

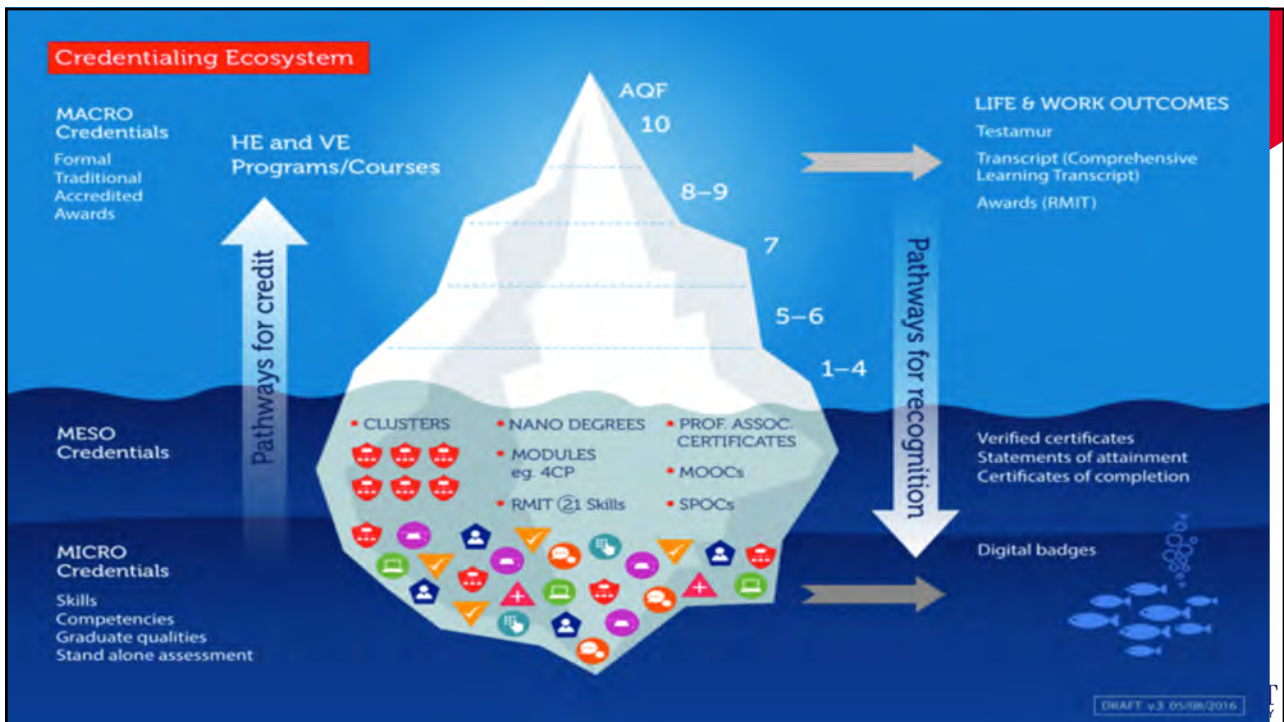
# RMIT Creds

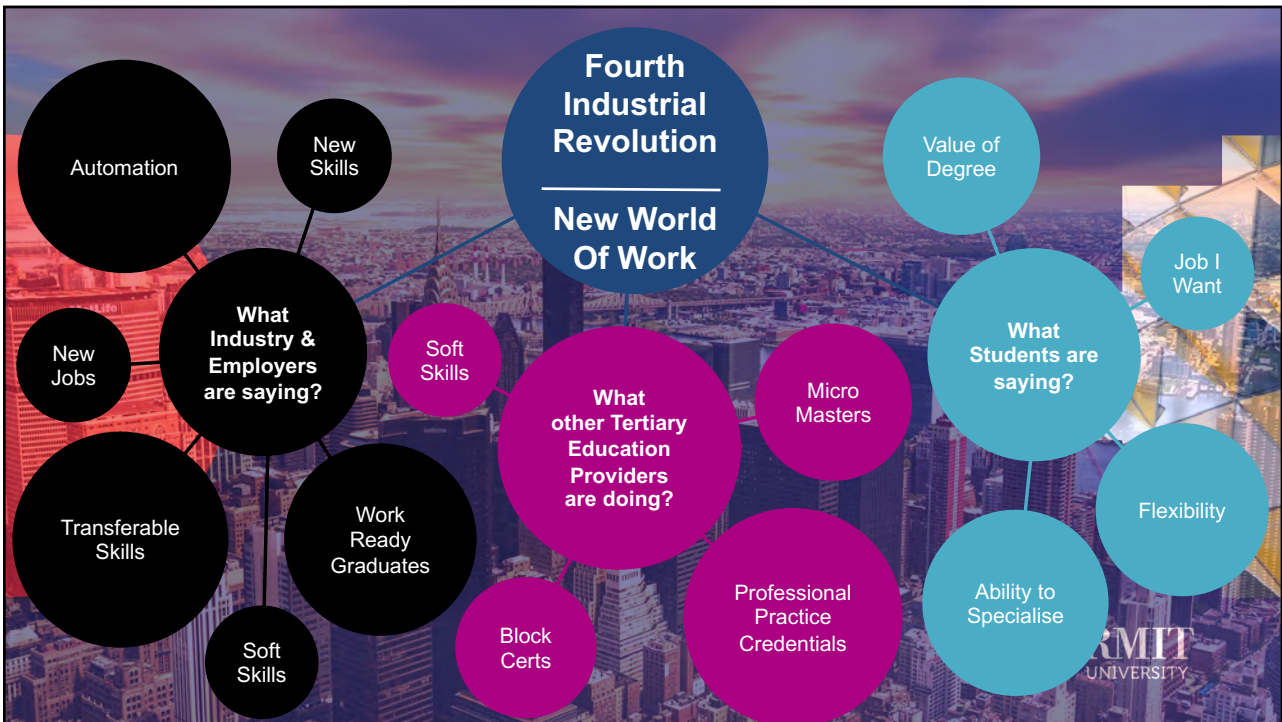
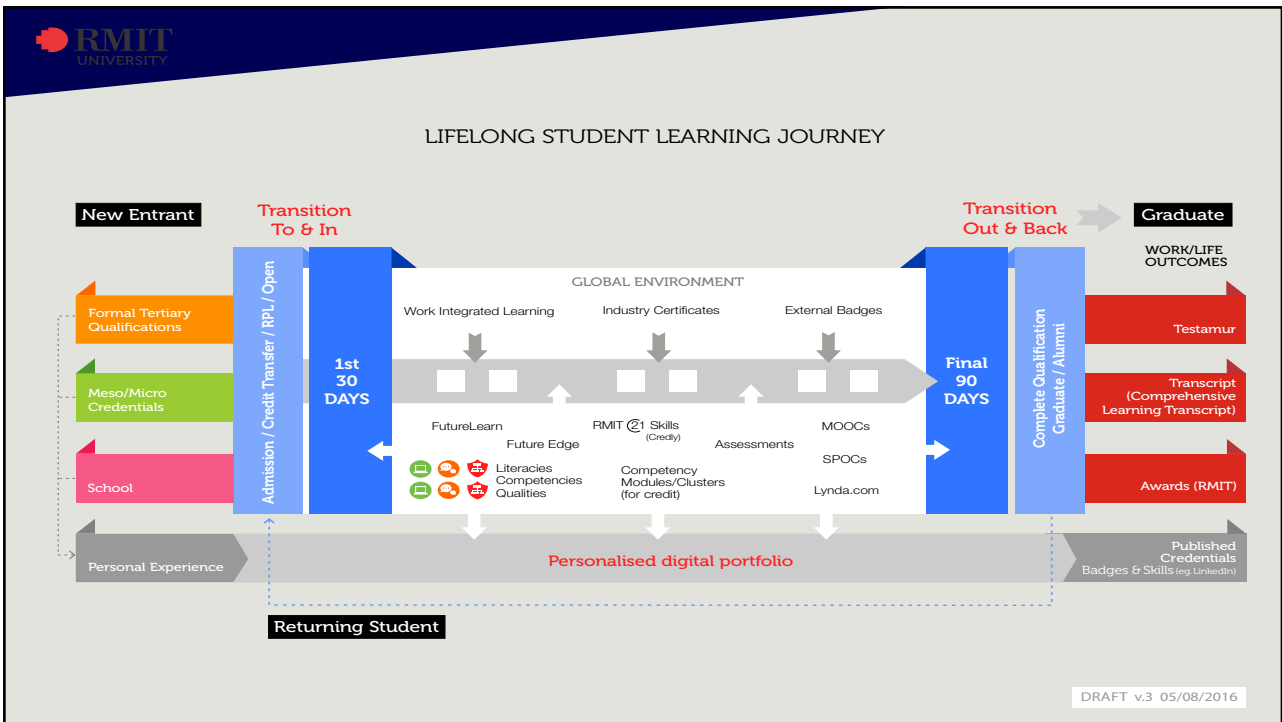
## Building Capabilities and Skills for the Future World of Work

Belinda Tynan (DVCE, RMIT)



October 2018





## What are we talking about?

### Credential

- A formal testament to a candidate's achievements - competence, capability, skill or ability to perform a specified task at a declared standard. It is can be used for work-related tasks and may be issued by an education institution or other trusted party.
- In the education and training context, credentials refer to academic or educational qualifications, such as degrees, diplomas and certificates, awarded by an accredited education or training provider to individuals who have successfully met the requirements of the institution's award.

### Alternative Credential

- A credential issued by an authorised/ recognised organisation which certifies a learning achievement, skill, competency, or know-how other than those degrees, diplomas, or other learning attestations. Alternative credentials are generally more granular statements of capabilities and are relevant to workforce or professional needs.



### Digital Credential

- A digital equivalent of a paper-based credential, certifying an individual's achievements, acquisition of skills or capabilities by an authorised/ recognised organisation, such as an accredited educational provider or professional accreditation body.

### Micro-credential

- A micro-credential certifies an individual's achievements in specific skills and capabilities in a format which is verified, secure and shareable with peers, employers and educational providers. They differ from traditional credentials such as degrees and diplomas, in that they are shorter, can be personalised and provide distinctive value and relevance in the world of work.

### Digital Badge

- A digital artefact signifying a wide range of alternative credentials and issued by a range of educational institution and organisations. A digital badge is a web-enabled visual token or image which contains standardised metadata describing the achievement and evidence which supports the claims of achievement.

### Blockchain Record

- An immutable record of a transaction on a blockchain.

## RMIT Digital Credential

A digital credential (badge) is:

- trustworthy (RMIT/issuer brand)
- provides assurance of learning
- an accurate representation of earner's skills & capabilities
- articulates meaning and richness for industry and employers
- global recognition and seamless transferability
- conforms to professionally recognised industry standards and/or compliant with regulatory framework



### WHAT ARE DIGITAL CREDENTIALS?

*RMIT Creds* prepare you for the changing world of work by giving you the skills and capabilities employers value.

**RMIT's Digital Credentials** certify the acquisition of capabilities and skills. They are awarded in a digital format which is verifiable, secure and shareable with peers, employers and educational institutions.

**A Digital Badge** is a web-based visual token or image that represents the digital credential you have earned. Each badge contains details about your digital credential and links to the evidence which support the claims of achievement.



**CHOOSE**  
Enrol in one or more digital credentials which employers are looking for and start shaping your career.



**LEARN**  
Have fun developing new skills to build capabilities that apply across more than one job or industry.



**SHARE**  
Communicate your achievements quickly and easily online, via LinkedIn, Facebook, Twitter, Email, Resumes, Blogs and more.



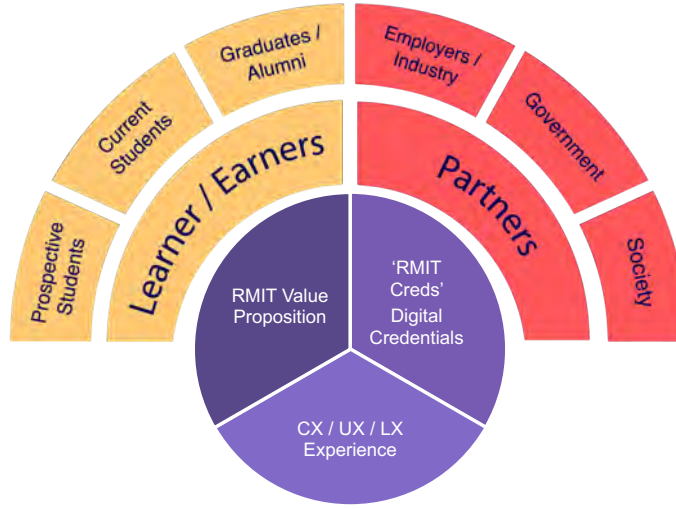
**EARN**  
Claim your digital badge - you've earned it and it's a trustworthy representation of your new skills.



rmit.edu.au/creds



## 21CC ... a 3 year whole of institution project



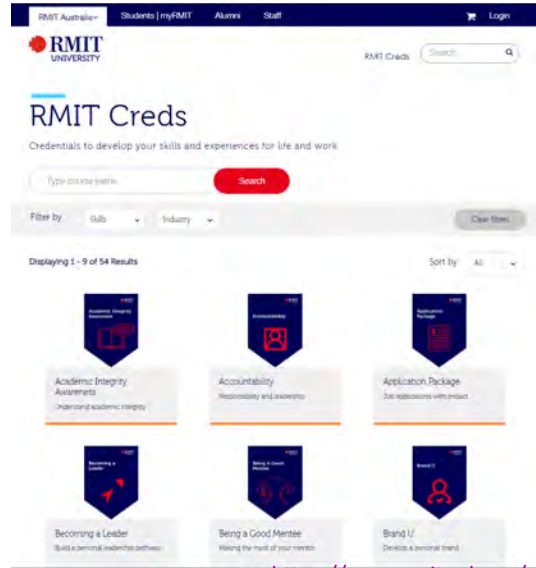
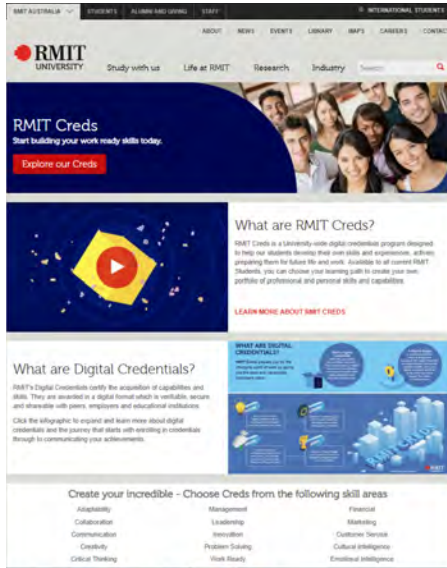
- Technology, Systems and Processes
- Policy, Procedures
- Partners - Business, Employers, Government
- Support and Stakeholder Engagement



## 11 RMIT Capabilities



# RMIT Creds Landing Page & Marketplace



<https://www.rmit.edu.au/creds>



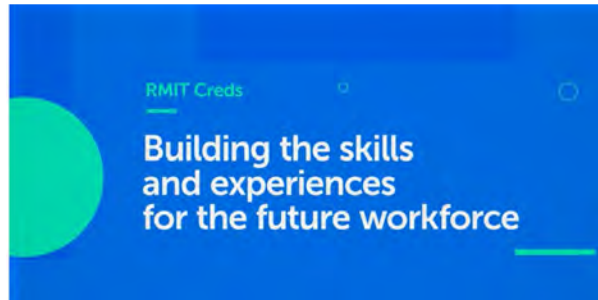
## Earning a digital credential “the badge”



## Digital communications for Staff



RMIT Creds Overview – DVCE video for RMIT Staff  
<https://youtu.be/LpZWakRM8LE>



RMIT Creds Overview – Animation video for RMIT Staff  
<https://sites.rmit.edu.au/21ccproject/2018/02/14/21cc-rmit-creds-animation/>



## RMIT Online Snapshot: Credentialed Short Courses

Partnering with industry to deliver just-in-time skills for market demand

- Emerging portfolio in short course credentials focused on 'future of work skills':
  - iOS app development with Swift (5 courses)
  - Developing Blockchain Strategy (1 course)
  - Digital Transformation (1 of 5 courses)
- Portfolio is on track to enrol 2,000 students in year one



### Student Characteristics

- Majority male
- 31 - 40 year olds
- Bachelor degree or higher
- Full time job

### Demand Drivers

- Currency and responsiveness
- Stackable
- Credibility of the industry partnership over the institution
- Acquiring a just-in-time skill

### Product Portfolio

- Partner with industry in course build for real-life application and skills
- Utilise industry mentors in course delivery
- Student support to create a community of learning
- 21 courses available by December 2018



## Early short course successes

### iOS App Development with Swift

#### About the course

Curriculum built with Apple, supplemented by Accenture, Blue, J-Tribe, and Tigerspike.



We are seeking increased and deeper digital fluency through experiential learning. Our people are seeking to remain relevant in an increasingly digital business environment.

Michelle Mahoney, Executive Director, Innovation, Mallesons

#### Media attention

##### Launch Event:

134 attendees. 10+ of these guests were media, including photographers from Channel Nine and The Australian.

##### Media Coverage:

32+ features across print, online, radio and TV.

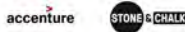
##### Coverage highlights include:

Channel 9 - News, 2UE, The Australian, AFR, Vogue and Mashable.

### Developing Blockchain Strategy

#### About the course

Curriculum built with Accenture and Stone & Chalk. Facilitated by partner and local expert mentors.



This course made me feel like I was part of a community... Besides the great teachers, videos, and content we had at our disposal, having mentors to help us along the way was a great added touch.

Bethany, March intake

#### Media attention

- 42 media placements.
- 159, 020, 255 impressions (311,807,015 incl. Chinese publications).



1000+ total short course enrolments in first months

RMIT Online's course selected by Apple out of all Swift offerings globally to train Cupertino-based staff members

15

## Quality Framework for Award Programs

Quality for the Award portfolio is based on RMIT's existing framework and processes

