SUNY Broome Microcredential Proposal Form Completion Companion Guide

To help potential students make a decision about enrolling in a SUNY Broome microcredential, we need the following information for the SUNY Broome and Credly websites. Both websites offer the public information about course content, time to completion, skill development, costs, and more. We've provided some extra details about each section in case you need it as you're completing your microcredential proposal document.

The more complete you are on your proposal form, the fewer questions we'll need to come back to you with as we load content onto the SUNY Broome and Credly websites after your microcredential is approved.

Content required for Credly (microcredential badge-awarding company)

1. Microcredential name
2. Description – 100 words or less that offer a high-level overview of microcredential objectives and how it will be useful professionally. On Credly, the description cannot exceed 500 characters (not words), including spaces. If you stick to 100 words, that gets us close to the character target limit.
3. Attributes – please select one answer for each attribute:
   - Type
     - Experience: Not measured, unstructured learning (ex: events, membership, volunteering, hackathons)
     - Learning: Also not measured, but structured learning (ex: self-led courses, product knowledge, "soft skill" training)
     - Validation: Measured and validated learning (ex: learning and assessments, portfolio evidence)
     - Certification: Industry recognized, validated achievement (ex: industry certifications, license, terminal credential)
   - Level
     - Foundational (ex: beginner, fundamentals, level 1)
     - Intermediate (ex: professional, intermediate, level 2)
     - Advanced (ex: specialist, expert, level 3)
   - Time (specific numbers can't be entered here, but can be in the Criteria section)
     - hours (ex: 2-hour webinar)
     - days (ex: 3-day workshop)
     - weeks (ex: 12 hours of content delivered over two weeks)
     - months (ex: semester-long course)
     - years (ex: 2 years of professional experience)
   - Cost -- we will calculate a price range based on the number of credits and in-state/out of state tuition
     - free
     - paid

4. Criteria –
   - list all criteria required (the criteria for a sample microcredential are shown below)

   Earning Criteria

   The first step to earn this is to apply for the Social Media micro-credential through SUNY Broome Community College.

   Earn a grade of C or higher in BIT 142: Social Media for Professional Use.

   Earn a 75 or higher on a presentation on their proposed social media strategy or construct a complete social media presence for a business, both of which will demonstrate the appropriate use of social media and the advantages and disadvantages of maintaining a social media presence.

   Earn a grade of C or Higher in BIT 143: Social Media Campaigns: Targeting and Analytics.

   Earn a 75 or higher on the creation of a social media campaign including selection of tools for creation, administration, and analysis and the development of effective content (will be completed in BIT 143).

   - there is no specific minimum or maximum number of criteria
   - The first criterion for each SUNY Broome microcredential will be listed on Credly and the SUNY Broome website as "Application: The first step is to apply for the [insert microcredential name] microcredential through SUNY Broome Community College."
   - Someone in SUNY Broome Workforce Development will enter each criterion separately on the Credly website. That person will be asked to select a type for each criterion from a drop-down menu. If the activity type is something other than a course, please specify in the first field of SUNY Broome's microcredential proposal form section 5 (it's the same section on both the credit and non-credit microcredential proposal forms) which criteria type should be selected. Options include:
     - application
     - assessment
     - award
     - badge
     - course
     - credential
     - education experience
     - leadership
     - member
     - other
     - participant
     - payment
     - portfolio
     - presenter
     - project
     - professional experience
     - schedule/registration
     - volunteer

5. Skills
   - list skills students can expect to master in the course
   - choose single words or two-word phrases common to the topic: Common words likely appear in Credly's skills list are preferred as they will pop up for selection (ex: Microsoft Excel vs. "spreadsheets for business and office use")

Content required for SUNY Broome website

1. Overview section – give a description of what students can expect to get out of the microcredential. This should be a high-level overview of objectives and how the microcredential will be professionally useful to those who earn it. Aim for about 100 words.
2. Credit or non-credit
3. Who is Eligible – is this course open to all learners or is there a pre-requisite?
4. Division
5. Number of Credits
6. Instruction Method – choices include classroom, online synchronous, online asynchronous, on-demand, blended format, hyflex
7. Time to Complete – please render in semesters or weeks, not hours
8. Price – we will calculate a price range based on the number of credits and in-state/out of state tuition costs

9. **Skills You'll Acquire**
   - list skills students can expect to master in the course
   - choose single words or short phrases common to the topic

10. **Stackable to Degrees or Stackable to Credit**
    - list associated certificate or degree programs, or
    - list which class students can earn credit for if combined with other non-credit microcredentials (please include the names of the other microcreds that must be combined for course credit)

11. **Requirements –** list all requirements, including any grading thresholds for receiving credit. Sample requirements list shown below:

Example of criteria list for a microcredential

Application
The first step to earn this is to apply for the Social Media microcredential through SUNY Broome Community College.

Assessment
Earn a grade of C or higher in BIT 142: Social Media for Professional Use.

Assessment
Earn a 75 or higher on a presentation on their proposed social media strategy or construct a complete social media presence for a business, both of which will demonstrate the appropriate use of social media and the advantages and disadvantages of maintaining a social media presence.

Assessment
Earn a grade of C or Higher in BIT 143: Social Media Campaigns: Targeting and Analytics.

Assessment
Earn a 75 or higher on the creation of a social media campaign including selection of tools for creation, administration, and analysis and the development of effective content (will be completed in BIT 143).

Choose a criteria type from the drop-down menu for each listed criterion – options include
- application
- assessment
- award
- badge
- course
- credential
- education experience
- leadership
- member
- other
- participant
- payment
- portfolio
- presenter
- project
- professional experience
- schedule/registration
- volunteer

Skills
List skills students can expect to master in the course. Choose single words or two-word phrases common to the topic. Common words likely appear in Credly's list are preferred as they will pop up for selection (ex: Microsoft Excel vs. "spreadsheets for business and office use")

Microcredential content required for SUNY Broome website

Overview section – please specify…
- Credit or non-credit
- Who is Eligible (all learners or is there a prerequisite?)
- Division
- Number of Credits
- Instruction Method (online, in person, etc.) – please choose one
- Time to Complete – please render in semesters or weeks, not hours
- Price – we will calculate and provide a range based on the number of credits and in-state/out of state tuition

Skills You'll Acquire
please list

Stackable to Degrees or Stackable to Credit
Please list associated certificate or degree programs, or list which class students can earn credit for if combined with other non-credit microcredentials (please include the names of the other microcreds that must be combined for course credit)

Requirements
Please list for each microcredential – example for Social Media microcredential shown below.

Earn a grade of C or higher in BIT 142: Social Media for Professional Use.

Earn a 75 or higher on a presentation on their proposed social media strategy or construct a complete social media presence for a business, both of which will demonstrate the appropriate use of social media and the advantages and disadvantages of maintaining a social media presence.

Earn a grade of C or Higher in BIT 143: Social Media Campaigns: Targeting and Analytics.

Earn a 75 or higher on the creation of a social media campaign including selection of tools for creation, administration, and analysis and the development of effective content (will be completed in BIT 143).