

# workcred

Connecting credentials,  
competencies, careers, customers

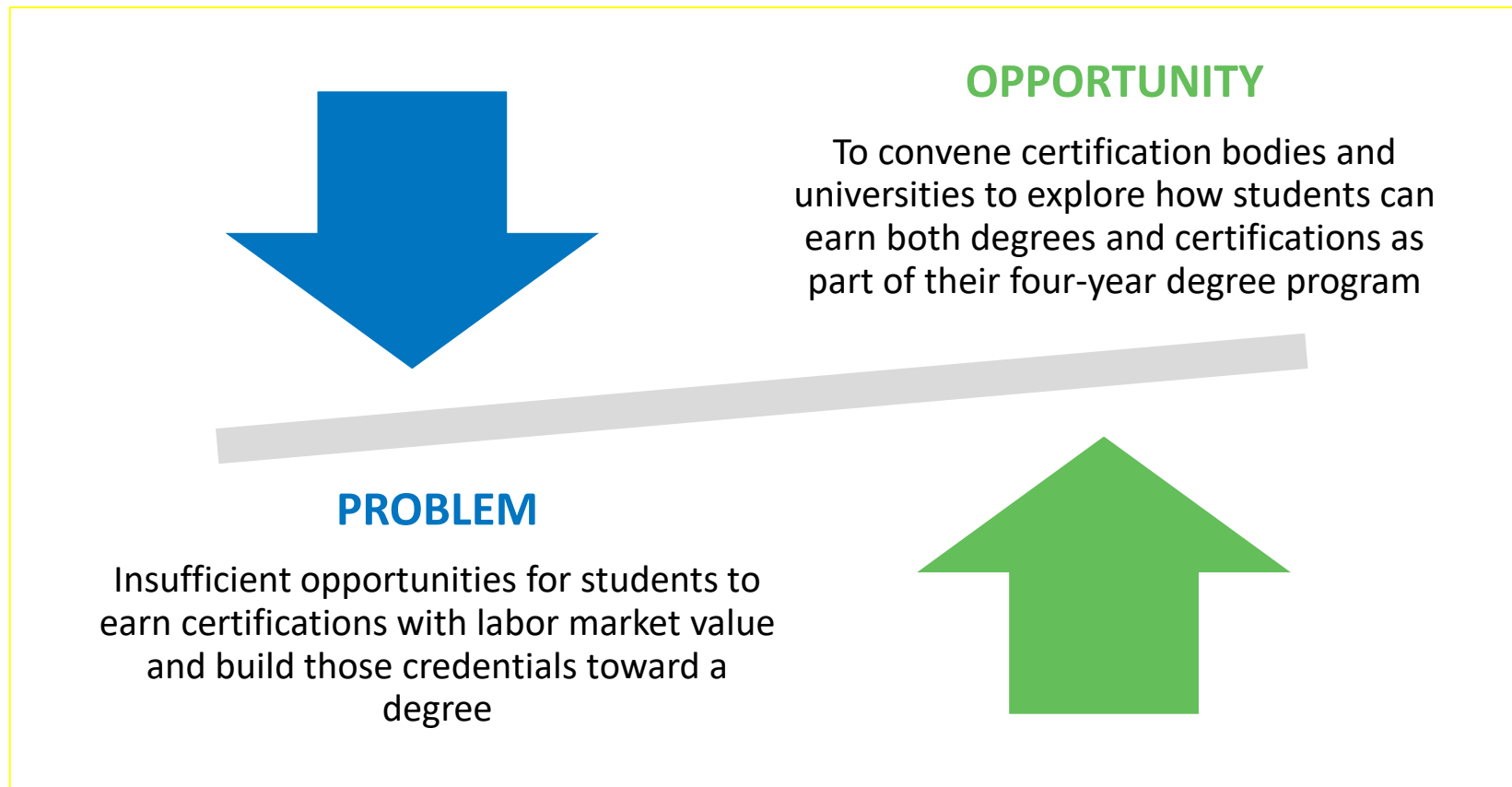
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## **Convenings to Explore Opportunities for Integration of Four-Year Degrees and Certifications**

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# Creating New Opportunities



## CONVENING PARTNERS



Coalition of  
Urban Serving Universities



ASSOCIATION OF  
PUBLIC &  
LAND-GRANT  
UNIVERSITIES



workcred

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# About the Project

- Workcred, APLU/USU, and UPCEA are exploring how universities and certification bodies can collaborate to create pathways for students to earn a certification as part of four-year degree programs.
- Project is focused on identifying barriers, opportunities, examples of partnerships, and building relationships through focused convenings.
- Convenings bring together certification body leaders and a variety of university faculty and administrators.
- Mix of presentations, structured discussions, and interactive exercises.

# Convenings

## Health Care

- APLU (Washington, DC)
- **April 23-24, 2019**

## Cybersecurity

- San Jose State University
- **July 9-10, 2019**

## Liberal Arts

- Lumina Foundation (Indianapolis)
- **October 10-11, 2019**


## Manufacturing

- Georgia Tech
- **December 10-11, 2019**


## Hospitality

- Florida International University
- **March 26-27, 2020**

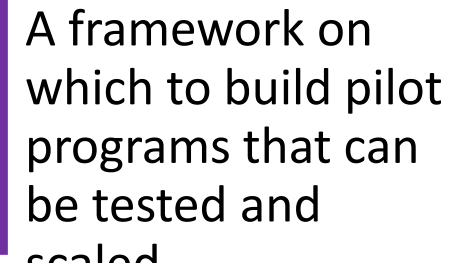
# Expected Outcomes



Better understanding of current relationships between universities and certification bodies.



Stronger relationships and improved dialogue between these entities.



A framework on which to build pilot programs that can be tested and scaled.

# Themes from the Convenings

Need common terminology to appropriately integrate credentials

- This could include a common framework for competencies and learning outcomes

Lack of awareness and understanding about processes and policies

Broaden dialogue to include accreditation bodies, employers, and community colleges

# Themes from the Convenings Cont'd

Provide continuing education for faculty to gain knowledge to integrate certifications

Need to understand the value and quality of certifications

- There are many certifications that may be relevant to specific degrees, but it is unclear how to determine which yields the best ROI

An interest in continued networking, conversation, and sharing/collaborating on models

- Opportunities around regional needs exist as well

# Themes from the Convenings Cont'd

## Develop a map/matrix about certifications

- E.g., prerequisites, competencies, university partnerships, employers who recognize the certification

## Obtain buy-in at all levels of the organizations

- Universities – faculty, department chair, provost, president/chancellor
- Certification bodies – director of certification, executive director
- Buy-in may be more difficult to obtain among liberal arts faculty as compared to other disciplines, such as healthcare, IT, and manufacturing



# Draft Model for Pre-Health Care

POST-GRADUATE

Professional License or  
Certification

Health Professional School

EXAMPLES

Dentistry  
Medicine  
Nursing  
Occupational Therapy  
Optometry  
Pharmacy  
Physical Therapy  
Veterinary Medicine

UNDERGRADUATE

Completion of BA/BS Degree

New Certification: Certified  
Health Sciences Professional

Pre-Professional Health Care  
Science Core Curriculum

(A set of common undergraduate courses  
that can be taken with any academic major)

EXAMPLES

Phlebotomist  
Laboratory Associate  
Medical Records  
Associate  
Medical Interpreter

for more information

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