



# STATE UNIVERSITY SYSTEM OF FLORIDA

## AGENDA

### STEERING COMMITTEE

for Implementation of the *2025 Strategic Plan for Online Education*

Conference Call

January 7, 2020

11:30 a.m. - 12:00 p.m.

Dial-in: 1-888-585-9008; Conference Room # 305-002-533 #

1. Call to Order and Opening Remarks Dr. Ralph Wilcox, Chair
  
2. Proposed Categories of Non-Credit Certificate Programs Dr. Nancy McKee
  
3. Concluding Remarks and Adjournment Chair Wilcox

STATE UNIVERSITY SYSTEM OF FLORIDA  
STEERING COMMITTEE  
SUS 2025 Strategic Plan for Online Education  
January 7, 2020

**SUBJECT: Proposed Categories of Non-Credit Certificate Programs**

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**PROPOSED STEERING COMMITTEE ACTION**

For Approval

**BACKGROUND INFORMATION**

The Board of Governors Innovation and Online Committee has begun a conversation on ways in which universities are helping to meet workforce needs, in addition to offering academic degree programs. The Committee was presented information about credit certificate programs at its October 2019 meeting and will begin discussing non-credit certificate programs at its March 2020 meeting.

Through a Board data request during the 2019 Fall term, universities submitted information about non-credit certificates, but the responses were too varied to be compiled in a useful manner. As a result, the provosts serving on the Steering Committee agreed to review for approval a taxonomy of non-credit programs that would be developed by appropriate university staff.

On December 4, 2019, a group consisting of continuing education leaders throughout the System met at UF to develop a taxonomy. If approved by the Steering Committee, the taxonomy will be used in a Data Request by the Board Office to compile information to describe non-credit certificate programs that meet various workforce needs. A list of attendees and meeting notes are included as supporting documentation. In addition to the December 4, 2019, meeting, the continuing education leaders met via conference call on January 6, 2020, to further refine the definitions of the categories developed on December 4.

Proposed Taxonomy:

**The group agreed** that the Board Office should use four categories to capture universities' data for non-credit certificates, with each category including columns for modality and number of completions, and the first three categories also including a column to check if CEUs are awarded:

**I. Pre-licensure/pre-certification/admissions test prep**

*(Preparing for licensure/certification by a recognized certifying/licensing body. Examples would be test prep programs of study and/or other activities that may be required to be completed before a student can sit for a licensing/certification*

*exam, i.e., prep for National Teachers Exam, GRE, or Project Management Professional Certification, as well as the Nutrition and Foodservice Professional Training program and the Water C/B and Water Distribution courses.)*

**II. Licensure/certification**

*(Obtaining and maintaining licensure/certification. This category includes non-credit programs of study whose successful completion result in obtaining and maintaining licensure/certification required by licensing/certification bodies, such as Certified Financial Planner and the Society for Human Resource Management (SHRM)).*

**III. Training and skills for career development**

*(Obtaining skills for entry into an occupation or upskilling to higher levels of work. These programs of study do not require licensure/certification by a recognized external licensing/certification body, but are offered to better train people for their current or desired jobs; such programs of study would include Lean Six Sigma, Paralegal, and Grant Writing.*

**IV. Well-being (community outreach)/personal enrichment**

*(These programs of study are not required for a job, but help people perform better through physical and mental well-being and personal growth; areas of study would include health and nutrition and personal finance).*

The group also agreed that the survey should include the following question: Do you work with local or regional organizations to develop these opportunities?

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**Supporting Documentation Included:** 1. Attendees of December 4, 2019, Meeting;  
2. Notes from December 4, 2019 Meeting

**Facilitators/Presenters:** Dr. Nancy McKee

**Attendees**  
**SUS Certificates (Non-credit) and Micro-Credentials**  
**December 4, 2019**

University	Name and Title	Contact Information
<b>FAMU</b>	<p><b>Phyllis Watson</b>            Director            Office of Continuing Education</p> <p><b>Franzetta Fitz</b>            Director            Office of Instructional Technology</p>	<p><a href="mailto:Phyllis.watson@famuedu">Phyllis.watson@famuedu</a>            850-599-3474</p> <p><a href="mailto:franzetta.fitz@famuedu">franzetta.fitz@famuedu</a>            850-599-3460</p>
<b>FAU</b>	<p><b>Dr. Julie Golden-Botti</b>            Executive Director            Online and Continuing Education</p>	<p><a href="mailto:goldenj@fau.edu">goldenj@fau.edu</a>            561-297-4850</p>
<b>FGCU</b>	<p><b>Dr. Paul Thornton</b>            Executive Director            Continuing Education &amp; Off-Campus Programs</p>	<p><a href="mailto:pthornton@fgcu.edu">pthornton@fgcu.edu</a>            239-745-4511</p>
<b>FIU</b>	<p><b>Dr. Bridgette Cram</b>            Assistant Vice President            Academic and Student Affairs</p>	<p><a href="mailto:bcram@fiu.edu">bcram@fiu.edu</a>            305-348-2797</p>
<b>FSU</b>	<p><b>Kerry McElroy</b>            Associate Director            Center for Academic &amp; Professional            Development</p> <p><b>Leslie Sawyer</b>            Assistant Director            Center for Academic &amp; Professional            Development</p> <p><b>Robby Fuselier</b>            Director            Office of Distance Learning</p>	<p><a href="mailto:kemcelroy@fsu.edu">kemcelroy@fsu.edu</a>            850-644-7566</p> <p><a href="mailto:lsawyer@campus.fsu.edu">lsawyer@campus.fsu.edu</a>            850-644-9949</p> <p><a href="mailto:rfuselier@campus.fsu.edu">rfuselier@campus.fsu.edu</a>            850-644-4635</p>
<b>UCF</b>	<p><b>Dr. Sean Armstrong</b>            Interim Executive Director            Division of Continuing Education</p>	<p><a href="mailto:Sean.Armstrong@ucf.edu">Sean.Armstrong@ucf.edu</a>            407-882-0260</p>
<b>UF</b>	<p><b>Dr. Andy McCollough</b>            Associate Provost            Teaching and Technology</p> <p><b>Michael Ronco</b>            Director            Analytic Services</p>	<p><a href="mailto:amccollough@aa.ufl.edu">amccollough@aa.ufl.edu</a>            352-392-1202</p> <p><a href="mailto:mronco@aa.ufl.edu">mronco@aa.ufl.edu</a>            352-392-8735</p>

**Attendees**  
**SUS Certificates (Non-credit) and Micro-Credentials**  
**December 4, 2019**

<b>UNF</b>	<b>Edythe Abdullah</b> Dean, Division of Continuing Education	<a href="mailto:e.abdullah@unf.edu">e.abdullah@unf.edu</a> 904-620-5408
<b>USF</b>	<b>Dr. Cindy DeLuca</b> Associate Vice President Innovative Education  <b>Mark Koulianos</b> Executive Director Corporate Training and Professional Education	<a href="mailto:deluca@usf.edu">deluca@usf.edu</a> 813-974-3077  <a href="mailto:mgkoulianos@usf.edu">mgkoulianos@usf.edu</a> 813-974-0950
<b>UWF</b>	<b>Dacia Larin</b> Director Program Management and Operations for Continuing Education	<a href="mailto:dlarin@uwf.edu">dlarin@uwf.edu</a> 850-474-2024
<b>Board of Governors</b>	<b>Dr. Nancy McKee</b> Associate Vice Chancellor Innovation and Online Education	<a href="mailto:Nancy.McKee@flbog.edu">Nancy.McKee@flbog.edu</a> 850-245-9676

MEETING NOTES  
STATE UNIVERSITY SYSTEM OF FLORIDA  
CERTIFICATES AND MICRO-CREDENTIALS MEETING  
TIGERT HALL, PRESIDENT'S CONFERENCE ROOM  
UNIVERSITY OF FLORIDA  
GAINESVILLE, FL 32611  
DECEMBER 4, 2019

**In attendance:** (See attachment)

**I. Taxonomy for Non-Credit Certificates**

**The group agreed** that the Board Office should use four categories to capture universities' data for non-credit certificates, with each category including columns for modality and number of completions, and the first three categories also including whether CEUs are awarded:

- 1. Pre-licensure/pre-certification/pre-national accreditation**  
(Preparing for licensure/certification/accreditation, such as test prep courses)
- 2. Licensure/certification/accreditation**  
(Obtaining and maintaining licensure/certification/accreditation)
- 3. Training and skills for career development**  
(Including bootcamps and courses to obtain or upgrade skills, such as coding, using software packages, and leadership skills)
- 4. Workforce well-being (community outreach)/personal enrichment**  
(Including smoking cessation and wellness)

**The group also agreed** that the survey should include the following question: Do you work with local or regional organizations to develop these opportunities?

**II. Institutional Overviews of Continuing Education, Non-Credit Certificates, and Micro-Credentials**  
(suggestions for follow-up are highlighted in **red**)

**USF:**

- Corporate Training and Professional Education (CTPE) – centralized, but also has colleges doing non-credit within their divisions; centralized registration system of record
- Certificate programs are series of classes. For every class, a student receives a Certificate of Completion, but USF calls it a Letter of Completion
- Meets employer needs in three ways: (1) For-credit workforce needs, such as licensed mental health counselor; (2) non-credit for skills that will lead to employment or a higher level job; and non-skills, such as smoking cessation, that are important to people in the workplace
- **Need to use the same nomenclature throughout the System**
- For Digital Badges, uses Credly Acclaim, which a lot of companies use for digital credentialing. The certificates come from the university. The badges are designed by the department that uses them. Micro-credentials are used in other parts of the university, such as internal badges issued by Career Services. They are not stackable. There is not a standard definition for badges.
- If we start using micro-credentials in the credit worked, we need to map them to degrees. If there was a way to reflect both non-credit and credit on transcript, it would show skills learned.

### UF: (DRAFT)

- Continuing Education is under Teaching and Learning in the Associate Provost's office.
- Non-credit courses are not kept in a centralized system. Every entity is permitted to offer non-credit courses/programs. Records are kept by the colleges, not centrally. Non-credit activities are generated by demand (workforce needs). Most are CEUs.
- There are registration challenges; the legacy system is not robust.
- IFAS has active non-credit work. The certificates have both UF's name and the College of Agricultural Sciences on them.
- UF does not plan to do micro-credentials. They do badges, but they are primarily internally focused, such as badging faculty for adopting low-cost materials.
- **Need to change definition of certificates in Board Regulations.**
- **Board Regulation 8.011(7)(c) – for the award of non-college credit certificates, the regulation mentions “the university” awarding a certificate or diploma upon completion. Does there need to be a clarification of registrar or university department?**

### UWF:

- Division of Continuing Education is a centralized model where they run marketing, set up courses, and provide financial services. Non-credit courses are also offered by colleges through CE. Colleges go to CE with ideas and CE vets them. If fiscally sound, CE will run the course/program through its division.
- Issues Certificates of Completion.
- Has a for-credit sequence. After students are certified, Continuing Ed offers CEUs to help them maintain their credentials.
- UWF has looked at micro-credentials in terms of soft skills, but is not ready for that road.

### UNF:

- Division of Continuing Education reports to the provost
- Most offerings are for professional development and they are wrapped around regional targeted industries. They share revenue with colleges.
- Uses the term “certificate of completion”
- Micro-credentials are being discussed for credit programs (stackable, articulation, experience recognized by employer)
- There is no university-wide definition of micro-credential.
- For micro-credential, the challenge is determining who pays, who monitors, who approves.
- **Need to look at Board Regulation 8.002.**

### FSU:

- Continuing Ed is offered through the Center for Academic and Professional Development, although other activity goes on throughout the university
- Courses are for non-traditional students and teacher summer institutes, as well as for professional development
- Not much discussion so far on micro-credentials. The Panama City branch campus offers a program that allows both degree-seeking and non-degree seeking students to earn a digital certification badge for IBM.

### FAU:

- Currently developing a centralized continuing education unit, which is conducting a market analysis and gathering data from additional units. The College of Business and Institute for Design and Construction manage both client enrollment and certificate delivery, autonomously.
- Non-credit courses are offered throughout each college and completion records are kept within those areas. Micro-credentialing is not currently offered at FAU and there are some terminology and approval process concerns. Certificates are not stackable from non-credit to for-credit courses.
- **A challenge for micro-credentials will be to determine terminology and approval processes.**

### FIU:

- Centralized continuing education unit, but academic units can work with them to offer their own certificates.
- Non-credit credentials are aligned to CEUs only. Non-CEUs have Certificates of Completion.
- Non-credit programs have a lot of high skill and tech programs
- There is an Office of Micro-credentials, with university-wide definitions
  - Stackable and portable. Working with industry and community partners. Currently non-credit, but can be aligned with credit.
  - Difference between university-issued badge and unit badges
  - Tied to assessment – representation of competencies – in systematic and reasonable way
  - Challenges are getting buy-in and transparency
  - Offered as non-credit, but skills are embedded in credit courses.
  - Continuing Ed badges have to meet same criteria as for-credit.
  - Developing committee approval process.
  - Have to have approval for things that have always required faculty senate approval.
  - Not on transcript yet.
  - Badges can be awarded only by this office. Came out of strategic planning process. This office doesn't offer any courses, but makes sure everyone meets same standards.

### UCF:

- Continuing Education is under UCF Connect (Global, Connect, UCF Online)
- Offers executive development programs, ones that lead to certifications of completion, bootcamps (coding, data analytics, financial tech, cybersecurity)
- Academic units are discouraged from entering the non-credit world, but Education, Business, and Medicine were grandfathered in.
- Continuing Ed unit provides conference and event services, but does not have a conference center
- Continuing Ed vets courses/programs with academic colleges, but has final say whether something is offered. If the college believes a cont. ed. program competes with an academic program, cont. ed. does not offer it.
- They offer badging, but only digital students are attracted to it.
- No university-wide definition of micro-credential.
- No programs are stackable. Have talked about a mini-Masters.
- **Biggest challenge is definitions.**



#### **FAMU:**

- Centralized Continuing Ed unit under the School of Graduate Studies. Non-credit only.
- Distinction between certificate of completion (for CEUs) and certificate. Deans decide.
- Badges are not currently offered by FAMU.
- Most programs are offered online through a third-party vendor. Certificates of Completion are issued for those programs, as well.
- **Helpful to define micro-credentials, who gets Badges, etc.**

#### **FGCU:**

- Office of Continuing Education. Centralized, although some pockets of non-credit activity in academic departments.
- “Certificates of Completion” and “Certificate” are synonymous. Externally only use “Certificate.” (Use “certification” if sanctioned externally, e.g. FGCU is certifying institution for Society of Human Resource Management, SHRM)
- Stand-alone non-credit registration system
- Major initiative out of President’s Office on badges as part of academic programs. Continuing Ed will be involved later as it relates to workforce collaborations.
  - Initially non-credit. Can’t get financial aid because they’re non-credit. Biggest challenge is to convert into credit. Not sure how that’s done without Prior Learning Assessment.
- **Need policy statement from System on Prior Learning Assessment.**

#### **Additional Issues for follow-up that were mentioned during discussion:**

- **Define “Non-credit Certificate” and “Certificate of Completion”**
- **Define “Workforce Needs”**
- **What are we trying to achieve with Micro-credentials?**
- **Need follow-up conversation on Micro-credentials, expanding the group to include academic staff**