Stony Brook University

SUNY

Micro-credentials at Stony Brook

Chuck Taber

Vice Provost for Graduate and Professional Education

Stony Brook University

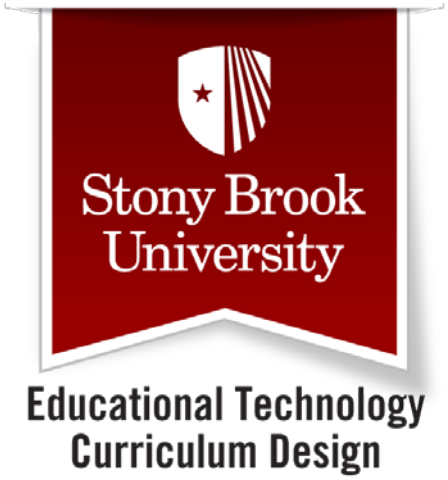
SUNY

- Public research university
  - 17,000 undergraduates
  - 8,700 graduate students
  - 140 graduate programs
- Doctoral focused (AAU)
- Graduate Education
  - Graduate School
  - School of Professional Development
    - 1,800 students earning credit
    - 6,250 non-credit enrollments

- Goals of the New SPD (Fall 2014)
  - Broaden portfolio
  - Become agile and responsive
  - Increase enrollment and completions
  - Grow presence in non-credit space
  - Promote excellence
  - Test program ideas (Active Market Research)
  - ***Generate revenue***
- Began offering Badges in March 2015

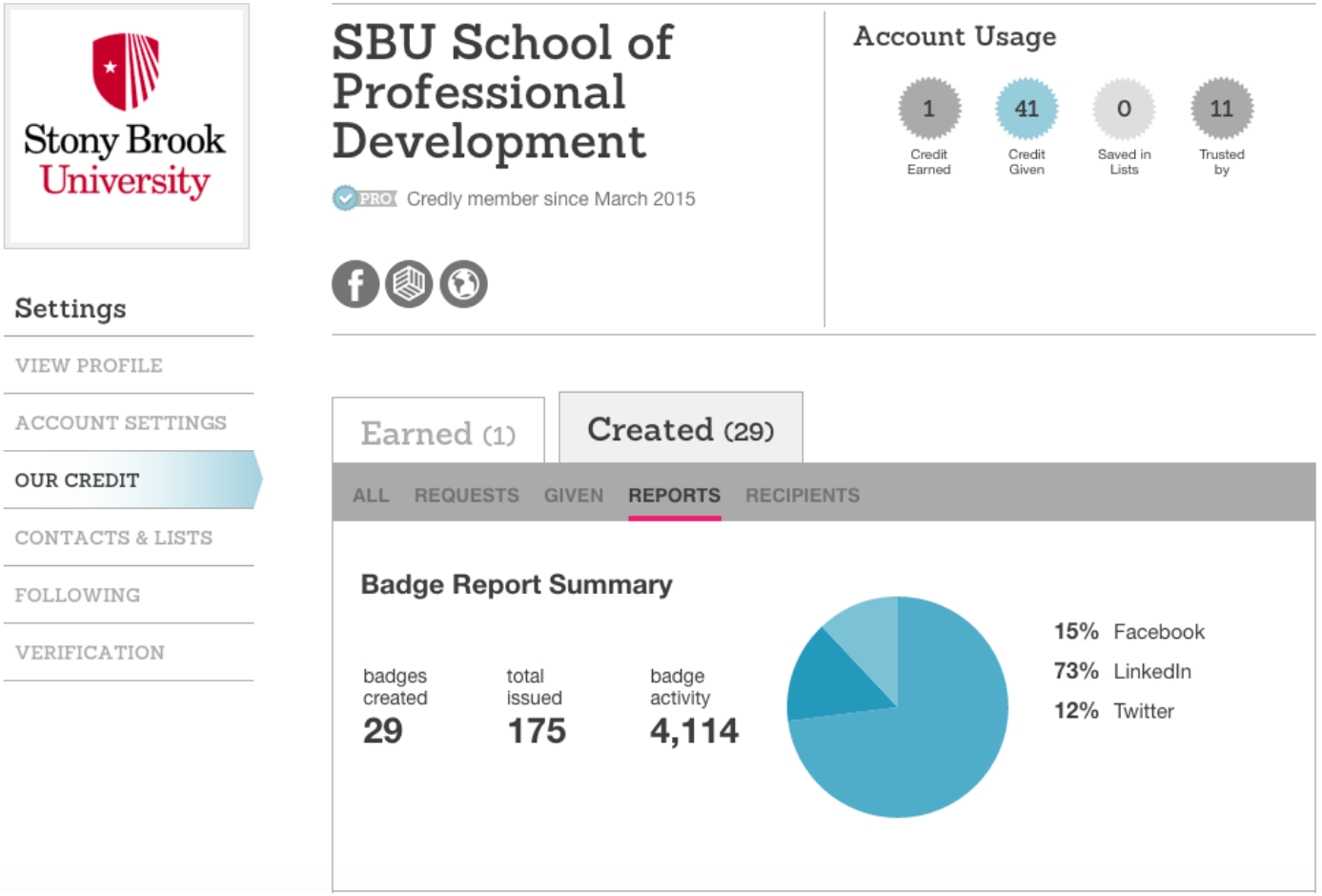
- Non-credit badges (4)
  - Workshop completions
  - Professional competencies
- University badges (25)
  - For credit
  - Specialized knowledge
  - 2-4 courses (6-12 credits)
  - Repurpose courses
  - Stacked within Degrees

Community Residence
Food Literacy



Educational Technology
Curriculum Design

Finance – Visit the Finance Website			
Corporate Financial Management	*Two courses:* • FIN 552 Mergers & Acquisitions • FIN 536 Financial Management *Students who are not in the Finance AGC or MBA program need consent of the Finance program director to register.	Graduate Credit	Stony Brook University Corporate Financial Management
Financial Analysis	*Two courses:* • MBA 502 Finance • MBA 504 Financial Accounting *Students who are not in the Finance AGC or MBA program need consent of the Finance program director to register.	Graduate Credit	Stony Brook University Financial Analysis


Stony Brook University
Settings
VIEW PROFILE
ACCOUNT SETTINGS
OUR CREDIT
CONTACTS & LISTS
FOLLOWING
VERIFICATION
SBU School of Professional Development
PRO Credly member since March 2015
Account Usage
1
Credit Earned
41
Credit Given
0
Saved in Lists
11
Trusted by
Earned (1)
Created (29)
ALL REQUESTS GIVEN REPORTS RECIPIENTS
Badge Report Summary
badges created
29
total issued
175
badge activity
4,114
15% Facebook
73% LinkedIn
12% Twitter

Badge	Issued	Activity
Apps Master (Google Apps for Ed)	40	310
Community Residence Leadership	37	75
Community Residence Food Literacy	22	2
Employee Relations (HRM)	18	821
Organizational Management (HRM)	17	508
Patient Navigation (SON)	9	256
English To Speakers of Other Languages (MAT)	7	85
Student Advising and Counseling (HEA)	5	342
Higher Ed Management and Operations (HEA)	3	1

How did we build our Badge program?

1. Overcome skepticism
   - SPD Staff
   - Senior Leadership
   - Faculty
2. Chart an easy path, while ensuring quality
   - Use existing courses
   - Streamlined governance approval
   - Issue genuine credential with full SBU backing
3. Avoid over-regulation by SUNY and NYSED