



## **Embedding Industry Credentials into Academic Coursework: Cohort 2 – Arts, Humanities, and Social Sciences Degree Programs**

We are pleased to invite proposals from campuses interested in joining a second cohort of SUNY institutions working to embed industry credentials into academic coursework.

As SUNY works to demonstrate and ensure the value of a college degree, embedding industry-recognized credentials is an important tool. A 2022 survey conducted by Coursera found that 86% of U.S. students agree that earning an entry-level professional certificate could help them stand out to employers. American employers were also in agreement – with 86% believing industry certifications strengthen a prospective employee’s application.

The first Embedding Industry Credentials cohort was established in 2024-2025 in partnership with the National Association of Systems of Higher Education (NASHE) and Google. Eleven campuses joined a Community of Practice moderated by the University of Texas–Arlington and supported in part by the Strada Education Foundation. In this pilot, faculty members integrated content from a wide range of certificate programs – such as UX Design, Project Management, Data Analysis, and Cybersecurity – into graduate and undergraduate courses and programs including Business Management, Emergency Preparedness, Homeland Security, Marketing, Computer Technology, and IT Support. Pilot offerings began this summer with a more comprehensive rollout in the Fall 2025 and Spring 2026 terms.

**In the 2025-26 academic year, SUNY will fund a second cohort of campuses to embed industry credentials into multi-disciplinary coursework – with specific emphasis on students in arts, humanities, and social sciences majors.**

### **Goals and Objectives**

Participating campuses will:

- **Strengthen Arts, Humanities, and Social Sciences Degree Programs:** Up to nine SUNY campuses will be selected for the second cohort, widening access to industry credentials including but not limited to Google Career Certificates.
- **Enhance Curriculum Alignment:** Faculty will receive support to identify and update courses within the arts, humanities, and social sciences that can be enhanced by aligning academic outcomes with industry-recognized skills. This includes providing faculty with comprehensive training on aligning industry credentials with existing courses while preserving academic integrity.
- **Recognize Prior Learning:** Campuses will create and implement frameworks for awarding academic credit for previously completed industry credentials.
- **Offer Co-Curricular Opportunities:** Cohort participants will be able to pilot pathways for industry credential completion through career services and other co-curricular models.
- **Evaluate Impact:** SUNY will support campuses in measuring effectiveness in advancing student outcomes, employability, and academic achievement.

## **Implementation Plan & Timeline**

Proposal submissions are **due by October 31, 2025** and must include:

- A statement of interest and commitment to the initiative's goals, with attention to supporting students in the arts, humanities, and social sciences.
- Data on current outcomes for relevant programs (e.g., post-completion wages).
- Evidence of institutional readiness (e.g., faculty commitment, leadership commitment, technical support).
- Identification of potential programs and courses, especially courses in the arts, humanities, and social sciences.
- Identification of faculty and staff participants.
- Plans for implementing curriculum revisions and prior learning assessment.
- Strategies for supporting students, including co-curricular opportunities.
- A proposed timeline and anticipated outcomes, with work to be completed by September 2026.

## **Program Design**

### **Fall 2025**

- Webinars led by SUNY along with resources provided by NASH and Google will provide information for campus staff and faculty to gain an understanding of the initiative and how industry credentials can be used to augment courses in the arts, humanities, and social sciences to provide graduates with additional marketable technology skills.
- Faculty Review of Certificates: Faculty from participating campuses will examine the available industry credentials to identify those that might align with institutional needs and extend course outcomes in the arts, humanities, and social sciences.

### **Winter/Spring 2026**

- Faculty Training and Development: Faculty from selected campuses will participate in SUNY-led training sessions focused on relevant industry credentials and pedagogical best practices for using the industry credentials to enhance student learning. The focus will be to equip educators with the skills and knowledge needed to employ high-quality, industry credentials and advanced technologies in their courses and programs.
- Curriculum Revision and/or Pilot Implementation: Faculty will update course syllabi to integrate selected industry credentials, or launch pilot offerings in selected arts, humanities, social sciences and other relevant courses.
- Expand Prior Learning Assessment: Implement or enhance processes for evaluating and awarding credit for prior industry credential completion.
- Develop Co-Curricular Pathways: Explore and pilot opportunities for students, in particular arts, humanities, and social sciences majors, to complete industry credentials with support.
- Monitor and Evaluate Progress: Track benchmarks such as curriculum revisions, student participation (with data specific to arts, humanities and social sciences), and industry credentials completion rates.

### **Funding and Resources**

SUNY will provide one-time funding of up to \$50,000 to each campus selected. Funding may be used for:

- Faculty reassigned time for reviewing industry credentials with the intent to crosswalk these credentials to arts, humanities, and social sciences coursework and/or co-curricular opportunities for arts, humanities, and social sciences students.
- Compensation for faculty efforts to review and redesign curricula to include selected industry credentials as part of their course/program.
- Faculty and/or staff time to develop and implement co-curricular opportunities for students to complete selected industry credentials.
- Instructional design support for revised courses impacted by content revisions.

Selected campuses will be allocated \$25,000 in January 2026 to support implementation of pilot curricular and co-curricular work. When all benchmarks are achieved, campuses will be eligible in June 2026 for an additional \$25,000 to support further implementation of curriculum revisions.

In partnership with Google, SUNY will also provide site licenses for free access to Grow with Google Career Certificates for students, faculty, and staff.

The application is available here: [Embedding Industry Certificates Pilot - SUNY System](#).