Blackboard®
NOW PART OF ANTHOLOGY

Leverage data and insight to add in-demand alternative credentials to your curricular portfolio

Blackboard's Alternative Credentials Viability Research quickly provides the core insight required to get started with new credentials.

As demand grows for work-relevant, skill-based education, four-year and graduate degree institutions need to adapt to stay relevant. At Blackboard, now part of Anthology, we believe these trends represent an opportunity rather than a threat—and degree programs can be enhanced by the inclusion of research-informed alternative credentials, tailored to the needs of the local job market.

Alternative credentials boost the profile of your institution with students and stakeholders

Attract new students:
Research shows that **88% of students now see stackable credentials as valuable.** Those who have been exposed to this form of learning, including continuing learners with workforce experience, are particularly convinced of its potential.

Build industry partnerships:
Employers are looking to build talent pipelines that are based in their specific needs. Alternative credentials allow closer synergy between these needs and your students' skills, offering increased potential for partnerships.

Local and state government grants:
In many parts of the US, there are lucrative opportunities for institutions that are driving innovation to support the local economy. Enable policymakers, workforce investment boards, and economic developers to understand skill gaps and surpluses in specific regions and allocate scarce workforce development funds to the greatest labor market needs and opportunities for targeted workforce training.

> *"Developing alternative credentials has been essential to building viable and innovative partnerships with a number of large, local employers **– in turn creating great employment opportunities for our students as they explore different pathways to continuing their education.**"*
>
> – Dr. David Vassar, Assistant Dean,
> Professional and Corporate Programs at Rice University

Research is essential to isolate the best opportunities

The power of alternative credentials lies in their ability to bring together workforce opportunities, student needs, and the institution's expertise. Detailed research is a must to understand where these sweet spots exist.

Understand the job market:
It is imperative to understand the jobs employers need done and the skills required to do them, including skill-based analysis, employer specific research, and job title research.
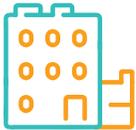
Think Local:
Aggregated, national employment trends aren't enough. You need a granular view of the opportunities and growth areas in the local economy to be truly relevant.
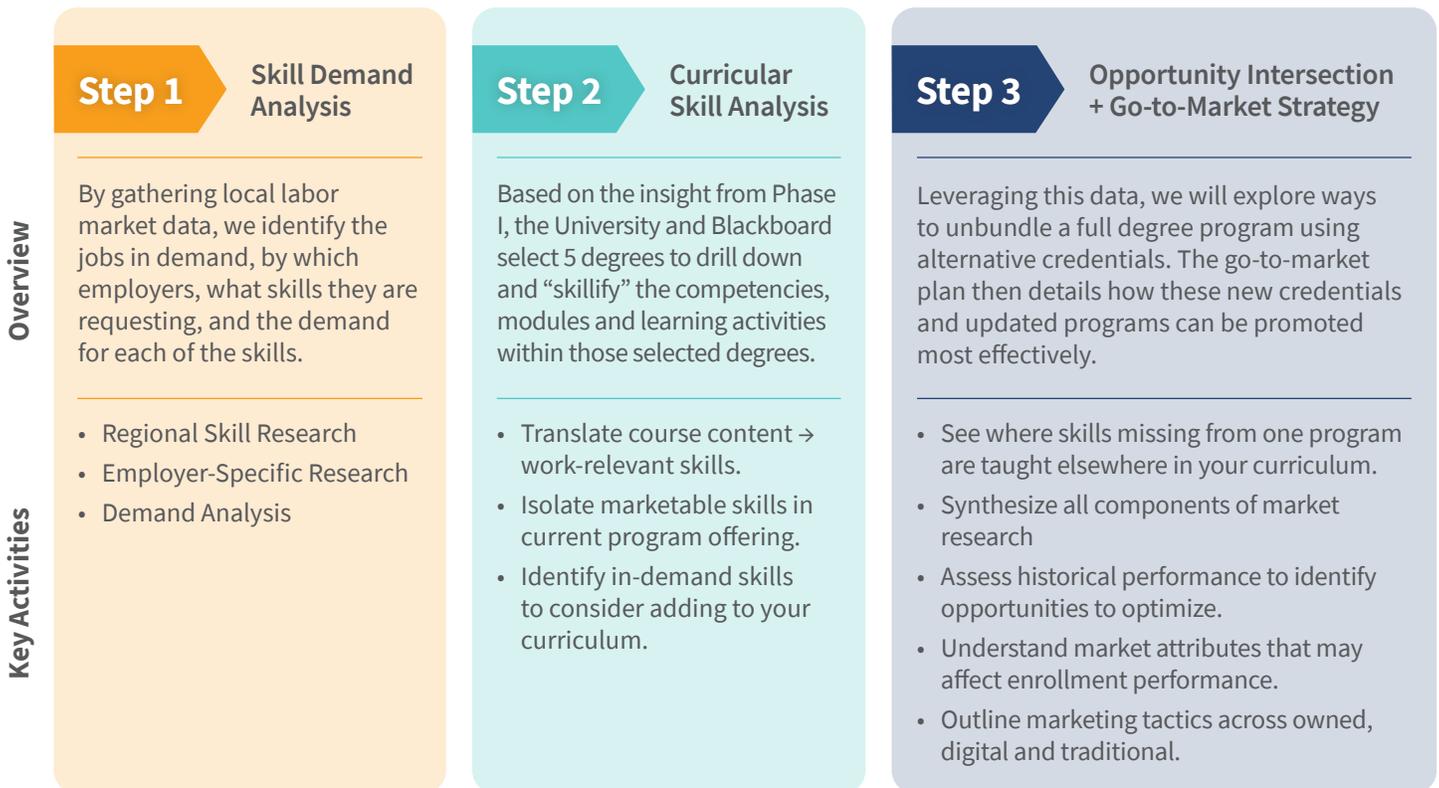
Review your program offering:
Leveraging these employment insights, Anthology's Occupational Insight reveals how your existing degree programs can seamlessly extend into alternative credentials to improve the employability of your students.

Blackboard has an easy, three-step process to develop a clear go-to-market plan

Too many great credentialing initiatives are lost to long, unnecessarily complicated processes. We've designed a simple, three-step process to deliver an actionable plan for your institution.

Step 1 Skill Demand Analysis	**Step 2** Curricular Skill Analysis	**Step 3** Opportunity Intersection + Go-to-Market Strategy
Overview By gathering local labor market data, we identify the jobs in demand, by which employers, what skills they are requesting, and the demand for each of the skills.	Based on the insight from Phase I, the University and Blackboard select 5 degrees to drill down and "skillify" the competencies, modules and learning activities within those selected degrees.	Leveraging this data, we will explore ways to unbundle a full degree program using alternative credentials. The go-to-market plan then details how these new credentials and updated programs can be promoted most effectively.
Key Activities • Regional Skill Research • Employer-Specific Research • Demand Analysis	• Translate course content → work-relevant skills. • Isolate marketable skills in current program offering. • Identify in-demand skills to consider adding to your curriculum.	• See where skills missing from one program are taught elsewhere in your curriculum. • Synthesize all components of market research • Assess historical performance to identify opportunities to optimize. • Understand market attributes that may affect enrollment performance. • Outline marketing tactics across owned, digital and traditional.

All of this can be completed in just 3–4 months! As well as identifying great opportunities to take the next step with alternative credentials, the insights produced will also be invaluable for future program strategy, course design and marketing.

WANT TO LEARN MORE?
VISIT GO.BLACKBOARD.COM/OPX-LEARN-MORE AND GET IN TOUCH TODAY!