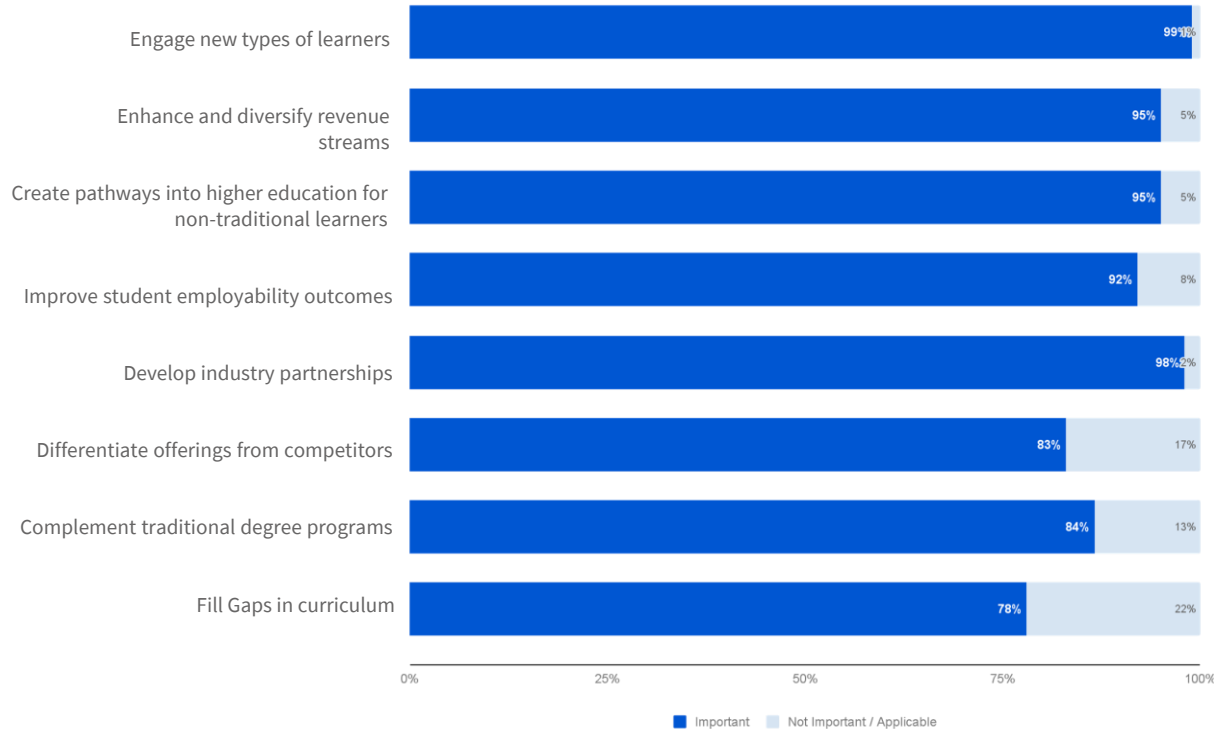


83% of university leaders agree
job outcomes matter in enrollment decisions

45% of university leaders do not agree
their institution can connect degrees to employment outcomes

U.S. UNIVERSITIES

Diverse motivations for offering micro-credentials

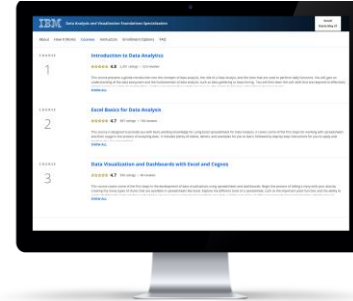
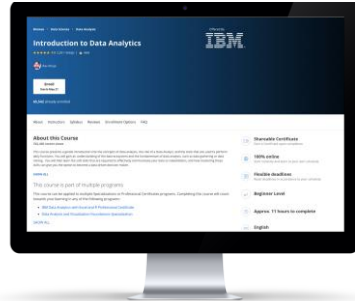
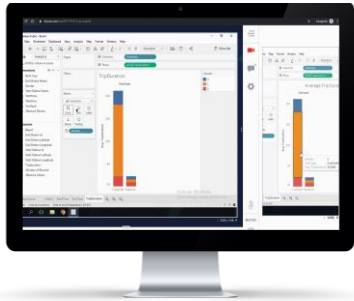


Among institutions that offer non-degree credentials, **99%** rated **engaging new learners** as **important** in deciding to offer non-degree credentials

Offer world-class content and credentials from leading universities and companies



A unique end-to-end model of stackable learning



**3000+
Guided Projects**

**6,100+
Courses**

**600+
Specializations**

**30+
Professional Certificates**

1-2 Hours

1-8 weeks

2-6 months

3-9 months

Master new skills with hands-on applied learning

Learn something new

Master a skill

Get job-ready for an in-demand career

Impactful Business programs with Industry brand micro-credentials

→ Skilling for desired positions

→ All courses & labs

- are asynchronous
- include assessments
- result in a branded credential
- no additional purchase

→ Integration

- Integrate into LMS
- Gradebook passback

Retail



OmniChannel
Marketing strategy
Fashion Retail
Business Foundations
Channel Management

Accounting



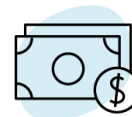
Financial Accounting
Bookkeeping
Accounting Principals
Accounting Analysis
Cash Flow Modeling -
Excel -

Analytics



Business Analytics
Data Analytics
Generative AI
R - Excel - PowerBI - Tableau

Finance



FinTech / Blockchain
Digital Marketing
Business Intelligence
Data Analytics
Entrepreneurship

[En Español](#)

Marketing



Marketing Strategy
Marketing Analytics
UX Design
Neuromarketing
Social Media Marketing

[En Français](#)

Available Now

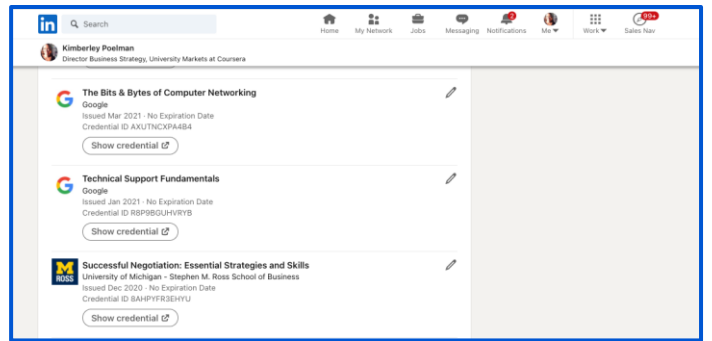
IT Support	Project Management	Data Analytics
UX Design	Digital Marketing & E-commerce	Cybersecurity
Marketing Analytics	Social Media Marketing	Back-End Developer
Front-End Developer	Mobile App Developer (Android)	Mobile App Developer (iOS)
Database Engineer	Technical Support	Data Science
Full Stack Software Developer	Data Analyst	Data Analytics with Excel and R
DevOps and Software Engineering	Data Engineering	Data Warehouse Engineer
Cybersecurity Analyst	Back-End Developer	Sales Development Representative
Sales Operations	Bookkeeping	Sales Representative
Bookkeeper	Technology Consultant	Career Coach and Navigator

★ = [ACE Credit recommendation](#)

Coming Soon

Launched!

Agile IT Project Manager	Business Analyst
Operations Research	Security Engineer
Web Developer	Human Resources
Personal Trainer	Real Estate Agent



IMPACT results for Professional Certificates with career essentials for today's workforce...

Sociology majors who acquire UX/UI design skills can **increase their entry-level salary by 32%.**



History majors who acquire data analysis skills can **increase their entry-level salary by 38%.**



Psychology majors who acquire IT management skills can **increase their entry-level salary by 35%.**



English language & literature majors who acquire project management skills can **increase their entry-level salary by 29%.**



Coursera Business School Customers

How are Business School Customers leveraging their Coursera?



Blended Programs

Leverage Coursera courses as supplementary course material

Include virtual labs and deep skilling course material to complement your courses.

EX. Microsoft Excel micro-credential in Business Foundations 101



Micro-credential Programs

Bundle certificate programs & job-ready skills Create a custom microcredential pathway into a degree for learners at scale

EX. iMBA =
Google Prof Cert + MBA



Blended Programming

Supplemental course material by curating the MBA portfolio of courses to include emerging tech and Industry credentialed courses, business programs can innovate at scale



Alumni Lifelong Learning

UpSkilling / ReSkilling & Level setting to stay engaged with Alumni and provide Professional Education option.

Foundational Learning for non-traditional students to level set



Supplemental Course material

Leverage online content as you need like an e-Textbook. Faculty can leverage only the content needed: quickly, on demand, at low cost

QUESTIONS FOR OUR PANEL

- *How have you successfully integrated Industry Micro-Cred into curriculum?*
- *How will you measure outcomes within your Business programs?*
- *What are the primary drivers when considering Micro-Credentials from 3rd party providers?*
- *What models are you using to consider Microcredentials into your programs?*
- *How do your faculty feel about Micro-credentials?*

Thank you



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