



WICHITA STATE
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STACKABLE GRADUATE CERTIFICATES AND CUSTOMIZABLE MASTER'S DEGREES

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STACKABLE BADGES AND MARKET-BASED TUITION

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CGS ANNUAL MEETING, DECEMBER 2016



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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...**



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- * 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).**



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Transformation

Becoming the Innovation University

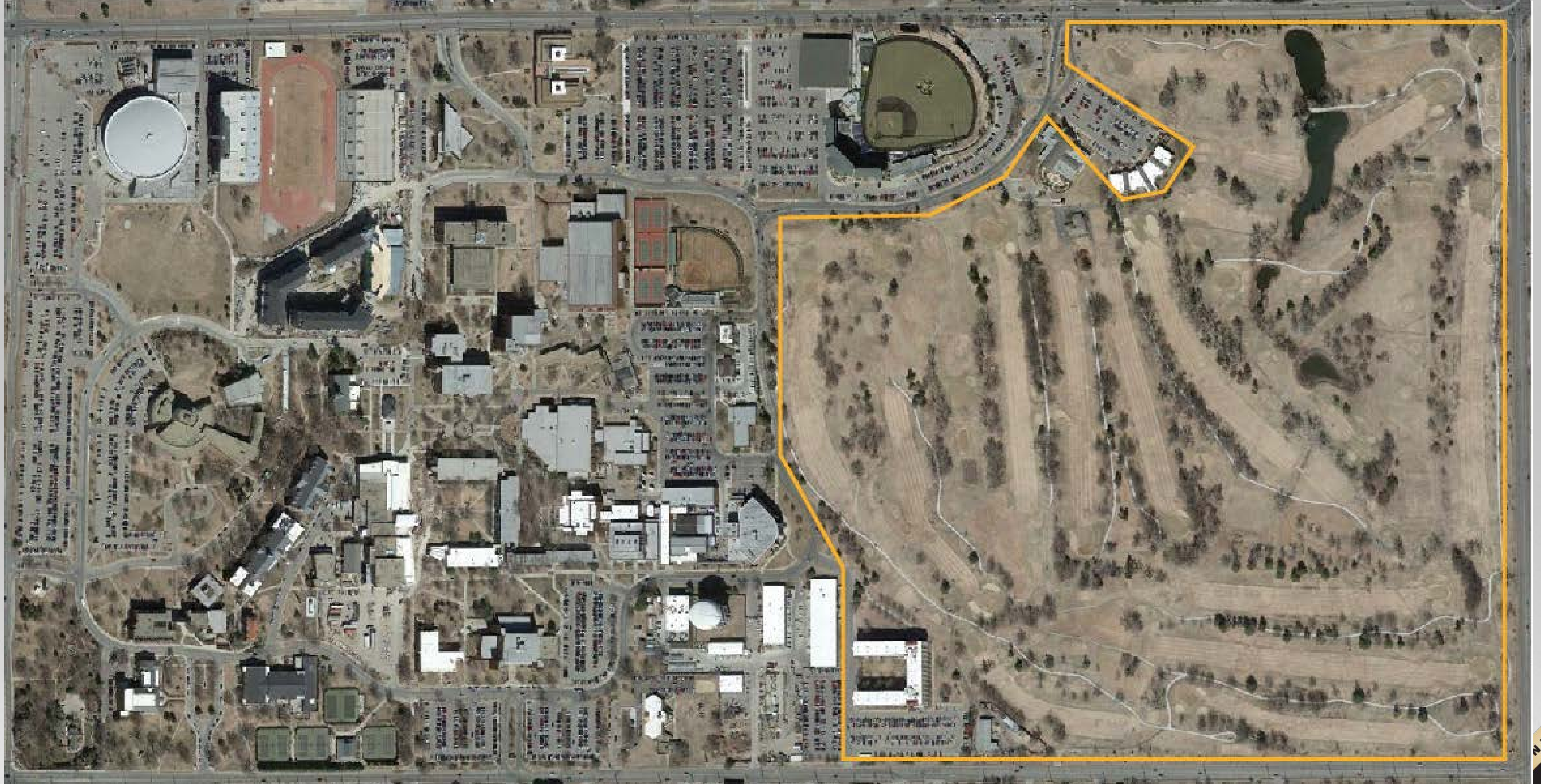
What is the Innovation Campus:

- * **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**



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INNOVATION CAMPUS DEVELOPMENT



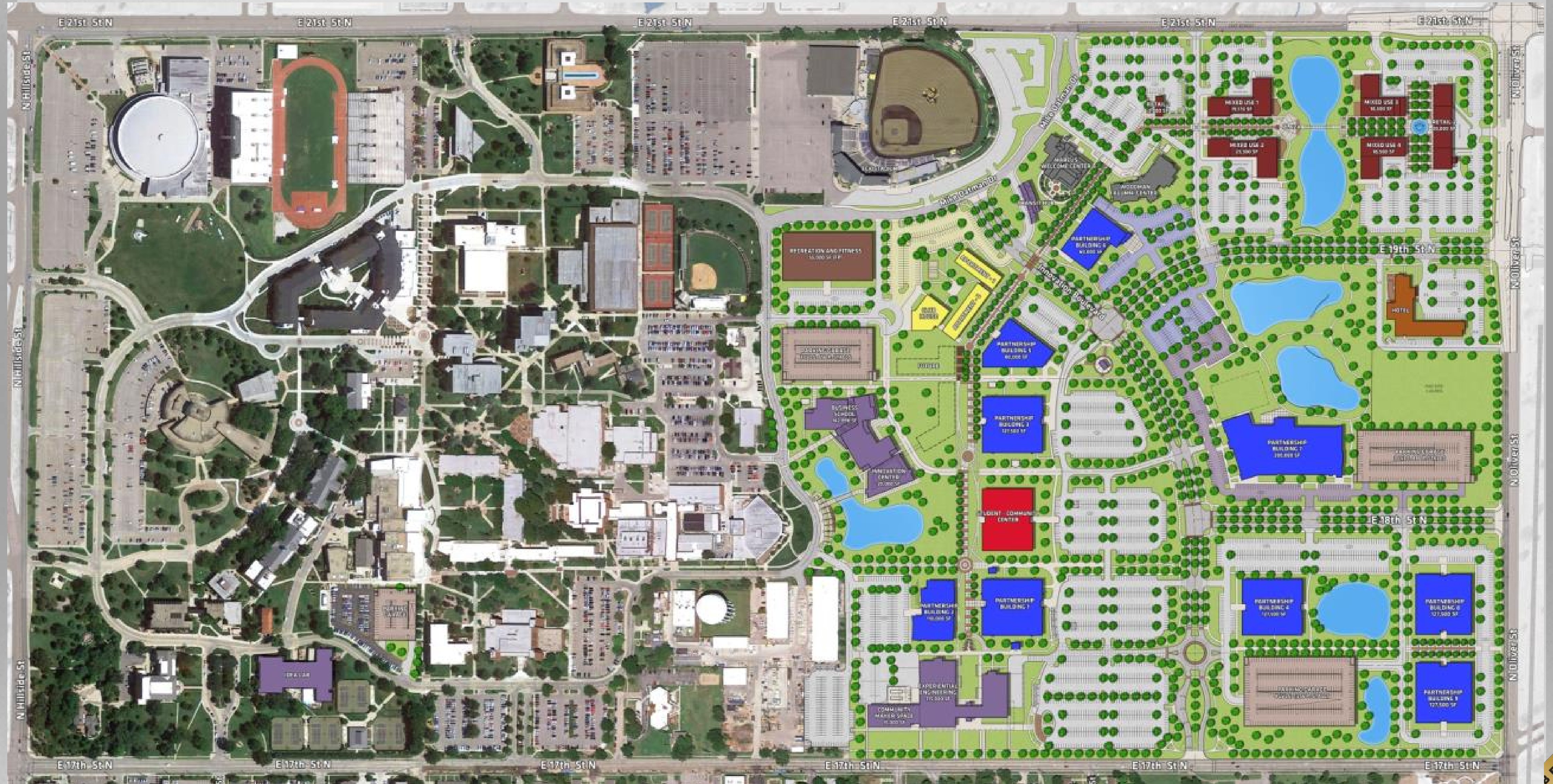
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CAMPUS MASTER PLAN



#wsuinnovation



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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**



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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**



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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*



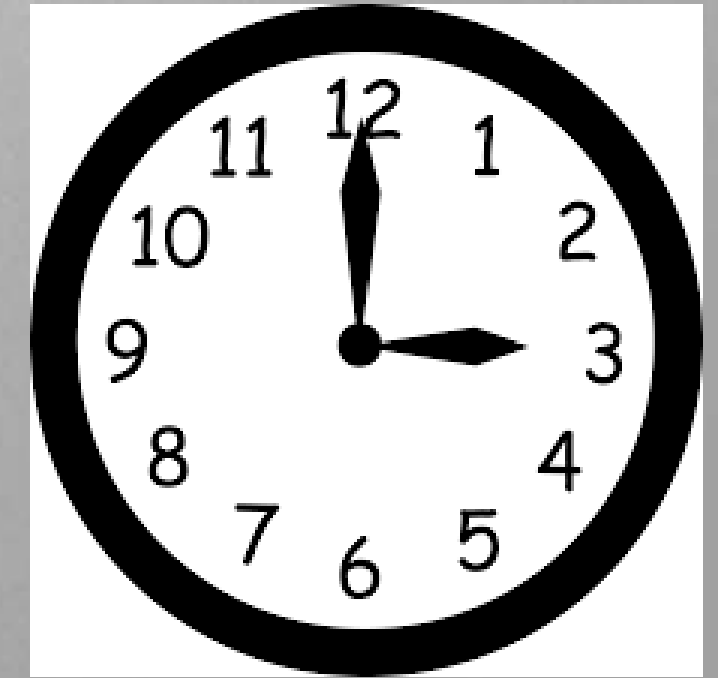
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And then...the Graduate School...

The Graduate Council



Passing the GC



Pass // Fail

**WILL MY CREDITS
TRANSFER?**



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One year later... Graduate Catalog

- ***Transfer hours**
- ***The clock (→ certificates)**
- ***Pass/Fail (competencies and higher standards)**



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Challenges/Lessons learned

- *Terminology
- *Council ally
- *Things happen...military certificate
- *Budget (Online and profit sharing)
- *Yourself!
- *Buy in is not instantaneous
- *Professional



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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 chunked 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 this course currently online? YES NO
6. Do you want to offer the badge for undergraduate or graduate* credit? _____
Badges for graduate credit are still pending.
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/Colleges? Who is the intended audience?

Continue to next page...



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

11. Printed textbooks do not lend well to a badge. Are there necessary requirement(s) for a text? 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?

17. Please provide your name and position at Wichita State.

Department Chair:

*SIGNATURE _____

DATE _____

Dean of Sponsoring College:

*SIGNATURE _____

DATE _____

*Must have these signatures to process.

Please return the Badge Planning Form to the:

Office for Workforce, Professional and Community Education
Wichita State University
1845 Fairmount Street
Wichita, KS 67260-0136

You can also email it to workforce@wichita.edu.

Call 316-978-7579 for questions.

Required for badges only



WSU Badge Courses for the Public Health Workforce

HP 570BA: Care of Population Health Professions Badge 1
CRN: 16835



WSU is pleased to announce a NEW online professional development opportunity for the public health workforce.

The NEW Care of Population Health Professions Badge is tied directly to Tier 1 of the Public Health Core Competencies. The sequence consists of six badge courses, which are credit courses that appear on a transcript indicating that academic work was successfully completed in a short course for less than a full credit hour.



Now accepting enrollments for Badge 1!

Badges 2-6 will launch Spring 2016!

Work Online and At Your Own Pace

Badges are AFFORDABLE

Complete course by Dec. 3. ★

Only \$158.23 per badge! ★

Badge 1 will focus on the science of public health practice, which integrates competencies, essential services, retrieval of evidence and core functions toward the goal of improving the health of populations. As part of their course of study, students will complete step 1 of an integrated community health assessment and health improvement plan.

Prerequisites: None

Subsequent badges will focus on additional tier 1 skills:

- Badge 2: Leadership and Systems Thinking
- Badge 3: Financial Planning and Management
- Badge 4: Community Dimensions of Practice
- Badge 5: Cultural Competency
- Badge 6: Policy Development/Program Planning

Making education accessible and affordable for the busy professional!

HP 570BA: Care of Population Health Professions Badge 1
CRN: 16835

Course Objectives

Upon successful completion of this 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: Brandy 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: #LT 0090-0327
- 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. (BSRB approval #05-001).
- Other licensed professionals may self-submit this course to their licensing board for contact hour approval.

Tuition and Fees: \$158.23 for 0.5 credit hours of undergraduate credit
*Tuition and fees listed are subject to change by action of the Kansas Board of Regents.

Grading Scale: Badge/No Badge **Evaluation:** 100% completion of badge criteria

For questions about WSU Badge courses and enrollment, contact:

Office for Workforce, Professional & Community Education, Wichita State University
1845 Fairmount Street
Wichita, KS 67260-0136
Phone: 316-978-7579
Fax: 316-978-3064
Email: conference.office@wichita.edu

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



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!



WSU Badge Courses for Public Health Professionals

Enrollment Instructions for HP 570BA: Care of Population Health Professions Badge 1 CRN: 16835

Step 1 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-side of the screen and select "click HERE" to start the registration process.

Step 2 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.

What type of student are you?
To determine your first step in the admission/enrollment process, please select the link that below that applies to you:

- [I have never taken classes at WSU and am planning to take this course for undergraduate credit](#)
- [I have never taken classes at WSU and am planning to take this course for graduate credit](#)
- [I am a former student at Wichita State but have not been enrolled within the past two years](#)
- [I am already admitted and eligible to enroll in classes](#)

Step 3 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.

*Test scores & transcripts are not required for badges.

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 link, "Click here," which will take you to a page about the online reactivation process. You will either use your myWSU ID and password 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, or
- Proceed to Step 5 if you already know your myWSU ID and password.

Instructions continued on next page...

IMPORTANT! PLEASE READ!

If you have not received an email within a few days of submitting your application or reactivation, check your spam/junk mail folders 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 4** 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 5** 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 16835 to add this badge to your schedule.
- Step 6** 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 4** 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 5** Within 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 6** Because you are registering AFTER August 21, 2015, you will need to email the instructor, Brandy Jackson, MSN, MBA, RN (brandy.jackson@wichita.edu). Brandy will email the Registrar's Office to get this Badge added to your schedule.
- Step 7** **Step 7 applies to everyone registering for this badge:** Once you are registered for the badge, 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 admissions, contact the Admissions Office at 316-978-3085.

For questions about this badge or other badge courses, contact the WSU Workforce, Professional & Community Education Office at 316-978-7579.

For questions about reactivation, contact the Registrar's Office at 316-978-3085.