

# Creating a Campus-Wide Credential Strategy for Better Career Alignment

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Business and Higher Education Forum Capstone Project

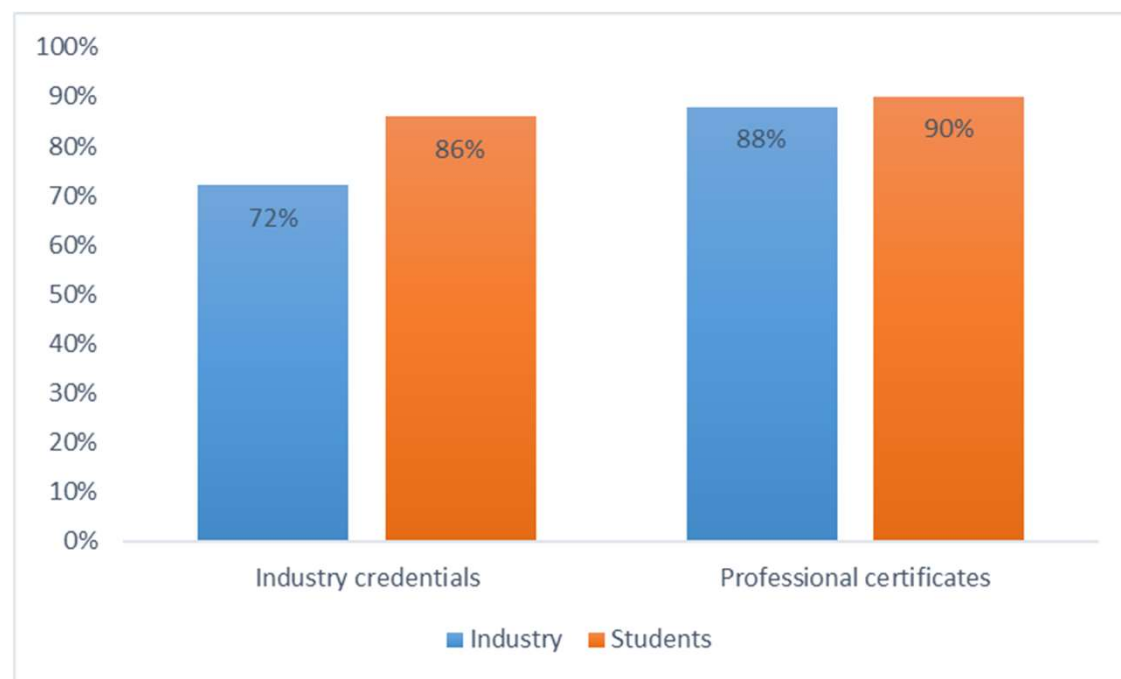


Bridges connect communities

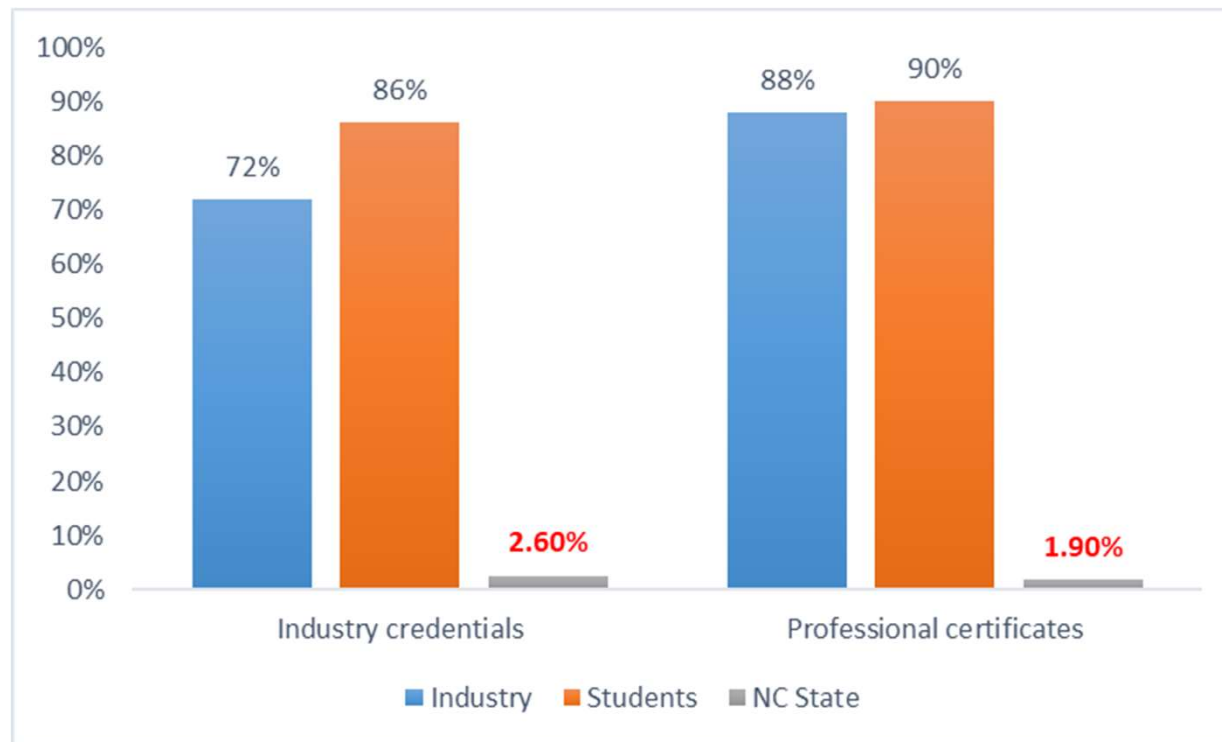


The bridges between higher education and employers, however, are incomplete

# Coursera's 2023 survey about credential needs



# The huge credential gap at NC State University





# Problem to be tackled

1

## Limited credential relevance

Credentials driven by disciplinary/faculty expertise

2

## Credential-Labor Market Gap

Lack of regular evaluation for better alignment

3

## Missed Opportunities

Connect with evolving technologies/labor needs

## Vision

Prepare students for future of work **with** labor market-aligned credentials

## Value Proposition

Provide a replicable credential strategy to re-imagine flexible and personalized campus-wide learning pathways



# Key Stakeholders



Academic Departments



University Leaders



Employers



Students and Parents



# Five-Step Credential Strategy: Local insights

1 Credential-Labor Market Alignment through CIP-SOC Mapping

2 Labor Market Skill Analytics

3 Credential Inventory and Credential Audit

4 Credential-Skills Mapping

5 Gap Analysis and Opportunity Recommendations

# Solving the myth for programs

1 — Electrical and Computer Engineering  
**Do students really need a PhD?** ROI analysis: Yes for EE, Not necessarily for CE

2 — Physics  
**What careers do we prepare doctoral students for?**  
Maybe: Computational physics  
Market needs: Medical physics  
Possible: Nuclear physics

3 — Animal Science  
**What happened to students not going to vet school?**  
Detailed labor outcomes  
Aha moment – talk with DGP/DUP to strategize

4 — Applied Ecology as a new major  
**How can we innovate in our curriculum?**  
Data science, computational work, & project management as emerging needs

The big shift

**Credential**  
***Vs.***  
**Degrees**



**Cred**ential  
***And***  
**Degrees**

**Industry** University

#### 2021-2030 Strategic Plan

Goal 1: Empower students for lifetime success and impact.

Goal 2: Ensure preeminence in [...] innovation and collaboration.



# Environmental Analysis



## Rising Employer Demand

Increasing focus on skills-based hiring. Greater emphasis on job-aligned credentials, not degrees



## Competitive Landscape

Peer institutions adopting similar analytics-driven approaches

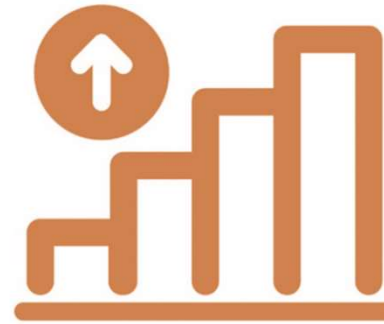
SUNY leads with **455** micro-credentials



HIGH QUALITY



STACKABLE



IN-DEMAND



PORTABLE

# Implementation Roadmap

- 1 Phase 1  
Develop methodology and workflow
- 2 Phase 2  
Pilot study of credential strategies of departments
- 3 Phase 3  
Analyze credential gaps and opportunities
- 4 Phase 4  
Scale methodology campus-wide for interested programs



# Funding Plans

