Questions to propose an Alternative Digital Credential (ADC)

Below is a list of questions that are asked on the proposal form for a new ADC at the University of Missouri. Because the proposal form is currently operating inside of a Qualtrics Survey, and because the survey does not allow for you to start a proposal and come back later to finish it, this document should assist you with gathering all the needed information ahead of time, and then add it to the survey in one sitting. Note that some questions are only asked based on answers to previous questions. After the text of most questions is an indication of the question format, such as multiple choice or text box.

Contact Information

Proposer's Name, Email, Department

Primary Contact's Name, Email, Department (if different than Proposer)

Characteristics

Micro-Credential Title: List the exact name of the micro-credential. Limit to 40 characters. Anything longer will have to be shortened to fit on the badges. No two micro-credentials can have the same title, nor can it be the same as the title of an academic program. (fill in blank)

Credit Bearing: Do the requirements for this credential include completion of an existing for- credit course(s) or a for-credit course that is going to be proposed? (yes/no)

Assessed: If the micro-credential is credit bearing, it must be Assessed. (multiple choice: Assessed (learning objectives identified and evaluated), Unassessed (participation is all that is needed to earn this credential))

Micro-Credential Level: If the micro-credential is credit-bearing. (multiple choice)

__ Undergraduate __ Graduate __ Professional

Eligible Students: (multiple choice)

__ Degree seeking student but only those in a specific degree program or set of programs
__ Degree seeking student in any degree program
__ Any person, open to non-degree seeking and degree-seeking students/free standing

If eligible students are only those in a specific degree program or set of programs, list the specific degree program(s) the student must be seeking in order to also pursue the micro-credential. (fill in blank)

Total credits required for completion: If the micro-credential is credit bearing. (fill in number)

Courses leading to or contributing to the earning of this credential: If the micro-credential is credit bearing. (fill in blank)

Time to Completion: Select the option that best fits the micro-credential and add the numeric length. (fill in number in one option)

__ Hours __ Days __ Weeks __ Months __ Semesters

Mode of Delivery: Select the description that best fits your micro-credential. (multiple choice)

__ Traditional – all micro-credential requirements are completed faced-to-face, in writing, or orally
__ Blended – a portion of the micro-credential requirements must be completed online, and a portion must be completed face-to-face, sometimes called a hybrid
__ E-Learning – 100% of the micro-credential requirements are completed online, may have proctored exams for courses

Term Start: Estimate the first term students will enroll/participate. (drop-down list)

Term Complete: Estimate the first term students will complete requirements. (drop-down list)

Stackable Micro-Credentials: If the proposed micro-credential is intended to be stackable with other micro-credentials, list the other micro-credentials. (text box)

Description of Stackable Micro-credentials: Describe how the micro-credentials stack together (do they have to be done in a certain order, are they fixed or flexible requirements). (text box)

Ownership and Responsibility

Primary Administrative Unit offering the micro-credential: Select the primary area offering the micro-credential. These areas include colleges/schools, as well as areas that report directly to the Chancellor or Provost. (multiple choice)

Academic Unit	Non-Academic Units
__ College of Agriculture, Food & Natural Resources	__ Division of Academic Programs
__ College of Arts & Science	__ Division of Enrollment Management
__ College of Business	__ Division of Inclusion, Diversity & Equity
__ College of Education & Human Development	__ Division of Information Technology
__ College of Engineering	__ Department of Intercollegiate Athletics
__ Graduate School	__ Division of International Programs
__ College of Health Sciences	__ Division of Libraries
__ Honors College	__ Division of Research & Economic Development
__ School of Journalism	__ Division of Student Affairs
__ School of Law	__ Division of Undergraduate Studies
__ School of Medicine	
__ School of Nursing	
__ College of Veterinary Medicine	

Additional Administrative Units: List any other administrative units involved in the offering of the micro-credential, using the names as shown in the list above. (fill in blank)

Department/Division offering the micro-credential: List the department, division, office, etc., offering the micro-credential. For example, Biological Sciences, Undergraduate Research, Electrical Engineering, Career Center. If more than one, list the primary first. (fill in blank)

Email address of the individual who should approve this proposal on behalf of the primary Department/Division: For example, if the Department is Biological Sciences, then provide the MU email address of the Biological Sciences Department Chair. (fill in blank)

Responsible Parties: List the name(s) and title(s) of the program director(s), academic advisor(s), or other such persons responsible for management and student support services for this micro-credential. (fill in blank)

Fit with University Mission and Other Academic Programs

Alignment with Mission: Explain how the micro-credential aligns with MU's mission. (text box)

Market Demand: Based on demand, justify the need for having individuals complete this micro-credential. (text box)

Frequency of offering micro-credential: (multiple choice)

    __ Once   __ Weekly   __ Monthly   __ Each Semester   __ Annually

Enrollment Projection: What is projected enrollment per offering? (fill in numbers)

Student Enrollment Projections: Estimate the total annual student enrollment in the micro-credential for the first five years (fill in numbers)

    Year 1 _____ Year 2 _____ Year 3 _____ Year 4 _____ Year 5 _____

Awarded Projections: Provide an estimate of the number of micro-credentials awarded annually, or the one time if the micro-credential is only to be offered once. (fill in number)

Financial Projections

Resources: Describe the resources necessary to launch and support the micro-credential, including estimates of instructional costs, faculty/staff, student advising, space, library resources, equipment, etc. If no new resources are needed, explain how this will fit into existing resources. (text box)

New Revenue: Describe the new revenue to be generated from micro-credential enrollment by students NEW TO MU, including any new or additional fees to be collected. (text box)

Business and Marketing Plan – Recruiting and Retaining Students

Marketing Strategy: How will the micro-credential be marketed to attract new students to it? (text box)

Specific Population to be served: Describe the characteristics of a specific population being served by this micro-credential. (text box)

Projected micro-credential growth: If the micro-credential is to be offered more than once, project how the micro-credential will grow over time and how marketing will change as the micro-credential grows. (text box)

Achieving Enrollment Outcomes: Describe the plans to ensure micro-credential enrollment outcomes are achieved. (text box)

Success and Effectiveness: Describe your strategy for determining the success and effectiveness of the micro-credential. This might include metrics of success of your department goals through the micro-credential,

information on complete rate goals, measures of student satisfaction, effective use of university resources. (text box)

Exit Strategy: If the micro-credential is to be offered more than once, describe the criteria that would be used to determine if the micro-credential should be discontinued. If it should be discontinued, describe the steps the department/academic unit would take. (text box)

Micro-Credential Learning Objectives and Assessment (if credit bearing or non-credit bearing assessed)

Overall description of Student Learning Objectives: Provide any overall descriptive information regarding the student learning objectives for this micro-credential. (text box)

List of Student Learning Objectives: Include clearly stated student learning objectives for the micro-credential, indicating what students will know (concepts, terminology, methods, history, etc.) and what students will be able to do when they complete the micro-credential. These should be broad enough to encompass all the knowledge acquired during the course of study, yet specific enough, using active verbs, to communicate clearly to students, parents, and other stakeholders what students will know and be able to do. Refer to Bloom's Taxonomy for examples or additional assistance. Provide a minimum of three if credit bearing (space provided for up to five), one if non-credit bearing (space provided for up to three). Ensure that at least one of your Student Learning Objectives is tied to one or more of the six domains of MU's [Comprehensive Learner Record](#) framework. (text box followed by check box for CLR framework)

> CLR framework: Leadership & Teamwork, Personal Development, Communication, Career Development, Cultural & Global Fluency & Engagement, Knowledge Creation & Integration

Skills Tags: Enter the skills that are acquired or demonstrated in the micro-credential. Skills tags make up a part of the contextual information provided for digital badges alongside the title of the micro-credential, description, and date received. They are also searchable in MU's micro-credential catalog, helping match potential students to badge offerings. Skills tags are usually one or two words, so they are very precise. Most digital badges will have 6-10 skills tags. Provide a minimum of three Skills Tags. For examples or assistance with identifying Skills Tags, ……????????????? (fill in blank)

Process for Assessment: Describe the process for assessing the student learning objective identified above. (text box)

Resources to Assess: Describe the resources to assess the student's learning objectives identified above, including a list of platforms and tools to be utilized such as Canvas, Course Tune, Engage, Standardized Assessment Tests, or other external learning tools or apps that might be integrated with Canvas. (text box)

Micro-Credential Curriculum

Micro-credential Description: In one short but thorough paragraph, describe the micro-credential. This is to be the official description. The description should include the following three elements: 1) general description of the academic subject or learning area, explaining the area, how it is relevant today, and interest areas that would draw a person to the micro-credential; 2) highlights of the micro-credential, including descriptions of areas of study, special activities within the micro-credential such as internships, hands-on learning, research, field

experiences, study abroad, mentoring, shadowing, etc.; 3) careers and opportunities associated with the micro-credential, discussing typical professions and work settings, additional educational opportunities, and top prospects in employment. Indicate if it is associated with a licensure or certification. (text box)

Micro-credential Requirements: Describe all requirements for the micro-credential. This content will be displayed in the Requirements area of the online resource. Explain any general requirements for the micro-credential, such as how the courses listed earlier in the proposal contribute to earning the credential, number of sub-credentials if this is a stackable credential, assessment if it is assessing, standard for awarding if it is unassessed, etc. List any specific requirements such as courses, electives, etc. (text box)

Admission Requirements: If the micro-credential is credit bearing, describe any special admission procedures or qualifications required for this micro-credential which exceed regular university standards (ACT score, completion of core curriculum, portfolio, interview, etc.) and provide a rationale. Indicate if no special qualifications are required. (text box)

<u>Comments</u>

Proposer Comments: Only the initial proposer enters comments here.

Approver Comments: Separate space for comments from each level of approval