STACKABLE GRADUATE CERTIFICATES AND CUSTOMIZABLE MASTER’S DEGREES

KERRY WILKS, WICHITA STATE UNIVERSITY
CHARLES TABER, STONYBROOK UNIVERSITY
ERDIN BESHIMOV, MASSACHUSETTS INSTITUTE OF TECHNOLOGY
STACKABLE BADGES AND MARKET-BASED TUITION

KERRY WILKS, ASSOCIATE DEAN OF THE GRADUATE SCHOOL
KERRY.WILKS@WICHITA.EDU
CGS ANNUAL MEETING, DECEMBER 2016
Wichita State University

* Comprehensive public university; Doctoral Higher Research Activity
* 15K students, about 1 in 5 is a graduate student
* 50+ masters; 12 doctoral programs (STEM PhD); 20+ certificates (and growing)
* $75 million in externally funded research (AY ‘17). Aerospace Engineering.
* Distinctiveness...
New Strategic Plan

Innovation University (Campus)

Market-based tuition
Strategic Plan (2012)

“The mission of WSU is to be an essential educational, cultural and economic driver for Kansas and the greater public good” (emphasis mine).
Transformation

Becoming the Innovation University
What is the Innovation Campus:

* Promote the start up of businesses based on new ideas
* Support existing business growth in the region
* Grow a workforce for the future to support both
MARKET-BASED TUITION
APPROVED BY KBOR AY ‘13-14
MARKET-BASED TUITION COURSES

Market-based tuition (MBT) courses are designed for non-degree seeking professionals working for an organization. The organization is needing specific content to improve employee skills, offer new skills, etc. Marketed to organizations locally or regionally.
BADGES (AY 2014-2015)

- Badges are credit courses (one credit hour or less) designed for working, non-degree seeking professionals who are wanting a recognized credential to advance in their career.
- Badges can be stacked toward a larger credential.
- Marketed nationally.
National & Local Drivers

**Workforce:**
- Specific training beyond degrees
- Qualified skills/competencies

**Students:**
- Just-in-time/on-demand/flexible training
- Pathways to credentials

**Administration:**
- Curricular innovation
- Increase awarded degrees
BADGE CHARACTERISTICS

- Upon completion assigned a grade of:
  - BG (passed)
  - NBG (not passing)
- Typically offered online (appeal to working professionals)
- Open enrollment
- Must meet market demand (provide data)
- Developed via university’s curriculum process
How this plan is different from other microcredential programs

🌟 For credit - .5 credits per badge
🌟 Portable via transcript – BG/NBG
🌟 Stackable
  - Six .5-cr hr badges = one 3-cr hr course
  - Four 3-cr hr courses = one 12-hr certificate*
  - Three certificates lead to a degree*

*planned, not yet executed
And then... the Graduate School...
The Graduate Council
Passing the GC

Pass // Fail

WILL MY CREDITS TRANSFER?
One year later...

Graduate Catalog

- Transfer hours
- The clock (➔ certificates)
- Pass/Fail (competencies and higher standards)
Challenges/Lessons learned

- Terminology
- Council ally
- Things happen...military certificate
- Budget (Online and profit sharing)
- Yourself!
- Buy in is not instantaneous
- Professional
EXAMPLES
### Wichita State University Badge Planning Form

Please tell us more about the badge you would like to create by responding to the questions below. Badges should be based on coursework that meets a workforce need and potentially provides a pathway for degree completion. The coursework needs to be chuncked into individual 0.5 credit hour badges that can be offered online. Learn more about badges and stackable credentials by reading the Guidelines for Undergraduate Alternative Credential Pathways.

1. What is the name of the proposed badge?  
2. What workforce need does this badge meet? Please identify.
3. Would this badge count toward the completion of a degree or certificate in your College? If so, which one?
4. Is this an existing experimental or special topics course in the sponsoring College? If so, please provide the course subject/number and title.
5. Is the course currently online? [ ] Yes [ ] No
6. Do you want to offer the badge for undergraduate or graduate credit?
   - [ ] Undergraduate credit only
   - [ ] Graduate credit only
   - [ ] Undergraduate and graduate credit
7. What is the proposed course number?
8. Please provide a brief description of the badge subject matter.
9. Please identify the competencies that the badge will address.
10. Is this badge interdisciplinary across professions/Collages? Who is the intended audience?

---

11. Printed textbooks do not lend well to a badge. Are there necessary requirements for a test? If so, can an open educational resource or no-cost text be incorporated into Blackboard or can the text be made available as a low-cost rental online?
12. Could additional, stackable badges related to your proposed badge be created?
13. Who would teach this badge (existing faculty, contract instructor, or new faculty)?
14. What additional resources does your department need to support the badge (e.g., adjuncts, online development support)?
15. Who is the competition in this academic area?
16. What makes this badge unique?

---

**Department Chair:**

*Signature* ____________________________  
*Date* ________

**Dean of Sponsoring College:**

*Signature* ____________________________  
*Date* ________

*Must have these signatures to process.*

---

Have questions about badges?  
Call 316-978-7579 or  
email workforce@wichita.edu!

---

Required for badges only
WSU Badge Courses for the Public Health Workforce

HP 5708A: Care of Population Health Professions Badge 1
CRN: 16835

Course Objectives
Upon successful completion of the course, students will be able to:
1. State the mission and core functions of public health and the essential public health services.
2. Identify prominent events in the history of public health.
3. Describe how the public health sciences are used in the delivery of the 10 essential public health services.
4. Complete part 1 of the Community Health Assessment.

Instructor: Brandi Jackson, MSN, MBA, RN

Credit Hours
Success in this 0.5 credit hour course is based on the expectation that students will spend, for each unit of credit, a minimum of 7.5 hours over the length of the course in direct instruction as provided by the instructor and an additional 15 hours outside of class reading, reflecting, and evaluating the topics for a total of 22.5 hours.

Contact Hours for Professional Relicensure
- Nursing: Wichita State University College of Health Professions is approved as a provider of CNE by the Kansas State Board of Nursing. This course offering is approved for 7.5 contact hours applicable for RN or LPN relicensure. Kansas State Board of Nursing provider number, RLT 0091-0327
- Social Workers: This program has been pre-approved by the Kansas Behavioral Sciences Regulatory Board for continuing education for social workers. These course offerings are approved for 7.5 contact hours for badge 1 applicable for relicensure. (ILLB approval 050-001).
- Other licensed professionals may self-submit this course to their licensing board for contact hour approval.

Tuition and Fees: $150.23 for 0.5 credit hours of undergraduate credit
Tuition and fees cited are subject to change by action of the Kansas Board of Regents.

Grading Scale: Badge/Achieved Grade: Evaluation: 100% completion of badge criteria

The Badge Advantage at WSU
- Students will earn 0.5 credit hours for successful completion of each badge.
- Coursework is divided into badges making the workload easier to manage and more affordable.
- Badges are all online so you can work from the comfort of your home.
- Badges can be completed at your own pace.
- Professionals may be able to use time spent on badges as contact hours toward relicensure.

For questions about WSU Badge courses and requirements, contact:
Office of Workforce, Professional & Community Education, Wichita State University
1480 Fairmount Street
Wichita, KS 67260-3594
Phone: 316-978-2272
Fax: 316-978-3545
Email: conference.office@wichita.edu

To enroll, visit:
www.wichita.edu/badges

BADGE NUMBER

Care of Population, Badge 1
Marketing Piece
WSU Badge Courses
for Public Health Professionals

Enrollment Instructions for HP 5708A: Care of Population Health Professions Badge 1
CRN: 16635

Go to the following link: www.wichita.edu/badges or if you've already been to this link, locate the registration box on the right hand side of the screen and select "Click Here" to start the registration process.

On this page, you will choose what type of student you are. Please note: Do NOT select the second option as this is not a badge for graduate credit.

If you clicked the FIRST option, "I have never taken classes at WSU and am planning to take this course for undergraduate credit," your next step will be to select the link, "Apply for Non-Degree Admissions," and complete the Non-Degree application. For Application Type, you will select "Workforce and Professional Development." Make sure to pay your $30 application fee.

If you clicked the THIRD option, "I am a former student at Wichita State but have not been enrolled within the past two years," your next step will be to select the lien, "Click Here," which will take you to a page about the online reactivation process. You will either use your myWSU ID to reactivate your account or you will complete the WSU security access process.

If you clicked the FOURTH option, "I am already admitted and eligible to enroll in classes," you should either:
- Find the email from admissions with your account information and proceed to Step 4.
- Proceed to Step 5 if you already know your myWSU ID and password.

IMPORTANT! PLEASE READ!
If you have not received an email within a few days of submitting your application or reactivation check your spam/garbage mail folder to make sure the email was not misdirected. Once you receive the email, you are ready to register. It is important that you make every effort to register on or before August 21, 2015.

If you are registering ON or BEFORE August 21, 2015...

Step 1: When you receive (or locate) your email from the admissions staff, it will include your myWSU ID number. Follow the instructions for how to access your myWSU account at mywsu.wichita.edu.

Step 2: Log into your myWSU account. Select the tab, "myClasses." Locate the section, "Registration Tools," and select "Add or Drop Classes." You will use CRN number 16635 to add this badge to your schedule.

Step 3: Within your myWSU account, you will also access Blackboard for assignments and set up your University-provided email account. This email address will be used to send all future WSU correspondence, including information about classes, tuition and fees, etc. If you wish, you can set up your wichita.edu email account to automatically forward incoming emails to a different email account so you do not miss any important information.

If you are registering AFTER August 21, 2015...

Step 1: When you receive (or locate) your email from the admissions staff, it will include your myWSU ID number. Follow the instructions for how to access your myWSU account at mywsu.wichita.edu.

Step 2: When you log into your myWSU account, you will set up your University-provided email account. This email address will be used to send all future WSU correspondence, including information about classes, tuition and fees, etc. If you wish, you can set up your wichita.edu email account to automatically forward incoming emails to a different email account so you do not miss any important information. (Once you are registered for the class, you will also log into your myWSU account to access Blackboard for assignments.)

Step 3: Because you are registering AFTER August 21, 2015, you will need to email the instructor, Brandy Jackson, MSH, MBA, RN (brandy.jackson@wichita.edu). Brandy will email the Registrar's Office to get this Badge added to your schedule.

Step 7 applies to everyone registering for this badge: ID and go to the "myFinances" tab in your myWSU account. Select "Student Account Suite." Choose payment option and proceed with payment.

Helpful Phone Numbers
For questions about your myWSU ID and password, contact the Helpdesk at 316-978-4357.
For questions about this badge or other badge courses, contact the WSU Workforce, Professional & Community Education Office at 316-978-7315.

For questions about reactivation, contact the Registrar's Office at 316-978-2800.