

Internal Microcredential Planning Guide

This document is designed to take you through the planning and design phase of your internal microcredential. At any stage of this process, you may reach out to schedule a consultation with a member of the UNMC Academic Affairs internal microcredential advisory team.

PLANNING PHASE I

AVOIDING DUPLICATION

To avoid duplication, review the internal microcredential website to determine whether similar badges are offered by your issuer and/or by others to an internal audience.

Things to Consider:

- If a similar badge is already offered, what is the extent of overlap in content and target audience?
- If a similar badge is already offered, is there an opportunity to collaborate?
- If a similar badge is already offered, is there an opportunity to expand on what is already being done?

You may also wish to review the microcredentials offered to external audiences via NU Advance and microcredential offerings of other institutions to determine whether similar badges are offered to external audiences.

Things to Consider:

- Is there the potential for this microcredential to be offered to external audiences?
If so, this possibility may affect decision making throughout the planning and development process.

ENSURING ELIGIBILITY

An Internal Microcredential at UNMC is a microcredential or badge that meets the following criteria:

- The target audience is internal users (i.e. those who can log into the UNMC Canvas) such as UNMC students, staff, and/or faculty.
- An approved issuer sponsors the microcredential/badge.
- It fulfills an internal educational and/or professional development purpose.
- It must not be tied to participation in a specific credit-bearing course.
- The issuer has articulated defined standards for earning the microcredential/badge.
- An approved, branded badge is offered to represent achievement.
- The UNMC Canvas platform is used for issuing the microcredential/badge.

Note: Microcredentials designated for external users (e.g. individuals who do not have access to UNMC Canvas), that charge a fee, and/or lack an educational and/or professional development purpose are to be offered via NU Advance.

Courses that offer continuing education credit are to be offered through appropriate internal unmc.edu/cce unmc.edu/cipdi and unmc.edu/education/continuing-education or external partners

SCHEDULE A CONSULTATION

Those developing an internal microcredential for the first time should schedule a brainstorming and planning consultation with a member of the UNMC Academic Affairs internal microcredential advisory team. To schedule your consultation, please email facultyaffairs@unmc.edu.

- If there is a possibility your microcredential will also be offered to external audiences, a joint consultation with the Office of non-credit learning can be arranged.
- Experienced microcredential developers are always welcome to schedule a consultation for a new offering.
- Consultations can also occur at other phases of planning and development. Don't hesitate to reach out with questions or to talk through ideas or challenges.

PLANNING PHASE II: STRUCTURE AND DESIGN

MICROCREDENTIAL TYPE

A microcredential is a non-credit bearing skill set credential, often in the form of a badge, that recognizes a learner's achievement in a specific skill, knowledge, behavior, or attitude. Microcredentials are usually earned through short, focused learning experiences, and they tend to focus on practical skills, knowledge, behaviors, and attitudes. Certain microcredentials are stackable to demonstrate a broad array of abilities. Some microcredentials require an assessment of student learning.

Things to Consider:

- What type of microcredential you plan to offer?
- Who will be the badge issuer?
- How many hours of learning will be required to complete this microcredential?
Are these time requirements consistent with the badge issuer's standards?
- Will the microcredential have the potential to be stacked with others to earn a higher level microcredential?
If yes, is there a prerequisite?
- Will this microcredential will be earned as a result of stacking other microcredentials?
If yes, is there a required sequence for completion?
If yes, is there a required minimum set for completion?

MICROCREDENTIAL INFORMATION

This section is focused on the basic elements of the microcredential, such as what will be learned, how you will assess student learning, and how you will determine when students have earned the microcredential.

Things to Consider:

- What is the name of this microcredential?
The character limit for masterclass and credential badges is 35 characters and 30 for bootcamp badges.
- What is the specific skill, knowledge, behavior, or attitude that will be learned?
- What are the expectations or standards of achievement that an individual must meet to earn the microcredential?
- How will the learners demonstrate that they have reached the required level of mastery of the skill, behavior, or attitude to earn the microcredential?

AUDIENCE AND LEARNING MODES

This section prompts you to consider the format of the learning and the target audience(s) and ensure alignment of the mode of delivery and audience.

Things to Consider:

- Who is your intended audience?
- Are there similar microcredentials at UNMC directed at this audience?
If yes, what is the overlap?
- Are there other learners at UNMC who might be interested in this microcredential?
If so, can they participate?
- Is there an audience for this microcredentials outside of UNMC?
- Will the learning be in person, online, or hybrid?
- Will the learning be synchronous, asynchronous, or a combination?

LOGISTICS

This section contains queries about practical matters related to enrollment and scheduling, timelines for learners, and expiry/recredentialing options. Much of this information may be included in metadata (Phase IV).

Things to Consider:

- Will learners have a time limit to complete the microcredential?
If so, how many days, weeks, or months will learners have to complete the microcredential?
- Does this microcredential expire?
If yes, how will you determine the expiry date? A fixed date or a duration of validity from the date of earning?
If yes, is there an expedited pathway to recredential?
- When and how often will this microcredential be offered?
Options might include:
 - Once, for a defined period of time
 - Once, on an indefinite, ongoing basis
 - Once per year
 - Once per semester or session
 - More than once per semester
 - At other intervals for a defined period of time
- Can learners start earning the microcredential any time they choose or will there be fixed windows of opportunity?
- Will learners be self-enrolled, enrolled automatically, or enrolled by the program/unit/department staff?

- Is there a minimum/maximum number of enrolled learners at a time for this microcredential?

If so, and you exceed the maximum enrolled learners for the microcredential, how will that be handled?

MICROCREDENTIAL TEAM

This section prompts you to consider who you need on your team to create and offer the microcredential.

Things to Consider:

- Who will be involved in planning this microcredential?
- Who will be instructing and/or involved in developing content for this microcredential?
- Who will be involved in administration of the microcredential?
- Who will be involved in assessment of student learning?

COMPLIANCE

This section reminds you of compliance responsibilities and resources.

Things to Consider:

- Are there any specialized approval or compliance trainings required for participants in this microcredential?
- What sources will be used where copyright permissions may be needed?
- Will external links or content be used, and are they Title II compliant?
- What resources are available to assist me?
 - Copyright: unmc.libguides.com/copyright
 - Canvas: Ally
 - Office 365 Accessibility Checker

PLANNING PHASE III: CONTENT DEVELOPMENT

MICROCREDENTIAL DEVELOPMENT

This section is focused on the learning content and structure of the microcredential.

Things to Consider:

- How will the learning objectives be communicated to learners?
- How will each section of content build toward the learning objectives?
- Is the content in Canvas, outside, or both? If both, is navigation easy for learners?
- What are the learning activities?
- Are instructions and navigation clear and easy for learners?
- How will learners demonstrate achievement of learning outcomes?
- How will you assess student learning?
E.g., Time based, Completion based, Minimum score requirement, Reflection
- What is the structure of how the content and badges fit together (if multiple and/or stackable badges)?
- What is required to ultimately receive the microcredential and how is this communicated to learners?

PLANNING PHASE IV: BUILDING IN CANVAS

This section focuses on the process of building a microcredential in Canvas. Digital badges can be awarded either in conjunction with a Canvas course or separately by a manual awarding process outside of Canvas. In most cases, it's easiest to build the badging attainment experience within a Canvas course.

How do I Create a Course?

To embed a digital badge within a Canvas course, the course must be created first. To create a Canvas course shell, submit a request via ServiceNOW. Use this form to request Canvas - Manual course creation from IT Academic Technologies. After receiving an automated email indicating the course shell has been created, begin building out the course content.

How do I get a Badging Subaccount to Award Badges?

IT Academic Technologies will reassign your Canvas Course into the "Badging" Canvas subaccount thus enabling the Parchment Badges course navigation link. This will allow you to leverage the link to assign your Issuer's digital badge to the course. Configuration of how the badge will be awarded will be adjusted accordingly.

How do I Initiate the Issuer Setup?

Contact IT Academic Technologies to be added to the official UNMC "Issuer" group to be able to create the digital badge(s), configure their details, and apply its use within Canvas courses. Your review and prior work on Phase II will help significantly in this process.

How do I Create a Badge?

IT Academic Technologies will guide you through an initial badge creation process. As part of that workflow, a direct email request will be generated addressed the PR office graphics designer, Tom Waples, to design the official standardized badge. The digital badging user guides provided by Instructure, and the UNMC approve templates, will be followed. This process will be facilitated via Zoom and live screen sharing to ensure success. Multiple working sessions can be scheduled as needed.

PLANNING PHASE V: FINAL CONSIDERATIONS

RIGHTS AND RESPONSIBILITIES

Ownership: All works created are subject to Board of Regents Policy 4.4.1 as a University Supported and/or Institutional Work as defined therein.

Reporting: You may be asked to complete periodic surveys in order to help the program identify improvements and report outcomes.

Final Approval: It is expected that all digital badging content and processes will first be approved by the UNMC approved issuer before going live.

Responsibility: It is the responsibility of the developer (or designee) to actively maintain the microcredential as long as it remains live on the UNMC site. Failure to provide any required maintenance may result in inactivation.