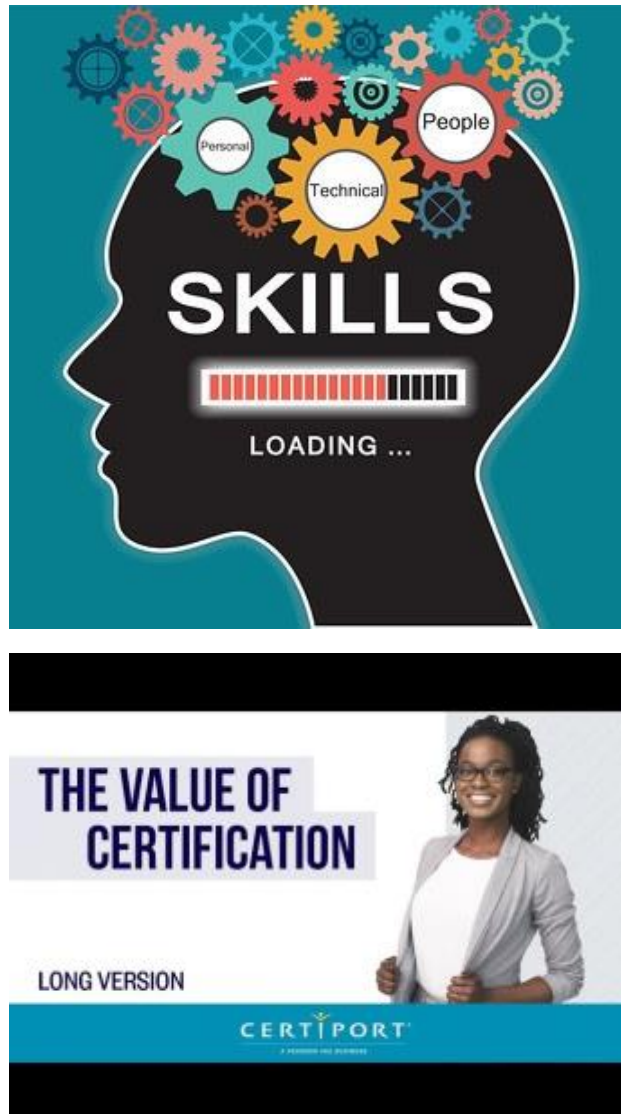




Introducing Postbaccalaureate
Certificates to Engage & Partner with
Corporations and External Organizations

Why postbaccalaureate certificates?



1 - Value of a Certification

For the Employer

- Tuition benefits- recruitment and retention
- Upskilling current workforce is less expensive than hiring
- Commitment from employees

For the Employee

- Increased pay
- More confident in skills
- Advancement in career

- Stepping stone to further education such as a Master's degree
- Cheaper and less time than a Master's degree

Workplace Trends Post-Pandemic



Fulfilling the Need

- Fast paced advancement in technology
- Resiliency over efficiency
- Cross-functional
- Adaptive and Flexible

Friedman, Jordan. "10 Workplace Trends to Expect in 2022." *Emeritus*, 2 Jan. 2022, <https://emeritus.org/blog/the-future-of-work-workplace-trends/>.

Marr, Bernard. "Future of Work: The 5 Biggest Workplace Trends in 2022." *Forbes*, Forbes Magazine, 10 Dec. 2021, <https://www.forbes.com/sites/bernardmarr/2021/11/22/future-of-work-the-5-biggest-workplace-trends-in-2022/?sh=2c3811587d0f>.



2 - Meister, Jeanne. "Top Ten HR Trends for the 2022 Workplace." *Forbes*, 5 Jan. 2022, <https://www.forbes.com/sites/jeannemeister/2022/01/05/top-ten-hr-trends-for-the-2022-workplace/?sh=527d02ff3006>

SIUE currently has 5 postbaccalaureate certificates (PBCs) that have launched in the last 2 years. At minimum, we are hoping for 2 more in the 2022-2023 academic school year.



PBCs in Instructional Technology



Emerging Technologies

The emerging technologies certificate offers P-12 school personnel opportunities to gain knowledge and skill in successfully integrating cutting-edge educational software and other technologies into their classrooms.

The emerging technologies certificate program requires the completion of 9 hours of online coursework, which consists of the following required classes:

- IT 481 Computers in Education: Theories and Practice
- IT 550 Emerging Technologies in Education
- IT 560 Leadership in Educational Technology

Instructional Design

The instructional design certificate provides organizational training personnel with a foundation in the practice of instructional design. This certificate includes the following three courses:

- IT 505 Needs Assessment and Program Evaluation in Instructional Technology
- IT 510 Instructional Systems Design
- IT 530 Managing Instructional Development

Online Teaching and Learning

The online teaching and learning certificate provides educators, corporate training personnel and college instructors with skills necessary for designing and teaching within the online classroom. Specifically, the curriculum for this PBC includes a consideration of commonly used online learning tools. The curriculum will train students in processes for creating, managing, facilitating and evaluating online courses.

The online teaching and learning certificate program requires the completion of 9 hours of online coursework, which consists of the following required classes:

- IT 567 Online Teaching Tools
- IT 568 Design and Development of Online Lessons, Modules, and Courses
- IT 569 Facilitating Online Classrooms

Professional Leadership Strategies PBC



The Department of Public Administration and Policy Analysis offers a post-baccalaureate certificate program leading to the certificate in professional leadership strategies. The certificate is designed to prepare administrators for leadership roles in the public and nonprofit sectors at all levels of an organization and has been designed to serve those who have been or will be called upon to serve as leaders in public and nonprofit organizations or in community and regional service activities. The certificate recognizes that leadership is a valuable tool available to all employees at all levels of the

organization and is designed to extend the knowledge, skills and abilities of all individuals into the realm of leadership.

This certificate program requires the completion of 15 credit hours of coursework, including the following required and elective classes:

Required Courses (12 hours):

[PAPA 580](#) Public and Nonprofit Leaders

[PAPA 581](#) Leadership with Public and Nonprofit Boards

[PAPA 582](#) Leading in Public and Nonprofit Organizations

[PAPA 584](#) Leadership in the Community and Region

Elective Courses (3 hours from the following):

[PAPA 576](#) Strategic Management

[PAPA 577](#) Needs Assessment

[PAPA 583](#) Leading Innovation in Public and Nonprofit Organizations

Digital Media Literacy



The media landscape is undergoing a profound change that requires new competencies to access, analyze, create, reflect and engage using digital tools. The digital media literacy post-baccalaureate certificate, offered by the Department of Mass Communications, provides the skills to:

- Use digital media technology
- Spot misinformation

- Distinguish facts from opinion
- Deconstruct media representations
- Reflect on media consumption
- Create digital content
- Understand media law
- Evaluate the social, cultural and historical impact of media
- Become a well-informed member of society

The program is ideal for educators, librarians and media professionals who want to address questions about the impact of media in their work or curriculum. Students will learn how digital media can help or harm an audience while developing knowledge and skills to create digital content that has a positive impact.

Students can complete the certificate fully online in one summer. Students may choose to complete the certificate in two or three summers. Some courses may be available on campus or online in fall and spring semesters.

Core Courses (6 hours):

MC 503 Cultural Studies in Media

MC 505 Propaganda in the Digital Age

Elective Courses (3 hours)

Select one course from the following electives:

MC 401 Media Law and Policy

MC 455 Media Ethics

MC 456 Identity and Emerging Media

MC 472 Media and Health

SIUE is currently waiving the three letters of recommendation requirement (our Masters program requires it) so that it is easier for individuals to apply.

Data Analytics PBC's



Business Analytics (CMIS department)

MBA 521 – Quantitative Analysis

CMIS 563 – SQL for Business Analytics

CMIS 566 – Intro to Business Analytics

CMIS 567 – Business Analytics Capstone

Audience: Current working professionals, idea would be for these to tailor into their MBA or potentially a new master's in Data Science, if we get it up off the ground. More business and marketing oriented. 12 credit hours.

Data Science (Math & Stats Department)

STAT 461 - Foundations of Data Science

STAT 561 - Predictive Modeling and Visualization

STAT 562 - Machine Learning and Classification Methods

STAT 563 - Visualization and Dashboard Design

Challenges



- Can be more expensive than other certificates due to it being credit bearing
- Creating buy-in with faculty for fully-online programs
- Resources- staffing, money, time, etc
- Turnaround time for new programs. Long approval process. Company could just move on to someone else who already offers it instead of waiting the year

Current Marketing Efforts



Digital Marketing

- Email Marketing- Newsletters- broad and specific. Getting mailing lists.
- Social Media- Facebook boosts, Twitter, Instagram, LinkedIn

- Most recent boost for Digital Media Literacy was for 5 days, \$50, 6.3k people reached, and 84 clicks.

Events

- Regional Office of Education events, conferences, rotaries, etc.
- Organizational events such as Chamber of Commerce's events, farmer's markets, vendor fairs, etc.

What are other marketing ideas? Please include your ideas in the chat!



Launching New Certificates



First, what is industry demanding? This could be done by at-needs assessments, conversations at events, working with alumni boards, and more.

Secondly, does our SIUE program have capacity and the resources needed to add a PBC?

Once academic unit has approval (done with memo to Provost and through CurricUNET), individuals from different units come together for a launch meeting. This includes the program director, department chair, marketing and communications, registrar office, admissions, financial aid, online services and educational outreach, ILDT, and the graduate school.

What certificates does your university currently offer? What areas of study would you like your university to offer? Please put your answers in the chat!



Future Plans for Engaging with Corporations for PBCs

- Do corporations make decision based on logic or emotion when it comes to employee education and training? How do we turn SIUE into a story and connect with those human resource individuals, directors, etc?
- Expanding our mailing lists for our targeted audiences.
- Recognize 80% of the results with come from 20% of our efforts. Be in key places.
- Really push SIUE's affordability and that they are fully-online. How are we different?
- Keep building relationships and attending events
- Can we engage the corporation in non-credit opportunities first so gain loyalty?
- Be more analytical about our efforts. What is customer acquisition cost? What is lifetime customer value?
- Utilize EMSI to identify what skills are in-demand and not being met.

Preparing the Workforce for the Future



3 - Stop at 3:39 minute mark

Higher education institutions have many different opportunities for assisting companies in upskilling their current workforce and helping provide professional development opportunities. PBC's are just one

of those ways and we look forward to seeing what innovative ideas higher education implements to help meet industry's needs.

[Questions or Comments?](#)





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