



E-learning Course

Microcredential Validation

4.2 Microcredential Evaluation



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Introduction

Module 4 is focused on the process of validating microcredentials. Materials delve into the significance of verifying the quality of microcredentials, the specifics of the process as well as the various different roles involved in it. The module will also go beyond theory and analyse the practical aspect of microcredential validation, putting learners in the position to replicate the process if necessary.

This is the second Unit of the Module:
4.2 Microcredential Evaluation



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Microcredential Evaluation

What does it mean?

The process of Microcredential Evaluation involves assessing the microcredential's success at fulfilling its purpose.

Value, effectiveness, workload, structure, quality, qualifications achieved, are all metrics that help evaluate the microcredential both from the learner's and the potential receiver's (employer, client, educational institution, etc.) perspective.

Why does it matter?

Learners, Employers, Faculty and Administrative personnel all have different expectations and priorities for microcredentials.

Whether a microcredential achieves those goals is directly connected to whether it will be judged a worthwhile investment for the learner.

Microcredential Evaluation Process



Step 1

In order to evaluate a microcredential, it is crucial to understand the groups that are interested in this evaluation, as they bring unique perspectives. This setup can be changed based on the specific target group, field and other specifics of the microcredential, but an example collection of groups can be:



➤ **Learners**



➤ **Employers**



➤ **Teaching Faculty of Offering Institution**



➤ **Administrative Staff of Offering Institution**

Step 2: Understand Group Priorities

Learners

Some of the learner's priorities when choosing microcredentials include:

- affordability,
- upskilling,
- skill recognition,
- career progression,
- confidence,
- self-sufficiency,
- demonstration of target skills,
- alignment of learning objectives and outcomes.

Employers

Employers commonly state that microcredentials should:

- meet workplace needs
- create a skilled workforce
- focus on DEI skills
- reskill and upskill current employees

Faculty

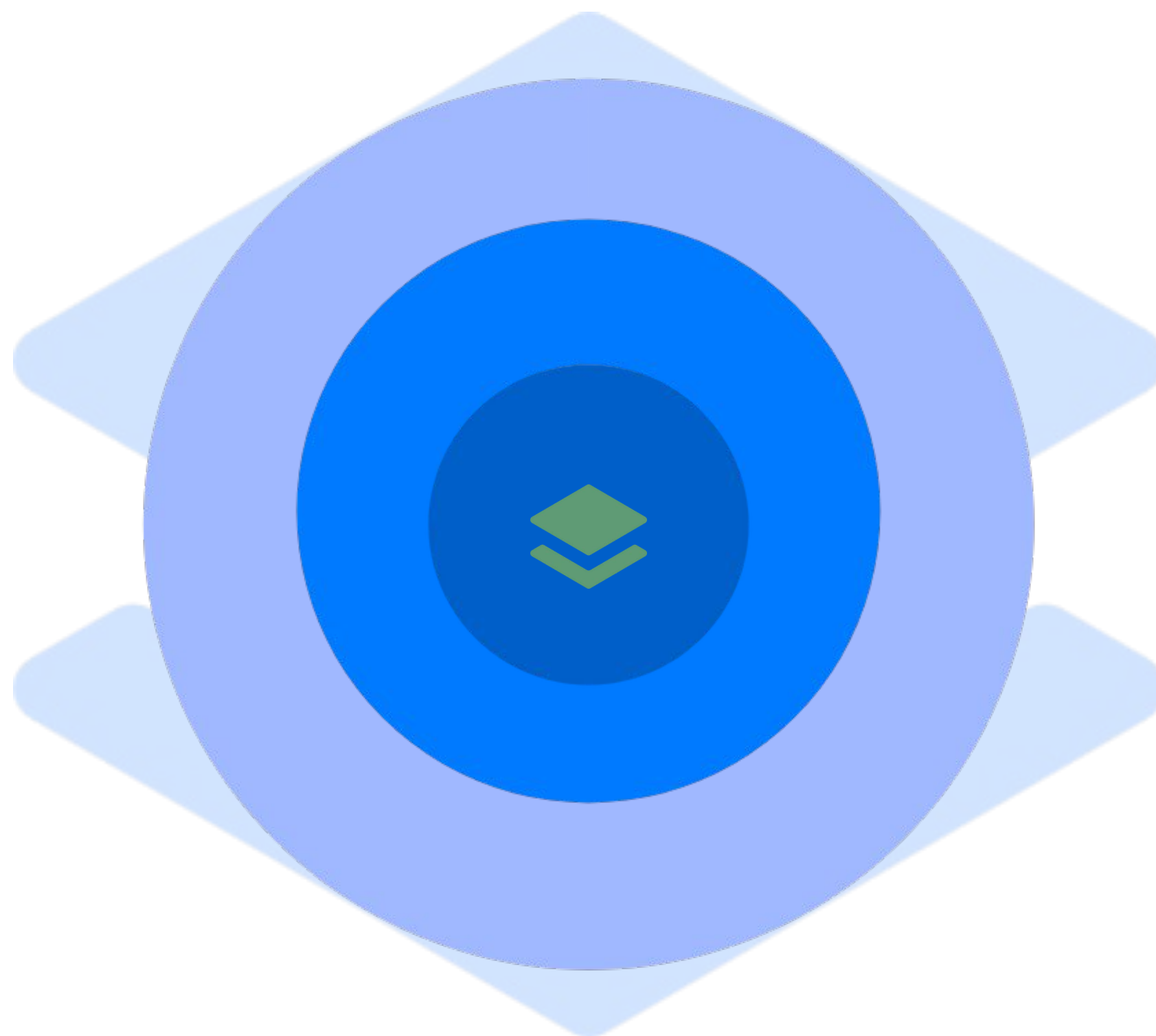
Faculty commonly evaluate microcredentials based on:

- learner engagement
- authentic assessment
- retention
- rate of completion
- alignment to employment
- industry engagement

Administrative Staff

The priorities set by administrative staff for microcredentials include:

- student success
- enrollment rates
- completion rates
- revenue
- discoverability
- portability
- value for learner
- value for employer
- community engagement



Step 3: Determine Parameters

To shape the evaluation process, the following parameters should be determined:

- Out of the interested groups (Learners, Employers, etc.) which ones are most relevant to the specific microcredential's success?
- Out of the selected group's stated priorities, which ones does the microcredential aim to fulfill?
- Over what period of time will the microcredential be evaluated?
- What is the sample size required for the evaluation?

Step 4: Gather Evaluation Results

1 Learner Surveys

Learners can provide feedback after completing microcredentials to rate their satisfaction and the rate of achievement of their goals.

2 Employer Surveys

Employers can provide feedback after hiring/upskilling employees with microcredentials on the alignment of the credential to workplace priorities.

3 Statistics

Gathering statistics on completion, engagement, revenue and other relevant values can help evaluate a microcredential over time.

4 Community Outreach

Engaging the community can help assess the attractiveness of the microcredential for potential learners before enrollment.

5 Faculty Meetings

Faculty can evaluate the microcredentials offered in institutional meetings to share data on engagement, completion and overall success with the issuing organisation staff.

Additional Resources

Part	Title	Type	Duration	Link	Description
4.2	New Coursera survey shows high demand for industry micro-credentials from students and employers in tight labor market	Article	10 mins	https://blog.coursera.org/from-higher-education-to-employment/	An article by Coursera showing what learners and employers prioritise in microcredentials.

References

WCET Frontiers - Assessment and evaluation of microcredentials: What success looks like and to whom

<https://wcet.wiche.edu/frontiers/2022/09/29/assessment-evaluation-of-microcredentials-what-success-looks-like-and-to-whom/>

A European approach to micro-credentials brochure

<https://education.ec.europa.eu/sites/default/files/2022-01/micro-credentials%20brochure%20updated.pdf#:~:text=A%20micro%2Dcredential%20is%20the%20record%20of%20the,societal%2C%20personal%2C%20cultural%20or%20labour%20market%20needs.>

White Paper: Creating Assessments for Micro-Credentials in Higher Education Organizations, Abramovich S., Reed A. University of Buffalo

<https://www.buffalo.edu/content/dam/www/micro-credentials/OMC%20Whitepaper%20FINAL.pdf>



You have completed the theoretical part of Unit 2 Module 4



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