

COMPETENCY-BASED EDUCATION, CREDENTIALS, AND HIRING

Denver Metro Chamber of Commerce Education Committee

February 8, 2017



PRESENTERS

- **William Tammone**, Provost
 - Colorado Community College System

 - **Chuck Gross**, Executive Director
 - Adams County Education Consortium

 - **Ray Johnson**, Corporate Citizenship and Corporate Affairs Manager
 - IBM
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TRUSTING THE DEGREE LESS AND LESS?

- “Historically, hiring managers believed . . . certain majors indicated certain competencies – but they often didn’t. As a result, people began trusting the degree less and less. Then employers began focusing on . . . competencies, rather than degrees . . . [and this] allowed employers to more accurately identify . . . the best employees.”

- Jeff Selingo



TRANSCRIPTS WORTHLESS FOR HIRING?

Grades and transcripts “are worthless as criteria for hiring.”

- Laszlo Bock, Google Senior VP of People Operations

ABCDEF

COMPETENCIES ARE KEY TO EMPLOYMENT

- "Employers need to understand the *competencies* of applicants in order to make appropriate hiring and promotion decisions, thereby increasing the value and effectiveness of their organizations."

- American Council on Education, "Communicating the Value of Competencies", February 24, 2016



COMPETENCY-BASED TRANSCRIPTS

- Employers will only “begin to value transcripts – heretofore unintelligible documents – once they [colleges] begin to break down traditional credentials into competencies.”

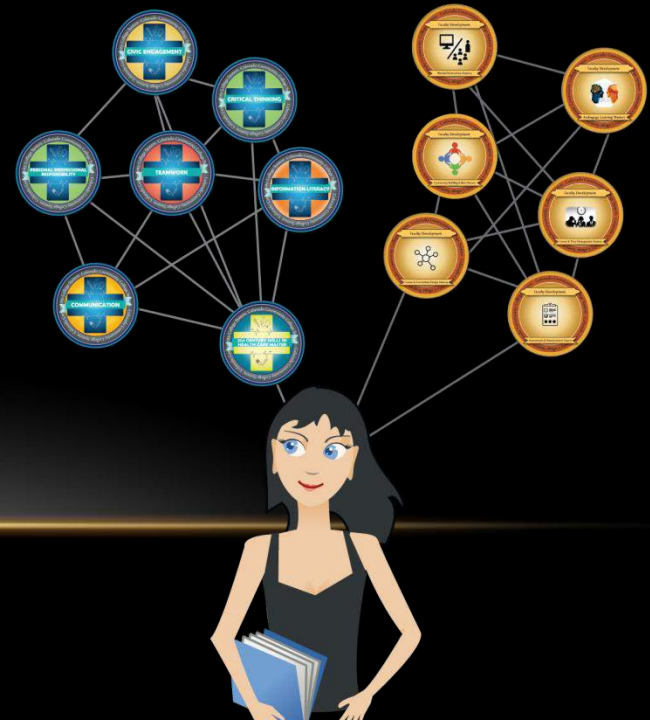
- Ryan Craig, *Forbes*, May 2016

BEST OF ALL POSSIBLE WORLDS

"The best of all worlds from the standpoint of employers, is the notion that candidates might present credentials that actually stand for intelligible competencies."

"Micro-credentialing is exploding, . . . allowing educational providers . . . to issue data-rich digital credentials to individuals who demonstrate specific skills."

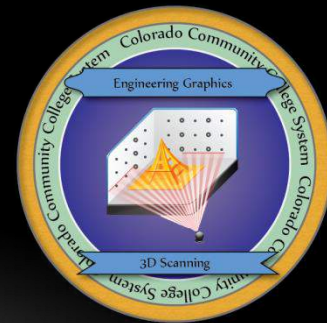
- Ryan Craig, *Forbes*, May 2016



DIGITAL BADGES

- Type of “micro-credential”
- Relatively new (2011)
- Mozilla definition:

A digital badge is an “online representation of a skill or achievement”



WHAT GOOD IS THAT?

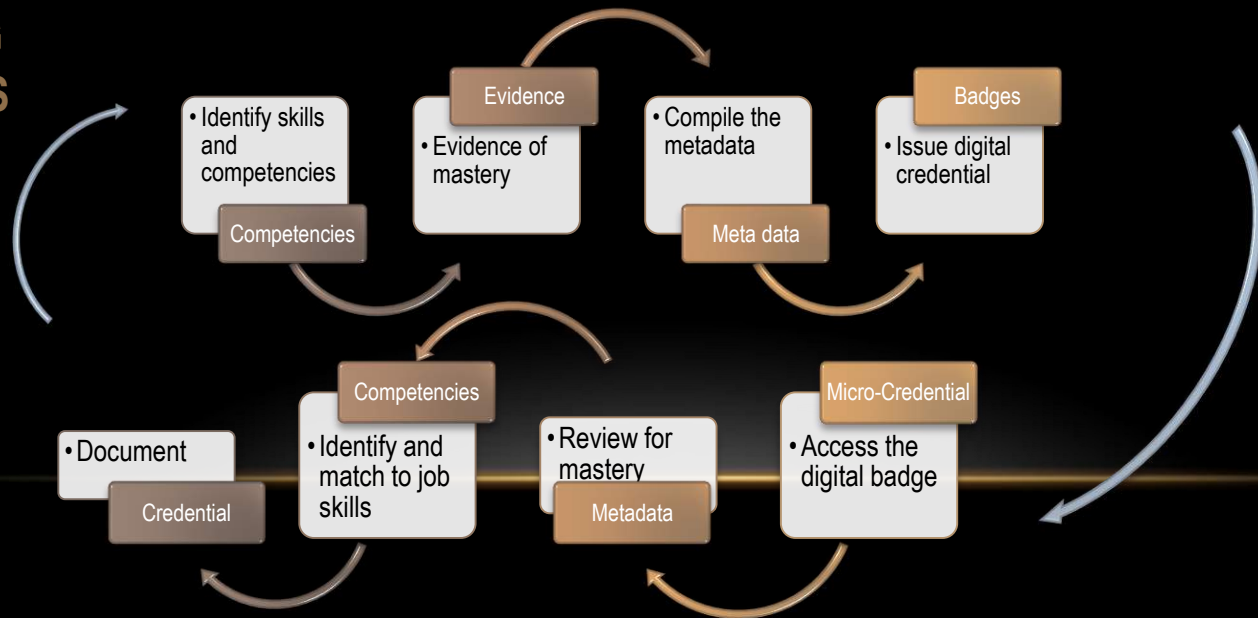
- Hyperlinks within a digital badge provide information about:
 - What skill or competency the badge represents
 - How it was assessed
 - What entity assessed it
 - What criteria were used to define mastery



MICRO-CREDENTIALING IS “EXPLODING” NATION-WIDE

- Reason:
 - Badges and other competency-based credentials clearly define for employers exactly what work-related skills they can expect from the possessor of the badge

ISSUING BADGES



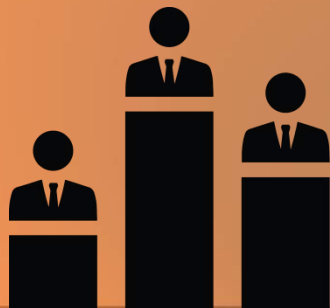
ACCEPTING BADGES

WHY ARE WE DOING THIS?

Digital badges will help the State of Colorado by:

HELPING JOB SEEKERS

Helping job seekers document the skills necessary to land jobs and earn promotions.



HELPING BUSINESSES

Making Colorado businesses more productive and competitive in the global economy.



Helping employers make better hiring Decisions.



Facilitating Hiring Decisions

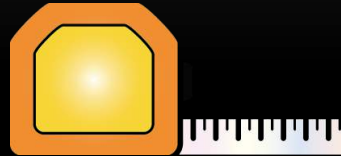
CCCS BADGES ON CREDLY

- Summary of the CCCS badges issued on Credly: <https://credly.com/u/cccs/>

WHAT WAS THE CATALYST FOR CBE?

- Lack of mastery of basic skills needed in the workplace

- The Tape Measure Conundrum



- Lack of mastery of soft skills needed in the workplace

- The Work Ethic Conundrum



CAN YOU TEACH GRIT AND PERSISTENCE?

Linda Darling-Hammond, President of the Learning Policy Institute, Stanford University:



CBE IN ADAMS COUNTY

- Westminster Public Schools
 - Competency-Based Learning

 - Adams 12 Five Star Schools
 - P:Tech
 - Problem-Based Learning

 - Adams 14 School District
 - New Vision
-

ADAMS 14 VISION

- Adams 14 students, families, staff, community members and partnerships will unite to ensure that our students will graduate with the **Adams 14 Seal of Biliteracy, two years of college or an associate's degree, an apprenticeship certificate, or an alternative pathway to success while demonstrating the knowledge, skills and empathetic intercultural competencies necessary to be successful and engage in a globalized society.**



DIGITAL BADGES AT IBM

- <https://www.youtube.com/watch?v=HhhfGwO3BJY>
- Ray Johnson
IBM Corporate Citizenship and Corporate Affairs Manager
 - Colorado, Idaho, Nebraska, New Mexico, North Dakota, South Dakota, Utah, Wyoming, Phoenix

WHAT ROLE SHOULD BUSINESSES PLAY MOVING FORWARD?

- Get engaged with schools and colleges
- Help shape competencies/badges/credentials, so they are helpful and valuable to *your business*
- Formally endorse competency-based education and training
 - By Industry Sector/Association
- Adopt competency-based hiring practices and expect to see evidence of specific competencies when hiring new employees.

CONTACT INFORMATION

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