

MICROCREDS Project

“The Irish journey towards multi-campus, flexible learning, upskilling & re-skilling micro-credentials development”

Ms. Janice Mulvany Glennon

MicroCreds Project Lead

University of Galway, Ireland



Rialtas na hÉireann
Government of Ireland



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Agenda (requested items)

- Example of Learner Profile and Research to identify profile
- Information about running of MicroCreds.ie platform
- Course Design Template
- Curriculum layout example
- Insights on how micro-credentials from different countries might be combined
- Marketing and Promotion
- Calculating of price of micro-credential

Micro-credential Learning Personas





MicroCreds Project Persona range

Age: 21 – 81 +

Job Title: Professional or job-seeking

Time in Role: 2+ years

Job Function

Depending on the micro-credential I could be upskilling for a new role or changing role within my company

Defining Traits

Busy, interested learner. Self-motivated but in need of some direction. Either completely new to university or a returner.



Bio

This person may be running their own company or an employee. They could be:

- in a role that is going to become automated and need to digitally upskill
- trying to run a business and keep up with new legal requirements or trying to make their business more sustainable
- a manager trying to fill roles through upskilling current employees or trying to retain staff.



Goals

- To upskill in a timely way
- To gain new knowledge to help them be more proficient
- To test if they are able for a university level course – to pursue other training
- To learn a specific topic of interest
- To broaden their knowledge or skill in a particular area of interest



Pain Points

- Time is the key factor in participating in learning for work-based students
- Financial constraints
- Not having attended a university before and keeping up with assignments while also learning how to learn at university level



Motivators

Achievement

Power

Incentive

Fear

Growth

Social



Attitude Towards Training

The learners will mostly be self-choosing to learn so they will be highly motivated to achieve.

Sometimes the learners will be reluctantly there as they are sent to the course by their employers.



Learning Preferences

- Most learners will enjoy the online learning provided asynchronously to do when they have time.
- Many learners like to meet others on their course and will enjoy some interactivity with other learners



I need a course that is short, flexibility delivered that I can fit it around my work and family commitments.



Reflection Software

Learning Persona's & Skills Needs identification

Samples

MicroCreds Project Module Personas								
Learner Persona								
Micro-credential Title	Age, Gender, Ethnicity, Profession	Level of Ed needed	Time availabilty	Solo V Social	Motivation	Method	Skills needs report or national government initiative	Entry Requirements
Consent, Sexual Violence and Harassment: Practitioner Skills & Practice	Mainly over 25's in full time work in State organisations	Level 9 course - need Level 8	Limited	Social	Self-motivated	Blended	Active* Consent - Ireland's national resource hub on consent (consenthub.ie)	Applicants should be over 21 years of age. A Level 8 undergraduate, or Level 7 qualification with 3 years experience is required. Applicants must currently be engaged in a relevant setting where there is opportunity to engage in review and planning of initiatives relevant to the Consent Framework or similar initiatives on consent / SVH. Sufficient workplace support and current personal preparedness to participate fully in the module
German for Business I	Over 21's, any gender or Ethnicity	Foundation level fluency in German	Evenings	Solo	Self-motivated or required for international business	Online	Identified as priority area for Funding call HEA Feb 2024 -0231 Language Acquisition - Languages for sales and customer services	Applicants should be over 21 years and possess foundation level German.



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Ireland's National Skills Strategy 2025

IRELAND'S NATIONAL SKILLS STRATEGY 2025



FUTURE SKILLS NEEDS

The Global Outlook

The **Top 10 cross-cutting skills** which the World Economic Forum has identified as rising to prominence to 2025 across all sectors.

TOP 10 SKILLS FOR 2025

1. Analytical thinking and innovation	6. Leadership and social influence
2. Active learning and learning strategies	7. Technology use, monitoring and control
3. Complex problem solving	8. Technology design and programming
4. Critical thinking and analysis	9. Resilience, stress tolerance and flexibility
5. Creativity, originality and initiative	10. Reasoning, problem solving and ideation



Shifting sands report

<https://www.solas.ie/f/70398/x/376c4b5fb4/shifting-sands.pdf>

Finance

In the Finance job family, top growing skills include interpersonal and human skills, including Creativity, Verbal/Oral Communication, Mentoring, and being a Self-Starter. This contrasts with the top demanded skills, almost all of which focus on job-specific tasks and knowledge. Interestingly, this marks a shift towards placing greater value on soft skills in the traditionally content-focused Finance job family.

Fig 8. Top Growing Finance Skills



Fig 9. Top Demanded Finance skills



Hospitality, Food, and Tourism

Finally, looking at occupations within the Hospitality, Food, and Tourism job family, we see a growing emphasis on cleaning and occupational health and safety, a trend that is present in other countries as well after the emergence of the pandemic.

Fig 12. Top Growing Hospitality, Food, and Tourism Skills



Fig 13. Top Demanded Hospitality, Food, and Tourism skills



Manufacturing and Production

Within the Manufacturing and Production job family, occupations have become more technical in nature, with growing demand for Computer-aided Manufacturing and Computer Numerical Control (CNC). Quality Assurance and Control is the most demanded skill, with over 30% of postings in Manufacturing and Production requesting this specific skill.

Fig 6. Top Growing Manufacturing and Production Skills

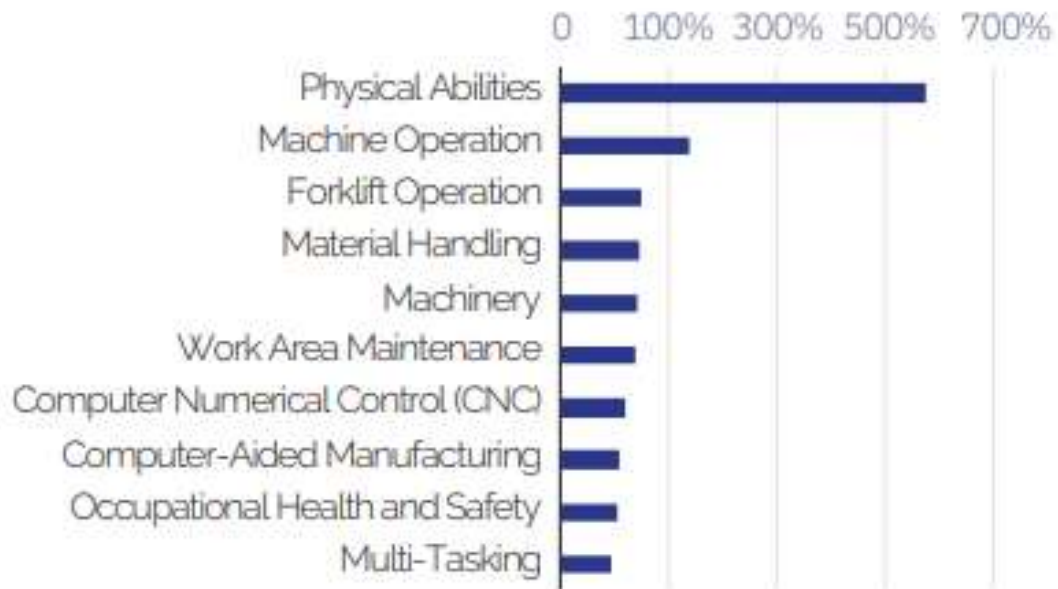


Fig 7. Top Demanded Manufacturing and Production skills



Information Technology

Within Information Technology jobs, there is an increased demand for data analysis and associated skills such as Data Techniques, Machine Learning, and PostgreSQL. Most of the top demanded skills are related to Software Development, as that occupation tends to dominate the overall IT job family.

Fig 10. Top Growing Information Technology Skills

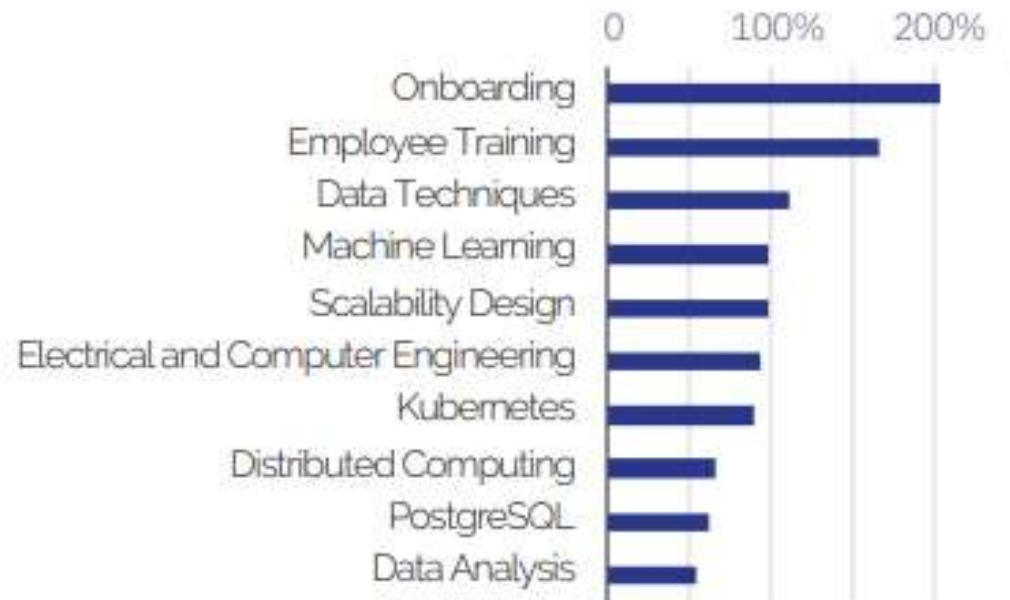
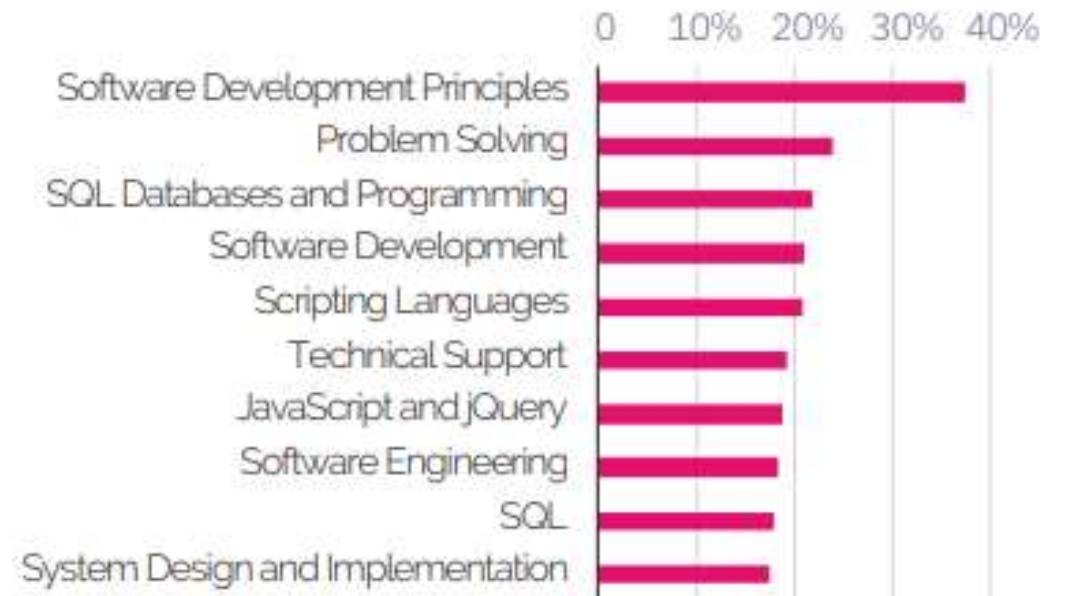


Fig 11. Top Demanded Information Technology skills

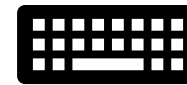
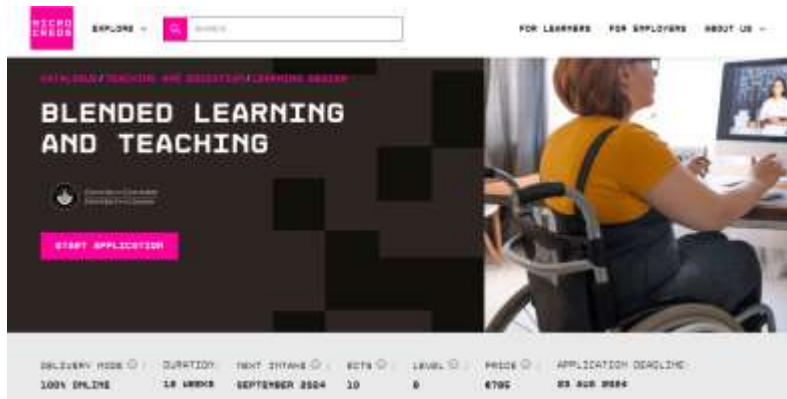


Running of the platform

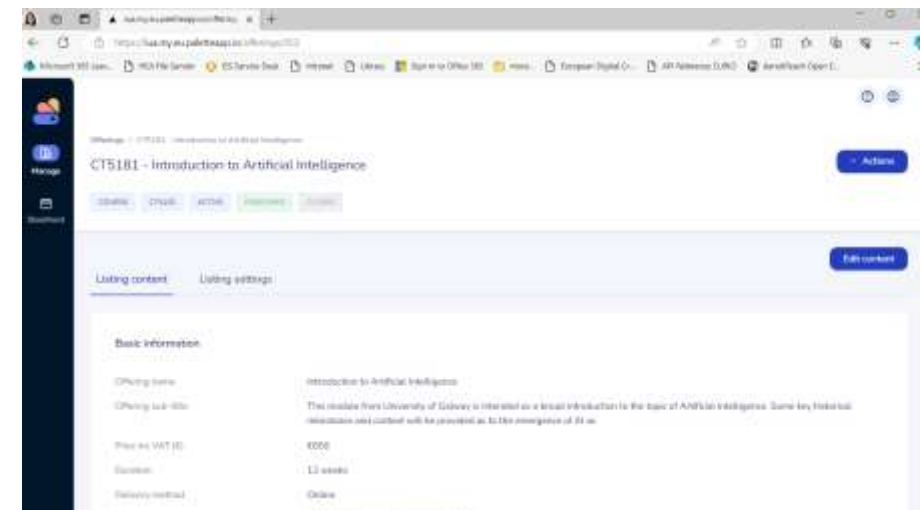
- Curio – Private company developed and maintains the system
- Managed Nationally by the Irish Universities Association
- University Allocated administration privileges



Upload by CSV file



Administration and Update (Project Level)





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Course design/ Curriculum template

New Micro-credential Module Template

Module Code	Module Name
e.g. ABC 123	Programming in Python
Search Engine Optimisation	
5 key words or phrases in lower case, comma separated. Max length 150 characters	
Start and End Dates	
e.g. 01 April 2019	
Short Description	
Must include application deadline e.g. 30 June (without year) Maximum characters: 500	
Course Instance and Subject Area	
College	
ECTS	5 ECTS
Cost (without € symbol)	
Apply Link	https://nuigalway.eluciancmrecruit.com/Apply
Contact Information and Course Webpage (e-mail address and URL)	
Additional Information (Maximum characters: strictly 2000)	Content and Delivery The aim of this module is to Course delivery will be online (Blended or On Campus) Module Outcomes On successful completion of this module the learner will be able to: <ol style="list-style-type: none">1.2.3. Assessment Assessment will take the form of role plays, oral presentations, written assignments and an aural assessment.
Updated (today's date)	
Uploaded (leave blank)	

Course design/ Curriculum template

MicroCred Template x Course modules: Micro-credential... x

universityofgalway.instructure.com/courses/28283/modules#module_116400

Collapse all View progress Publish All + Module

Start

- Meet Your Lecturer
- Orientation Materials & FAQ
- How to Guides
- Media Guides
- Student Services
- Policies & Procedures
- Research Skills
- Tutor Guides and Resources - Do Not Publish This Page

Essential Research Skills Module



- Account
- Dashboard
- Courses
- Calendar
- Inbox
- History
- Studio
- Commons
- Help

- Ad hoc courses
- Home
- Announcements
- Syllabus
- Outcomes
- Modules
- Rubrics
- Discussions
- Microsoft Teams meetings
- Zoom
- Reading List
- Assignments
- Quizzes
- Studio
- My Media
- Grades
- People
- SCORM
- Ally Course Accessibility Report

Essential Research Skills Module

- Instructions: Copy this Module to your own course - Do Not Publish This Page
- Introduction to the Essential Research Skills Module
- Unit 0: Welcome and Orientation
- Unit 1: Referencing Skills
- Unit 2: Academic Integrity and Understanding Plagiarism
- Unit 3: Using Online Resources

Unit 1 - Introduction to Micro-credentials

- Unit 1 - Outline
- Unit 1 - Introduction to Micro-credentials
- Unit 1 - Slides & Lecture Link/Recordings



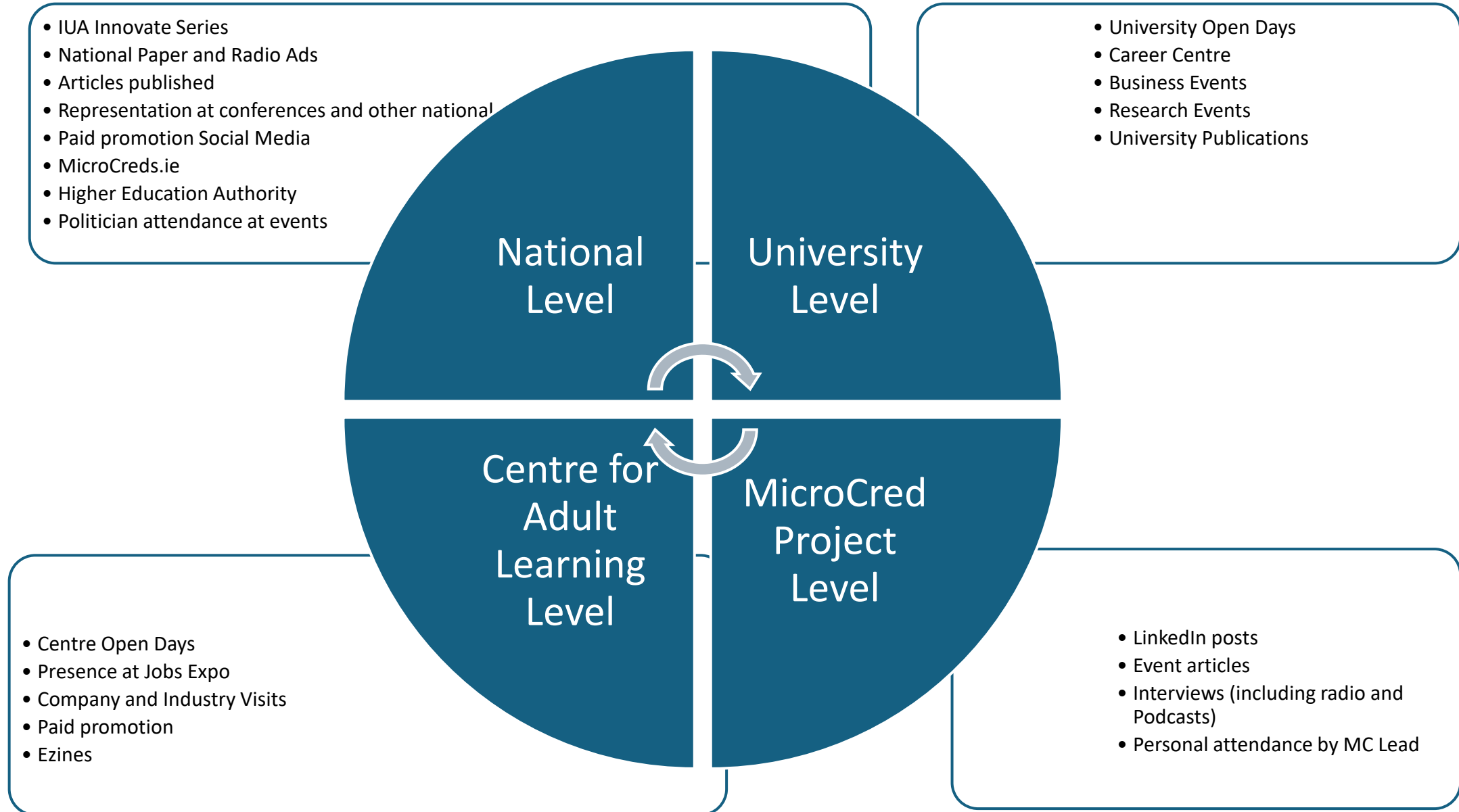


Insights on how micro-credentials from different countries might be combined

- Agreed framework across European Area on what micro-credentials are (common definition)
- Use of [The Micro-Evaluator | Nuffic](#)
- Internal university systems for recognition of micro-credentials
- National systems between universities on how to combine them
- Joint projects with Enlight, Erasmus and other European University initiatives



Marketing and Promotion





Marketing plan

Key aspects:

- Social Media posts bi-weekly
- Animation adverts developed
- Webpage developed under CALPD
- University Paid campaign – brand awareness
- Link with IUA advert campaigns
- Virtual & In person open events
- Podcast development
- Flyers developed on each Micro-credential
- Adverts in Regional Skills West circular & Skillnets
- Galway Advertiser Pathways feature
- An Dialann feature
- Business School newsletter contribution
- Attendance at business/ enterprise related events



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Prices for Micro-credential courses

- Usually pro-rata -based on larger award fee for similar module
- Depends on level of specialism of topic
- Market research on similar courses