



Office of the Provost
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Embedding Industry-Recognized Credentials into Academic Coursework

Community of Practice – Third Cohort Participation

Request for Proposals

Dear Chief Academic Officers:

We invite proposals from SUNY campuses to join the third cohort of the SUNY's Embedded Industry-Recognized Credentials Community of Practice (CoP), which supports integrating industry-recognized credentials into academic coursework. Building on the first two cohorts, which engaged 19 SUNY campuses, the third cohort will include 10 additional campuses to prioritize courses and programs in the arts, humanities, and social sciences; SUNY General Education courses; and high-enrollment courses that reach broad student populations. The initiative aims to enhance the value of a SUNY degree by expanding students' career readiness and workforce-relevant skills.

Eligibility

Participation is open to all SUNY campuses. Preference will be given to proposals that integrate credentials into SUNY General Education courses; courses and programs in the arts, humanities, and social sciences; and high-enrollment undergraduate courses. Preference will also be given to campuses that did not participate in Cohorts 1 or 2. Earlier participants are encouraged to serve as mentors and share lessons and promising practices.

Goals and Objectives

The third cohort will focus on:

- Selecting ten SUNY campuses to participate in the Community of Practice.
- Integrating industry-recognized credentials into SUNY General Education, arts, humanities, social sciences, and other high-enrollment courses and programs to

expand students' access to workforce-relevant skills and employer-recognized credentials.

- Prioritizing the integration of industry-recognized credentials with demonstrated workforce value.
- Providing faculty with training, peer learning, and implementation support.
- Strengthening institutional capacity to evaluate and award academic credit for completed industry credentials and related learning.
- Creating pathways for students to earn academic credit and industry-recognized credentials that support internships, employment, and career advancement.
- Assessing student participation, credential completion, academic success, and workforce readiness.

Definition of Industry-Recognized Credential

- An industry-recognized credential is developed, endorsed, or widely recognized by employers, industry associations, or professional organizations as demonstrating workplace-valued knowledge and skills. Credentials may include professional certificates, certifications, licenses, or other credentials with demonstrated labor market value.
- Industry-recognized credentials are distinct from institutional microcredentials, digital badges, certificates of completion, or participation in online learning that lack broad employer or industry recognition.

Implementation Plan

Selected campuses will:

- Participate in the Community of Practice and engage in system-wide knowledge sharing activities.
- Identify SUNY General Education, arts, humanities, social sciences, and other high-enrollment courses and programs where credentials can be meaningfully integrated within course and program learning outcomes.
- Designate faculty and campus leaders to participate in SUNY-sponsored training and professional development.

- Develop and implement instructional models that embed industry-recognized credentials in identified courses and programs.
- Review and strengthen policies and procedures for credit for prior learning and industry credential evaluation.
- Monitor and report on implementation milestones, student success, credential completion, and related outcomes.

Funding and Resources

Each selected campus will receive up to \$50,000 to support implementation activities:

- Initial award of \$25,000 to support faculty development, curriculum planning, and implementation activities.
- Additional funding of up to \$25,000 upon satisfactory completion of required deliverables and participation benchmarks.

SUNY, in partnership with Google and NASH, will provide access to available credential resources, implementation guidance, professional development, and the national Community of Practice.

Anticipated Outcomes

- Develop scalable models for embedding industry-recognized credentials that can be adopted across SUNY.
- Increase student access to industry-recognized credentials and workforce-aligned learning.
- Expand faculty capacity to integrate industry-recognized credentials and AI-related skills into academic programs.
- Strengthen institutional processes for recognizing and awarding academic credit for prior learning.
- Support student success, career readiness, and lifelong learning through models that can be replicated across SUNY.

Proposal Submission Guidelines

Interested campuses should submit a proposal that includes:

- A statement of interest and commitment to the goals of the initiative.

- Evidence of institutional readiness, including leadership support and identification of key campus personnel.
- Identify the industry-recognized credential(s) to be embedded, including evidence of employer, industry association, or professional recognition and distinction from institutional microcredentials, digital badges, certificates of completion, or general online learning resources.
- Identify the participating course(s), faculty, and anticipated student population.
- Describe how the credential will be integrated into the course(s), including alignment with learning outcomes and development of marketable skills.
- Explain how the proposed work will enhance career readiness and the value of students' degrees, particularly through integration in the humanities, social sciences, and arts.
- Explain how the model can be adapted or replicated in additional courses or disciplines.
- Strategies for supporting student participation and completion.
- A proposed timeline and anticipated outcomes.
- Attestation to include in term section SIRIS submission the special section curricular attribute (code 36) for embedded industry credential.

Deadline for Submission: October 9, 2026.

Webpage with link to application: [Embedding Industry Credentials into Academic Coursework](#)

Information Session: September 25, 2026 10-11 am

[Information Session Zoom Link](#)

For questions, contact Ellen Gambino at ellen.gambino@suny.edu