

The St. Ambrose University Microcredential Application

Prior to starting this application, the Microcredential Guidebook should be thoroughly reviewed. It is also recommended that a meeting is scheduled with Mike Puthoff, Dean of Graduate Studies, to discuss your proposal prior to submission. This will help you write a strong proposal and make the review process more efficient.

Title of the Microcredential

Department(s)/unit(s) Sponsoring the Microcredential

Primary contact

Background

In a few sentences, describe the Microcredential and its purpose. Include the skill or competency addressed by the Microcredential?

How does this Microcredential connect to the mission of St. Ambrose University and the mission of your department/unit?

How will completing this Microcredential help the student in professional development/growth?

Curriculum

What are the learning outcomes of the Microcredential? [Click here](#) for a nice resource on writing learning outcomes.

Describe the curriculum for the Microcredential. Provide enough detail so the reader can see a clear link of the curriculum to the learning outcomes. If the Microcredential involves current courses, list the courses and the course description. An example plan of study for the Microcredential is helpful.

How will you assess or measure performance in the skill or competency?

Is the Microcredential for credit? If so, how many credits will be earned?

How many contact hours does the Microcredential have? What is the estimated time (weeks or months) to complete the Microcredential?

What is the instructional method for the Microcredential? If online, is it synchronous or asynchronous?

How is the Microcredential different than majors, minors, and certificates currently offered at St. Ambrose University.

Will the Microcredential count towards an academic degree? If so, will there need to be any revisions in that degree's catalog description or degree requirements?

Audience

Who is the audience for the Microcredential? Provide details on if it is designed for undergraduate, graduate, or professional development students.

How many students do you project a year for the Microcredential?

Admissions

What are the admission requirements or criteria for students to enroll in the Microcredential?

Describe any prerequisites and rationale for the prerequisites.

Marketing and Sustainability

How do you know there will be interested in the Microcredential?

How will you promote and market the Microcredential? Whose responsibility will this be?

Who will be your competition in recruiting students for the Microcredential?

Resources

What are the teaching and faculty resources needed for the Microcredential? Be sure to include any overload or adjunct costs that will be needed to coordinate the Microcredential.

Beyond instructional costs, what other costs (technology, space, supplies, licensing fees, etc) are associated with the Microcredential?

What resources and support outside of your department or unit will be needed?

Tuition and Fees

What is the cost to the student to complete the Microcredential?

Profitability

What is the estimated profitability of the Microcredential? Where will the revenue of the Microcredential go?

Timeline

What is your timeline for beginning the Microcredential?

Long Term Planning

Based on the skill/competency and curriculum, how often will the Microcredential need to be updated. Who will be responsible for this work?

How long do you estimate the Microcredential being offered?

What would be your indicators that Microcredential should be discontinued?

Letter of Support

As part of your application, include a letter of support from the college dean. If the Microcredential is being sponsored by a unit outside of an academic program, a letter of support from the unit's dean or vice president should be included.

Badge Design

NOTE - The below information for Badge Design can be completed after the Microcredential is approved.

The required parts of the metadata include the following pieces of information. This information is vital to communicating the importance and significance of the Microcredential.

- Title: 20 characters
- Short Description: 128 characters. This displays as the preview text under the badge
- Description: 1500 characters. More detail on what it represents
- Criteria: 1500 characters. How it was earned and what was the assessment
- URL: Can insert a link to more information

Then when the badge is issued specific information on the individual can be added. This includes the following

- A testimony on the individual
- Documents
- Pictures
- A URL to more information