

# Employer Partnerships in Direct Assessment CBE

# High Quality Program Indicators

*From C-BEN's Quality Framework:*

- Partners are meaningfully engaged in the **design, delivery and evaluation** of the institutions' CBE programs.
- Partners work collaboratively to **inform and validate CBE program competencies** and curriculum, and to ensure the authenticity of assessments. The result is a relevant, transparent credential and authentic learning experience that is endorsed and trusted by external partners as well as learners.

# Employer Engagement in CBE vs traditional programs

	Traditional Credit Programs	CBE Programs
Program Design	Focused on Faculty/SME expertise	Focused on the learner
Program Validation	SME/Faculty	SME/Faculty, Employers
Level and time commitment	Feedback/Advisory capacity	Accentuation on all levels; Program Validation (time and expertise)
Work-Based Learning		
Data Sharing		
Employer Evaluation		

# Roadmap for Employer Validation

- 1) Reflecting on institutional strengths, and benefits for employers
- 2) Assessing current partnerships
- 3) Sharing value proposition with employers and securing commitment
- 4) Convening employers to inform and/or validate competencies and assessments
  - a) Conversation 1: *Are these the right competencies?*
  - b) Conversation 2: *Are these the right ways to assess these competencies?*

## **Decision:**

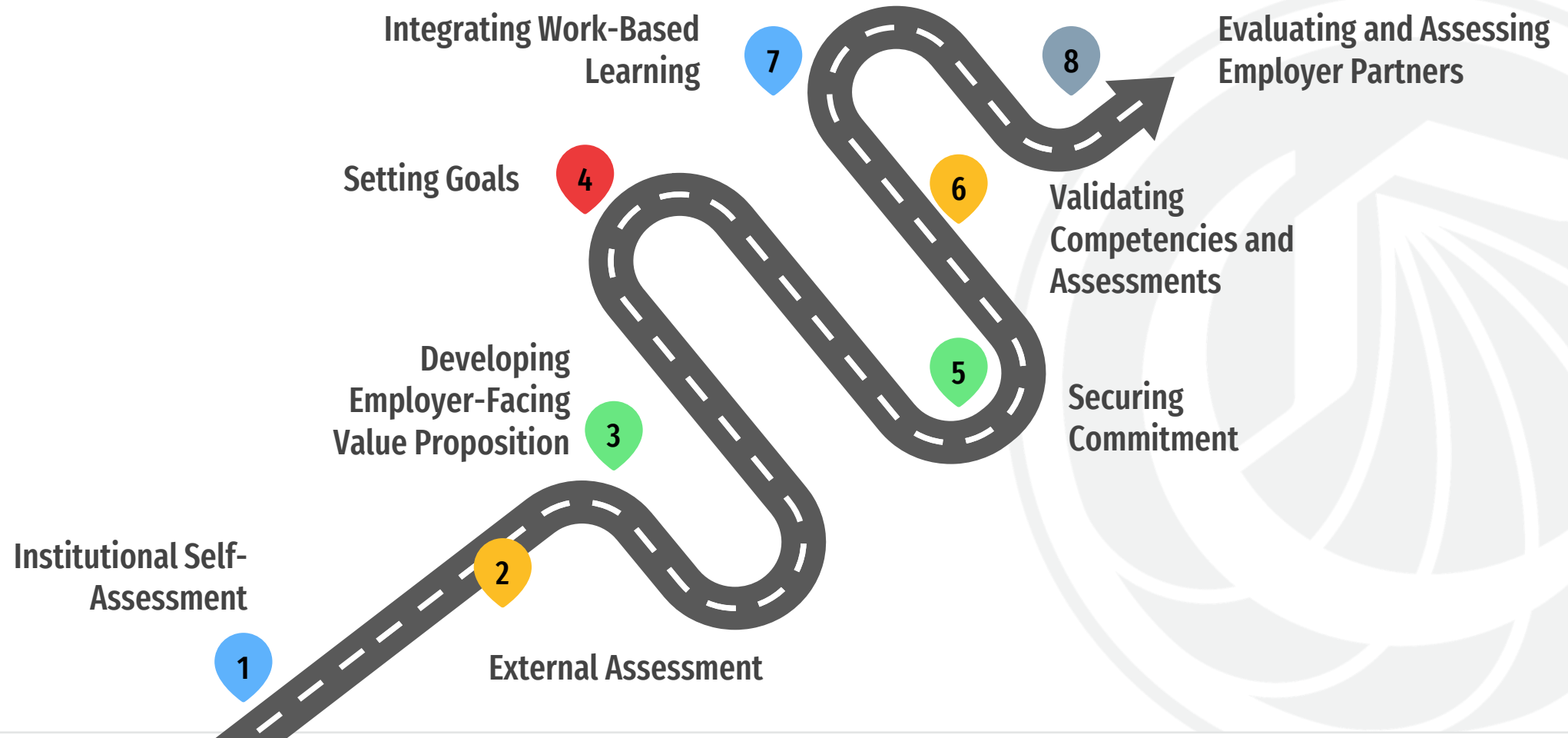
- Convene partners to inform competency and assessment design (by mid Dec.)
- Convene partners once your learner journey is complete (Feb.)

# Employer Engagement in CBE Programs

*Given your current employer relationships, when will work best for your institution to first convene employer partners for input and/or validation of your program's competencies?*

*What considerations do you have for asking employer partners to review and provide feedback on your program's competencies and assessments?*

# Preview of Roadmap Coming Next



# Roadmap: Defining Your Value Proposition

- **Purpose:**

- Messaging direct assessment CBE to internal and external stakeholders
- Unifying message focused on student benefits and outcomes

- **Process steps:**

- Identification of institutional strengths, values and benefits for employer partners
- Script out value propositions to ensure unified responses
  - Types of collateral to consider developing: one pager, mini deck
- Establish buy-in from all constituents (administration, SMEs, support staff, employers)

# Value Proposition Example: General Audience

Sinclair Community College

## FlexPace/CBE

### What are the Benefits of CBE?

- Instructors become versed in new ways of teaching and helping students succeed. They can focus their mentoring and support on students whose needs are greater than others, and they can learn and practice advanced eLearn technology skills which can be applied to other courses.
- When deciding in what modalities to offer courses, colleges and universities consider areas like enrollment, student demographics, retention, and success rates. CBE has been shown to attract a more diverse student population (30% of Sinclair's CBE students are new to the College), as well as help students complete courses faster (25% faster to be precise.)
- Employers can create a more skilled workforce, increase employee potential, and become invested partners with institutions. Such a relationship can also provide insight to colleges as to what the needs of employers are that the college can focus on.



# Value Proposition Example: Student Facing

Capella University

## The benefits of a competency-based education



### Career-crafted curriculum

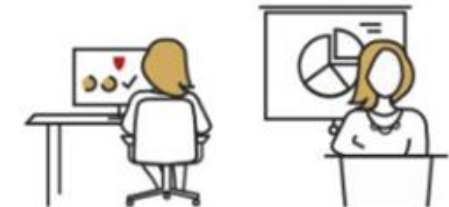
By consulting those who shape the industry, our courses are built around the expectations of high-performing workers.



 Transcript

### Gain practical knowledge and skills

You're not tested on how well you memorize facts. You're assessed on how well you apply your knowledge of key competencies.



### Apply what you learn today

Because your courses consider the current and future needs in your industry, you can quickly apply what you're learning to your career.

# Roadmap: Employer Validation Processes

- **Self-Assessment questions:**
  - What is the nature of your current employer partnerships?
  - What advisory boards already exist?
  - Who from partner organizations is participating?
- **Prepare your “ask:”**
  - Tie to what individual employer can get out of the program
  - Include expected time commitment for feedback and individual/stakeholders that will need to be involved
- **Considerations:**
  - Employers are more likely to devote their time to something that is organized, relevant, and clear

# Discussion



# Next Steps

- Homework:
  - **Decide** stakeholders that need to be involved in employer engagement
  - **Craft** your CBE value propositions (what, why and who benefits)
  - **Decide** at what point in your program development you want to convene and validate design choices by employers
- Peer Learning Session on Friday, September 24th:
  - Discussion understanding your learner and their journey
  - Foundation for developing your competency set