



CU Boulder Office of Registrar

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Introduction

The University of Colorado's Office of the Registrar, is a non-profit educational organization that specializes in providing the best student experience possible. From enrollment to graduation, the organization supports all students. A new attachment to accomplishments or degrees in progress, the Office of Registrar now offers micro-credentials and badges. Micro-credentials and badges are proving to be the latest trend within the education industry. These new programs offer students exciting courses outside their major, exposing them to interesting topics. Alumni can stay updated on relevant changes in their career that propel them to continue to succeed, keeping the name of the University of Colorado well-represented.





Public Opinion on Higher Education

Overall a college degree and credentials are an investment in a person's future. For the amount of money people are spending on higher education the investment they are making would be more profitable. "Despite the prevailing rhetoric, however, a majority (60%) of Americans still believe that a college degree is worth the time and money involved. But if those Americans also happen to be employers, nearly nine in 10 (87%) of them believe that a college degree is "definitely" or "probably" worth the investment." (Finley, 2022) The US is split when it comes to the idea of being well-rounded matters as much as being trained in specific fields, including STEM. The same is true for employers. "The Association of American Colleges and Universities (AAC&U) survey of employers, identical percentages (52%) of employers indicated that a well-rounded education was very important for long-term career success as was obtaining job-specific technical skills." The public opinion on higher education according to AAC&U's is that the investment in higher education is worth the cost. Where there is a disagreement is whether or not education should be well-rounded or specific.

The Future of Education





Power of a Micro-Credential

Does someone need a four-year degree to get a beginner position in a certain job field? There is a lot that someone can learn from micro-credentials but are they showing growth and how they're perceived? Many employers say that seeing a credential on a job resume is a valuable sign even though that candidate might not have a four-year degree. "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. Micro-credentials play a big role in the minds of learners too. Those looking to gain new skills quickly on a more lenient schedule choose micro-credentials in today's fast-paced, often unstable, employment market. Labor gaps are pronounced, and developing expertise in focused, in-demand areas provides stability. (Wise, 2021)" The entire idea of micro-credentials is very appealing to employers and students because of the real-world results that are coming out of these credentials. It is always best to have hands-on experience when it comes to mastering any skill.





Understanding Population and Audience

It is important to look at the population distribution at the University of Colorado and beyond the campus to develop a plan to communicate with a true audience. The University of Colorado is a large organization with four different campuses across the state. With campuses in Boulder, Colorado Springs, and Denver as well as a medical campus in Aurora. All branches enroll over 66,000 current students. Along with the enrolled students, CU has hundreds of thousands of alumni. Alumni are a great way to spread the word on this newly implemented micro-credential program. CU faculty are another audience to focus on, as they too would be a great resource to help promote the digital badge program and an important demographic to start with. Micro-credentials are continuing to become more and more a part of the higher education world. A study done by Campus Compact 2001 states, “The service learning movement in higher education responded and has grown steadily over the past decade and now involves more than 620 institutions nationwide.”

Education continues to evolve as the importance of degrees and higher education escalates as they are key to starting most careers.





Organizational Background and History

The University of Colorado Boulder was founded in 1876. Starting with one building growing today to 200 sprawling over 600 acres. Assuming that academic records and enrollment were the responsibility of the registrar, that was the same year the Office of Registrar was founded. The University of Colorado, “boasts 513,000 living alumni, more than 300,000 of whom call Colorado their home” (cu.edu). The Office of Registrar was created to ensure the student experience is a smooth process from enrollment to graduation. Every student both past and present has some kind of familiarity with the Office of Registrar.

Breakdown and Understanding of Publics and Audiences

There are various major audiences to educate on the Office of Registrar’s new venture into micro-credentials and badges. Initially, currently enrolled students will be the main focus to gather traction. Instantly benefiting their resumes, setting them apart from peers their age from other universities. As well as letting students explore topics that may be outside of their major sparking their interest. Alumni are the next group to communicate the message with and as current employees in the workforce, they too need to be educated on modern takes. Ensuring they aren’t stuck in the past. The Office of Registrar wants to have an appeal to the general public. Offering courses that can offer the same the students and alumni are receiving. The Office of Registrar’s mission is to offer more than the status quo of students’ higher education.

Situation Analysis



Internal Communication Resources and Evaluations

CU Boulder's registrar office is part of the University of Colorado Boulder, which works for students, staff, faculty, and alumni through registration, record keeping, courses, classrooms, management, and academic support. The office of the Registrar is also responsible for making students take the best courses they can graduate, and that's why they are trying to promote micro-credentials and digital badges to its students. It's designed to give students credits and study in areas outside of their major, minor, or general education, something they are interested in. It also allows them to have additional certificates after graduation, which helps them find more jobs.

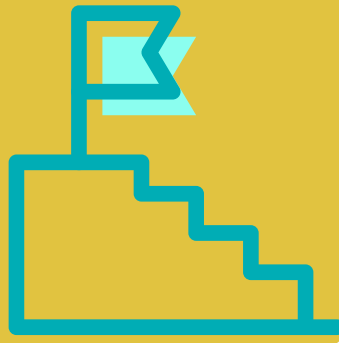
CU Boulder's registrar office internal audiences are students who still have courses left to take and potentially reach out to alumni in the future. These are what make the office of the Registrar who they are because, without students, they cannot promote micro-credentials and digital badges. They need students to help them dictate their mission, bettering the lives of students and communities



External Communication Descriptions and Analysis

The Office of the Registrar faces a challenge. The new micro-credentials programs are engineering a brand new frontier in education. The University of Colorado is one of the first institutions that have been brave enough to take on this challenge. Such as having to figure out what courses to offer to satisfy most students' needs and working with the budgets of students. Educating students on the benefits of obtaining micro-credentials and badges can have on their careers will be crucial to the success of the program. This will prove to be the most challenging task given the complex structure of the new concept.

Competition in this industry is currently slim. Few institutions have the energy and resources to explore the possibilities of adding micro-credentials and badges to their course lists. The first to start implementing extra courses to add to individuals' resumes have been LinkedIn and Coursera. Once completed students get a badge or certificate to display on their page or save to add to their resumes. The more marketing and exposure this topic gets, the more competitors will enter the market rapidly. Currently, the University of Colorado Office of Registrar has the upper hand in getting into the playing field early



Goal → Increase Awareness About Micro-Credentials Around Campus.

a. Objectives

- i. Create a CU Boulder micro-credential Instagram page and gain 5,000 followers by the end of the fall semester in 2024.
- ii. Cross-promote CU Affiliated Instagrams with CU Boulder's micro-credential account within a year
- iii. Track ad engagement and have 500 ad clicks regarding CU micro-credentials by January 2024.

b. Tactics

- i. Share posts and stories on CU's Instagram with information promoting micro-credentials, and fun ways to interact with micro-credential opportunities.
 1. Conduct polls and ask students questions about micro-credentials. Ex. "Do you wish you could take classes that were restricted to certain students?", "Do you wish that you could achieve in software like Excel or Adobe?"
 2. Share times and dates about micro-credential information fairs for students that have free food and prize giveaways
 3. Share links on these stories to different opportunities for students to directly click on and view
- ii. The Office of Register will pay for advertisements through Instagram and TikTok to advertise micro-credentials to hopefully be seen by many students around Boulder.
- iii. Collaborate with CU Programs including TED Talks X CU.
 1. Portray micro-credentials as a cool, new idea that can help boost students' resumes and give them important life skills.
 2. Ted talks are a great platform to be apart of especially since there's a specific affiliation through CU.



CUmicrocredentials  · **Following**
Boulder, CO



543 likes

CUmicrocredentials Information fair to learn more about microcredentials this Tuesday at 6 pm in the UMC Ballroom! Pizza and prizes for all!! ... more

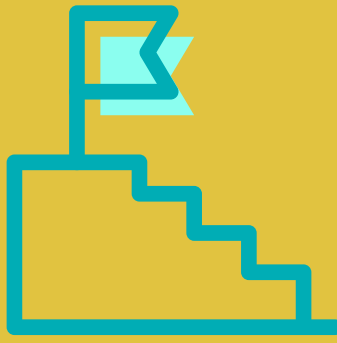
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Add a comment...

6 days ago

CU micro-credentials Instagram post for an upcoming information fair



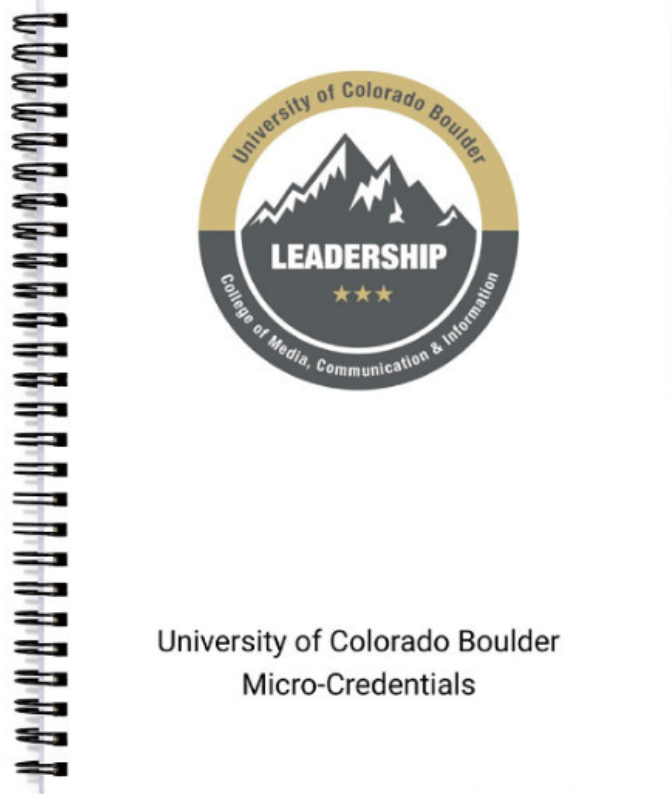
Goal → Incorporate Micro-Credentials into the CU Academic Curriculum.

a. Objectives

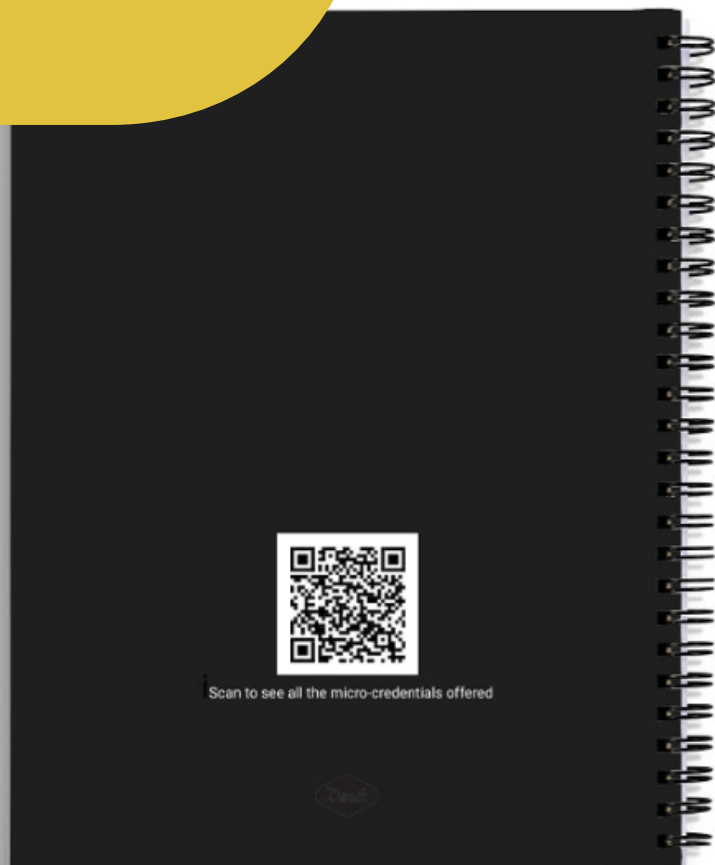
- i. Instill micro-credential programs into classes in at least two departments at CU by Spring 2024.
- ii. Increase the enrollment number in micro-credential programs by 15% by Spring 2024.
- iii. Increase the awareness of micro-credential classes available to upperclassmen that include necessary job skills by 20% by Spring 2024.

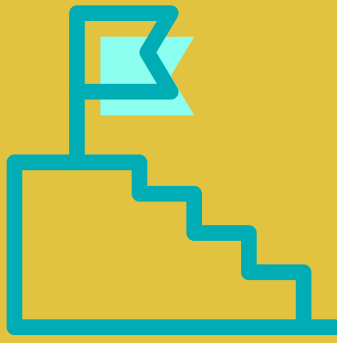
b. Tactics

- i. Urge students in STEM to complete a micro-credential in public speaking to help them gain experience in that necessary work skill.
- ii. Include footnotes when researching each badge that advises certain students what they should take when signing up. For example, highly recommend the excel badge for all. Recommend a PR writing class for a media design student in the CMCI industry.
- iii. Implement more well-rounded micro-credentials for all departments.
 1. Business students taking writing micro-credential courses .
 2. Music students achieving math badges.
 3. Allowing students to achieve badges in specifics that are not affiliated with their designated major in the same school, (a PR student taking a journalism class to earn a micro-credential for CMCI)
 4. Urge students to take badges within and outside of their specific college.



Offer students free notebooks with the Micro-credential badge they completed on the front. The backside will include a QR code that will take you to the offered badges paged page online.





Goal → Educate Instructors on Micro-Credentials.

a. Objectives

- i. Educate 25% of the university's staff on micro-credentials by January 2024.
- ii. Create collaborative, hands-on workshops monthly on micro-credentials for students, faculty, and staff each semester

b. Tactics

- i. Host a free conference to educate professors and advisors on how micro-credentials can benefit their courses.
- ii. Encourage advisors to mention micro-credentials in their advising meetings.
 1. During welcome week for first-year students
 2. Coach advisors to strongly push micro-credentials for upperclassmen and to explain that these extra skills can greatly help them in the job search.
- iii. Provide advisors and professors with scripts on how to introduce students to the idea of micro-credentials. Give them flyers to pass out and hang up around campus and downtown Boulder.
- iv. Through each semester, faculty should have optional monthly workshops on micro-credentials and how they work to increase students, faculty, and staff understanding.
- v. If certain students show interest, start a micro-credential club where students can discuss micro-credentials at CU. Maybe the club would also be a good time for students to do micro-credentials that aren't in a classroom with a professor, because there are so many other options. They could make plans to achieve other badges.

Flyers to hang around campus promoting the micro-credential club



**CU'S
MICROCREDENTIAL
CLUB**

Wednesday September 14th in UMC 235

**WE WILL BE DISCUSSING
DIFFERENT MICROCREDENTIAL
OPPORTUNITIES THAT TAKE
PLACE OUTSIDE OF THE
CLASSROOM**

Come join us for the first meeting of the school year



Half-Fast Subs Provided!

Budget



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



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