

10 Ways to Make a Great Microcredential Program for Higher Education

1.



Skill Alignment

Microcredentials are generally considered to be short, competency-based validations that the user has achieved a specific skill or competency. So to begin, identify the most relevant and useful skills for learners to acquire.

2.



Targeted Content

Microcredentials are short, targeted segments of learning. Identify your learning objectives and keep the instruction targeted specifically at those learning objectives. Avoid unnecessary information or instruction.

3.



Personalization and Flexibility

A great microcredentialing program will offer multiple skills and various teaching modalities to reach different learning styles. Offer learners unique learning pathways to stack their microcredentials, fill in their skills gaps, and enhance their employability.

4.



Efficacy

For a microcredentialing program to be valid, the instructional material must resonate with and engage the learners. Establish a well-designed learning plan for every microcredential you offer, then continuously test and validate their efficacy.

5.



Accessibility and Inclusivity

All digital learning modules should be designed to align to current accessibility standards. Additionally, ensure that your content is as representative, inclusive, and engaging for as many learners as possible.

6.



Multimodal Approach

Offer the information in multiple formats, and give the learners various ways to absorb and interact with the material. Use images, videos, text, games, simulations, and more!

7.



Assessment and Remediation

Develop a valid assessment strategy that supports your unique content. Provide thoughtful remediation that directs the students where to go if they are struggling to learn a certain topic.

8.



Encourage Repeated Practice

Repetition is a proven driver of results in education, especially for supporting long-term retention. Shorter segments of learning make it easier to encourage repeated practice of the content to ensure mastery.

9.



Continuous Improvement

Continuously evaluate and validate your microcredential program. Study its metrics, solicit feedback, and be prepared to continuously adapt and improve on your program.

10.



Integration with Degrees

Microcredentialing programs are a great enhancement to traditional degree programs. They can offer employable, skill-based competencies that are generally not covered in the classroom.