

Certifying Gen Z for an Uncertain Future: Unboxing Micro-credentials

12TH INQAAHE FORUM
Quality, Competencies, and
Learning Outcomes: How to Be Fit
for Generation Z Employability



Age-friendly
University
Global Network



National Institute
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Ollscoil Chathair
Bhaile Átha Cliath
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Transforming Lives
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National Institute for Digital Learning

A world leader at the forefront
of new digital models of education
which help to transform lives
and societies.

- Opening Up Education
- Researching New Frontiers
- Shaping Better Learning Futures

Universities of Sanctuary



ECIU

CHALLENGING CONVENTIONAL THINKING

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Online Courses / Study Skills



National Institute
for Digital Learning

NEW

A Digital Edge: Essentials for the Online Learner

Thrive at university in the 'new normal' and build the skills you need to get the most out of online university learning.

Go to course - starts 21 Sep



The Future
is not something
we enter.
The Future
is something we
create.





@JakubGrodecki



@psykoreactor



Jakub Grodecki

@1MNGM



Mairéad Nic Giolla Mhichíl



Simone Ravaoli

A person wearing a green hoodie is shown from the chest down, opening a cardboard box. The box is brown and has several shipping symbols on it: two upward-pointing arrows, an umbrella with raindrops, and a curved arrow. The person's hands are on the flaps of the box, which is partially open. The background is a soft, out-of-focus indoor setting.

Certifying Gen Z for an Uncertain Future: Unboxing Micro-credentials

Have you heard of unboxing?

The bizarre, lucrative world of 'unboxing' videos

By Heather Kelly, CNN

Updated 1549 GMT (2349 HKT) February 13, 2014



On YouTube, an unboxing video showing the toys inside Disney-themed Kinder Eggs has attracted more than 35 million views.

Unboxing - the YouTube phenomenon that lets you see what you're getting

First it was 'haul girls' showing off their purchases, now it's videos of people unpackaging toys - and they're potentially making millions



How YouTube unboxing videos have created grade-school influencers and a lucrative market for surprise toys



CBC Radio - Posted: Dec 13, 2013 5:14 PM ET | Last Updated: December 13, 2013



Higher Education's Microcredentialing Craze: a Postdigital-Deweyan Critique

Shane J. Ralston¹ 

Published online: 19 May 2020
© Springer Nature Switzerland AG 2020

Abstract

As the value of a university degree plummets, the popularity of the digital microcredential has soared. Similar to recent calls for the early adoption of Blockchain technology, the so-called 'microcredentialing craze' could be no more than a fad, marketing hype, or another case of 'learning innovation theater.' Alternatively, the introduction of these compact skills- and competency-based online certificate programs might augur the arrival of a legitimate successor to the four-year university diploma. The thesis of this article is that the craze for microcredentialing reflects (1) administrative urgency to unbundle higher education curricula and degree programs for greater efficiency and profitability and (2) a renascent movement among industry and higher education leaders to reorient the university curriculum towards vocational training.

A person wearing a dark, patterned dress is standing inside an open, empty cardboard box. The box is on a dark surface, and the background is a plain, dark wall. The person's hands are resting on the sides of the box.

Outline....

1. What are they?

2. Why the interest?

3. Where to from here?

Starter Question



- What one word best describes your current knowledge of micro-credentials?

1. What are they?



Educational Credentials

Formal Qualifications	Non-Formal Certificates	Recognitions of Skills	Records of Experience	<i>Credential</i>
awards at the end of a formal learning experience, after completion of an assessment	awards at the end of a non-formal educational course, certifying successful completion of the course	awards recognising a person has achieved specific defined skills, after an assessment	awards atrecognising the completion of experiences	<i>Definition</i>
degrees professional certifications	MOOC certificates (e.g. Certificate of Achievement, FutureLearning, Verified Certificate (edX))	language-proficiency exams recognition of non-formal learning	certificates of participation	<i>Examples</i>

Figure 1: Types of Educational Credentials (Camilleri and Rampelt, 2018, p. 7)





Which definition fits best to your understanding of the “micro-credentials” concept?

Results (%)

Proposed definitions	%
Micro-credentials are learning activities consisting of more than a single course but less than a full degree	17.65
Micro-credentials are sub-units of a credential or credentials that confer a minimum of 5 ECTS and could accumulate into a larger credential or be part of a portfolio	35.29
All kinds of organized learning activities resulting in credits between 5-40	5.88
All kinds of organized learning activities where there is a related credential of greater scope	00.0
Documented statements that acknowledge a person's learning outcomes, that are related to small volumes of learning and that for the user are becoming visible in a certificate, badges, or endorsement (issued in a digital or paper format) and could accumulate into a larger credential	64.71
Other:	%
Suggested definitions by experts	11.76



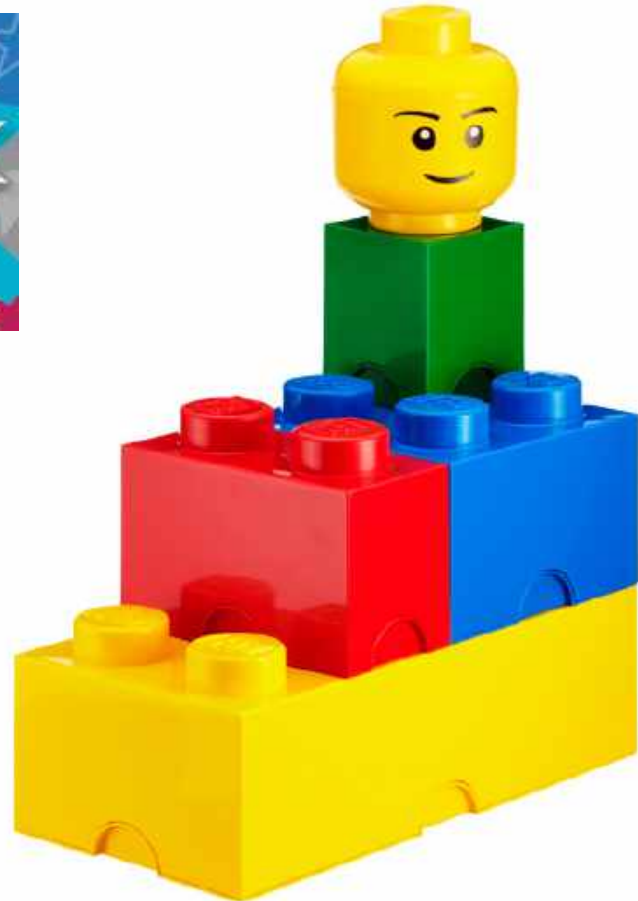
Making micro-credentials work *for learners, employers and providers*

Emeritus Professor Beverley Oliver
Deakin University

August 2019

“A micro-credential is a certification of assessed learning that is additional, alternate, complementary to or a formal component of a formal qualification” (Oliver, 2019, p. i).

D 1



y Axis

Vertical

Life-Long Learning

Formal & Non-formal

Stackable
Credit-bearing

D 2



x axis

Horizontal

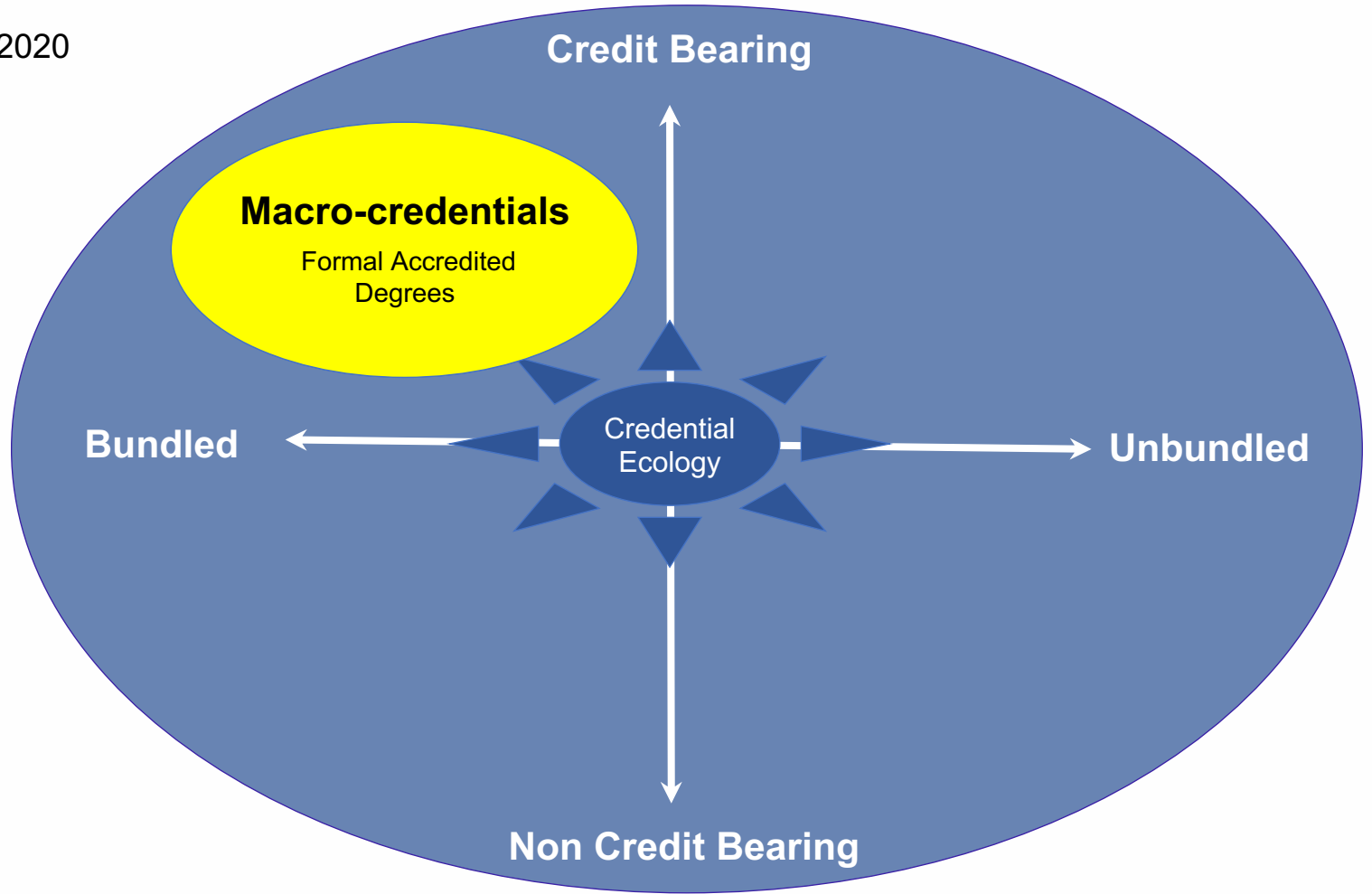
Life-wide Learning

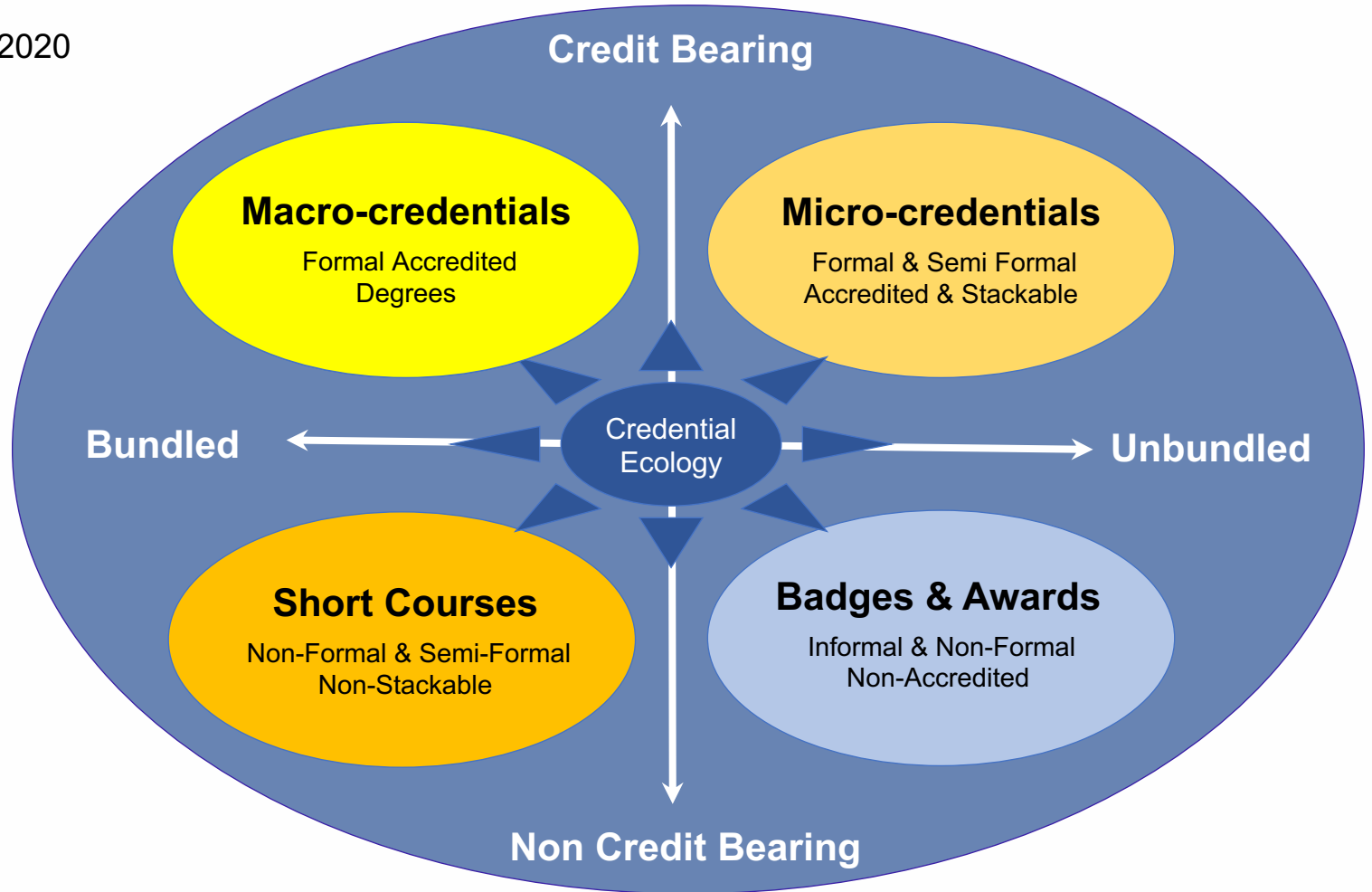
Informal & Non-formal

D 3



**Diagonal
Professional
Non-formal & Semi-formal**





2. Why the interest?





MICROCREDENTIALS

A MASSIVE LIST

CLASS CENTRAL

 **110M**
Students

 **900+**
Universities

 **13.5k**
Courses

 **820**
Microcredentials

 **50**
MOOC-based degrees

By the Numbers: MOOCs in 2019
Statistics do not include China

CLASS CENTRAL



Online Microcredential in [Business & Management](#)

FinTech - Financial Innovation

Investigate the changes brought about by FinTech innovation and harness evolving opportunities in the future of FinTech.

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Duration

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Postgraduate

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Joint Media Release | 22 June 2020

Marketplace for online microcredentials

The Hon Dan Tehan MP
Minister for Education

Senator the Hon Michaelia Cash
Minister for Employment, Skills, Small and Family Business

The Morrison Government will provide \$4.3 million to build and run a one-stop-shop for microcredentials to help students identify educational opportunities.

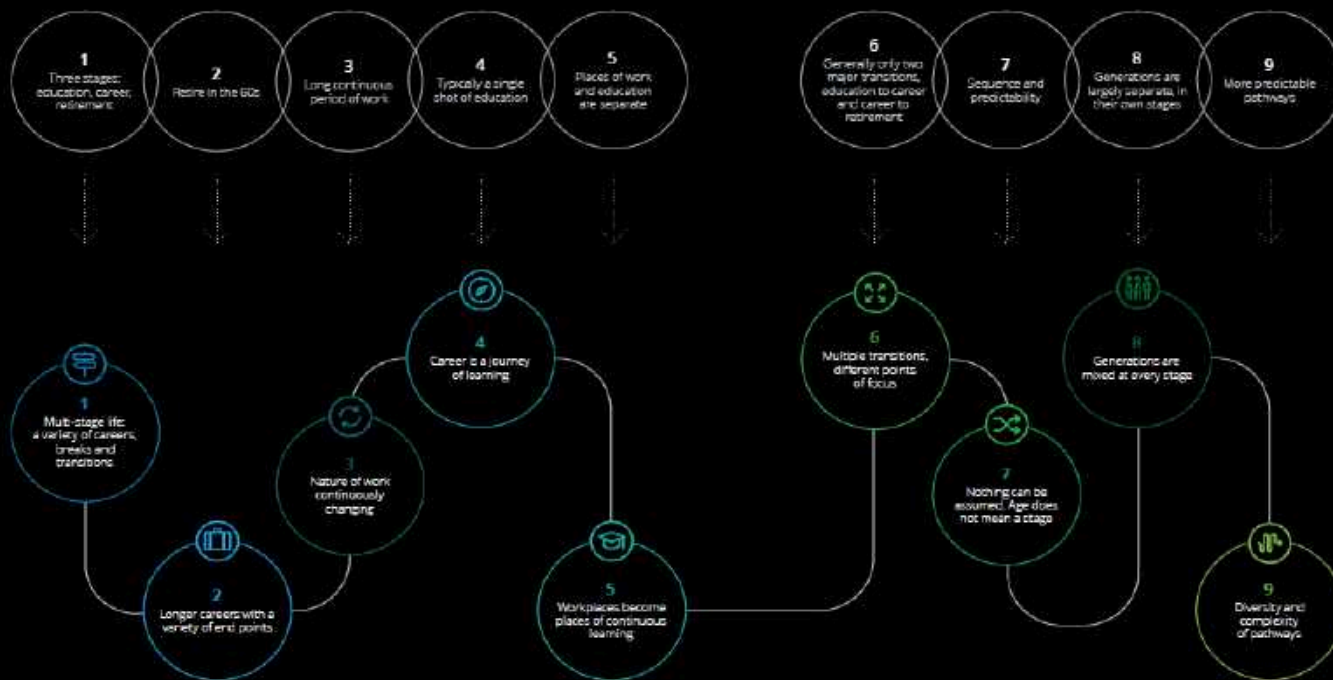
The marketplace builds on the success of the Government's microcredential initiative announced as part of its Higher Education Relief Package at Easter. Since the announcement, 54 providers have created 344 short online courses in areas of skills shortage.



Australian government to build AU\$4.3 million online microcredentials marketplace

Traditional linear life

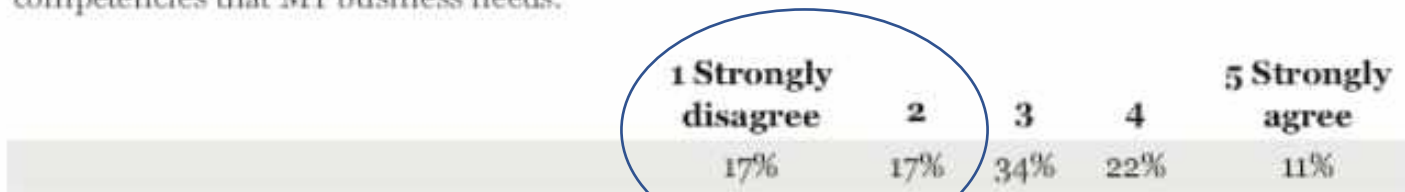
Deloitte, 2018



100-year life

On a five-point scale, where 5 means strongly agree and 1 means strongly disagree, please indicate your level of agreement with each of the following statements.

Higher education institutions in this country are graduating students with the skills and competencies that MY business needs.



Source: 2013 Gallup/Lumina Foundation Business Leaders Poll on Higher Education

GALLUP®

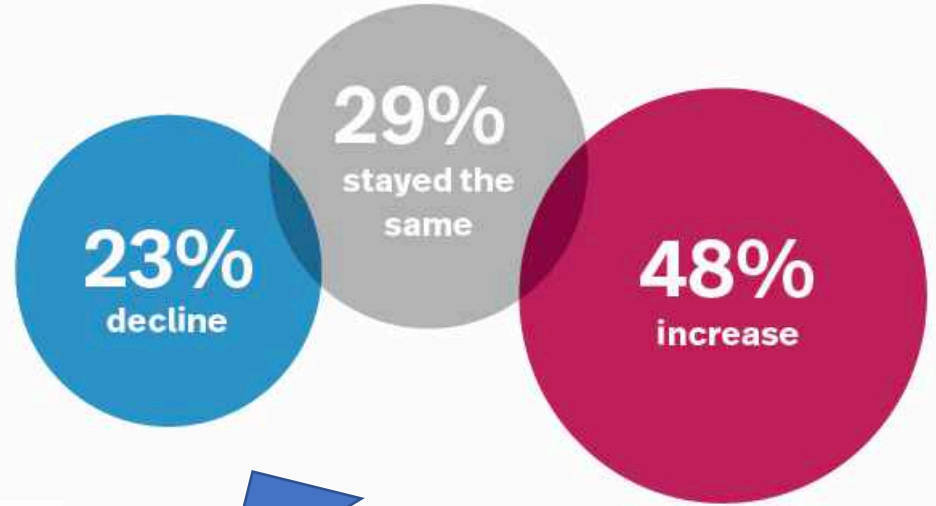


Changing nature of work!

Figure 1. Change in Value of Educational Credentials in Hiring vs. 5 Years Ago

“

Compared to 5 years ago, has there been any change in how your organization values educational credentials alongside other job qualifications?”



EDUCATIONAL CREDENTIALS COME OF AGE

A Survey on the Use and Value of Educational Credentials in Hiring

Sean R. Gallagher, Ed.D.
Executive Director, Center for the Future of Higher Education & Talent Strategy
Executive Professor of Educational Policy

Changing nature of work!

2020

Trump signs order overhauling federal hiring to focus on skills over college degrees

By **Ebony Bowden**

June 26, 2020 | 5:56pm



EXECUTIVE ORDERS

Executive Order on Modernizing and Reforming the Assessment and Hiring of Federal Job Candidates

— ECONOMY & JOBS — Issued on: June 26, 2020



ALL NEWS

By the authority vested in me as President by the Constitution and the laws of the United States of America, including section 301 of title 3, United States Code, and sections 1104(a)(1), 3301, and 7301 of title 5, United States Code, it is hereby ordered as follows:

Section 1. Purpose. The foundation of our professional merit-based civil service is the principle that employment and advancement rest on the ability of individuals to fulfill their responsibilities in service to the American public. Accordingly, Federal Government employment opportunities should be filled based on merit. Policies or practices that undermine public confidence in the hiring process undermine confidence in both the civil service and the Government.

America's private employers have modernized their recruitment practices to better identify and secure talent through skills- and competency-based hiring. As the modern workforce evolves, the Federal Government requires a more efficient approach to hiring. Employers adopting skills- and competency-based hiring recognize that an overreliance on college degrees excludes capable candidates and undermines labor-market efficiencies. Degree-based hiring is especially likely to exclude qualified candidates for jobs related to emerging technologies and those with weak connections between educational attainment and the skills or competencies required to perform them. Moreover, unnecessary obstacles to opportunity disproportionately burden low-income Americans and decrease economic mobility.

National Irish Survey of Micro-credentials





European
Commission



EUROPEAN SKILLS AGENDA

Skills for jobs

July 2020
#EUSkillsAgenda

The EU needs a skills revolution to ensure people can thrive in the green and digital transitions, and to help in the recovery from the coronavirus pandemic.



European
Commission

Towards a European Approach for Micro-credentials



A European approach to micro-credentials

Training courses are becoming shorter and more targeted and are often online. We will create European standards that should help recognise the results of such training.





Definition - Interim draft



"A micro-credential is a recognised proof of the learning outcomes that a learner has achieved following a short learning experience, according to transparent standards and requirements and upon assessment.

The proof is contained in a certified document that lists the name of the holder, the achieved learning outcomes, the assessment method, the awarding body and, where applicable, the qualifications framework level and the credits gained. Micro-credentials are owned by the learner, are shareable, portable and may be combined into larger credentials or qualifications."

3. Where to from here?



Beyond Warm Body Badges



European Qualifications Framework

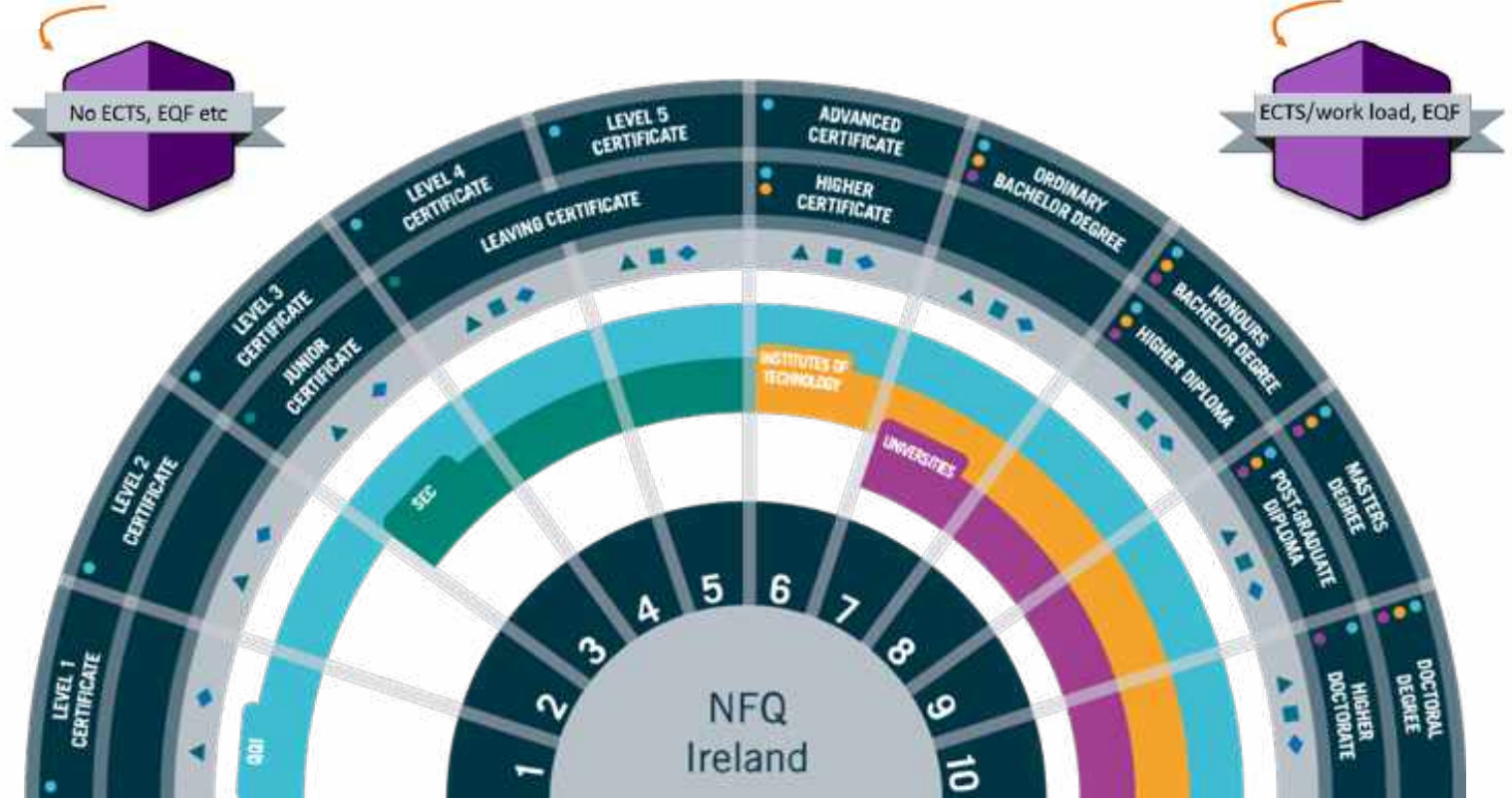
[europass](#) [Learn in Europe](#) [Work in Europe](#) [About Europass](#) [Contact Us](#)

[Login to Europass](#)

The European Qualifications Framework

The EU developed the **European Qualifications Framework (EQF)** as a translation tool to make national qualifications easier to understand and more comparable. The EQF seeks to support cross-border mobility of learners and workers, promote lifelong learning and professional development across Europe.

3Cs



Special Purpose Awards - Credit-bearing

Business Models

CHALLENGING CONVENTIONAL THINKING



OUR MEMBERS

CHALLENGING CONVENTIONAL THINKING

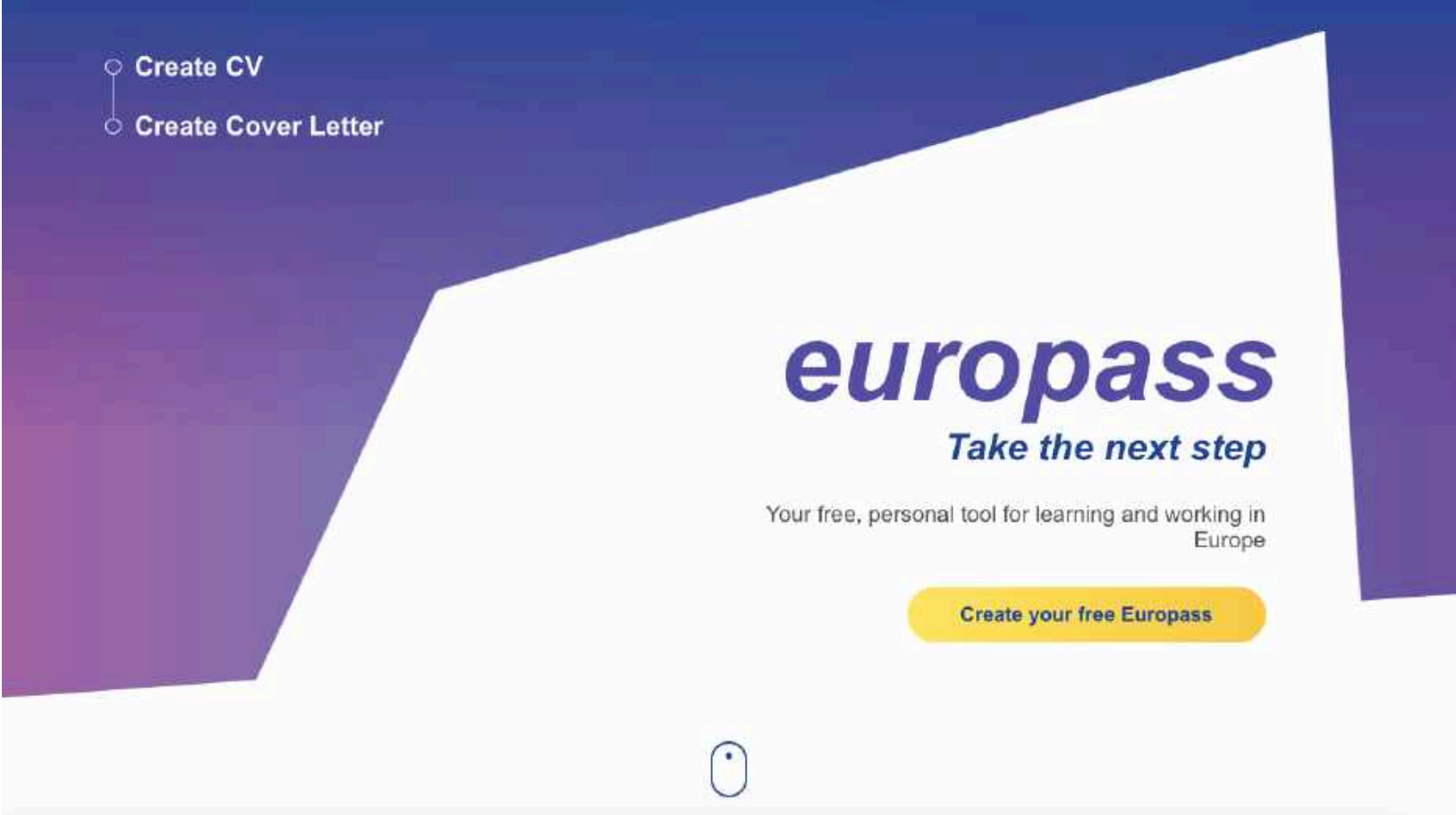
FROM ANCIENT
TO ANTHROPOCENE-
AN EVOLUTION OF
AN EDUCATION

Lifelong
learning -
future of
education

From digital
to challenge
based
education



Platforms



The screenshot shows the Europass website landing page. The background is a dark blue gradient with a white diagonal shape. In the top left, there are two menu items: 'Create CV' and 'Create Cover Letter', each with a small circle icon. The main heading is 'europass' in a large, bold, blue font, with the tagline 'Take the next step' below it in a smaller, italicized blue font. Underneath, the text reads 'Your free, personal tool for learning and working in Europe'. A prominent yellow button with the text 'Create your free Europass' is centered at the bottom. A small mouse cursor icon is visible at the bottom center of the page.

Create CV

Create Cover Letter

europass

Take the next step

Your free, personal tool for learning and working in Europe

Create your free Europass

Platforms

DIGITARY



Trusted and Global

Final comment...





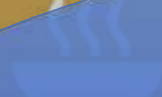
SUSTAINABLE
DEVELOPMENT

GOALS

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



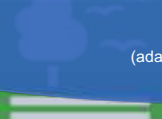
13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



Coláiste Chaitin
Bhola Adair Chionn
Dublin City University

(adapted from Barnett, 2011)

SUSTAINABLE
DEVELOPMENT
GOALS

Questions for panel...

- What has been your experience with micro-credentials?
- What are some of the quality issues from your perspective?
- Where do you see micro-credentials in 5-years?

Thank you

Go raibh maith
agaibh!