The future of credentialing: digital badges, micro-credentials, and online degrees
Digital Badges, Micro-credentials, Online Degrees

The future of credentialing
150 years of HE Conferrals. Sharp rise in Non-Degree credentials.

Higher Education Credentials Conferred, 1870 – 2030P (Millions of Conferrals)

It is estimated that non-degree credentials will be the most conferred award in US Higher Education in the next 10 years.

The concept

- An umbrella term for various forms of credentials
- Unbundled, bundled, credit-based, non-credit-based
- A job currency for the future
- Aligns with governmental priorities of skilling, reskilling and upskilling workforce
- Arrived as an alternative, but have largely been adapted as complimentary efforts
- Beyond brick-and-mortars; chalk-and-talk; Cost-saving and revenue-generating
Micro-credentials connect themes across all 4 Strategic Shifts in Higher Education

**New Credentials**
Shorter, more flexible credentials from a range of providers are more valued by learners and employers.

**Education Work Nexus**
Higher education, work & skills are increasingly interconnected and becoming integrated.

**Borderless Competition**
New types of competitors and models including PPPs are in play. Value chains are changing.

**Omni Channel Learning**
Higher education is moving to omni-channel approaches to learning & the student experience.
The evolution, thus far

- Industry/employer-verified skill-based credentials;
- Stackable, verifiable, shareable, just-in-time value;
- Prior knowledge, need, self-drive and interests
- Part of an ecosystem with credential taxonomy and a framework
- Co-design and backward-design principles
- Scaffolded activities towards outcomes
- Online, scalable, self-paced with diagnostic assessment are important
## Segmenting the Post Secondary Credential Spectrum

Defining the Global Micro and Alternative Credential Spectrum, beyond government led qualification frameworks, is not straightforward. Different stakeholders bring very different perspectives, and this segmentation is by no means exhaustive.

<table>
<thead>
<tr>
<th>Duration</th>
<th>Type</th>
<th>Examples</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-10+ hours</td>
<td>Short Courses/Badges</td>
<td>LinkedIn Learning, lewagon, PM Institute</td>
<td>Mostly asynchronous video and resources, peer to peer heavy</td>
</tr>
<tr>
<td>500-1000 hours</td>
<td>Bootcamps</td>
<td>Trilogy, Coursera, Google, PowerED, Professional Academy</td>
<td>3-6 month full-time immersive programs, coding, cyber, digital marketing, PM, UX...</td>
</tr>
<tr>
<td>200-1000 hours</td>
<td>Professional Certifications &amp; Licenses</td>
<td>Google, WGU Academy, edX, MicroMasters, PM Institute</td>
<td>Professional certifications and licenses, generally issued by industry bodies, dominated by question bank, study notes and test prep.</td>
</tr>
<tr>
<td>100-1000 hours</td>
<td>Non-University Issued Non-Degree ‘Certificates’</td>
<td>Google Certificates, NCLEX, Coursera, NCLEX</td>
<td>‘Self-credentialled’, employer or industry backed, non-accredited programs, may be embedded into formal degrees, industry backed MOOC certificates.</td>
</tr>
<tr>
<td>100-1000 hours</td>
<td>University Issued Non-Degree ‘Certificates’</td>
<td>University branded Certificates, Delivered internally or through partners/platforms.</td>
<td>May be embedded into formal degrees, credit bearing or some form of recognition/advancement quality.</td>
</tr>
<tr>
<td>1500-5000 hours</td>
<td>Degree Programs/‘Accredited Programs’</td>
<td>National/Regional Qualification Framework Regulated Programs, Government funding tied to qualification frameworks.</td>
<td></td>
</tr>
</tbody>
</table>

Source: HolonIQ
100M+ Learners spending more than $10B each year on Micro and Alternative Credentials

Illustrative examples only

Bootcamps (Offline + Online)
- 42
- Fullstack
- Galvanize
- OpenClassrooms

Online Non-Degree ‘Certificates’ and Post Secondary Micro-Credentials
- Coursera
- eCornell
- edX
- Emory
- Georgia Tech
- Great Learning
- KLOO
- Simplilearn
- Udacity
- UWorld
- UpGrad

Professional Certifications
- Becker
- CFA
- Kaplan
- Udemy

Online Courses & Badges
- Coursera
- degree
- edX
- LinkedIn
- Pluralsight

MOOCs, Marketplaces, Coding and Creator Courses, Skills Assessments and Test Prep for Professional Certifications
- Holon IQ

B2B and HE growing very fast

100K+ Learners
- University & Non-University designed & delivered ‘certificates’ & micro-credentials

3M+

100M+
- MOOCs, Marketplaces, Coding and Creator Courses, Skills Assessments and Test Prep for Professional Certifications

Source: HolonIQ Estimates
The Benefits

- Learner/Employee
  - Flexible; Personalized; Low-cost; employability

- Employer/Industry
  - Reducing skills gaps; just-in-time skilling; retention

- Educator/University
  - Outreach; new business; quality enhancement; industry collaboration

- Policymaker/Government
  - Jobs for citizens; Agile economy; Productive workforce
$117B Online Degree and Micro-Credential in 2025

Global Online Degrees and Micro-Credentials and Global OPM Market Size, USD 2019–2025

**Global Education**
Growing from $6.1T in 2019 at 3% to $7.3T in 2025.

**Global Online Degrees and Micro-Credentials**
Growing from $45B in 2019 at 17% to $117B in 2025.
2% ($45B) of Global Post-Secondary ($2.2T), growing to 5% ($117B) by 2025 ($2.3T).

**Global Post Secondary Education (HE+TVET)**
Growing from $2.2T in 2019 at 0.7% to $2.3T in 2025.

**Global OPM Market**
Growing from $5.7B in 2019 at 19% to $13.3B in 2025.
OPM revenue, not OPM powered total tuition.

The System

- Technology
- Content and Delivery
- Model
- Governance and Administration
- Ecosystem
THANK YOU

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