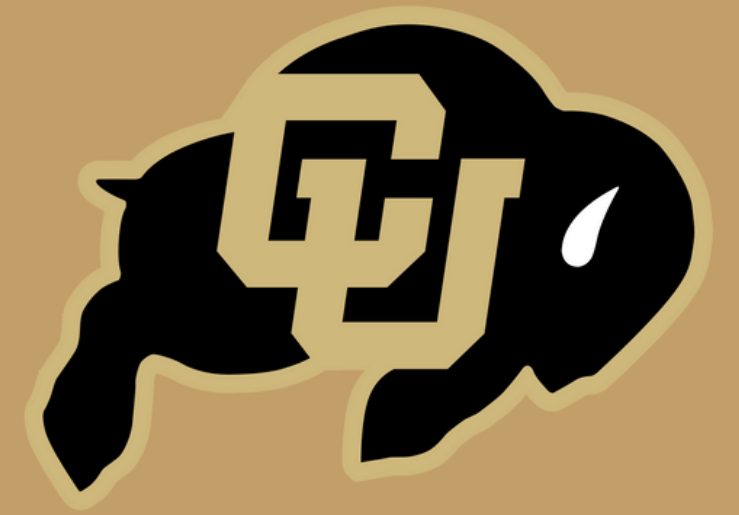
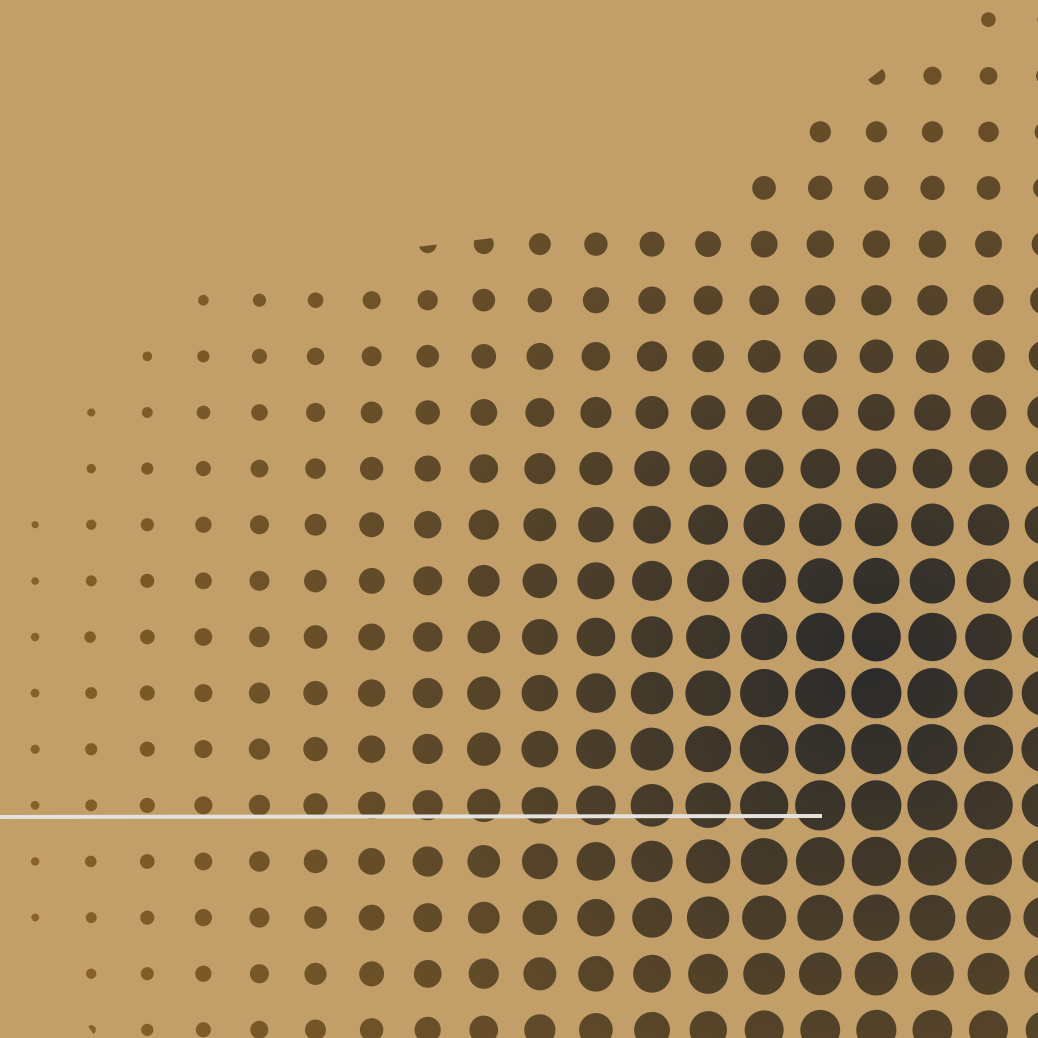




CU Boulder



Office of  
Registrar



# glac TEAM



**Garrett Herr**

Account Manager/Writer



**Luc Hackel**

Account Planner



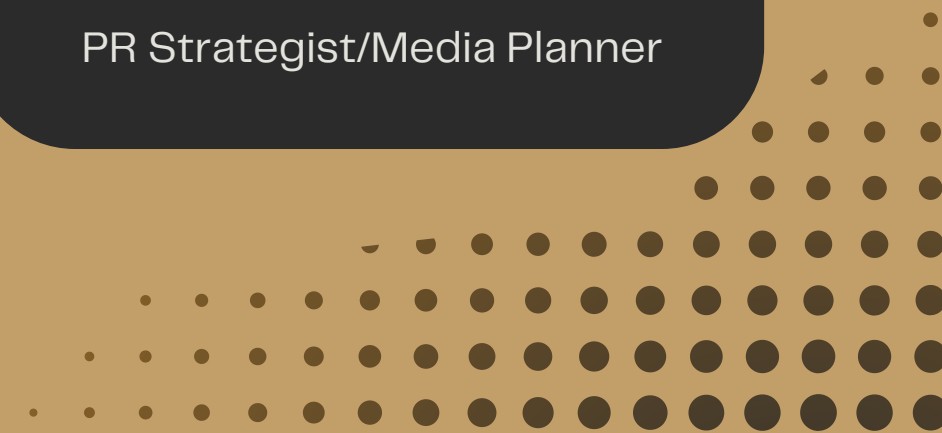
**Abdullah Alesmail**

Media Designer



**Cloey Strupp**

PR Strategist/Media Planner



# Meeting Agenda



**Introduction**



**Public Opinion on Higher Education**



**Power of Micro-credentials**



**Goals & Tactics**



**Budget**



**Final Thoughts**

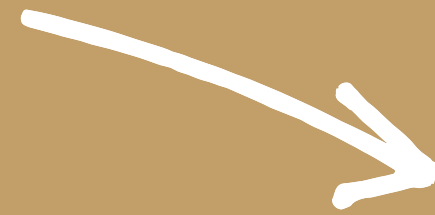


# Introduction

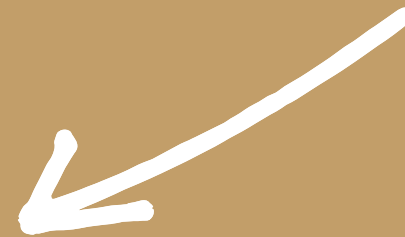
**The Problem: The Office of the Registrar at the University of Colorado is aiming to promote a new concept, new micro-credentials and digital badge program.**

# PUBLIC OPINION ON HIGHER EDUCATION

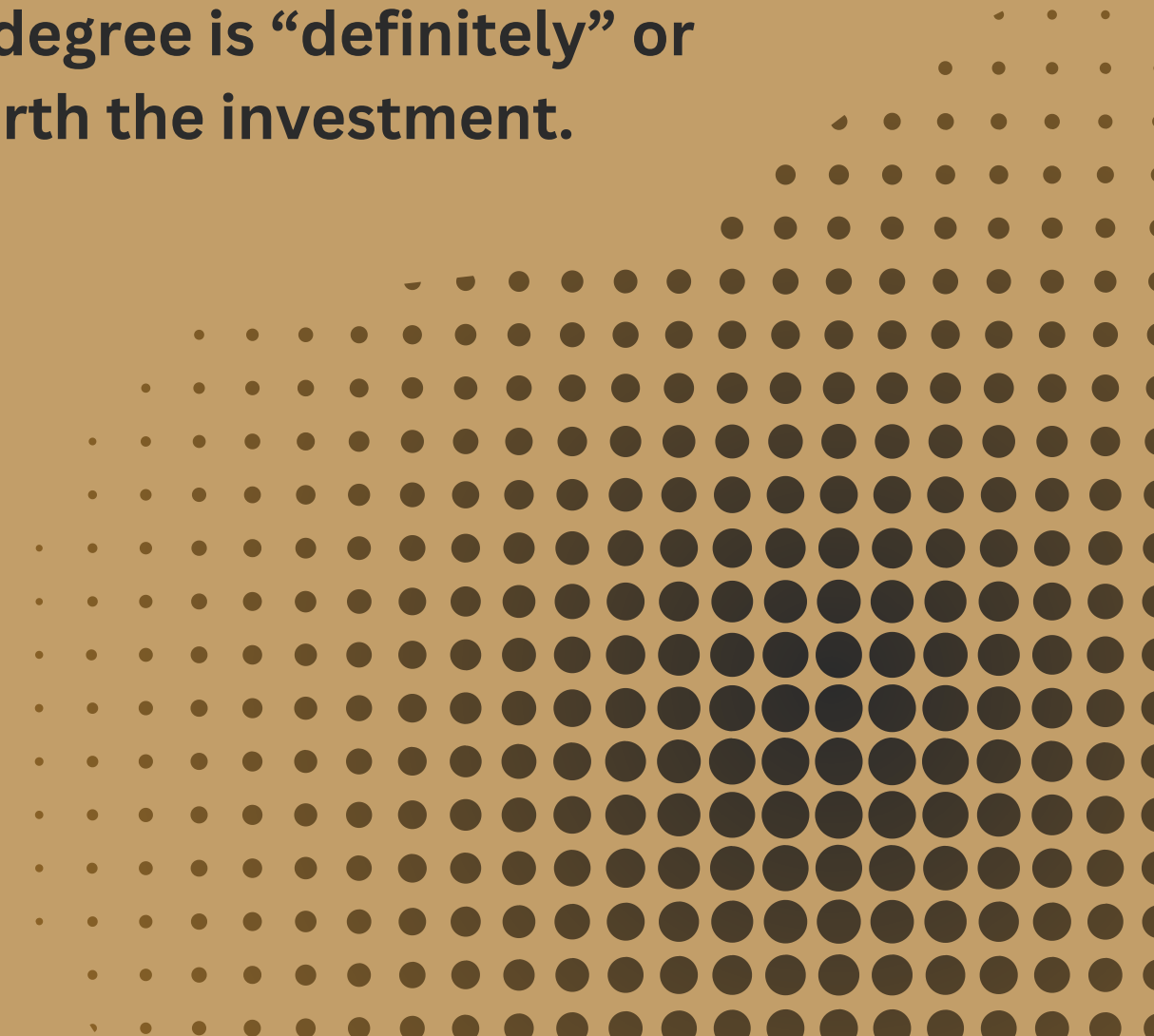
**(60%) of Americans still believe that a college degree is worth the time and money involved.**



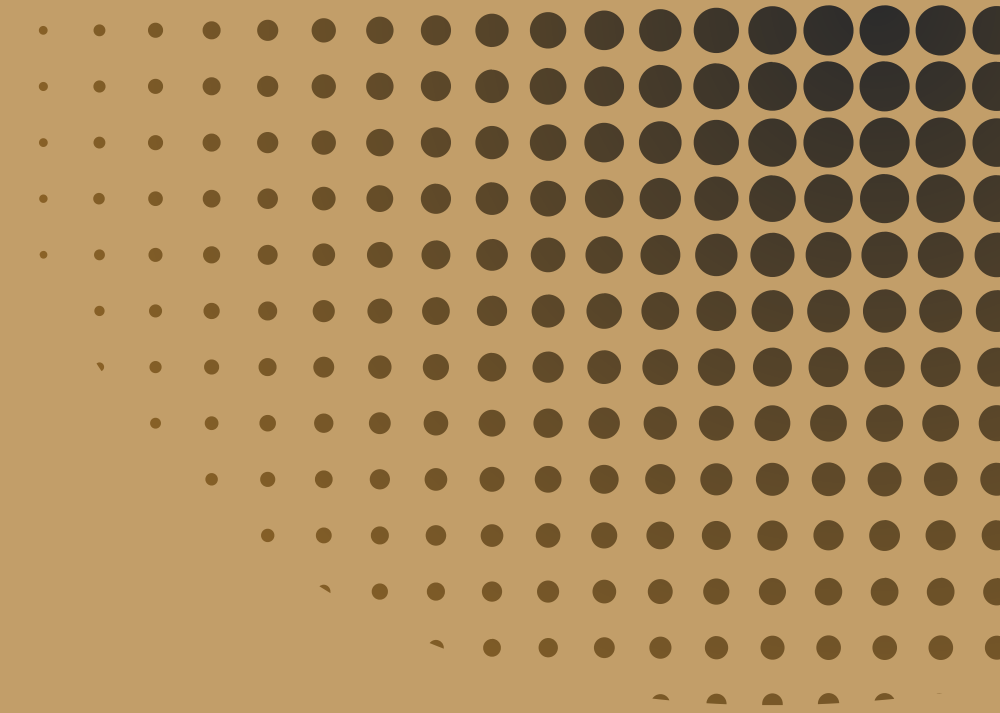
**Americans also happen to be employers, nearly 9 out of 10 (87%) of them believe that a college degree is “definitely” or “probably” worth the investment.**



**Where there is a disagreement is whether or not education should be well-rounded or specific.**



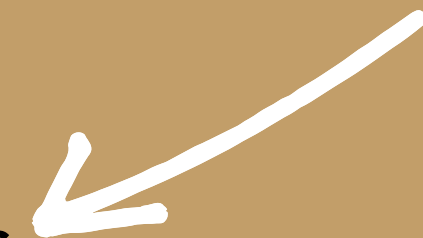
# POWER OF MICRO CREDENTIALS



**“In 2016 only 20% of employers selected digital badges as something they would consider.”**



**Fast forward to 2021, "54% of employers said they view micro-credentials as extremely/very important."**



**Labor gaps are pronounced, and there are always new skills that need to be learned.**



**It is always best to have hands-on experience when it comes to mastering any skill.**

# GOAL #1

## TO INCREASE AWARENESS ABOUT MICRO-CREDENTIALS AROUND CAMPUS

By Kickstarting the CU micro-credential Instagram page, the CU Registrar can ask interactive questions and do polls on their stories to see what their audience is interested in.

The registrar can also create a TEDXCU event focused on micro-credentials to gain traction.

Host information fairs to let students, staff, and faculty learn more about what micro-credentials at CU have to offer.



## GOAL #2

# INCORPORATE MICRO-CREDENTIALS INTO THE CU ACADEMIC CURRICULUM

Implement well-rounded micro-credential options for all departments. Giving students opportunities to expand their academic horizons in various fields of study.

Some of these ideas include:

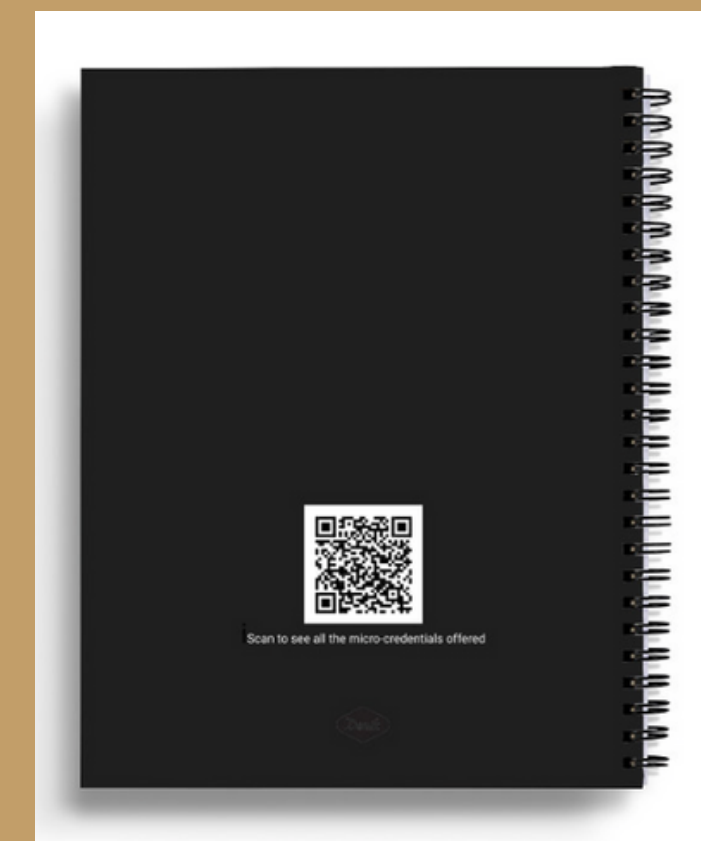
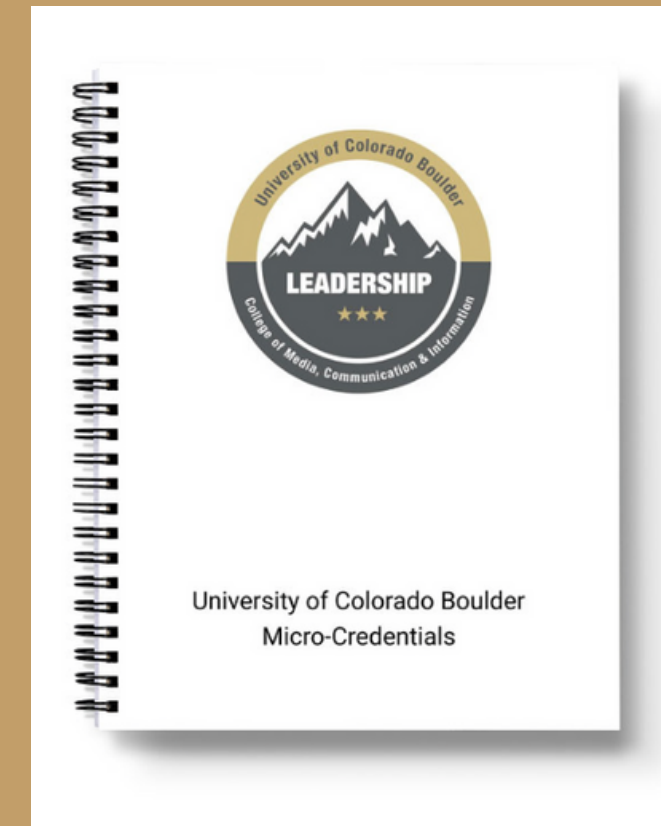
Music students achieving math badges

Business students taking writing classes

Having students taking a class in their department but not their specific major (ex: a PR student taking a journalism-specific course)

Urge computer science students to take public speaking courses

Here are personalized notebooks that can be given to students interested in the micro-credential programs or when students complete micro-credentials with their completed badge on the front.





# GOAL #3

## EDUCATE INSTRUCTORS ON MICRO-CREDENTIALS

It is crucial that advisors and professors understand how micro-credentials work at CU so they can provide recommendations to students.

If students show a lot of interest, the idea of a CU micro-credential club could be a possibility.



# BUDGET

<b>Instagram promotion</b>	<b>\$6.70 / 1000 impressions</b>
<b>Pamphlets</b>	<b>\$98 for 250</b>
<b>Flyers</b>	<b>\$294 for 750</b>
<b>Notebooks</b>	<b>500 books for \$5,990</b>
<b>Sandwiches for event</b>	<b>\$200 for 16</b>
<b>Total:</b>	<b>\$6,832</b>





**THANK YOU!**

QUESTIONS?