

CONVERGENCE

Credential Innovation
in Higher Education

SEPT 29–
OCT 1, 2025
Washington, DC
#credovation

UPCEA®
AACRAO
A Joint Presentation

If You Build It, They Will Come

A Microcredential Development Workshop

workcred
Connecting credentials,
competencies, careers, customers
an affiliate of ANSI



The University of
Texas System



Led By:

University of Texas System

Kelvin Bentley, Ph.D., Director, Community of Practice on Microcredentials, National Association of Higher Education Systems; and Program Manager, Texas Credentials for the Future

Workcred

Karen Elzey, Associate Executive Director, Operations

Terry Vaughan III, Ph.D., Associate Executive Director, Research

Lesson – Pathways to Microcredentials

Two Main Approaches:

Build from scratch

- Design curriculum, outcomes, and assessments
- Full institutional ownership

Adopt external

- Partner with existing providers
- Embed industry–recognized options (e.g., certifications) into programs

Choosing the Right Approach

Purpose – What goals does the microcredential serve?

Capacity – What faculty expertise and institutional infrastructure are available?

Cost – How much would developing, licensing, staffing, and technology cost?

Metrics – How will success (implementation and outcomes) be measured?

Build from Scratch – The University of Texas at Dallas

Developed four microcredentials to enhance bachelor's degrees in psychology and cognitive science.

- User Experience (UX) Research
- Behavioral Data Science
- Behavioral Research Methods
- Neural Net Math

All microcredentials are comprised of 2 courses.

The University of Texas at Dallas – Continued

Purpose of the microcredentials:

- Improve graduates' short- and long-term earnings by enhancing degrees with career-focused skills that are in demand in the labor market.
- Expose students to career pathways that they might not have otherwise considered.
- Help students better understand the skills they acquire in their course of study and how to effectively communicate those skills to employers in job interviews.
- Support first-generation learners to obtain their career goals as well as meet social and financial challenges.

Adopt External – The University of Texas at San Antonio

Integrated a variety of industry professional certificates, certifications, and training opportunities into information systems and cybersecurity courses.

- Google Cybersecurity Professional Certificate
- Akamai Networking Engineering Professional Certificate
- Cloud Support Associate or Data Analytics Certificate
- GitHub Copilot Certification

Mapped the Google Cybersecurity Professional Certificate to academic courses and created a roadmap for students.

The University of Texas at San Antonio – Continued

Each carefully selected workforce-focused credential serves a specific purpose in the curriculum:

- The Google Cybersecurity Professional Certificate is used to provide the needed technical and conceptual background for students who might have little or no experience with the field.
- The Akamai Networking Engineering Professional Certificate is used to provide students with more practice with networking, a critical area in cybersecurity.
- The Cloud Support Associate or Data Analytics certificate can be taken as an alternative pathway for advanced students to learn about key adjacent topics in the field.
- The GitHub Copilot Certification allows students to demonstrate their competence in emerging technologies such as artificial intelligence.

Prompts for Consideration

Would you “Build” or “Adopt”?

What purpose would this microcredential serve?

Does your institution have the capacity to build?

How would cost influence your decision?

Are there external partners who could help?

What challenges or opportunities do you foresee?



Takeaways

Both “building” and “adopting” are viable.

Purpose, capacity, and cost drive decisions.

Faculty are central to ensuring quality and relevance.

Microcredentials can expand pathways for learners.

Resources:

University of Texas System

[Texas Credentials for the Future](#)

Workcred

[Integrating Microcredentials into Curricula](#)

Connect with us:

info@workcred.org

