Higher Education@2047

Digital Transformation in Higher Education

AIU South Zone Vice Chancellors' Meet

25-26 October 2023

Belagavi

Presentation by

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Commonwealth Educational Media Centre for Asia

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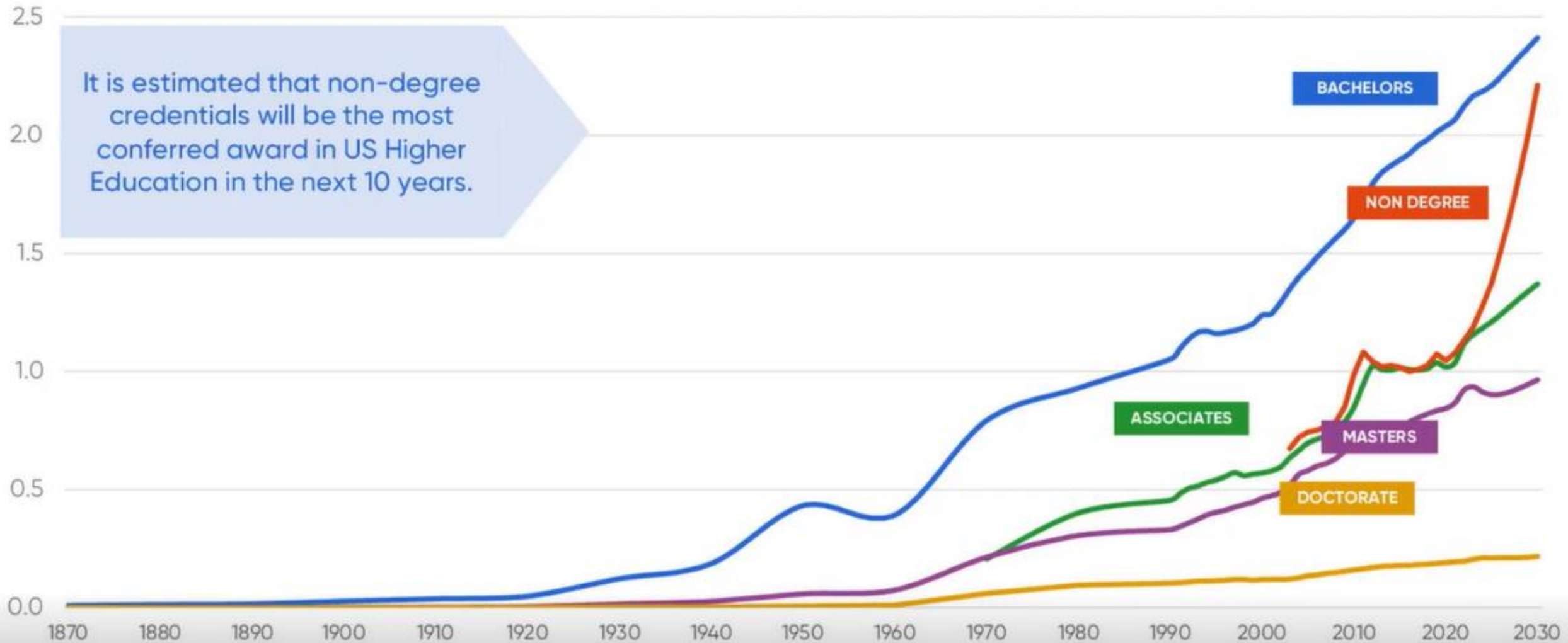## The future of credentialing: digital badges, micro-credentials, and online degrees

Digital Badges, Micro-credentials, Online Degrees

The future of credentialing

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

The evolution, thus far

- Industry/employer-verified skill-based credentials;

- Stackable, verifiable, shareable, just-in-time value;

- prior knowle*d*ge, 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

Holon IQ
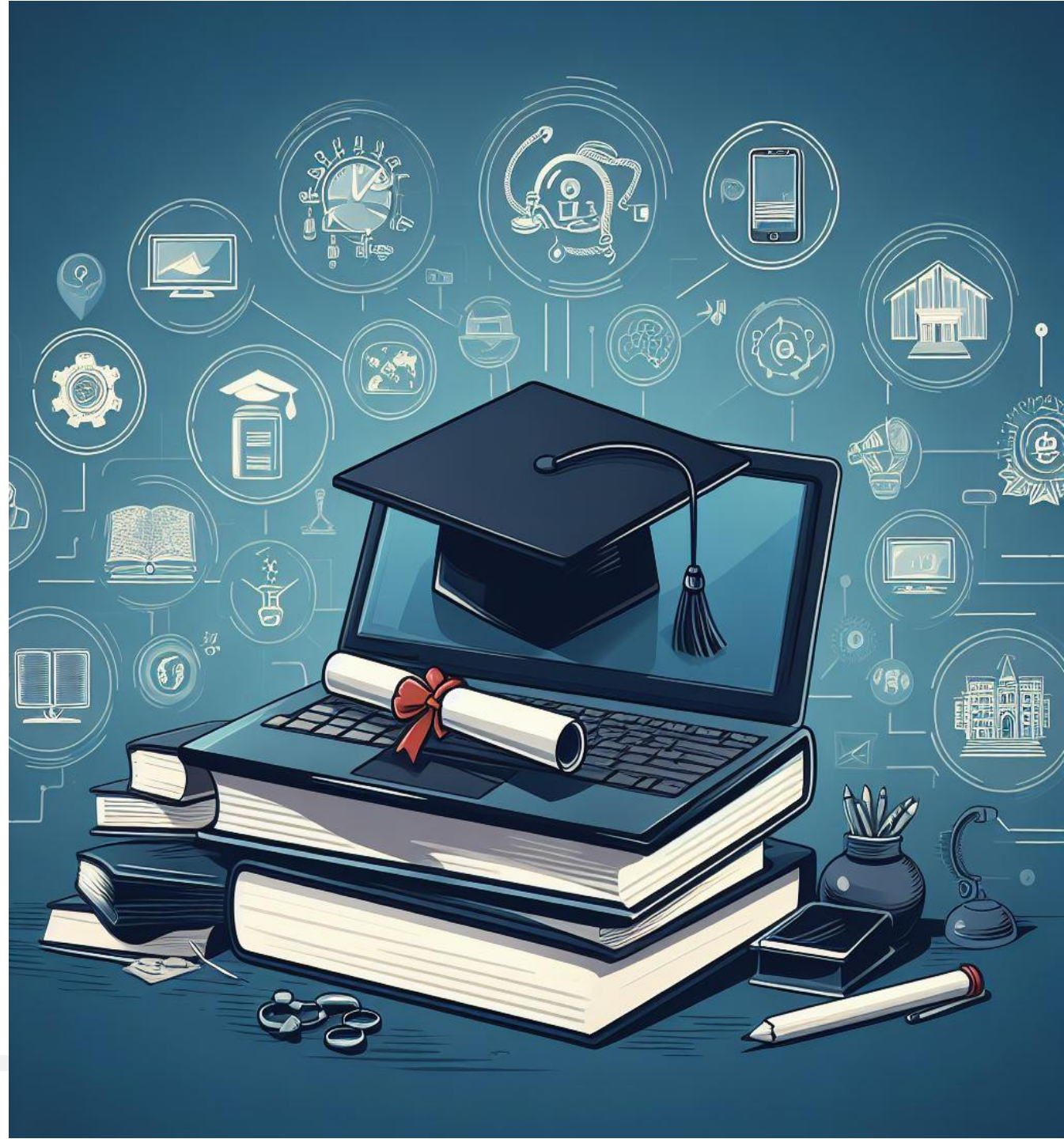
Segmenting the Post Secondary Credential Spectrum

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.

1-10+ hours **Short Courses/Badges**	500-1000 hours **Bootcamps**	200-1000 hours **Professional Certifications & Licenses**	100-1000 hours **Non-University Issued Non-Degree 'Certificates'**	100-1000 hours **University Issued Non-Degree 'Certificates'**	1500-5000 hours **Degree Programs/ 'Accredited Programs'**
• On Demand, Online, Short Courses. • Mostly asynchronous video and resources. • Generally, no formal assessment. • 'Peer to Peer' heavy.	• 3–6 month full-time immersive programs. • Coding, Cyber, Digital Marketing, PM, UX... • Started mostly offline, increasingly online/ blended since COVID	• Professional certifications and licenses. • Generally issued by industry bodies. • Dominated by Question Banks, Study Notes and Test Prep.	• 'Self-credentialled', employer or Industry backed, non-accredited programs. • May be embedded into formal degrees • Industry backed MOOC Certificates	• University branded Certificates. Delivered internally or through partners/platforms. • Credit bearing or some form of recognition/ advancement quality.	• National/Regional Qualification Framework Regulated Programs. • Government funding tied to qualification frameworks.

in Learning **PLURALSIGHT** **ûdemy**	**le wagon** **TRILOGY** EDUCATION SERVICES **GA GENERAL ASSEMBLY**	**PMI Project Management Institute.** **CIMA** Chartered Institute of Management Accountants **NCLEX** The Pathway to Practice	**Google** Google Certificates **coursera** **edX MicroMasters**	**WGU Academy** **PowerED** by Athabasca University **UCD PROFESSIONAL ACADEMY**	*Examples* • TVET Certificates • Associate/Bachelor • Masters/Doctorate • 'Sub Bachelor' and 'PG Diploma' in most parts of the world.

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

Illustrative examples only

Bootcamps (Offline + Online)

4² FULLSTACK GA galvanize OPENCLASSROOMS

B2B and HE growing very fast

100K+ Learners

Online Non-Degree 'Certificates' and Post Secondary Micro-Credentials.

coursera eCornell edX EMERITUS Georgia Tech G Great Learning upGrad simplilearn execonline

University & Non-University designed & delivered 'certificates' & micro-credentials

1M+

Professional Certifications

ati aws barbri Becker CFA KAPLAN UWorld

Accounts, Cyber, Engineers, Finance, Lawyers, Nurses, Physicians, Software Developers, Tech/Project Management.

3M+

Online Courses & Badges

coursera degreed edX Linked in PLURALSIGHT SKILL SHARE UDACITY Udemy

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

100M+
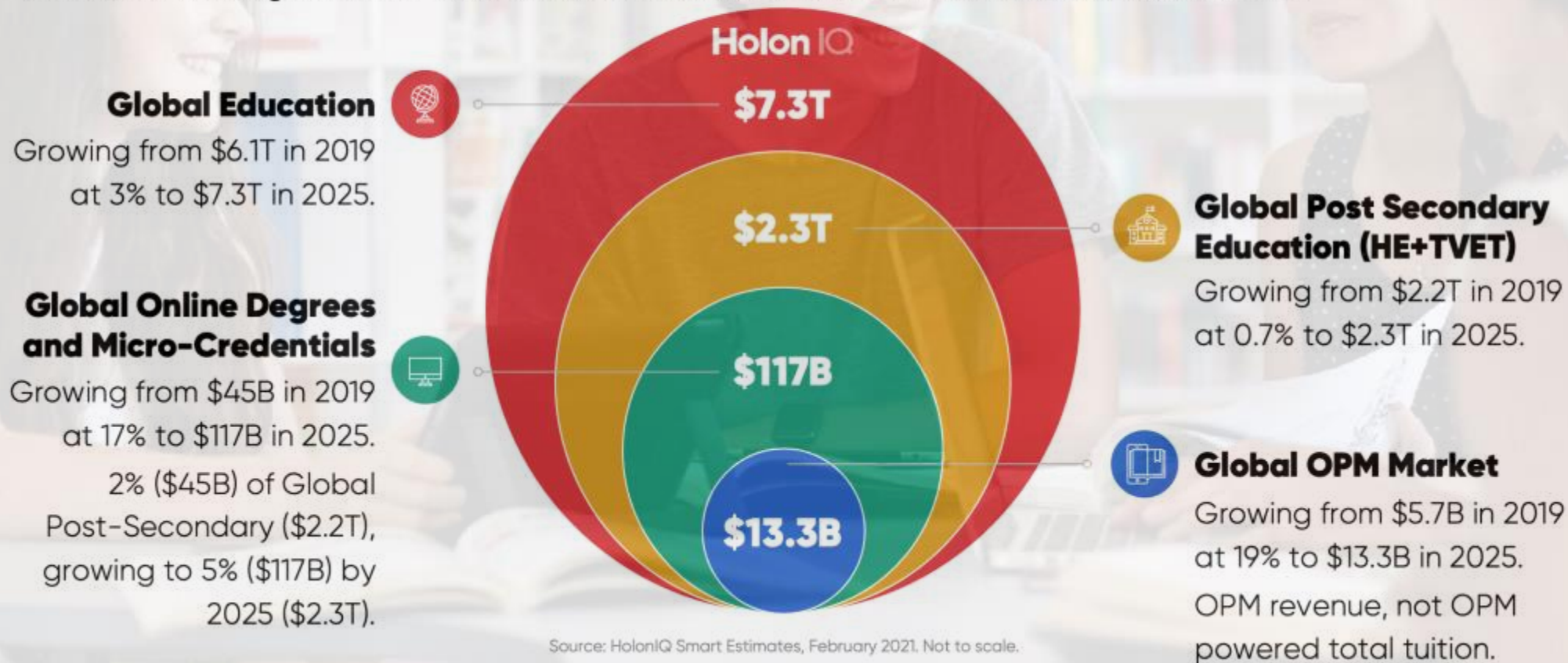
Holon IQ

Source: HolonIQ Estimates
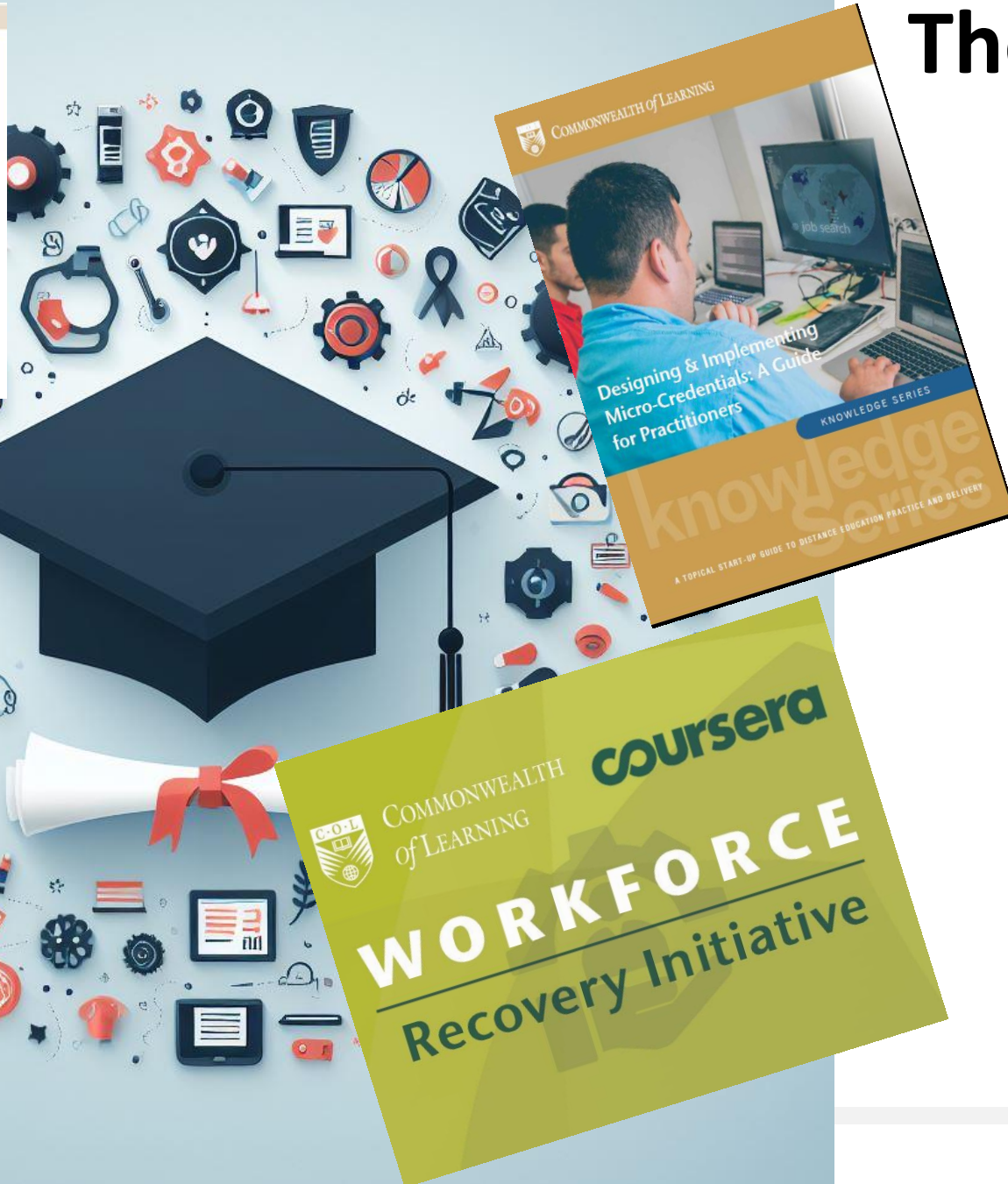
The Benefits

- 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.

Holon IQ

$7.3T

$2.3T

$117B

$13.3B

Source: HolonIQ Smart Estimates, February 2021. Not to scale.

The System

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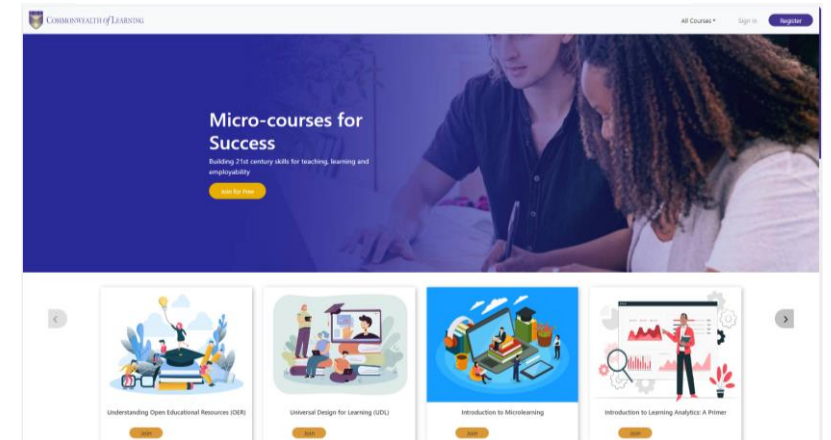
THANK YOU

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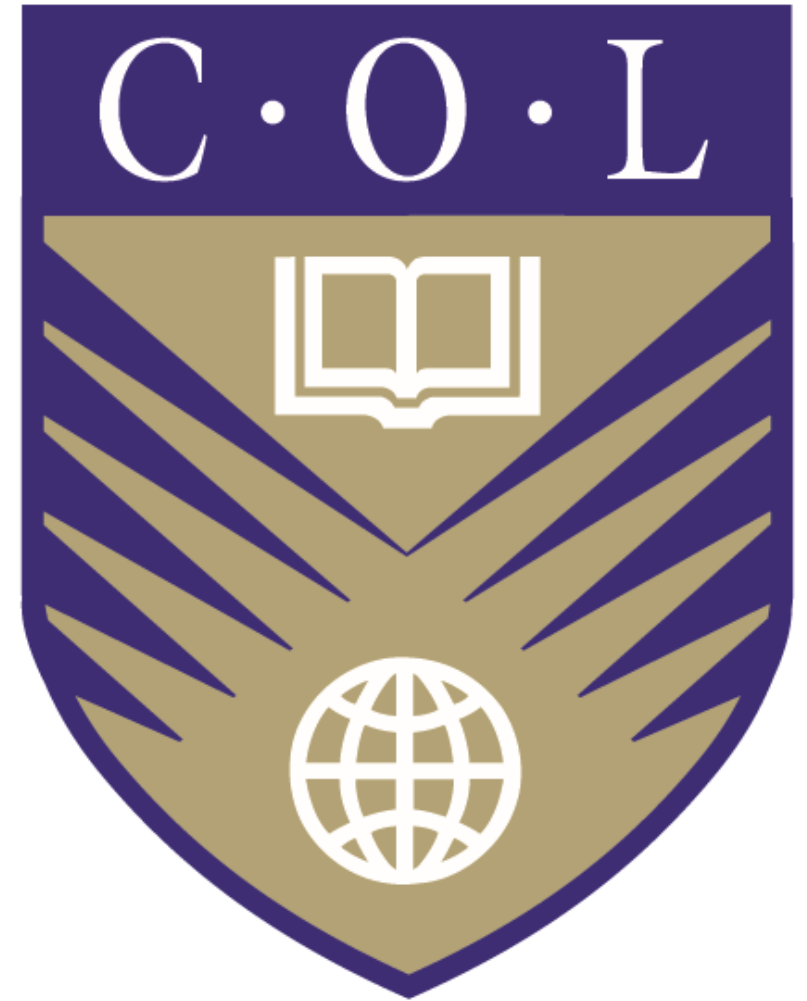
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