WHAT ARE CURTIN CREDENTIALS?

Curtin Credentials are designed to **deepen and broaden relevant industry experience** and **bring the future into today's learning** by allowing learners to upskill, cross-skill, and re-skill within a stackable credential ecosystem.

Learners will be able to craft learning experiences directly suited to them and "stack" these credentials from five themes; we know these themes are **valuable** and **desirable learning areas.**

Our themes:

Innovation

Leadership

Digital mindset

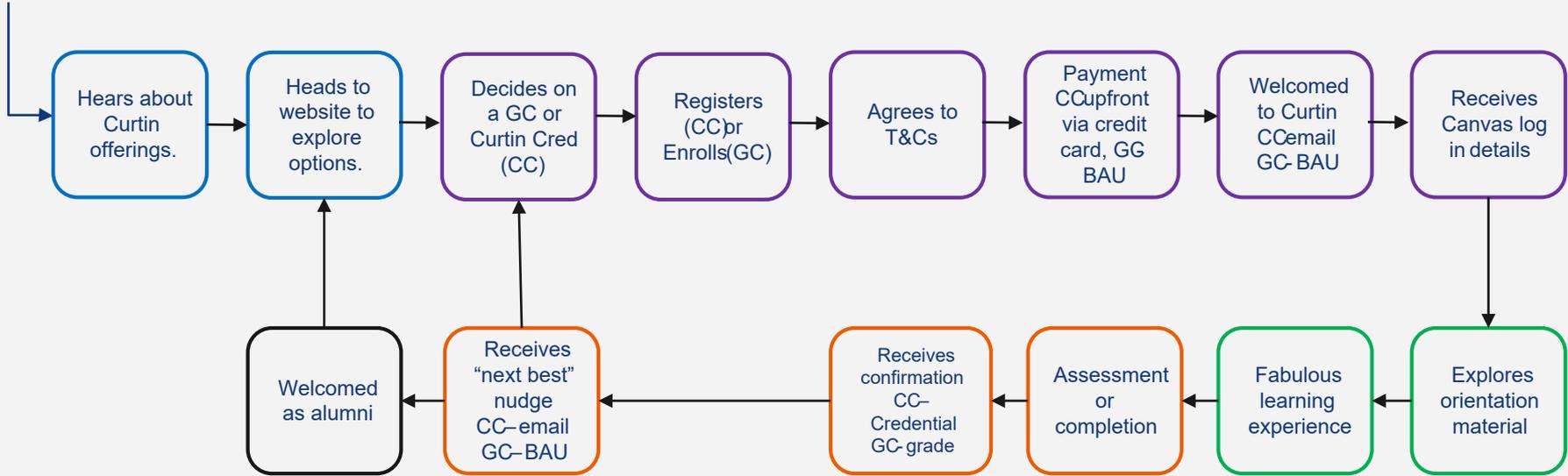Future of work

Influence & persuasion

OUR GUIDING PRINCIPLES

- ✓ **Learner-Centric, Always.** We create and design for a friction-free learner experience with a focus on learners who want to explore new possibilities and are seeking quality.

- ✓ **Connected and Digital.** We create and support connected learners, allied to their peers, industry, and Curtin.

- ✓ **Industry Relevant and Engaged.** Learning experiences which integrate industry and First Nations frameworks, deepen & broaden relevant industry experience, and bring the future into today's learning

- ✓ **Flexible, Efficient, One Curtin.** We are efficient in our operational execution. We are One Curtin and make decisions based in this context.

- ✓ **Policy compliant.** Consistently

Curtin University

LEARNER JOURNEY

- Domestic PG market: individuals & organisations
- Seeking to up-skill, cross-skill, and re-skill
- Sees Curtin as a credible provider & interested in credit for award

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Hears about Curtin offerings. → Heads to website to explore options. → Decides on a GC or Curtin Cred (CC) → Registers (CC) or Enrolls (GC) → Agrees to T&Cs → Payment CC upfront via credit card, GG BAU → Welcomed to Curtin CC email GC- BAU → Receives Canvas log in details

Welcomed as alumni ← Receives "next best" nudge CC–email GC–BAU ← Receives confirmation CC–Credential GC- grade ← Assessment or completion ← Fabulous learning experience ← Explores orientation material
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Curtin Credentials: includes all Curtin designed & delivered product that could be a single learning experience (i.e. one day masterclass, & also become stackable towards a GC. Includes PACE, Exec Ed, CPD. Has credit points which in future could be used towards an award. CC are not considered students until they enroll into an award product
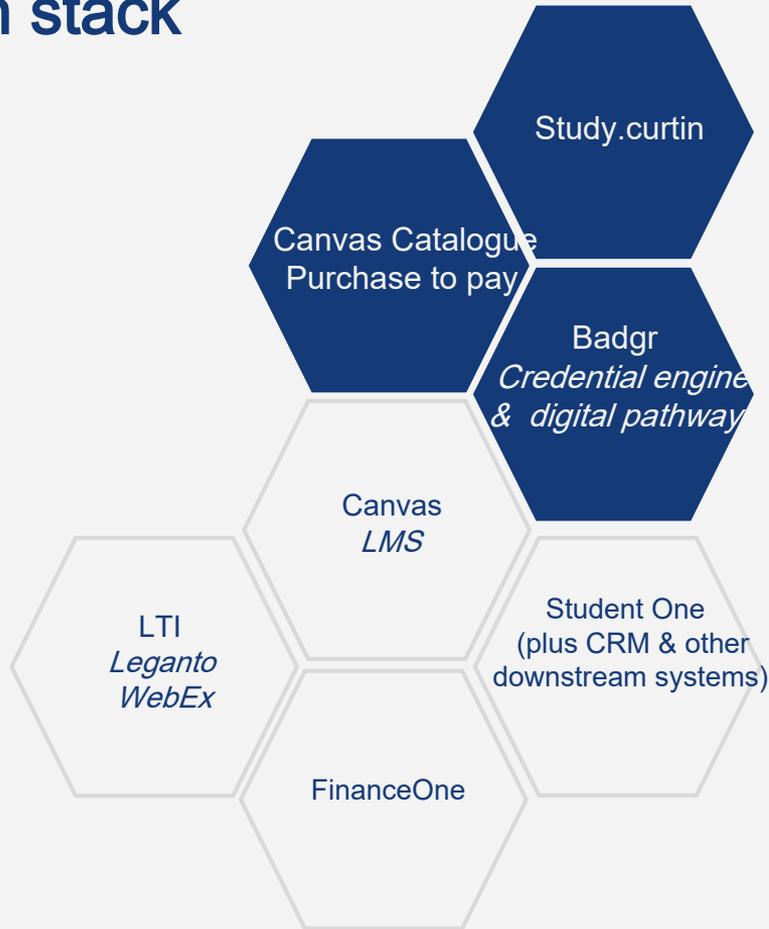
Award product: existing GC, including the GC of Professional Practice with curated offerings. These could become stackable. Learners are considered students.

BAU: Business As Usual

Blue – Discover stage   Purple – Decide (purchase to pay)   Green - Study   Orange – Completion   Black - Alumni

Simple tech stack

Study.curtin

Canvas Catalogue
Purchase to pay

Badgr
*Credential engine
& digital pathway*

Canvas
LMS

LTI
*Leganto
WebEx*

Student One
(plus CRM & other
downstream systems)

FinanceOne

OUR LEARNINGS TO DATE

- ✓ **Build the Academic case.** Create a common vision, with a coalition of the willingly.

- ✓ **Play to your strengths.** Understand *what* you're seeking to credential, and *how* you'll deliver.

- ✓ **It's a balancing act.** Hold a strategic, ambitious vision. And pay attention to the details.

- ✓ **Rome wasn't built in a day.** Start small, most likely it will take you longer than expected

- ✓ **We're not solving world peace.** However, we are asking people to think and act differently.

- ✓ **Cheekbones high.** Bring charm and humour into the conversation and room.

THANK YOU

Have any questions?

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