

Alternative Credential Purpose Profile Template

This Alternative Credential Purpose Profile template is designed to illustrate features of alternative credentialing programs at work across higher education institutions. The profile is designed to be used as a thought partner by other institutions, employers or community partners to inspire new projects, uncover the purpose behind existing projects, consider different approaches and discuss the nuance of the language used in an alternative credentialing program, such as the distinction between program offering and the credential artifact. When filling in the document, delete the prompts in the cells and replace them with information about your program.

Institution Name	
Department or School	
Program Title and/or Credential Title	Include both the title of the program and/or the title of the credential. If they are the same, include one only.
Program Description	Limit your program description to 100 words.
Purpose of program (offering)	Describe the purpose of your alternative credential program. The purpose should be directly connected to the expected outcome of the program. Who benefits and why? For example, revenue, social impact, community or local business need, degree completion or progression, employment progression.
Purpose of credential (artifact)	Describe the purpose of the alternative credential itself, what the recognition or digital artifact is designed to do for the earner after it has been awarded. For example, act as evidence of completion, act as a symbol of personal and professional brand.
Credential(s) awarded	Describe the type of credential awarded, the way it is described within the context of the institution, and the group within the institution that has the authority to issue the award. For example, certificate, badge, etc.
Program Outcomes	Describe the expected outcomes or target KPIs of the alternative credential program. For example, dollars earned, employment-related gain, economic gain, degree completion or progression.
Target learner	Describe the target learner expected to benefit from the alternative credential program. Other learners may also sign up and participate, but they are not the primary target. For example, undergraduate learner, non-degree or visiting students, non-credit or continuing education student.

Type	Describe the credit type of the alternative credential program, and situates the credential outside, within, alongside, or complimentary to academic programming. For example, credit, non-credit.
Design/Delivery	Describe the central learning design tenants of the alternative credential offering. For example, time-based, competency-based, cohort-based, self-directed, facilitated. Describe the primary delivery mode of the alternative credential offering. For example, in person, blended/hybrid, fully online/remote.
Effort or duration	Describe the anticipated learner effort or duration of the alternative credential offering. For example, in hours.
Earning criteria and assessment of student learning or competency met	Describe the earning criteria and the primary method of assessment of student learning or competency met. For example, summative multiple choice exam, project-based group activity, competency-based individual assessment.
Component of or connected to	Describe if the alternative credential program is linked to other programming as a component of something bigger. Can be answered not applicable. For example, stacks or ladders into for-credit or non-credit programming.
Program Price	State the price of the alternative credential program.
How do learners pay?	Describe the method of payment received by the institution to cover the costs of the program. For example, student loan, out of pocket, employer education benefit program, dislocated worker program, industry connections.
What qualitative and quantitative data is critical to collect?	Describe the type of data that is critical to collect to determine program efficacy. For example, completion rates, self-efficacy sentiment, employment outcomes.
Operational Considerations	
What are the costs and risks associated with the program?	Describe the known costs associated with the credential itself. Note any ancillary costs to students if required to complete the credential (for example, equipment, technology license).
What technology or platforms are being used to operationalize?	Describe the types of technology or systems that are required to operationalize this credential.
Credential Governance	Describe which department reviews, approves, and issues the credential. Describe how the credential is updated or reviewed if needed.