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(2)

DEVELOPING A MICRO-CREDENTIAL STRATEGY: A FRAMEWORK

Designing your how

Who will participate in the investigation, exploration, study, or pilot?

What is the timeline? What support will be provided to them? The framework resources will help you explore options for testing your theory of action, plan a course of action, and launch your plan with educators.

The goal of the second phase of the process is to prepare all you need to launch your micro-credential initiative.

The resources will guide you through this phase. ›

Big questions

WHICH MICRO-CREDENTIALS?

Study the micro-credentials available on the **Digital Promise platform** and the **National Education Association platform**. Consider other programs or initiatives currently underway. Might particular stacks of micro-credentials be selected to support that work?

You may notice some micro-credentials are fee-based and some are not. Once a micro-credential has been successfully piloted, an issuer may require a fee to cover costs for reviewing submissions. If you plan to include any fee-based micro-credentials in your initiative, do you have a plan for covering these costs?

CAN I (WE) ARTICULATE INCENTIVES FOR PARTICIPATION?

Read **this report** on the various incentives in place for educator participation in a micro-credential implementation.

WHAT IS THE BEST TIMELINE FOR THE PILOT OR IMPLEMENTATION?

Use **this guide** with various timeline considerations to determine the best timing for your pilot or implementation.

WHICH SUPPORT MODEL IS IDEAL FOR MY (OUR) CONTEXT?

Use **these examples** for supporting educators pursuing micro-credentials to determine the optimal model for your school or district.

Important tasks

PREPARE PROMOTIONAL MATERIALS FOR RECRUITMENT

If educators are unfamiliar with micro-credentials, consider offering a series of information sessions, either virtually or face-to-face, to cover the basics. Prepare slide decks, flyers, interest surveys, email blasts, and other word-of-mouth campaigns.

RECRUIT PARTICIPANTS

Plan a series of recruitment events. When sharing informative flyers and brochures or recruiting participants through email campaigns and invitations, be sure to include a survey or form so educators can register to participate. Still looking for more recruits? Use the list of those who have already signed up. Reach out to the early recruits and encourage them to recruit a buddy teacher to join.

Sample resource: **Nazareth Area School District Information Session**.

Feel like you need someone to assist you in going deeper?

Have questions about micro-credentials you wish to further discuss with an expert?

Want to discuss a customized roadmap for navigating this process with a member of the Center for Teaching Quality staff?

CONTACT US TODAY ›

Resources

Considering support models

Because support is essential to the success of a micro-credential pilot or implementation, careful consideration should be made to how this support will be provided. This tool provides examples of support models outlining a variety of activities recommended for supporting educators new to micro-credentials.

DOWNLOAD

Timeline considerations

This resource is a helpful tool for schools or districts planning a micro-credential pilot for educators. The resource includes essential starter questions for planning a timeline as well as key activities before, during, and after a pilot.

DOWNLOAD

Sample recruitment and promotional materials

View examples of how other districts are promoting micro-credentials and recruiting educators for pilots and early scaling efforts to inspire your own planning and design.

DOWNLOAD

Resources

Developing a system of micro-credentials:
Supporting deeper learning in the classroom, September, 2017

DOWNLOAD

This paper provides answers to the following questions: What are micro-credentials? What is deeper learning? What are deeper learning micro-credentials? What is next?

Micro-credentials: Spurring Educator Engagement.
Digital Promise (2017).
This report provides a starting point for a conversation about how micro-credentials will be officially recognized as a benefit to the professional trajectory of an educator.

DOWNLOAD

Pilot recruitment guide

What tasks are involved with recruiting educators for a micro-credential pilot? Questions and task lists are provided to help leaders effectively recruit for a micro-credential pilot or implementation.

DOWNLOAD

Sample information session on micro-credentials
(Nazareth Area School District (NASD), PA)

DOWNLOAD

This slide deck provides an example of the types of information shared in an introductory session. Nazareth Area School District in Pennsylvania shared this deck with the educators interested in piloting micro-credentials in 2018.

Connect and collaborate

Designing and launching your micro-credential system is challenging - but you're not alone! Join our private Facebook group to meet districts and other education agencies across the country who are doing similar work, access follow-up resources, and get live support from CTQ and its network.

JOIN OUR MICRO-CREDENTIAL FACEBOOK GROUP ❯

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