Building Innovative Credentials: Connecting Expertise with Graduate Education

Presented by:
Cammie Baker Clancy
Director of Graduate Outreach & Admissions
SUNY Empire State College
Overview

- Introduction
- About SUNY Empire State College & The School for Graduate Studies
- Identifying academic needs
- Responding to the marketplace
- Developing alternative credentials that build expertise
- Integration into master’s degree programs
- Outcomes
- Questions?
About SUNY Empire State College & The School for Graduate Studies

- Established in 1971 as a non-traditional learning institution
  - Graduate programs launched in 1983
- Hybrid GEM structure
- One of SUNY’s Comprehensive Colleges
  - Offering associates, bachelor’s and master’s programs
- Currently serving students throughout the U.S. and internationally
- The graduate school offers programs in business, policy studies, liberal studies, education, and nursing
  - Headcount = 1400 graduate students
Identifying Academic Needs - Responding to the Marketplace

- Current students
  - Review elective course enrollment by program
  - Survey student interest
  - Examine fields (employment sectors)

- Potential students
  - Research projected job/wage growth areas
  - Identify required competencies
  - Link course development with expertise
  - New credential as a pathway for career/academic growth
Identifying Academic Needs - Responding to the Marketplace

- Job growth areas
  - Utilizing trend tools:
    - JobsEQ, Burning Glass, Center for Education and the Workforce (Georgetown), US Dept. of Labor

- Wage growth areas
  - Utilizing trend tools:
    - JobsEQ, Burning Glass, Center for Education and the Workforce (Georgetown), US Dept. of Labor

- Institutional Mission
  - Program fit
College Mission and Vision

Mission

SUNY Empire State College provides motivated adult learners with access to innovative, flexible and quality academic programs that empower people and strengthen communities. We build on the diversity of our students, their work and life experiences and their individual personal and professional goals as the cornerstone for each academic program.

Vision

SUNY Empire State College will be the leading public college for students across New York State and around the world seeking affordable and flexible, quality degrees. We will be distinguished by our outstanding faculty and staff, our record of student success, our innovative programs and personalized learning opportunities, our rich continuum of student support services, our social and economic impact, and our commitment to a diverse and engaged academic community.
Who Should Be Involved in Development?
Identifying Academic Needs - Responding to the Marketplace

- Review of current programs
  - Market relevance
  - Retooling program structure
  - Adding Microcredentials: Certificates, Badges, Moocs?
  - Marketing

- Course expansion
  - Market demand
  - ROI for institution

- Academic Resources
  - Faculty with content expertise
  - Support for instructional design

- Student Support Services
  - Advisement
  - Technology support
  - Career development
Certificate programs are offered online, designed to provide focused study to support a particular career interest and can be incorporated into a related master’s degree for those meeting the program admission requirements.

- American Studies (12 credits)
- Child and Family Advocacy (12 credits)
- Community Advocacy (12 credits)
- Financial Management and Analysis (12 credits)
- Global Brand Marketing (12 credits)
- Healthcare Management (12 credits)
- Human Resource Management (12 credits)
- Information Technology Management (12 credits)
- Nonprofit Management (12 credits)
- Optometry Business Management (18 credits) Joint program w/ SUNY College of Optometry
- Project Management (12 credits)
- Public History (15 credits)
- Work and Public Policy (12 credits)
- Veterans’ Services (12 credits)
- Women’s and Gender Studies (12 credits)
Developing Credentials That Build Expertise

Include *industry competencies when developing courses.*

- **Human Resource Management**
  - SHRM Competencies
  
- **Project Management**
  - PMI Competencies
Integration into Master’s Degree Programs

MBA in Business Management:

Tracks: Management; International Business; Human Resource Management

- Financial Management and Analysis (12 credits)
- Global Brand Marketing (12 credits)
- Healthcare Management (12 credits)
- Human Resource Management (12 credits)
- Information Technology Management (12 credits)
- Nonprofit Management (12 credits)
- Project Management (12 credits)
- Women and Corporate Leadership (12 credits)

Courses complete the elective block in this master’s degree program. At least one required course is built into the certificate to allow for seamless transfer.
Integration into Master’s Degree Programs

▷ M.A. in Social and Public Policy:

Advanced certificates designed for integration into this degree program:

- Child and Family Advocacy (12 credits)
- Community Advocacy (12 credits)
- Veterans' Services (12 credits)

Other options reflecting student need:

- Healthcare Management (12 credits)
- Nonprofit Management (12 credits)
- Project Management (12 credits)
- Women's and Gender Studies (12 credits)
# Integration into Master’s Degree Programs

<table>
<thead>
<tr>
<th>TERM</th>
<th>COURSES</th>
<th>CREDITS</th>
</tr>
</thead>
</table>
| FIRST   | Policy Process, 3cr  
Social Policy Perspectives, 3cr                                         | 6       |
| SECOND  | Policy Implementation, 3cr  
Research Methods, 3cr                                                      | 6       |
| THIRD   | Ethical Issues in Social Policy, 3cr  
Public Policy Analysis, 3cr                                                 | 6       |
| FOURTH  | High Performance Management*, 3cr  
Leadership in Public and Nonprofit Organizations*, 3cr                   | 6       |
| FIFTH   | Final Project Design, 3cr  
Strategic Planning for Public and Nonprofit Organizations*, 3cr           | 6       |
| SIXTH   | Strategic Marketing for Nonprofit Organizations*, 3cr  
Final Project, 3cr                                                         | 6       |

* = Advanced certificate courses  
TOTAL = 36 credits
Advanced Certificate Enrollment by Academic Year

- Certificate Only - Credit by Academic Year

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>258</td>
<td>685</td>
<td>986</td>
<td>1,057</td>
<td>884</td>
<td>693</td>
</tr>
</tbody>
</table>
### Advanced Certificate Enrollment by Academic Year

Integration into various master’s degree programs: Academic years 2011-12 to 2015-16

<table>
<thead>
<tr>
<th>Program</th>
<th>Nonprofit Management (NPM)</th>
<th>Optometry Business Management (OBM)</th>
<th>Project Management (PM)</th>
<th>Public History (PH)</th>
<th>Social Entrepreneurship (SE)</th>
<th>Teaching &amp; Learning with Emerging Technologies (TLET)</th>
<th>Veterans’ Services (VETS)</th>
<th>Workforce Development (WD)</th>
<th>Women’s &amp; Gender Studies (WGS)</th>
<th>Work &amp; Public Policy (WPP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community &amp; Econ. Dev’t</td>
<td>-</td>
<td>MBA programs</td>
<td>Adult Learning</td>
<td>Liberal Studies</td>
<td>Community &amp; Econ. Dev’t</td>
<td>Teaching &amp; Learning with Emerging Technologies (TLET)</td>
<td>Adult Learning</td>
<td>Work &amp; Labor Policy</td>
<td>Adult Learning</td>
<td>Community &amp; Econ. Dev’t</td>
</tr>
<tr>
<td>Liberal Studies</td>
<td>0</td>
<td>MBA programs</td>
<td>Community &amp; Econ. Dev’t</td>
<td>MBA programs</td>
<td>Social &amp; Public Policy</td>
<td>Teaching &amp; Learning with Emerging Technologies (TLET)</td>
<td>Liberal Studies</td>
<td>Work &amp; Labor Policy</td>
<td>Liberal Studies</td>
<td>Social &amp; Public Policy</td>
</tr>
<tr>
<td>Social &amp; Public Policy</td>
<td>2</td>
<td>MBA programs</td>
<td>MAT programs</td>
<td>MBA programs</td>
<td>Work &amp; Labor Policy</td>
<td>Teaching &amp; Learning with Emerging Technologies (TLET)</td>
<td>Social &amp; Public Policy</td>
<td>Work &amp; Labor Policy</td>
<td>Work &amp; Labor Policy</td>
<td>Social &amp; Public Policy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total, Certificate + Graduate Program</td>
<td>75</td>
<td>119</td>
<td>139</td>
<td>177</td>
<td>194</td>
</tr>
</tbody>
</table>
Academic and Financial Aid Issues

Academic Requirements:
Institutional policy on duplicate count for credits that overlap programs - most institutions have an established percentage (i.e. not to exceed 25% of academic course work). How will this work with students enrolled in multiple certificates or a master’s degree and a certificate?

Financial Aid Implications:
Development of procedures for tracking student matriculation and enrollment in master’s degree with advanced certificate. Work closely with the offices of the Registrar and Financial Aid.
Outcomes

- What did we learn?
- Feeder for master’s degree programs? Yes, No, Maybe
- Cost effective option for students/institution/employers?
- How do we market these options?
Outcomes – Success Stories

Richard Huxtable ’12
Combined his years of management and technology experience with an MBA and advanced certificate in Healthcare Management. Completed additional advanced certificate in Project Management, post-MBA.

Program Manager – IT Transformation Tata Consultancy Services; Senior Consultant; Tribal Tech LLC; Lead Engineer; Project Manager for Welch Allyn Holdings, Inc.
Layla Abdullah-Poulos ‘16
Adjunct instructor, writer, and editor who works to highlight and encourage an appreciation for diverse experiences.
Acquisition Editor – Djarabi Kitabs Publishing

“The certificate program in Women and Gender Studies and American Studies were invaluable parts of my MALS degree and my present work.”
QUESTIONS
Presenter

Cammie Baker Clancy
Director of Graduate Outreach & Admissions
School for Graduate Studies
SUNY Empire State College
cammie.baker-clancy@esc.edu
Resources: Websites and Articles

RESOURCES

Notes:
Lumina’s Connecting Credentials website contains a good repository of resources: [http://connectingcredentials.org](http://connectingcredentials.org/)


Center on Education and the Workforce, McCourt School of Public Policy, Georgetown University: [https://cew.georgetown.edu](https://cew.georgetown.edu)

Burning Glass: [https://www.burning-glass.com/](https://www.burning-glass.com/)


Articles and research:


Resources: Websites and Articles


Resources: Websites and Articles


*Partial list from SUNY Micro-Credentialing Task Force: Report and Recommendations