Microcredentialing Needs Assessment

Undergraduate and Graduate Student Survey Responses

Microcredentialing Work Group
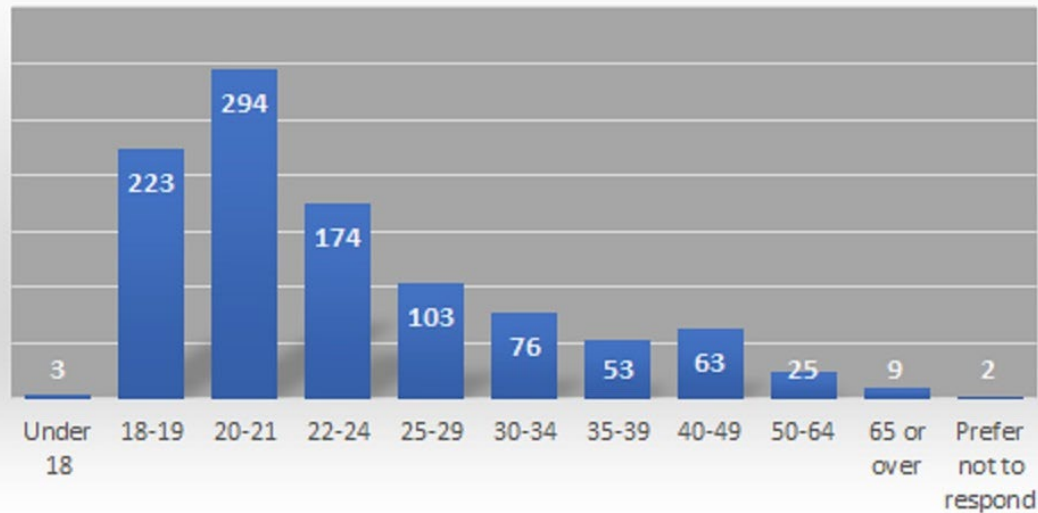
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Respondent's Age in Years

Total Undergraduate Responses = 1029
Total Graduate Responses = 338

Undergraduate

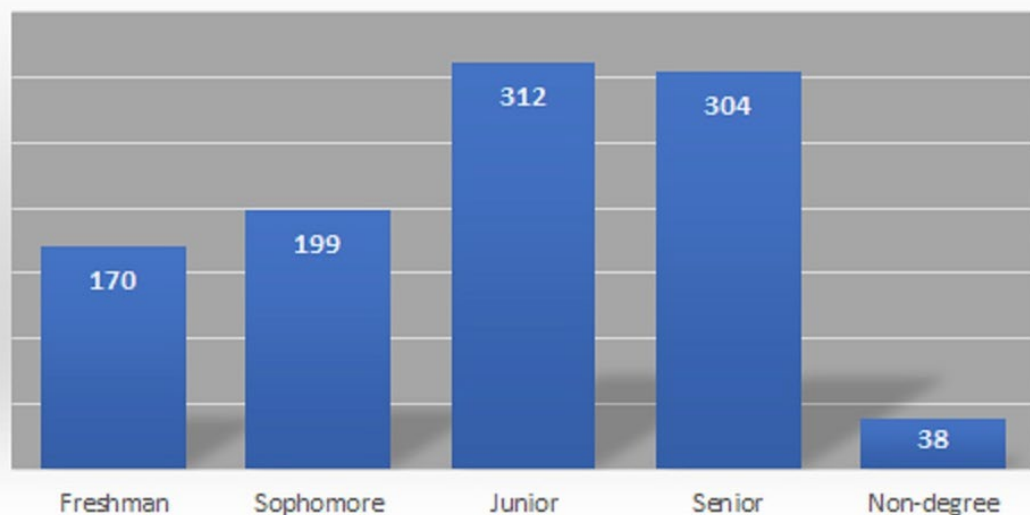Age in Years

Under 18	18-19	20-21	22-24	25-29	30-34	35-39	40-49	50-64	65 or over	Prefer not to respond
3	223	294	174	103	76	53	63	25	9	2

Graduate

Age in Years

Under 18	18-19	20-21	22-24	25-29	30-34	35-39	40-49	50-64	65 or over	Prefer not to respond
0	0	3	66	76	60	43	55	30	2	2

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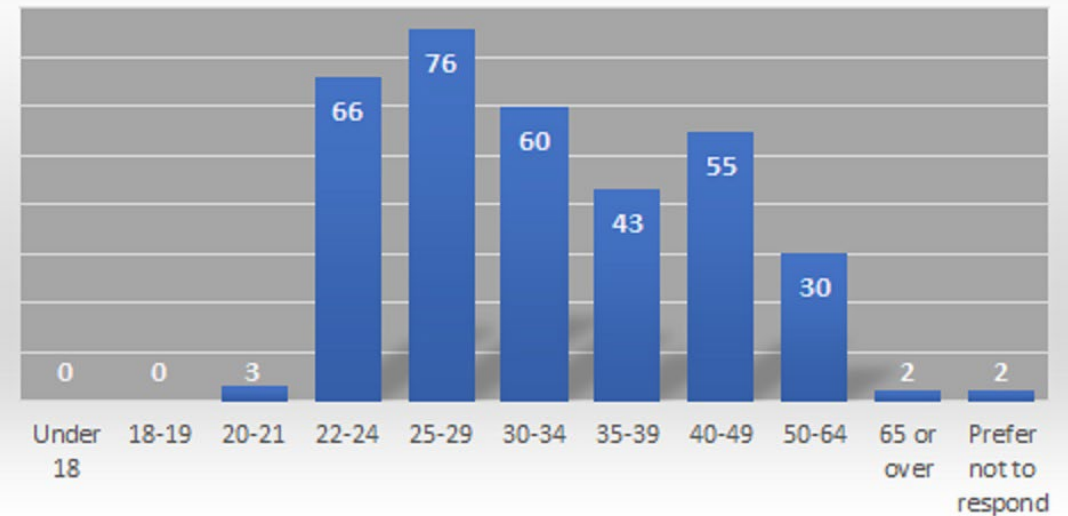
Academic Degree Level

Undergraduate
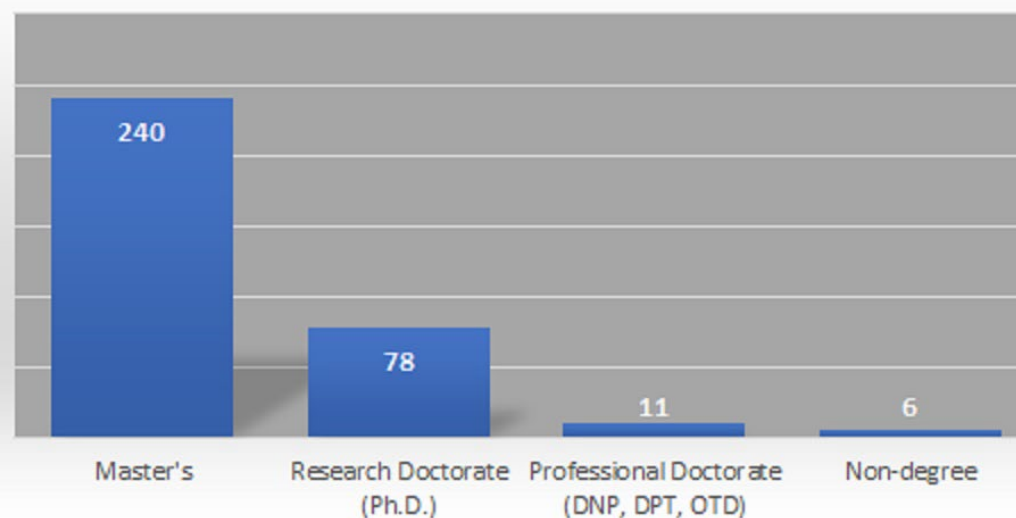
Graduate

Year in the Program (Graduate Students only)

Year in Program

	Count
First Year	117
Second Year	114
Third Year	44
Fourth Year	23
Fifth Year	13
Sixth Year	6
Seventh Year	3
Eighth Year	3
Ninth Year	2
Tenth Year	0
More than ten years	5
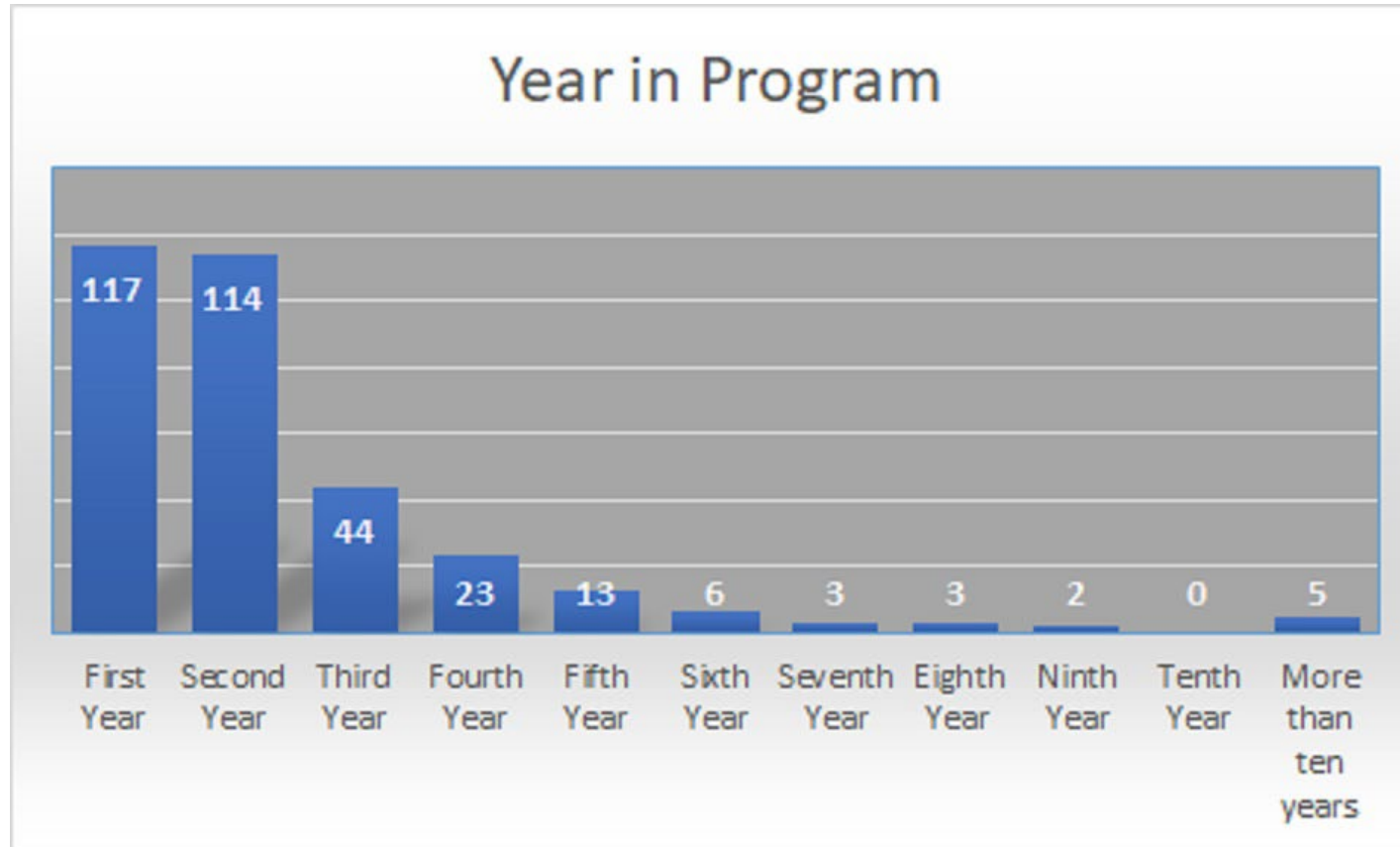
How likely would _you_ be to take a microcredential as part of your program if it were offered?

Undergraduates
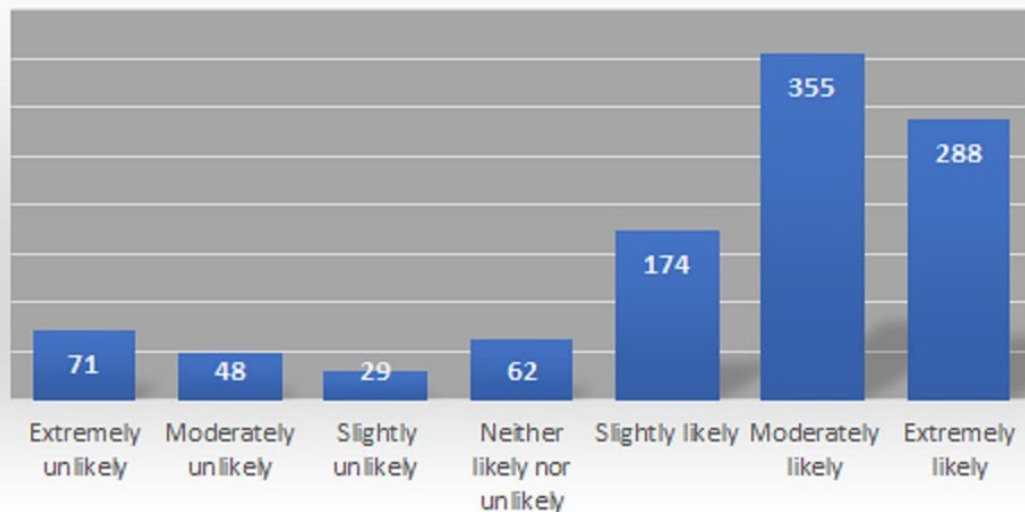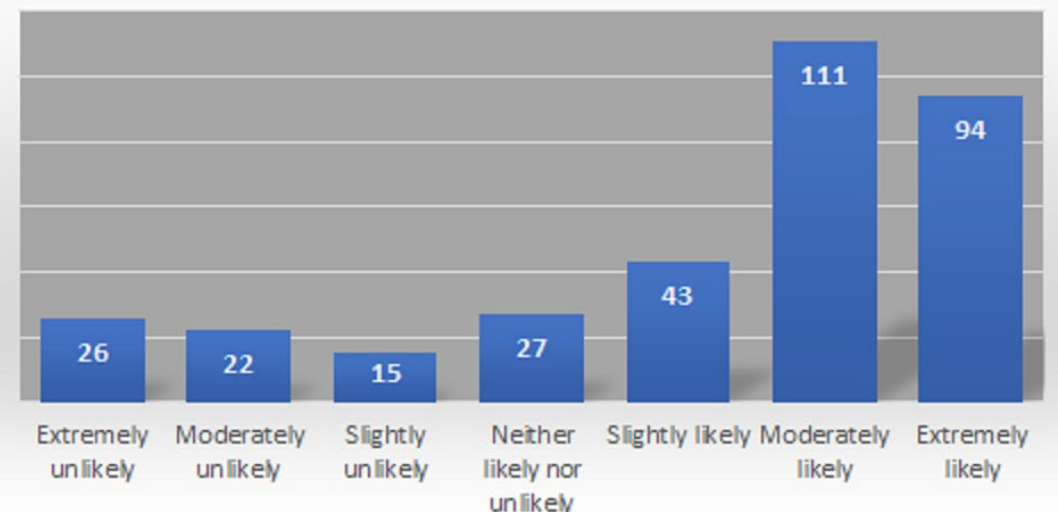
Graduates

If you were just starting your college career, how much benefit do you think microcredentials would be to **you**? (undergraduates only)

Perceived benefit if just starting college

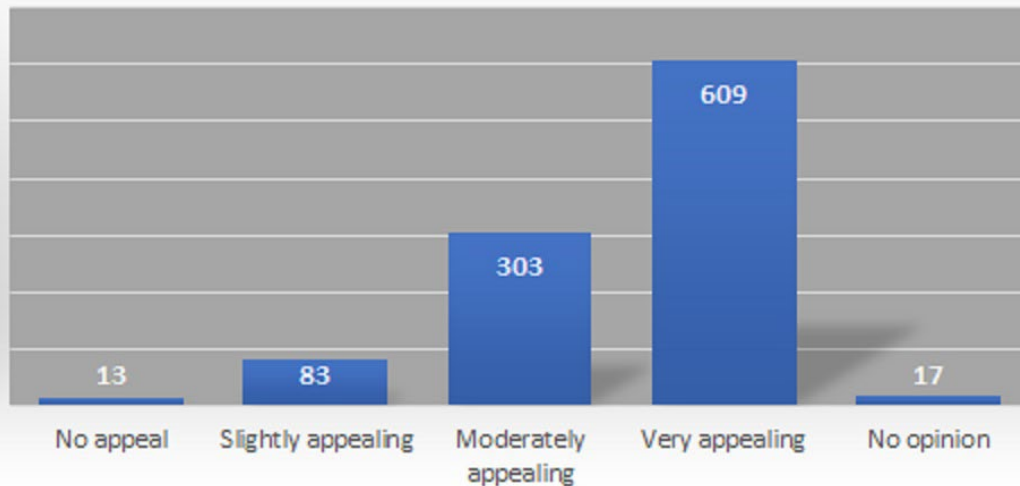| No benefit	Very little benefit	A moderate amount of benefit	Very beneficial
19	96	527	384
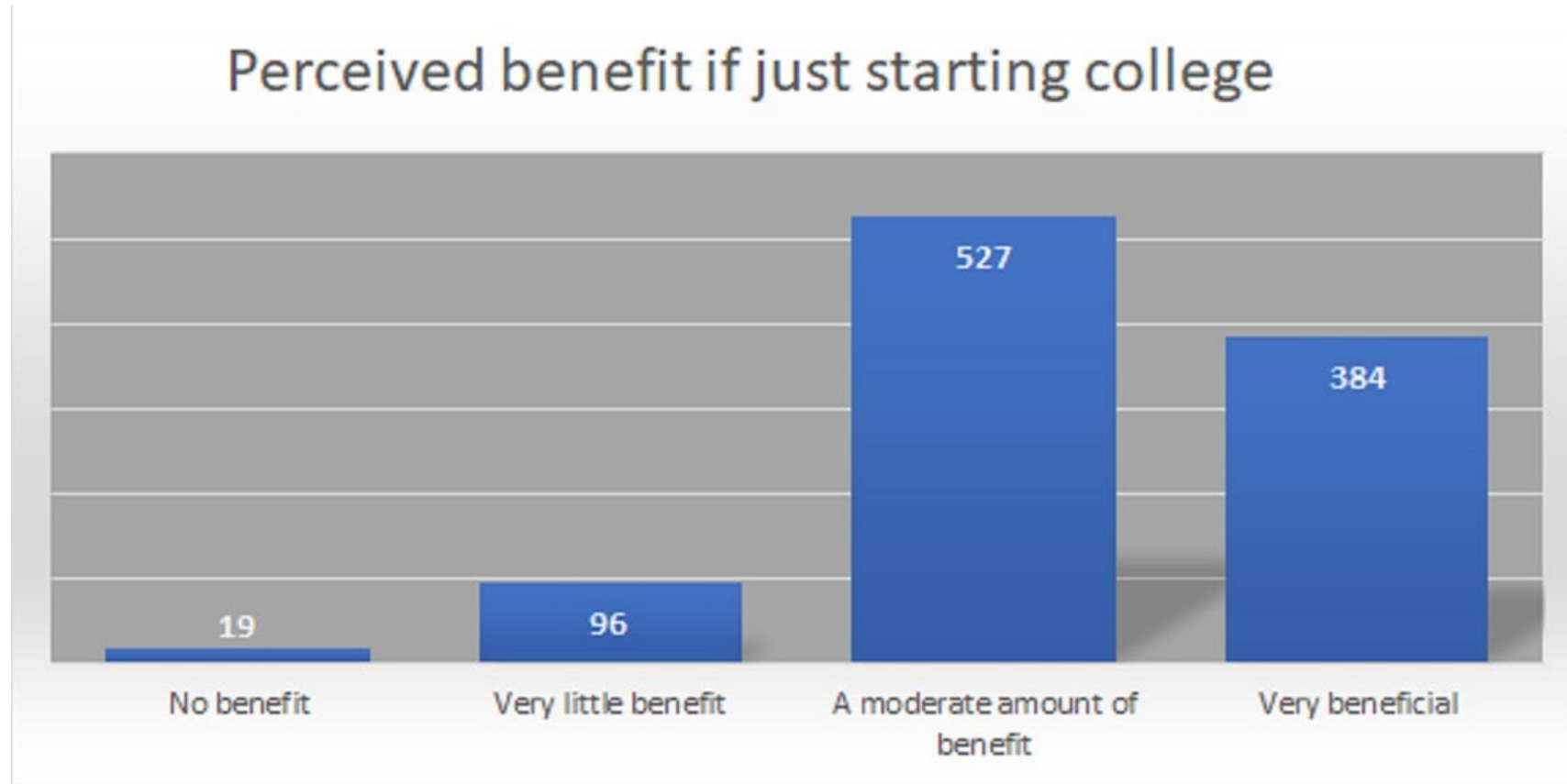
If you were just searching for post-baccalaureate education, how much of a benefit do you think microcredentials would be to **you**? (graduates only)

Perceived benefit for post-baccalaureate education searchers

No benefit	Very little benefit	A moderate amount of benefit	Very beneficial
13	45	178	102
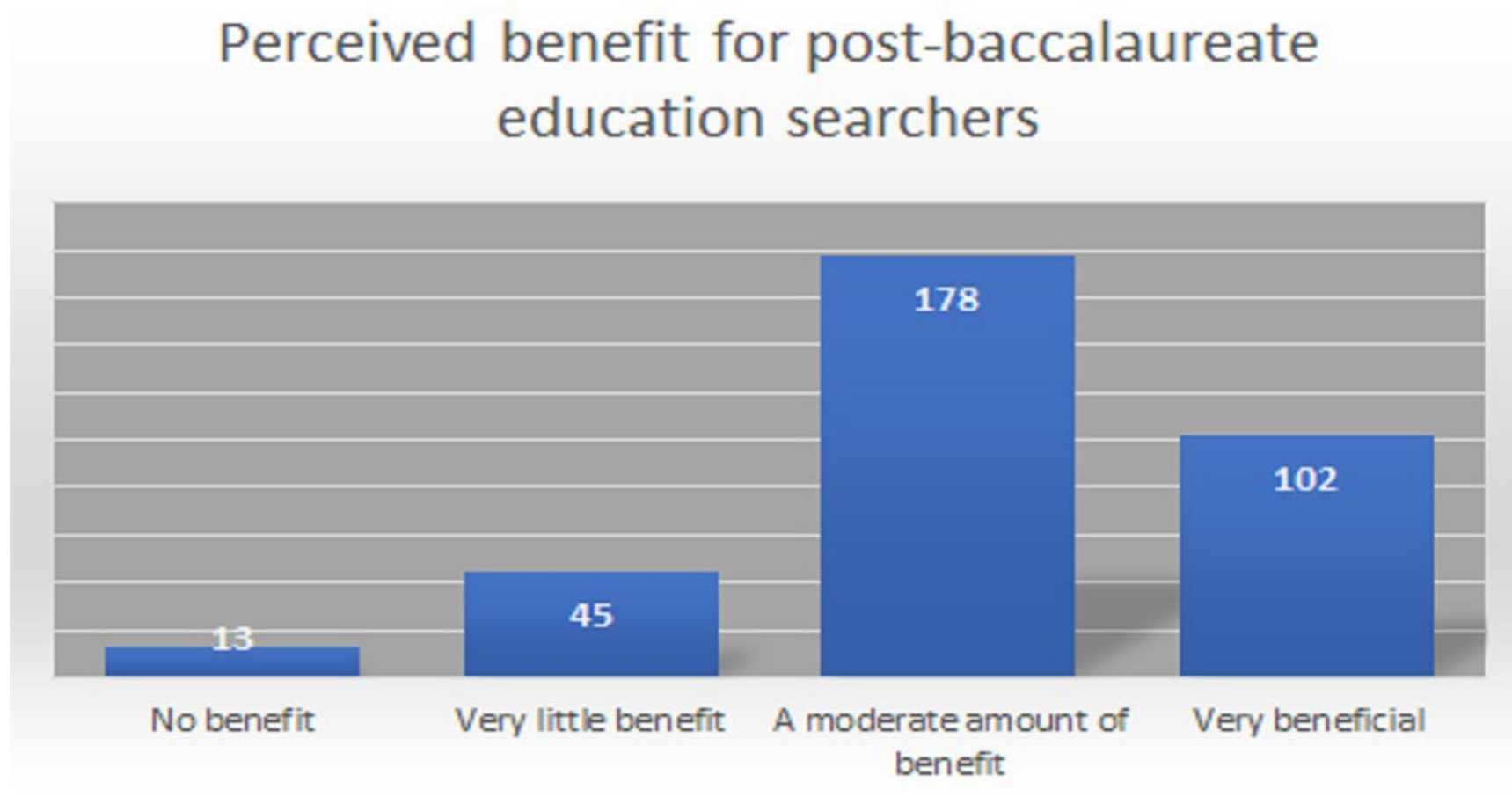
How appealing do you think microcredentials would be to **future undergraduate students** / **future graduate students** if offered?

Undergraduates

Appeal of microcredentials to future students

No appeal	Slightly appealing	Moderately appealing	Very appealing	No opinion
13	83	303	609	17

Graduates

Appeal of microcredentials to future students

No appeal	Slightly appealing	Moderately appealing	Very appealing	No opinion
9	37	101	186	5
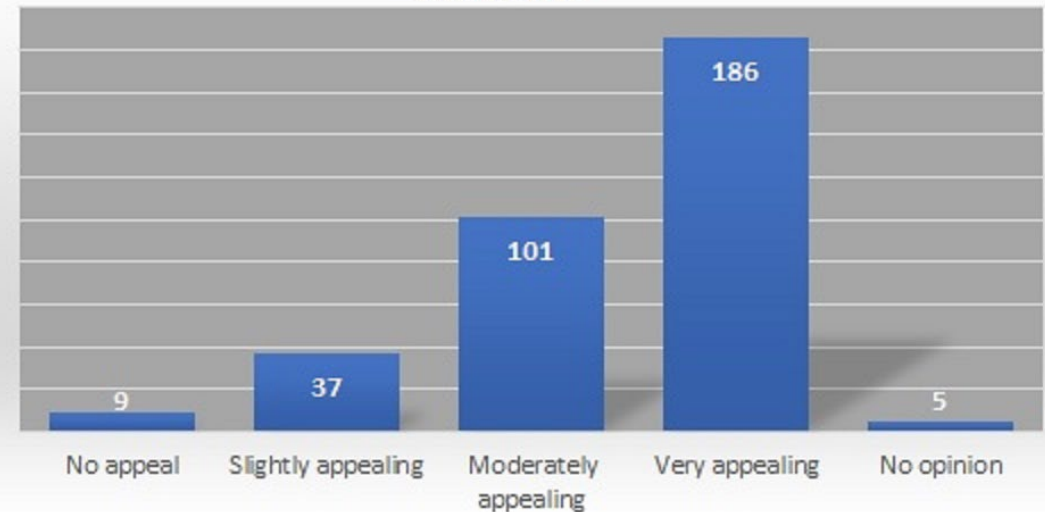
Undergraduate responses to question asking to identify topic(s) of interest for microcredentialing

General Topic Categories (> 10 responses)
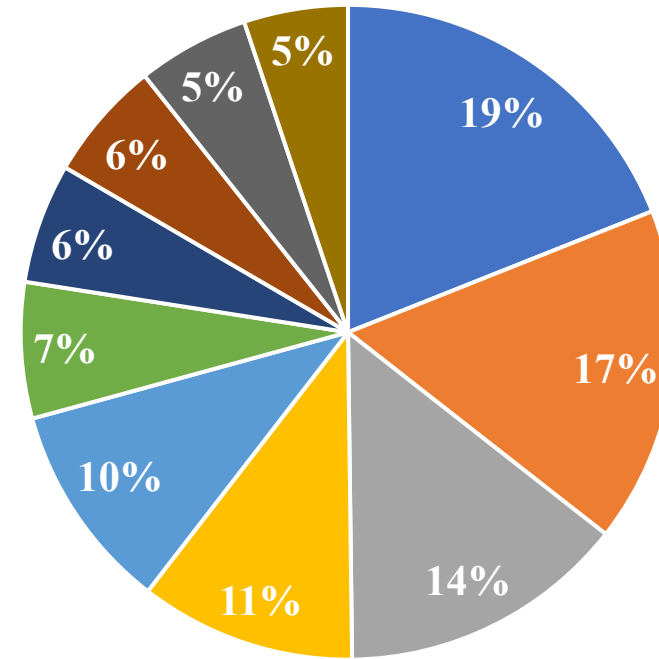
- IT/Computer Science (48)
- Health (42)
- Business (36)
- Social Work/Welfare/Counseling (27)
- Film/Art/Graphics (26)
- Criminal Justice/Forensic Science (17)
- Education (15)
- Languages (15)
- Social Media (14)
- Engineering (13)

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IT/Computer Science –   **48**

General IT/Computer Science	8
Programming/Coding languages	12
Gaming industry	10
Cybersecurity	8
Web design	7
Computer design/Manufacturing	1
Human-computer interaction	1
Computer literacy	1
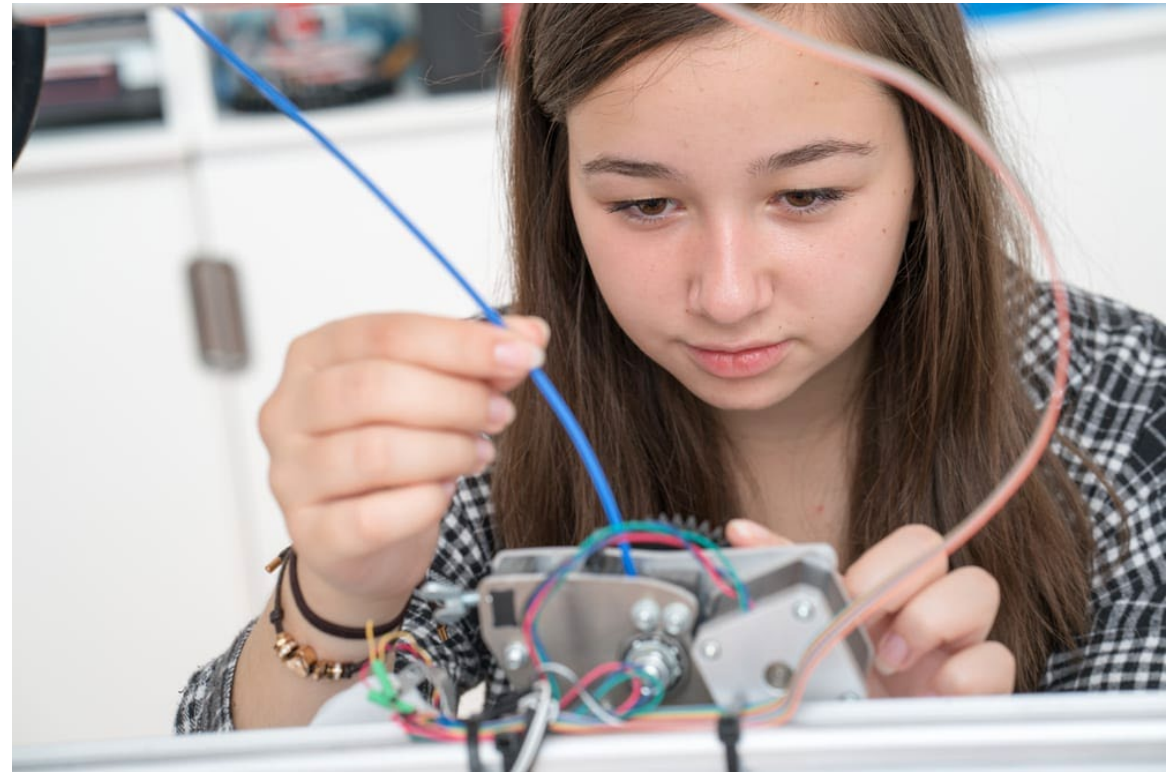
Health – 42

General heath	5
Nursing	5
Healthcare administration	5
Health fitness/Nutrition	5
Public health	4
Prosthetics	3
Mental health	3
Healthcare informatics	2
Gerontology	1
First aid	1
Pediatrics	1
Patient advocacy	1
Nursing assistant	1
Infectious diseases	1
Telehealth	1
Physical therapy	1
Forensic nursing	1
Hospice care	1

Business –	**36**
General business	**18**
Business management	**4**
Marketing	**4**
Real Estate	**3**
Finance	**2**
Entrepreneurship	**2**
Sales	**1**
Investing	**1**
International business	**1**

Social Work/Welfare/
Counseling –   **27**

General social work/welfare/
    counseling   19
Social work   4
Counseling   3
Foster care   1

Film/Art/Graphics –   **26**

General Film/Art/Graphics 7

Art administration   3

Photography   3

Graphic design   3

Fashion design   2

Video editing   2

Film   1

Digital design   1

Animation   1

Art therapy   1

Art education   1

Art Portfolio   1

Criminal Justice/ Forensic Science - 17

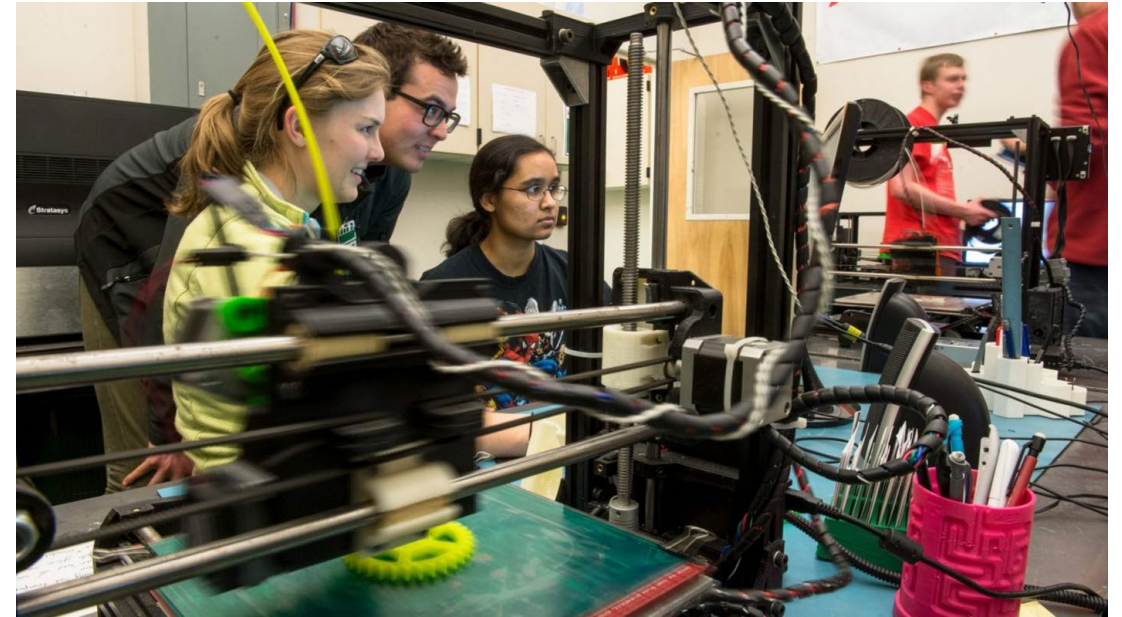**Education -15**

General education 13
Distance learning
Educational leadership

Languages -   15
General languages 8
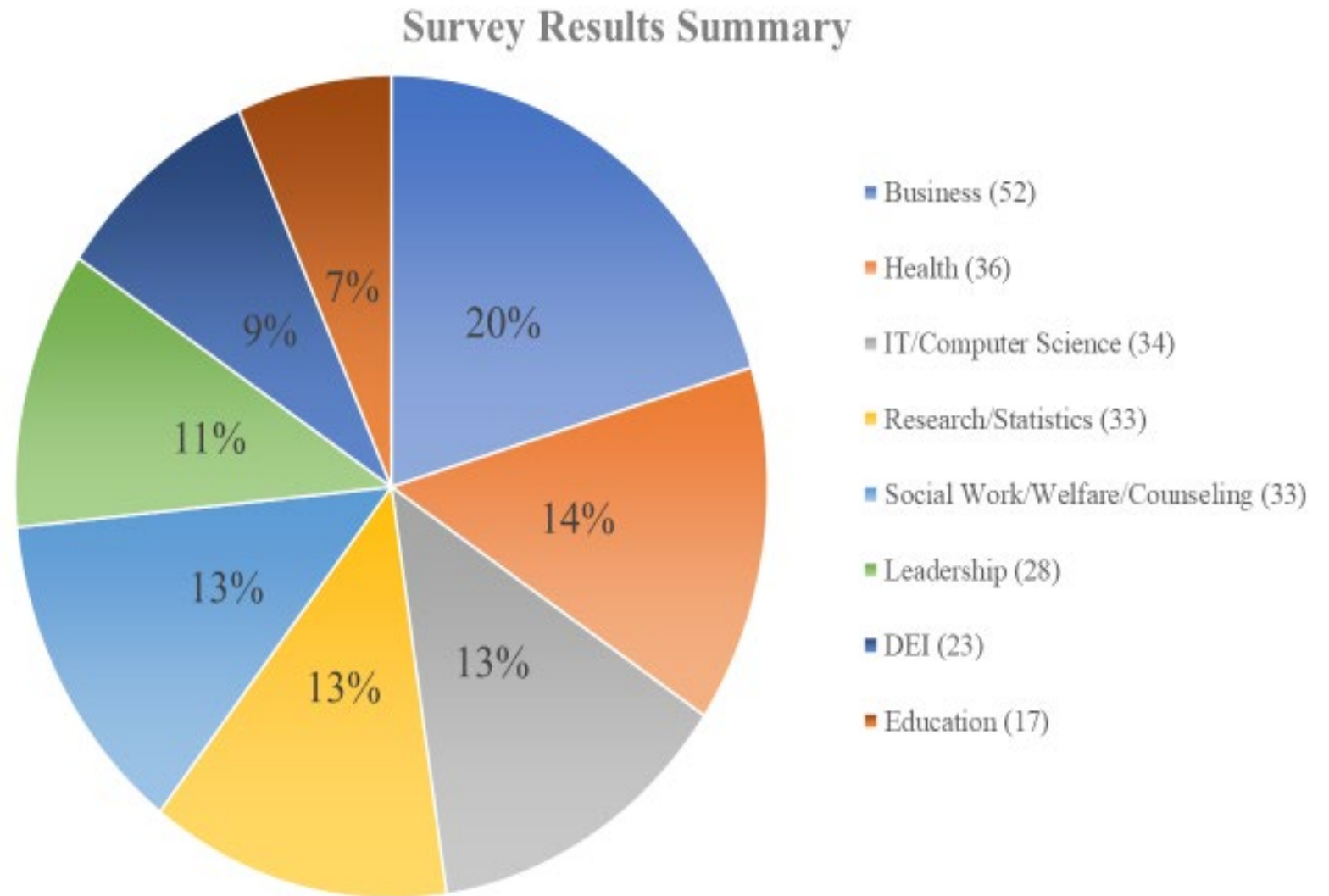Spanish   5
Linguistics   2

Social Media - 14

Engineering - 13

Graduate responses to question asking to identify topic(s) of interest for microcredentialing

Survey Results Summary

- Business (52) — 20%
- Health (36) — 14%
- IT/Computer Science (34) — 13%
- Research/Statistics (33) — 13%
- Social Work/Welfare/Counseling (33) — 13%
- Leadership (28) — 11%
- DEI (23) — 9%
- Education (17) — 7%

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Microcredential Topics

| Business	52
General business	4
Social media management	3
Marketing	6
Investment	2
Human resource management	6
Financial accounting	5
Project management	11
Design thinking	1
Archive management	2
Organizational development	1
Motivational interviewing	2
NGO operations	1
Supply chain	1
Enterprise software (SAP)	1
Economics	2
Small business M&A	1
Financial modeling	1
Financial literacy	1
Business administration	1

Health 36

- Nursing 10
  - General Nursing 5
  - Advanced practices 2
  - Telehealth 1
  - CCNA & CCNP 2
- General Health 26
  - Health Care 11
  - Acupuncture 1
  - Global health 2
  - Phys rehab 2
  - Biomechanics 1
  - Clinical laboratory science 1
  - Neuroscience 1
  - Immunology 1
  - Clinical trials 1
  - Disability and accessibility 1
  - Ethics 1
  - Human performance 1
  - Product design 1

IT/Computer Science 34

- IT 21
  - General IT 4
  - Cloud computing 1
  - Agile scrum training 1
  - Adobe AEM 1
  - Api Management 1
  - IT basics 3
  - ArcGIS 2
  - Nvivo 1
  - Programming 2
  - Statistics software 3
  - Web design 2
- Computer Science 13
  - Machine learning 4
  - Algorithm design 1
  - UIX design 2
  - Databases 1
  - Digital security 1
  - NLP 1
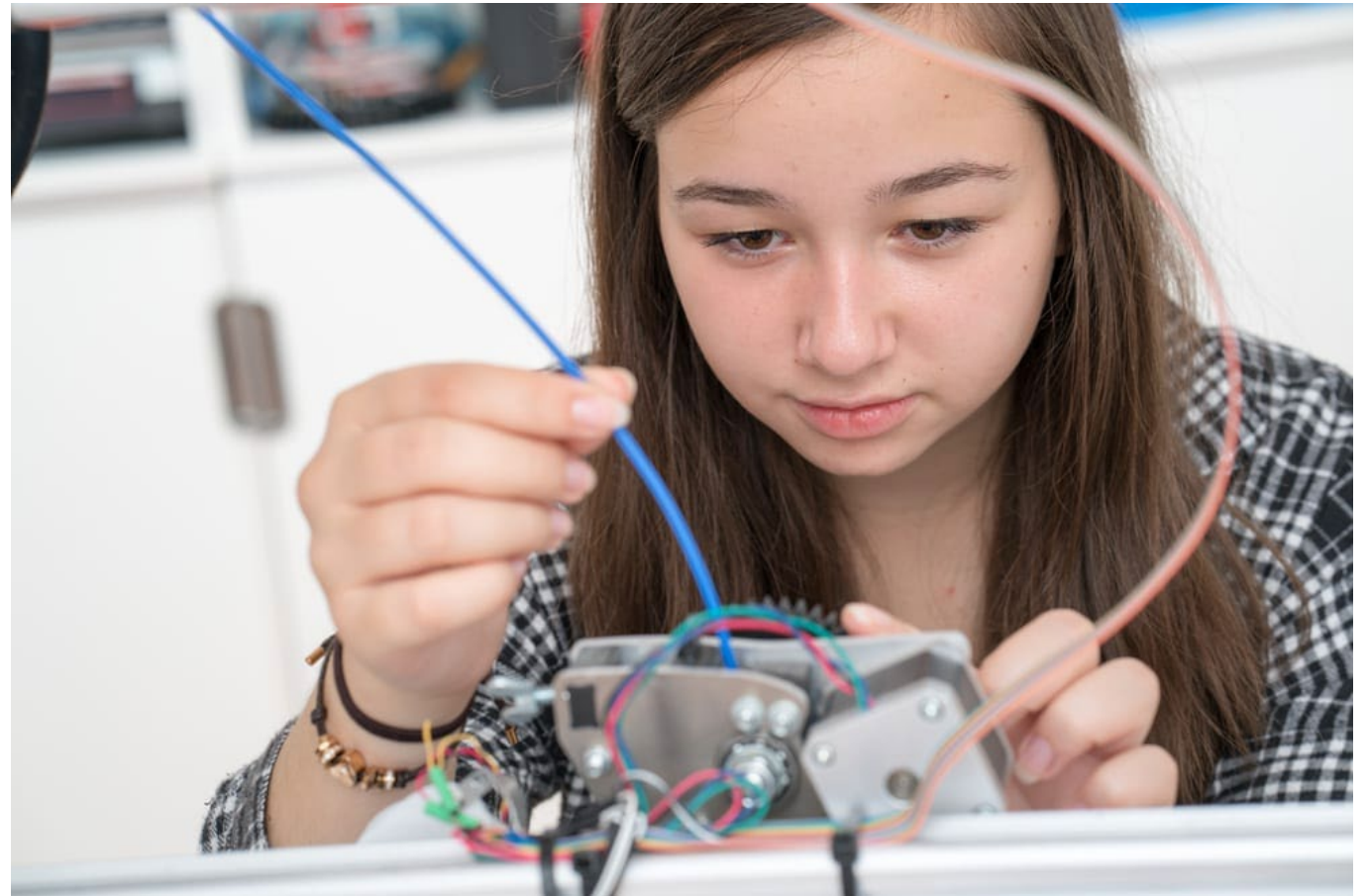
Research/Statistics	33
General research/statistics	11
Data Analytics	9
Data visualization	2
SAS, Tableau	1
Research methods	4
Grant writing	2
Communications	4

Social Work/Welfare/ Counseling   33

General social work/counseling	8
Trauma	10
Gerontology	1
Counseling	4
Family counseling	1
Substance abuse	3
Domestic and interpersonal abuse	2
Medical social work	1
School social work	1
Child welfare	1
Forensics	1

Leadership 28

General leadership 12
Environmental 2
Educational (small group, family
    collaboration in special education,
    finance, school culture,
    administration, classroom
    management) 3
Negotiation 1
Conflict resolution 1
Women in leadership 1
Emotional intelligence 1
Non-profit management 5
Change management 2

|	
DEI	**23**
General DEI	**16**
Critical race theory	**1**
Gender and economics	**1**
Racial justice	**1**
Urban policy	**1**
LGBTQ	**2**

Education	17
General education	3
Online instruction	1
Post-secondary teaching for educators	1
Instructional design for higher education staff	2
Teacher training – instructional coaching	1
Collegiate level reading certificate	2
Dyslexia intervention	1
Curriculum development	1
Math	1
Environmental education	1
STEM	1
SEL	1
Adult education	1

Analysis of Comments

- 182 pro/con comments from undergraduates
  - 4-1 margin in favor of microcredentials
- 61 pro/con comments from graduate students
  - Margin tighter (2.6-1 in favor)
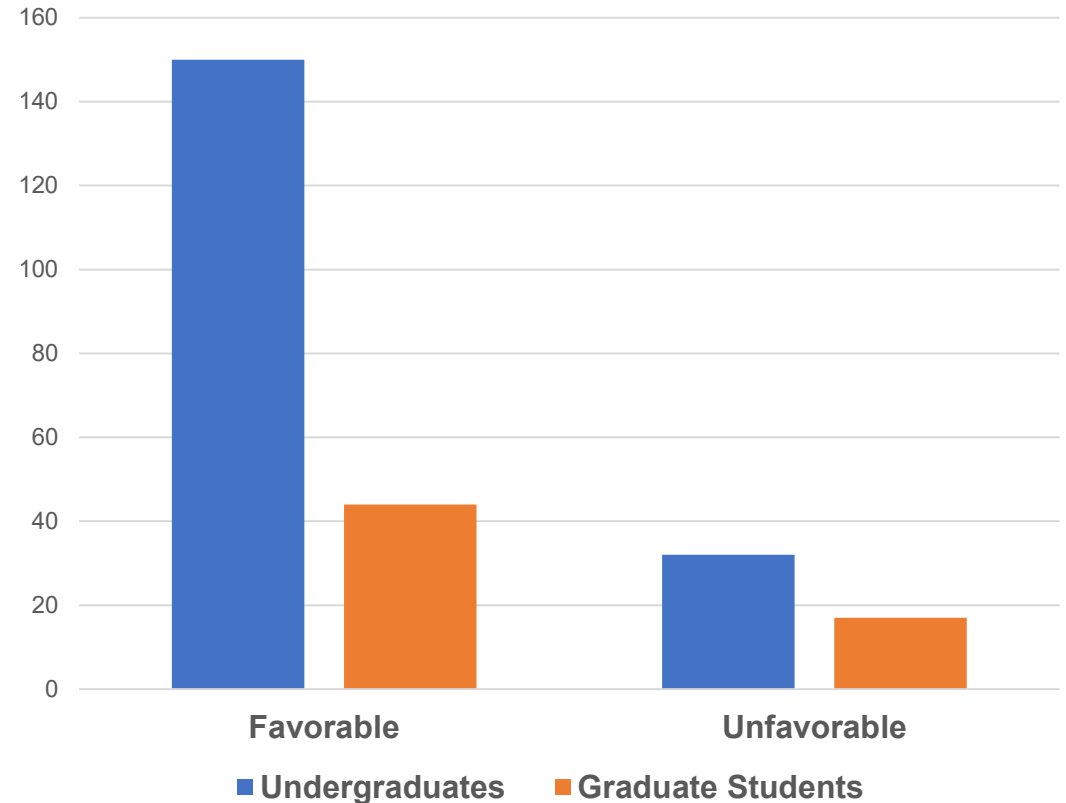
Positive Comments

- Themes
  - Opportunity to explore/acquire additional knowledge and skills
  - Good for securing internships, standing out in job search
  - Motivating
  - Signaling areas of interest within a broad program
  - Ability to build toward degree
  - Lifelong learning

"I think this is great if you want to develop a specific skill, without it being your major focus. It creates a more diverse person."

"I 100% want this. This is such a great idea, I hope it ends up happening because I will absolutely take advantage of this."

Negative Comments

- Themes
  - Need to demonstrate employer acceptance of microcredentials (main concern)
  - Also some concerns about cost, potential for 'fluffy' offerings

  "I'm not sure that microcredentials would be seen as a valuable accomplishment to most potential employers."

Advice-Giving Comments

- Make available to alumni (possible to award retroactively?)
- Offer year round
- Offer online
- Connect to skills employers are seeking
- Make it available in all majors
- Need to market, communicate to students with great clarity

I would love a child advocacy option. I want to be a child advocacy attorney so that would be amazing.

I would like to add on to my MLIS with museum studies microcredentials.

I'm graduating soon, but I ended up already working in YouTube content creation space. Having [a microcredential] on algorithms and technical aspects would have been a godsend."

This would be great for the nursing profession….it would allow for significant professional growth and depth."

"When will this be available?"