



**Embedding Industry-Recognized Credentials
into Credit Courses
Cohort Three**

September 2026



Project Background

- Beginning in Fall 2024, SUNY joined a Community of Practice (CoP) with 11 (now 16) state systems sponsored by NASH and Google with funding from Strada and SUNY's Transformation Fund.
- Eleven campuses participated in Cohort One with twelve in Cohort Two including
 - 9 University Colleges (Comprehensives)
 - 5 Community Colleges
 - 3 University Centers/Doctoral Granting
 - 2 Technology Colleges



“Broadly educated, Specifically Skilled”

- Focus on selecting **industry-recognized credentials** to be embedded into academic coursework to provide students with the opportunity to earn both a degree and an industry credential.
- Faculty identify a course or series of courses in which the student learning outcomes align with or could be enhanced by an industry-recognized credential – including but not limited to Grow with Google Certificates and Specializations.
- Faculty and students are provided with no-cost access to the Google certificates through Coursera, training on crosswalking the credential outcomes to course or program outcomes, and instructional design guidance.
- Credential crosswalks to courses should also be used to consider the award of CPL credit



Anticipated Outcomes

- Scalable models for embedding industry-recognized credentials across SUNY
- Greater student access to credentials and workforce-aligned learning
- Expanded faculty capacity to integrate credentials and AI-related skills
- Stronger institutional processes for credit for prior learning
- Replicable models that support student success, career readiness, and lifelong learning



Where Cohort 3 Will Focus

SUNY General Education

- Integrate credentials into courses that serve broad student populations.

Arts, Humanities & Social Sciences

- Demonstrate how credentials can strengthen career readiness and degree value.

High-Enrollment Courses

- Prioritize scalable opportunities with reach across undergraduate populations.

Preference: campuses that did not participate in Cohorts 1 or 2



What Counts as an Industry-Recognized Credential?

- Developed, endorsed, or widely recognized by employers, industry associations, or professional organizations.
- Demonstrates workplace-valued knowledge and skills.
- May include professional certificates, certifications, licenses, or other credentials with demonstrated labor market value.
- Are distinct from institutional micro credentials, digital badges, certificates of completion, or online learning that do not have broad employer/industry recognition.



Grow with Google (GWG) Certificates

- Data Analytics
- Advanced Data Analytics*
- Business Intelligence*
- Project Management
- IT Support
- IT Automation with Python*
- UX Design
- Cybersecurity
- Digital Marketing & E-commerce
- AI Professional (Comprehensive 2026 track)

** Advanced Certificates*



Grow with Google (GWG) Specializations

- AI Essentials (8-hour quick start framework)
- Prompting Essentials
- People Management Essentials
- Agile Essentials Specialization
- Stakeholder Management Specialization
- Data-Driven Decision-Making Specialization
- Digital Customer Engagement Specialization
- Network Security Specialization



Value of Humanities

“Fields like history, literature, and philosophy have long developed critical thinking, ethical reasoning, and cultural understanding—skills that contribute to both personal growth and democratic life. As artificial intelligence automates more technical tasks, human skills like creativity, empathy, and judgment may become more valuable, not less. These are often cultivated through the humanities. While the shift toward career-focused education is understandable, maintaining space for the humanities could help ensure society remains thoughtful, adaptable, and equipped to meet the challenges of an AI-driven world.”¹

¹ Burning Glass Institute How Changing College Majors Are Reshaping the Future Workforce, 2023



Value of Credentials to Humanities Degrees

“Integrating certificates boosts humanities graduates’ employability by adding highly sought-after technical skills—digital literacy, data analysis, project management, and design thinking—to their foundational critical-thinking and communication abilities. This combination helps bridge the gap between traditional academic education and evolving workforce needs.”²



Value-Added Skills for Humanities Grads

"Graduates with quantitative reasoning skills are highly sought after in today's data-driven market. Students pursuing less quantitatively rigorous fields such as liberal arts and humanities might consider taking courses that involve quantitative rigor, such as statistics, data analysis, or computer science, to complement their qualitative reasoning skills."³



Employability

Specifically, when asked what attributes they are looking for on resumes, nearly 90% of employers responding to NACE's Job Outlook 2025 survey indicated they are seeking evidence of a student's ability to solve problems and nearly 80% are seeking candidates who have strong teamwork skills.

Written communication skills, initiative, strong work ethic, and technical skills are important to at least 70% of responding employers.

In addition, more than two-thirds seek verbal communication skills, flexibility/adaptability and analytical/quantitative skills in the candidates they recruit.⁴



Humanities Examples

- Digital Storytelling: Pair a certificate in **Data Analytics** or **Digital Marketing** with courses in literature, history, or philosophy. Students can learn to use analytics to track engagement with online exhibits, podcasts, or digital archives.
- Research Methods Support: Certificates like **Project Management** or **UX Design** can give humanities students tools for structuring research projects, building user-friendly digital archives, or curating online museum experiences.



Social Sciences Examples

- Applied Data: A **Data Analytics** certificate helps sociology, psychology, or political science students gain hands-on skills in organizing, interpreting, and visualizing data from surveys or experiments.
- Community Engagement: Students in fields like anthropology or public administration could use **Project Management** to coordinate community research initiatives, policy implementation projects, or NGO partnerships.
- Research Dissemination: Skills from **Digital Marketing & E-commerce** can help social science students learn to share findings with broader publics, from promoting policy reports to building awareness campaigns.



Examples for the Arts

- **Portfolio Development:** Artists can leverage **UX Design** to design digital portfolios, interactive galleries, or audience-focused experiences.
- **Arts Administration:** A **Project Management** certificate helps theater, dance, or music students learn to budget, schedule, and manage productions or exhibitions.
- **Audience Reach:** **Digital Marketing** skills can support creative professionals in promoting performances, art shows, or personal brands.



Two SUNY Examples

- **Jill Cofield – SUNY Albany**
- **Paul Schacht - Geneseo**



What Selected Campuses Will Do

- Participate in the Community of Practice and system-wide knowledge sharing.
- Identify courses/programs where credentials can be meaningfully integrated into learning outcomes.
- Designate faculty and campus leaders for SUNY-sponsored training and professional development.
- Develop and implement instructional models that embed credentials.
- Review and strengthen policies and procedures for credit for prior learning and credential evaluation.
- Monitor and report implementation milestones, student success, credential completion, and related outcomes.



Timeline and Campus Commitments

- Fall 2026
 - Exploratory work: Faculty Innovators will examine credentials under consideration and develop plan for campus pilot work.
 - Campus Leads and Faculty Innovators attend information sessions.
- Spring 2027
 - Faculty Innovators participate in training and in cohort peer groups.
 - Campus ID's and/or Coursera admins attend training to support integration with LMS.
 - Faculty Innovators identify industry certifications and work on integration of credentials or launch pilot offerings.
- Fall 2027
 - Pilot Implementation of courses with embedded credentials.



Funding Overview

\$50 K per campus disbursed as follows:

- \$25 K in January 2027 to fund implementation of Spring evaluation process includes funding for faculty training, review of credentials, and development of crosswalks.
- \$25K in September 2027 (pending achievement of Spring/Summer benchmarks) to fund further implementation of curriculum work and co-curricular activities.



What the Proposal Must Address

- Statement of interest and commitment to the initiative.
- Evidence of institutional readiness, leadership support, and key campus personnel.
- Credential(s) selected, including evidence of employer/industry recognition.
- Participating course(s), faculty, and anticipated student population.
- How the credential aligns with course learning outcomes and develops marketable skills.
- How the work enhances career readiness and the value of students' degrees.
- How the model can be adapted or replicated in additional courses or disciplines.
- Strategies to support student participation and completion.
- Proposed timeline and anticipated outcomes.
- Attestation to include SIRIS curricular attribute code 36 for embedded industry credential.



Next Steps

- [Webpage with further information and application link.](#)
- Proposal Submission Deadline: October 9, 2026
- Prepare a campus proposal that identifies the credential, course/program, faculty, student population, integration model, institutional readiness, and intended outcomes.
- Plan for participation in the Community of Practice, implementation support, and outcome reporting.



QUESTIONS?

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