



Helping Universities 'surface' student career skills through Digital Credentials.

Welcome...



Julie Rowlett

HE Partnership Manager
City & Guilds Group



Anna Sheard

Strategic Commercial Manager
City & Guilds Group



Joe Bell

HE Partnership Manager
City & Guilds Group



Pete Janzow

VP Business Development.
Credly

Please submit questions throughout the webinar for our experts.

Follow us: @cityandguilds @credly
#digitalcredentials #openbadges #employabilityskills




Why we exist...

Social Investments

We're investing £1.6m to fund 10 social projects that transform lives and communities worldwide through skills development.

More than £200k awarded in bursaries every year, with 70% of recipients becoming financially independent as a result.

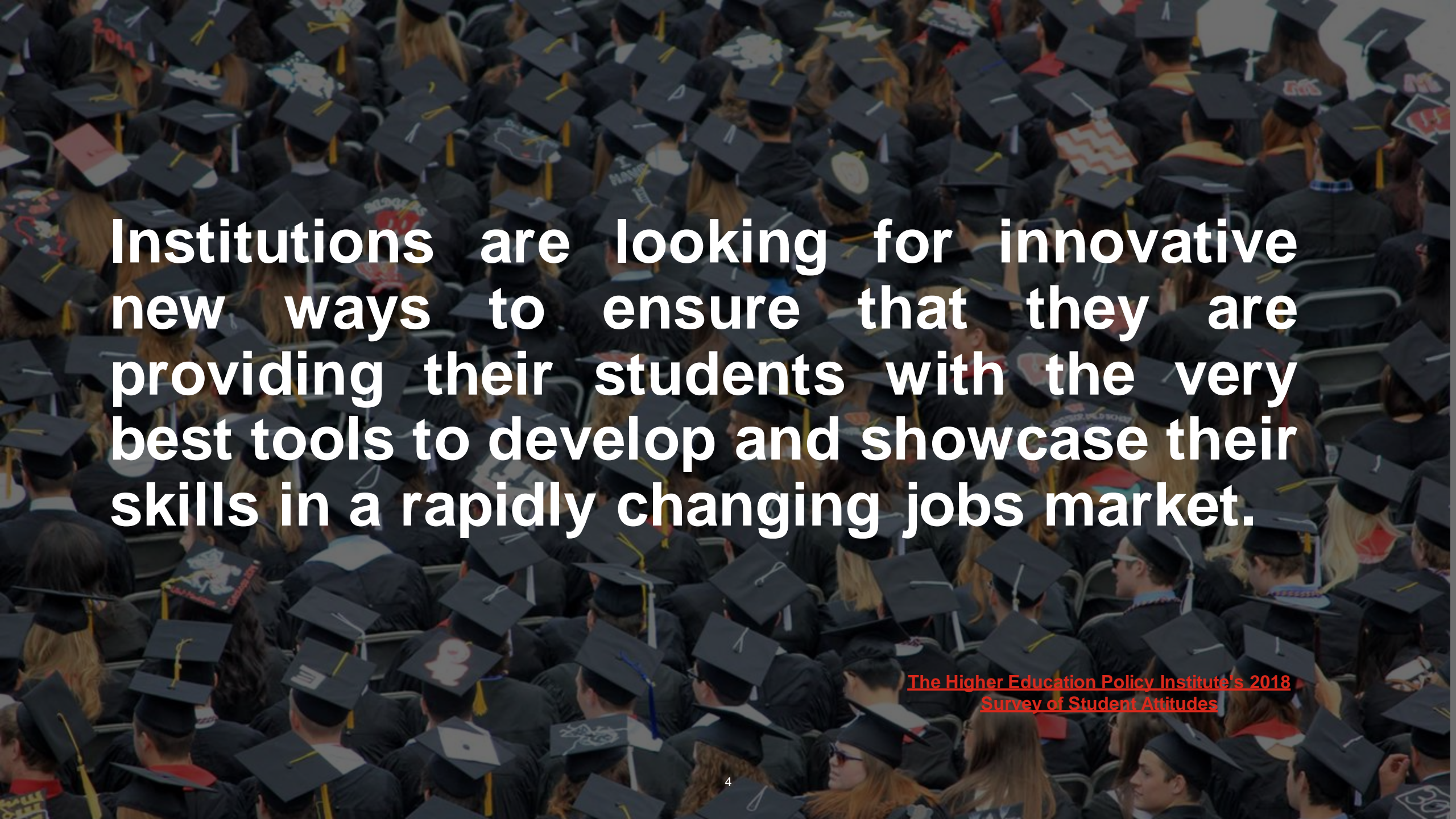


**Helping people
into a job, on the
job and into the
next job.**

Awards

Our annual Princess Royal Training Award recognises and promotes the impact of outstanding training and L&D on UK organisations and their people.

Fellowships are awarded to eminent professionals who have influenced skills and education in their specialist field.



Institutions are looking for innovative new ways to ensure that they are providing their students with the very best tools to develop and showcase their skills in a rapidly changing jobs market.

[The Higher Education Policy Institute's 2018 Survey of Student Attitudes](#)

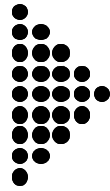
Employability and Digital Credentials



What you told us...

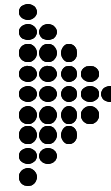
90%

Agree they use their
Employability
activities to market
to potential students



80%

Agree or *Strongly
Agree* that their
University has a
clear Employability
strategy in place



60%

Agree they have
clear measures in
place to determine
the success of this
strategy,

Awareness

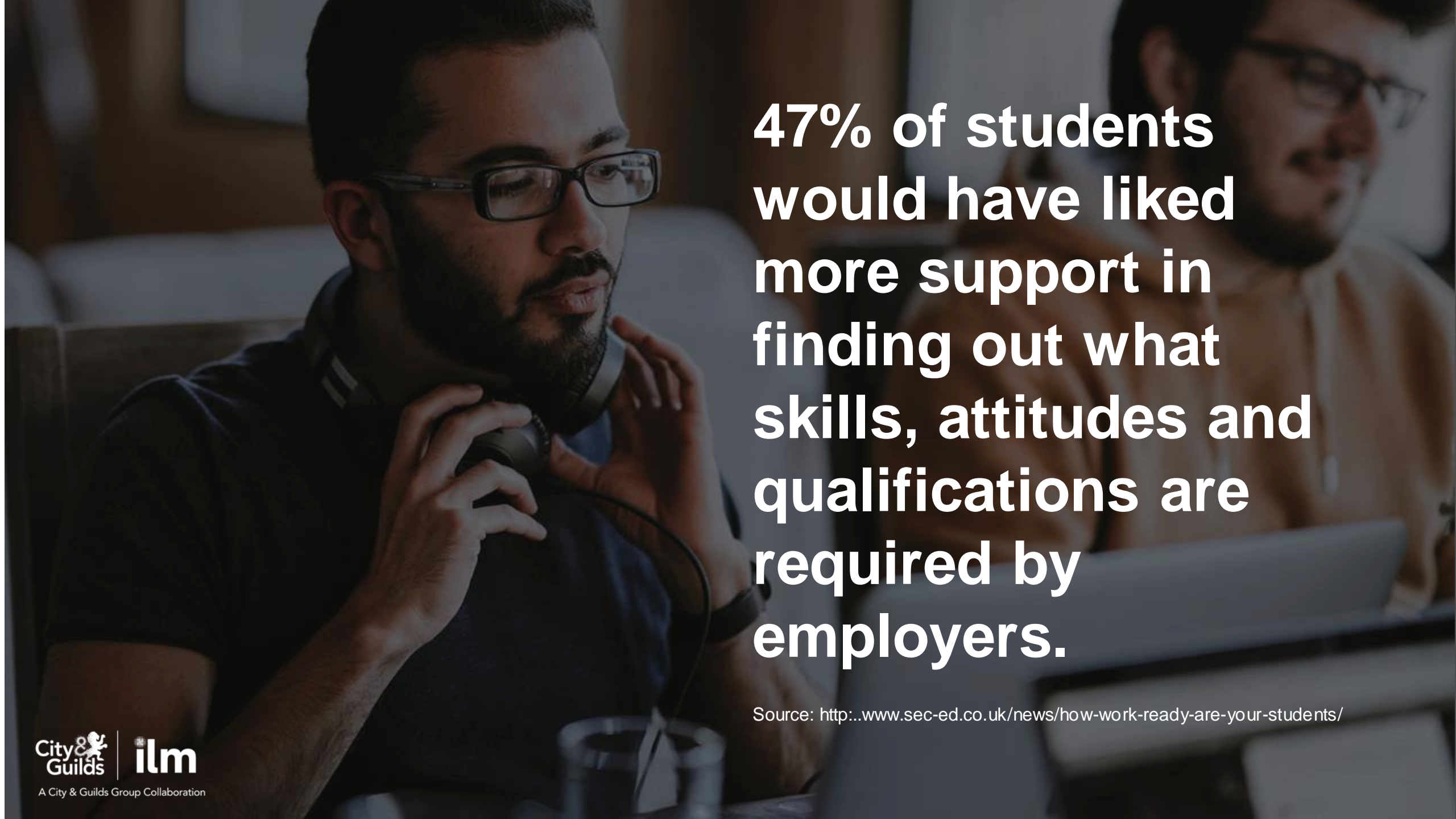
Opportunities

Outcomes



What do we mean when we talk about employability?





**47% of students
would have liked
more support in
finding out what
skills, attitudes and
qualifications are
required by
employers.**

Source: <http://www.sec-ed.co.uk/news/how-work-ready-are-your-students/>



Engage learners with real world context for learning.

Raise awareness of the skills employers are looking for.

Signpost to employability development opportunities outside.

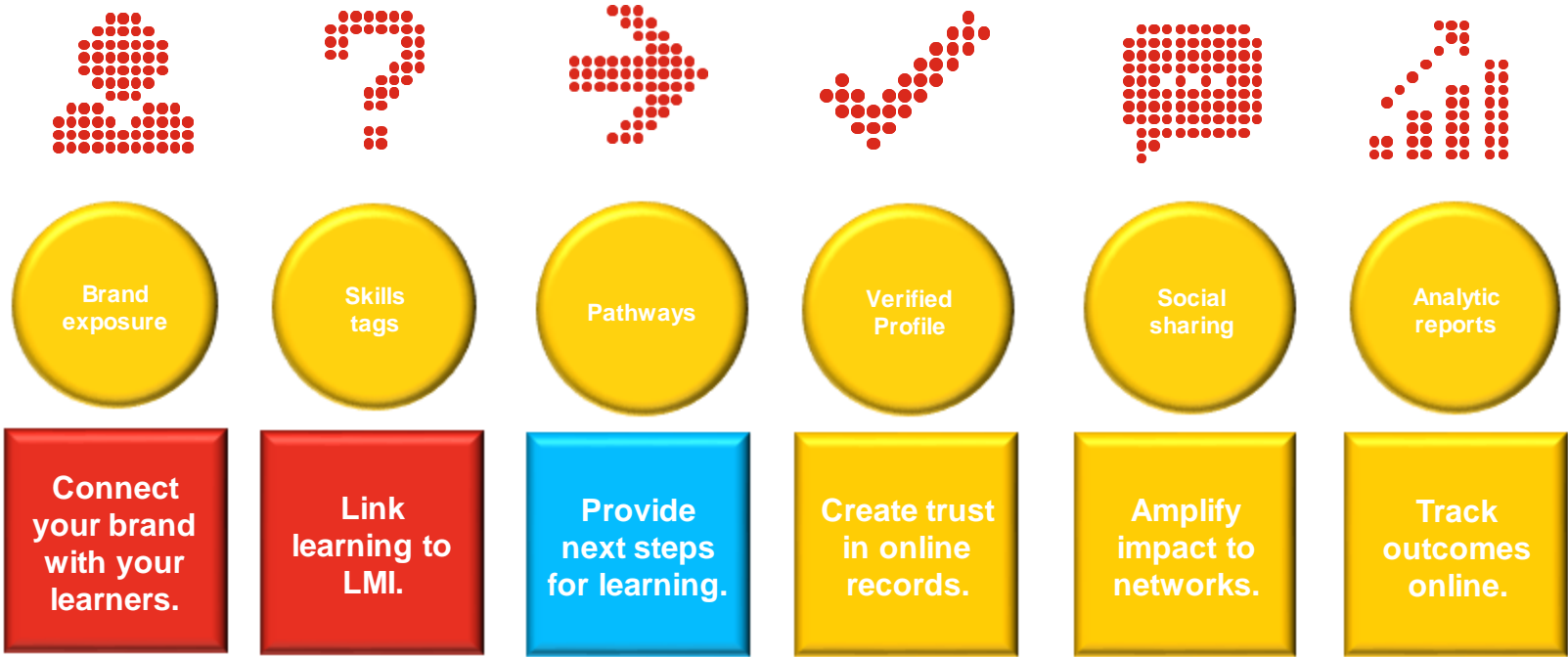
Provide portable, verified records of skills.

Communicate skills effectively.

Track impact.

Supporting
employability
through
digital
credentials.

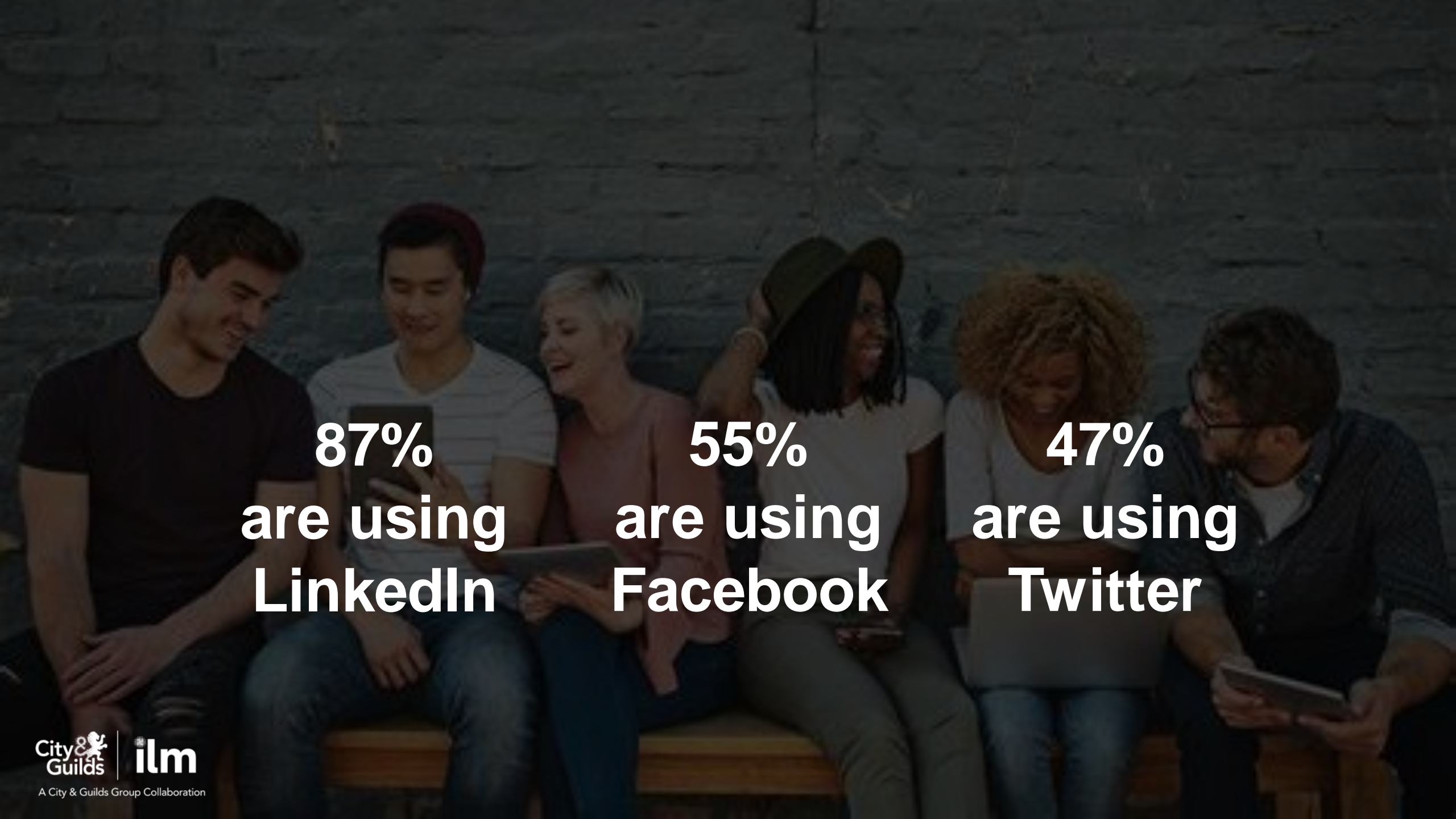
- Engagement
- Awareness
- Signposting
- Verification
- Communication
- Tracking





92%
of recruiters
surveyed use social
media as part of
their process.

Source:
<http://www.adweek.com/digital/survey-96-of-recruiters-use-social-media-to-find-high-quality-candidates/>



87%
are using
LinkedIn

55%
are using
Facebook

47%
are using
Twitter

Introduction to Credly Acclaim

Pete Janzow

Benefits of Digital Credentials for Universities

- ✓ Give more formal recognition to 'non-academic' skills development
- ✓ Enable students to share their full skillset with a global audience
- ✓ Attract students and employers through demonstrable added value
- ✓ Motivate, engage and retain students
- ✓ Gain rich data and insights into the impact of your programme
- ✓ Enhanced global HE brand visibility



Maximising your Teaching Excellence Framework (TEF) Grade

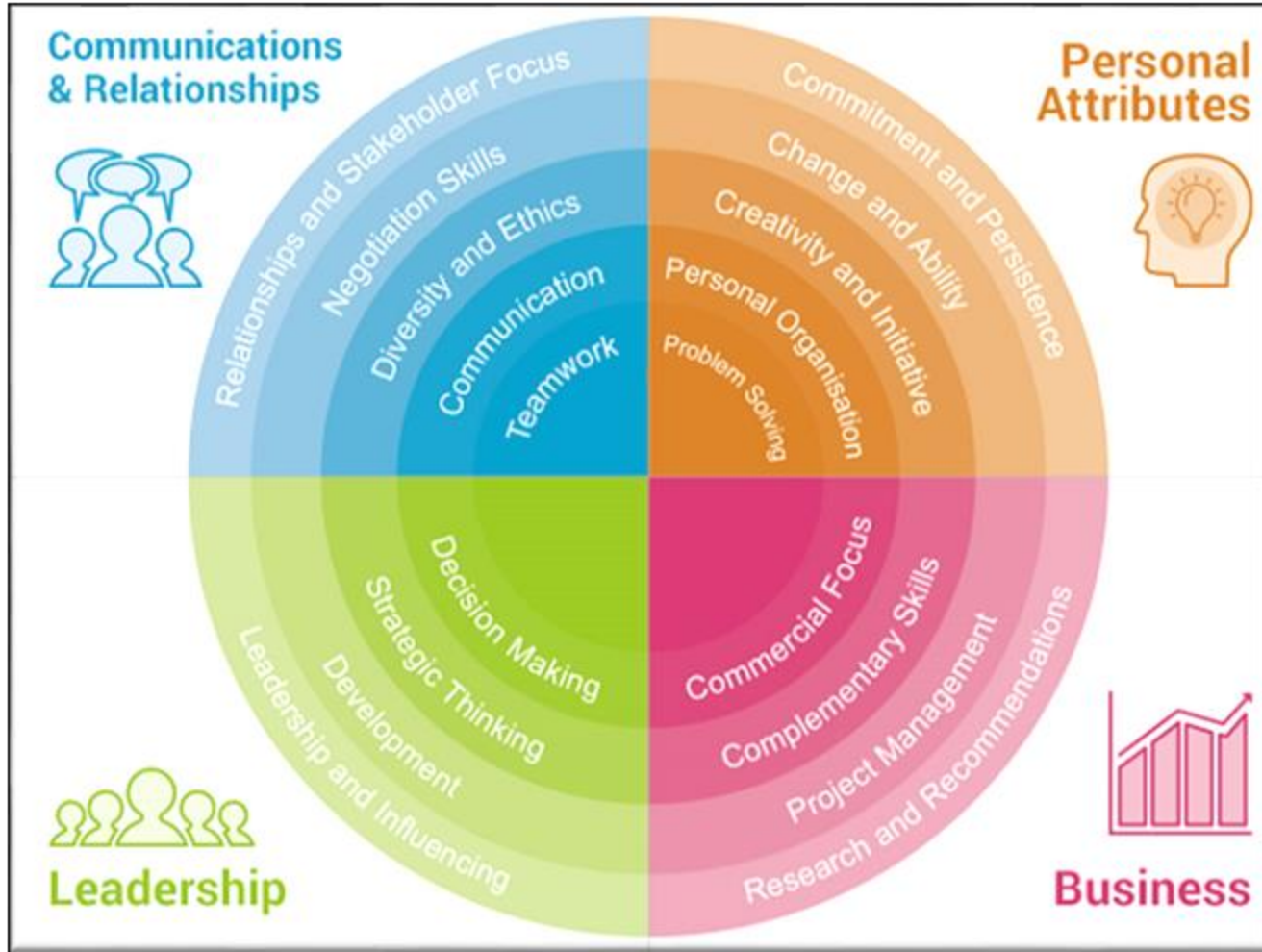


Case study

Cranfield University



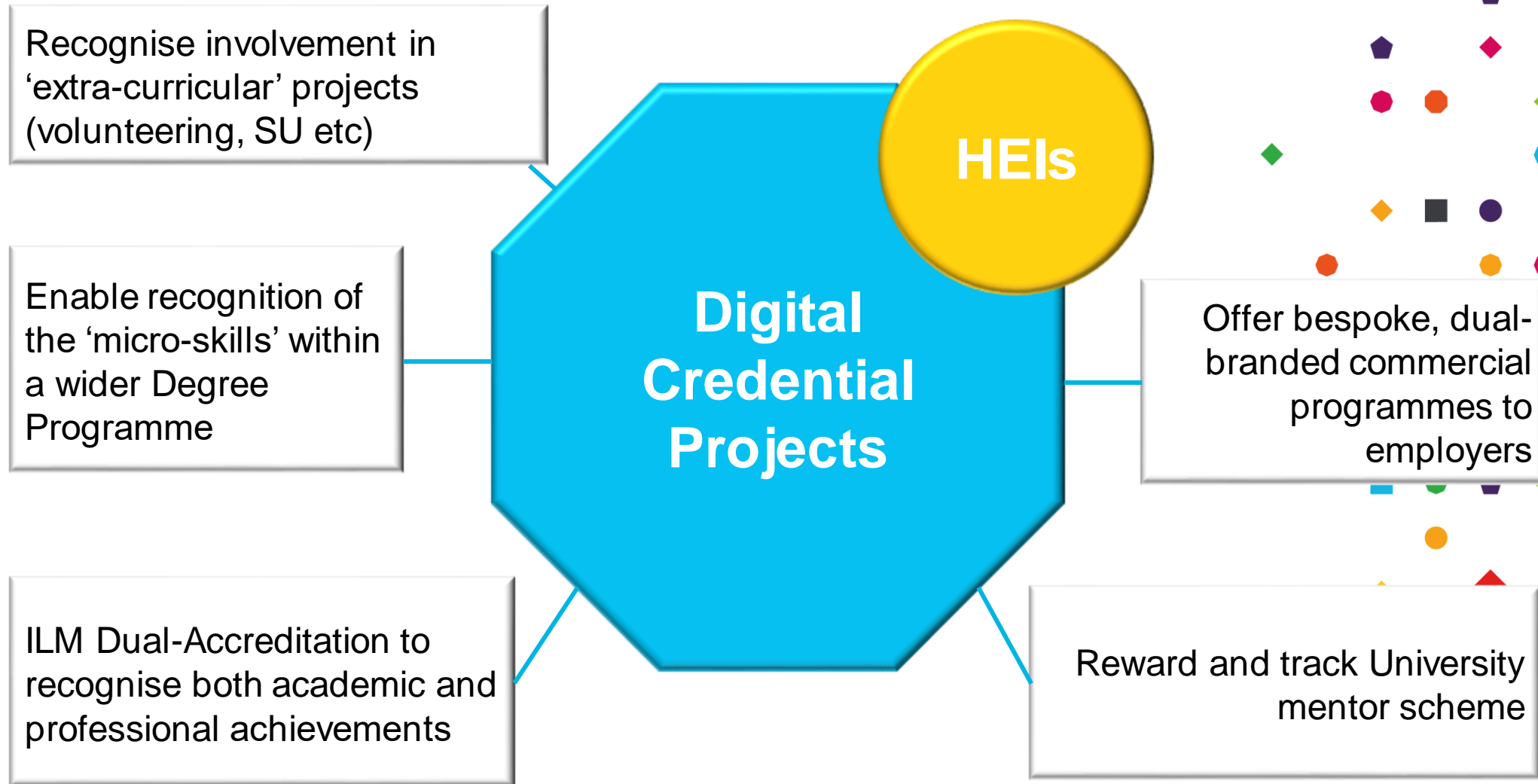
The Cranfield Competency Framework.



The **Cranfield Competency Framework** recognises cross-faculty core competencies, already being developed by the University that are not degree specific.

The introduction of digital credentials will:

1	Provide students a robust way to demonstrate these skills to the global job market
2	Increase the visibility and strategic relevance to students
3	Enable effective internal tracking and auditing of these competencies



Questions answers

Thank you

