

Designing and Evaluating a Certificate-First Bachelor's Degree for a Worldwide Audience

Assessment Institute

31 October 2023

ENSIGN
COLLEGE

Strategic Priorities & College Emphases

Expand the
Reach

Magnify Applied
Curriculum
Capabilities

Ensure
Professional
Preparedness

Capable & Trusted Disciples

Applied
Curriculum
Provider

Learning
Signature

Practitioner
Faculty Model

S&I
SEMINARIES &
INSTITUTES

BYU
BRIGHAM YOUNG
UNIVERSITY

BYU
HAWAII

BYU
IDAHO

BYU
PATHWAY
WORLDWIDE

ENSIGN
COLLEGE



Church Educational System The Church of Jesus Christ of Latter-day Saints

ENSIGN
COLLEGE



How We Serve Students

BYU-Pathway provides support and resources;
BYU-Idaho and Ensign College grant the degrees.

BYU-PATHWAY WORLDWIDE

- Recruiting / Admissions
- Registration
- Course Access
- Mentoring & Support
- Degree Advising
- Career Development

BYU-IDAHO & ENSIGN COLLEGE

- Build & offer courses
- Grant certificates & degrees

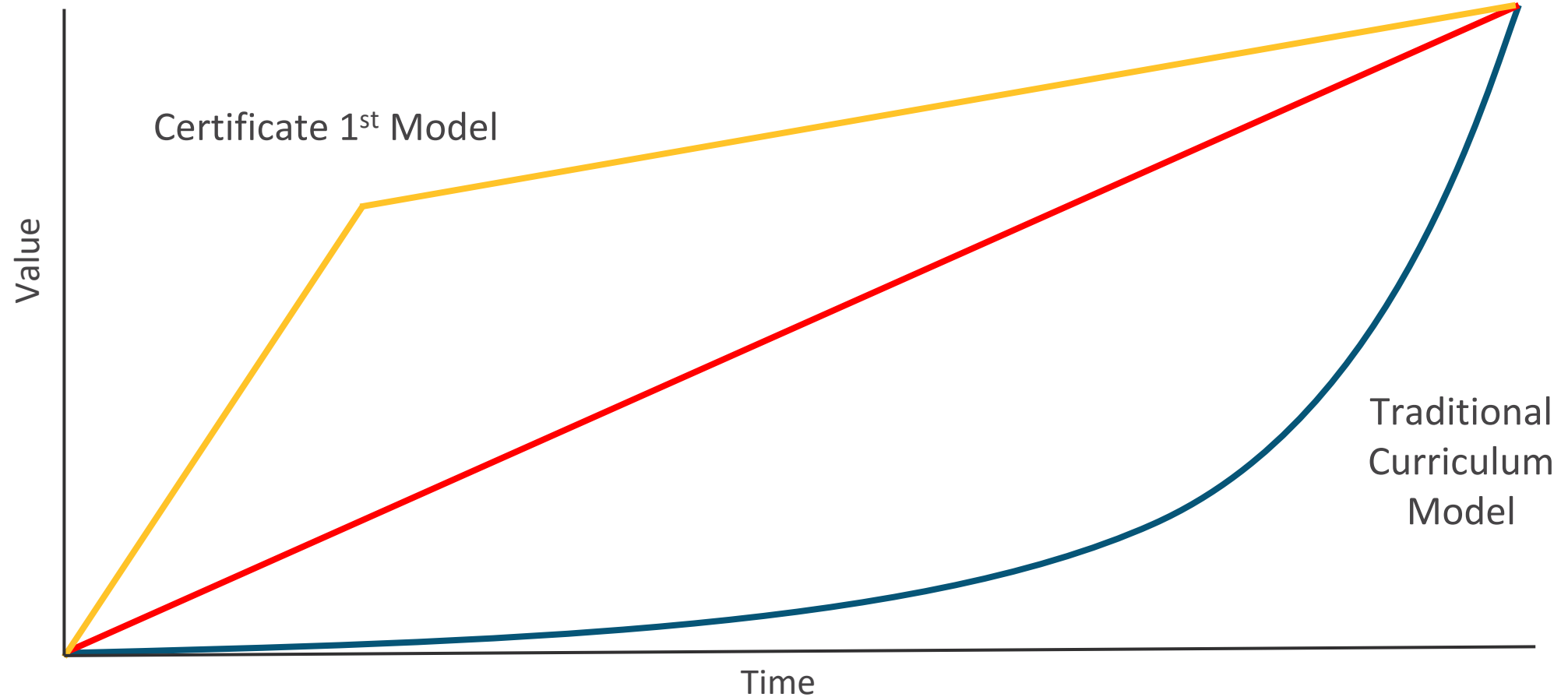
Outcomes Driven Approach

What does success look like?

1. Spiritual Growth
2. Retention
3. Academic Performance
4. Milestone Attainment
5. Job Placement
6. Student Satisfaction



Certificate 1st – Program Design



Employability

The ultimate outcome of all of our programs is to improve a student's ability to become employed and gain a livable wage

Measures of success:

- At graduation employment
- One-year post-graduation employment
- Employment gains at each milestone (Certificate, Associate, Bachelor)
 - Getting a new job
 - Getting a promotion
 - Getting a salary increase
 - Successfully starting a new business
 - Growing an existing business

Student Success Metrics

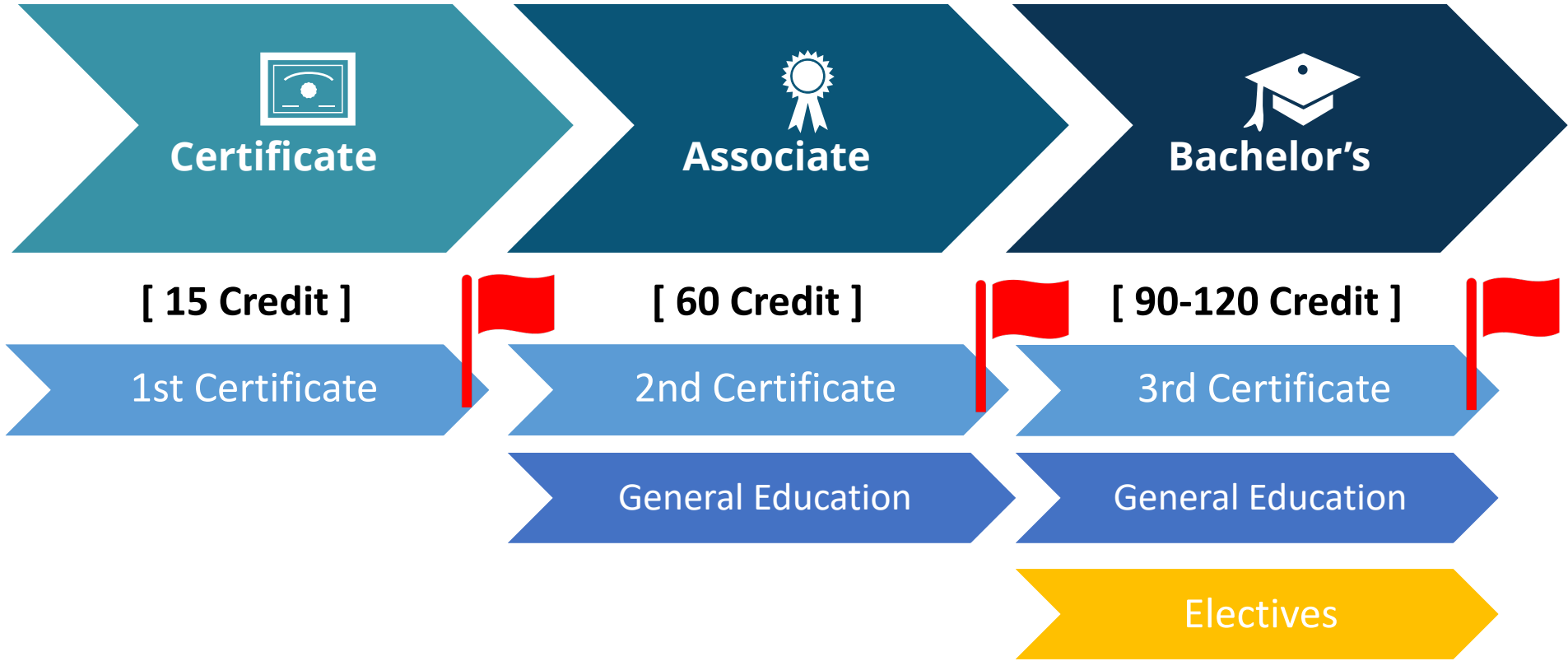
A stackable credential means not every student's goal is to obtain a Bachelor degree

Retention, persistence, and milestone attainment are primary focus.

Measures of success:

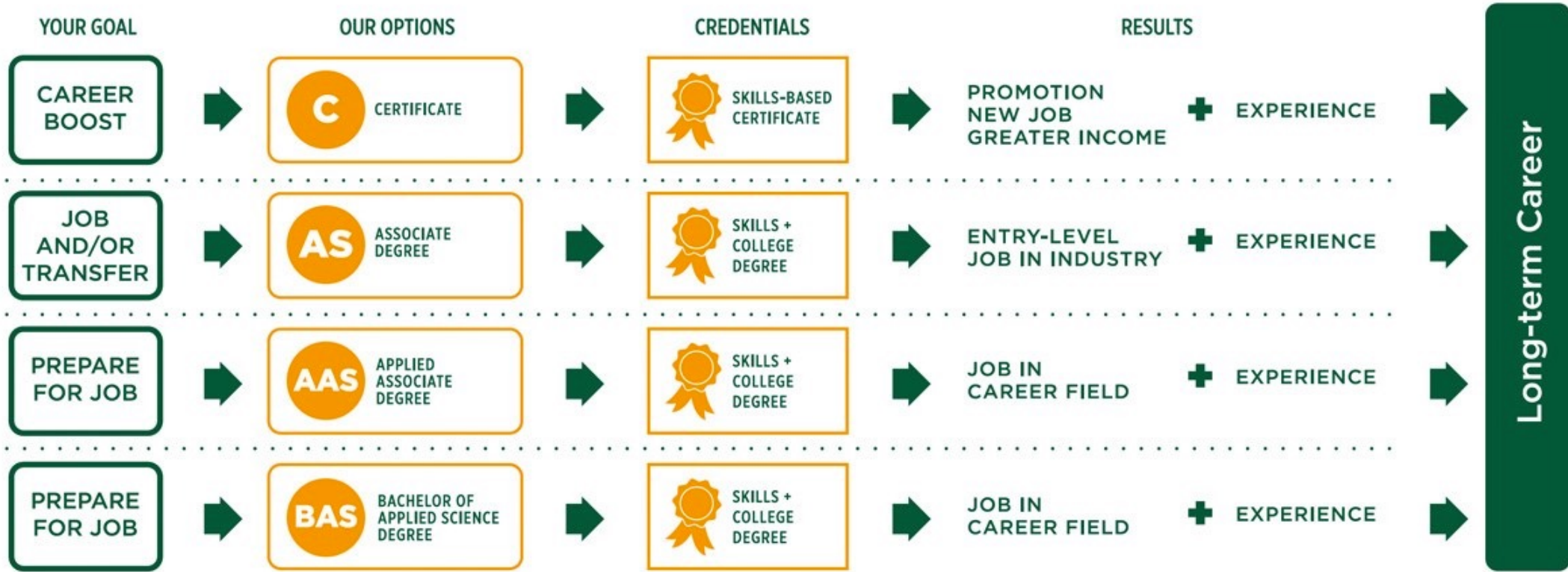
- First year retention
- First to second term Persistence
- Milestone attainment (150%)
 - Certificate graduation rate
 - Associate graduation rate
 - Bachelor graduation rate

Certificate-First Bachelor's Degree



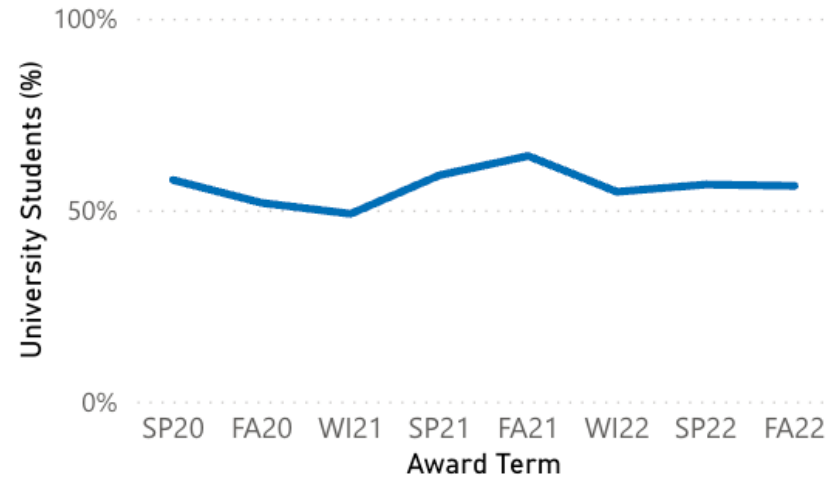
 **Employment
Lift**

EMPOWER YOUR DEGREE

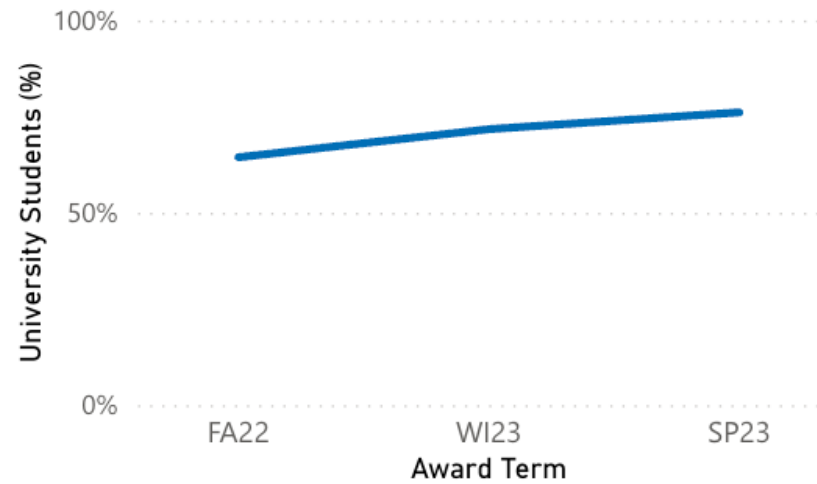


Employability

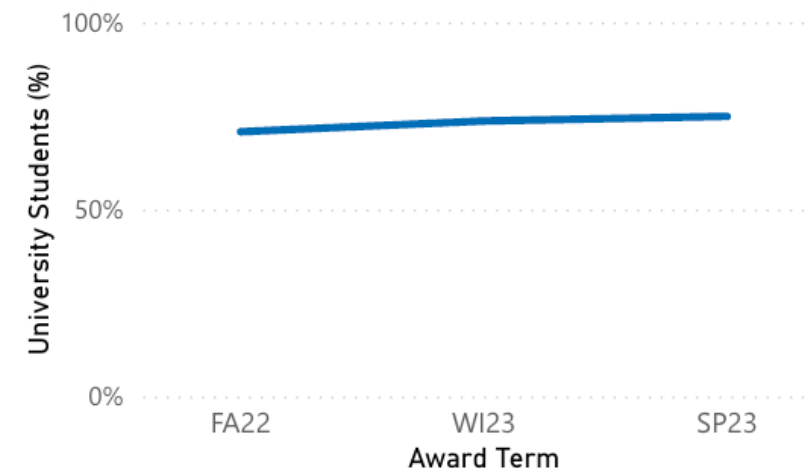
Emp. Benefit (Seeker) at Certificate Award



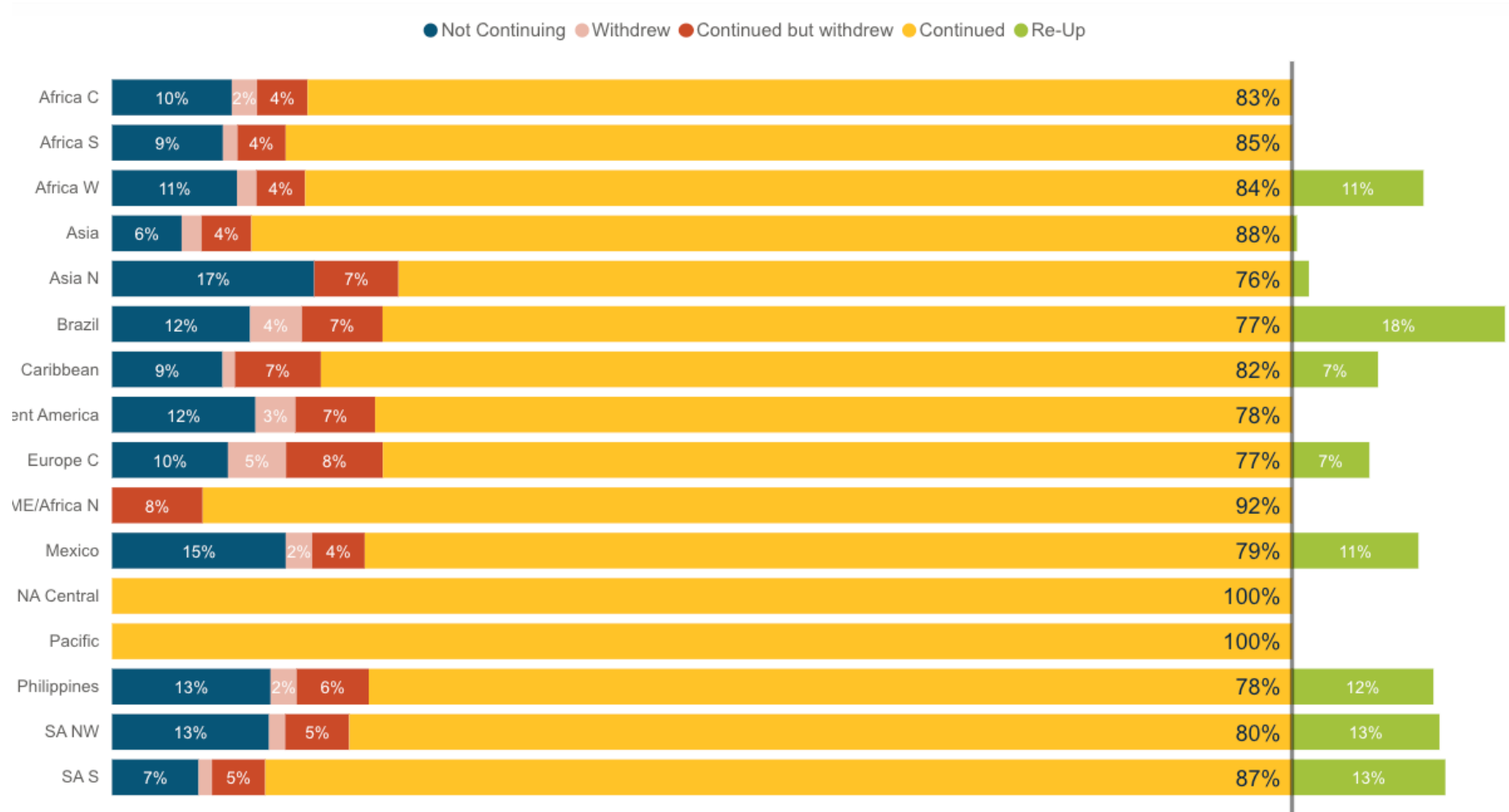
Emp. Benefit (Seeker) at Associate Award



Emp. Benefit (Seeker) at Bachelor Award

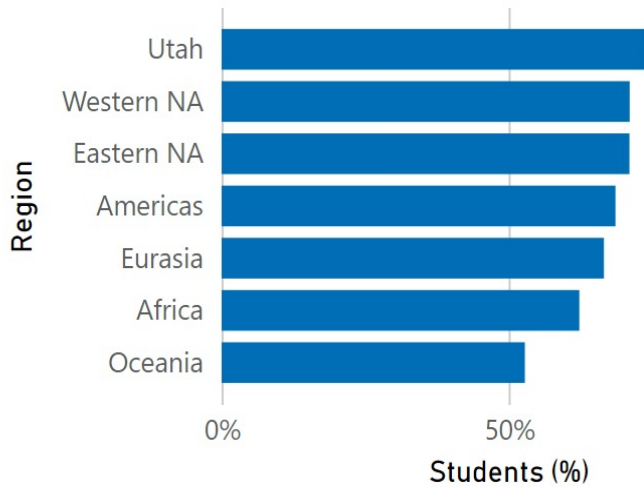


Retention by Region

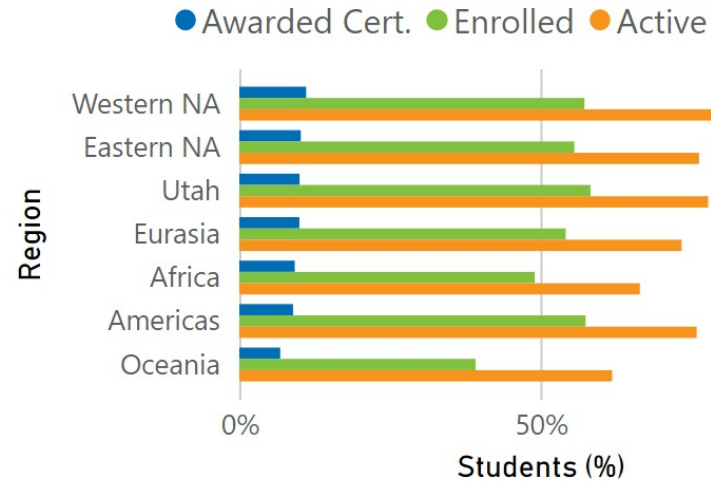


Retention & Graduation by Region

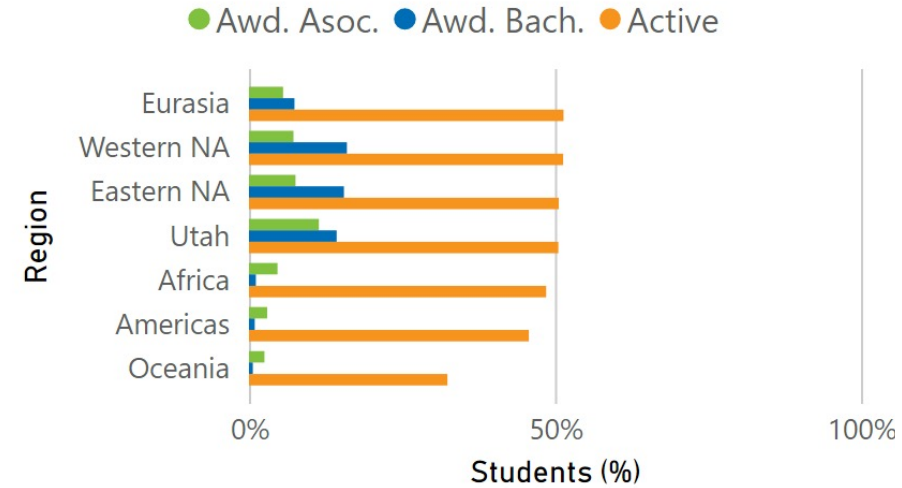
Persistence to Second Semester



Persistence to First Cert. in 3 Sems



Persistence to Degree in 9 Sems



Program Review and Improvement

Certificate first degrees require:

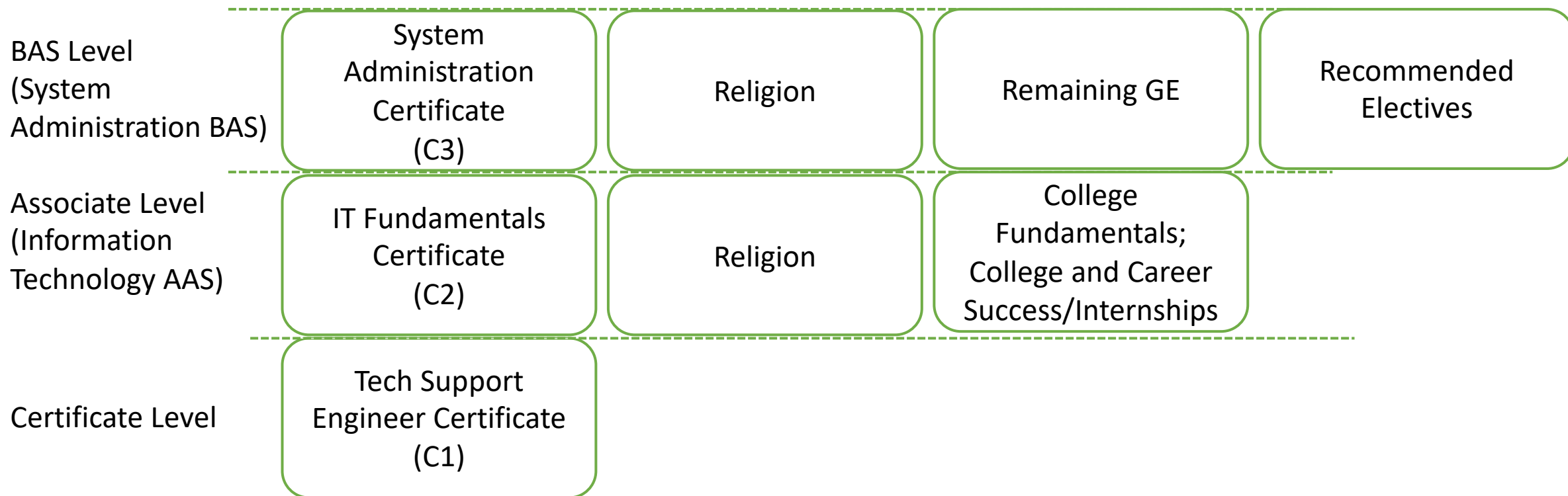
- Certificate level evaluation
- Certificate level improvement plans

Curriculum Structure Rules

Clearly stated and communicate parameters

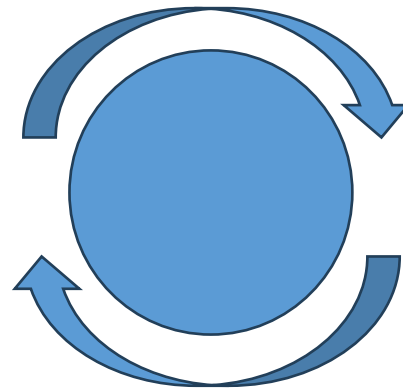
- Credit hour parameters clearly laid out
- Curriculum neutral
- Every course goes through the course development, review and revisioning process
- Example: System Administration BAS
 - Comprised of 3 certificates, each 15 credits
 - Each certificate is meaningful
 - 1st certificate could lead to specific entry-level jobs
 - Tech Support Engineer Certificate
 - Stackable: C1 → AAS → BAS

IT System Administration Example



Course Design and Ongoing Improvement

- Systematic course design, course versioning & on-going maintenance for every course in the catalog, all modalities.
- Involves program chairs, teaching faculty, instructional designers, and subject matter experts

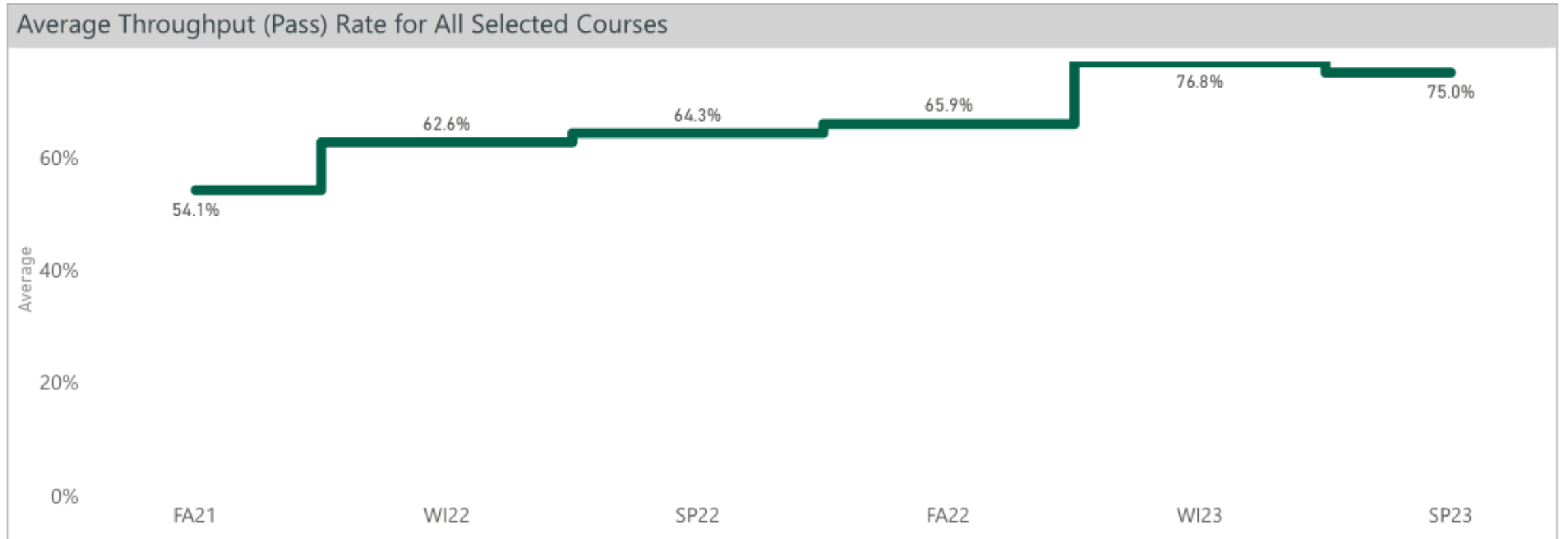


Instructional Design Standards

- Common Learning Signature for all courses
- Course designs based firmly on outcomes and real-world application

Course Improvement feedback

Accounting Certificate



Course Improvement feedback

DM 150

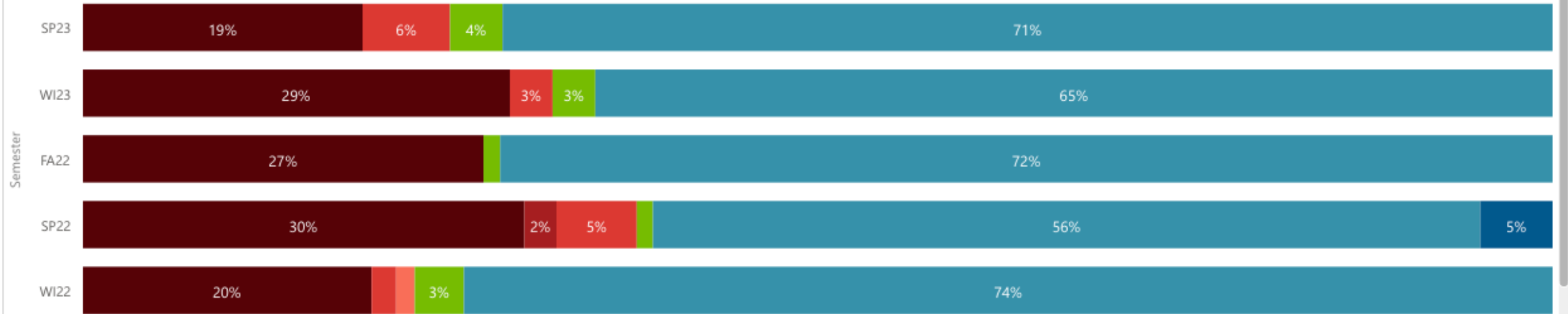


Course Improvement feedback

DM 150

Distribution of Assignment Scores by Semester

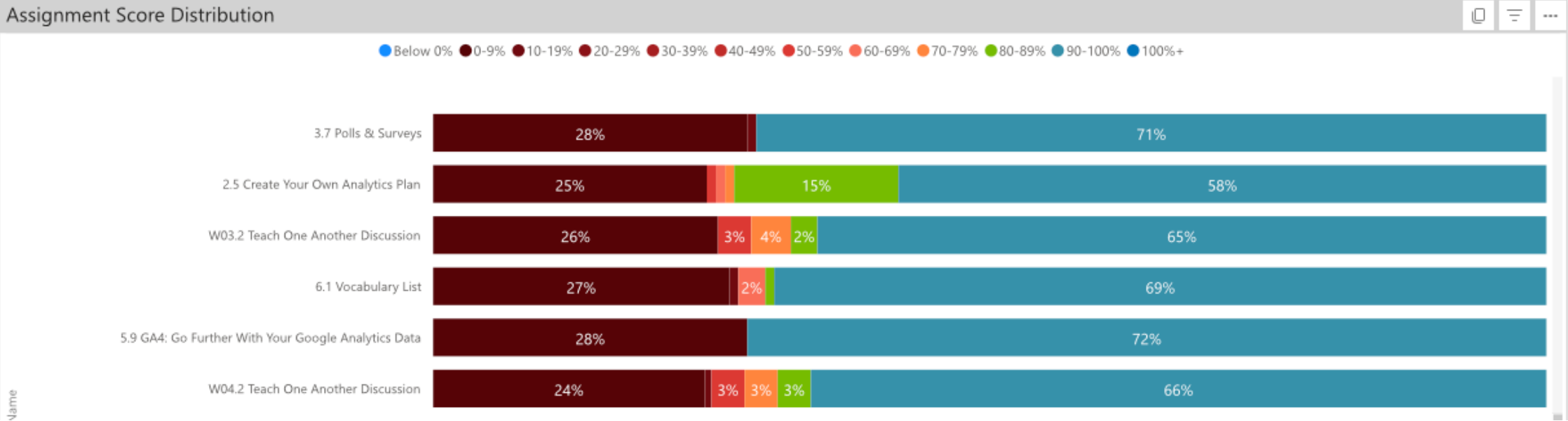
● 0-9% ● 30-39% ● 50-59% ● 60-69% ● 70-79% ● 80-89% ● 90-100% ● 100%+



Percent of Students Receiving a Letter Grade

Course Improvement feedback

DM 150



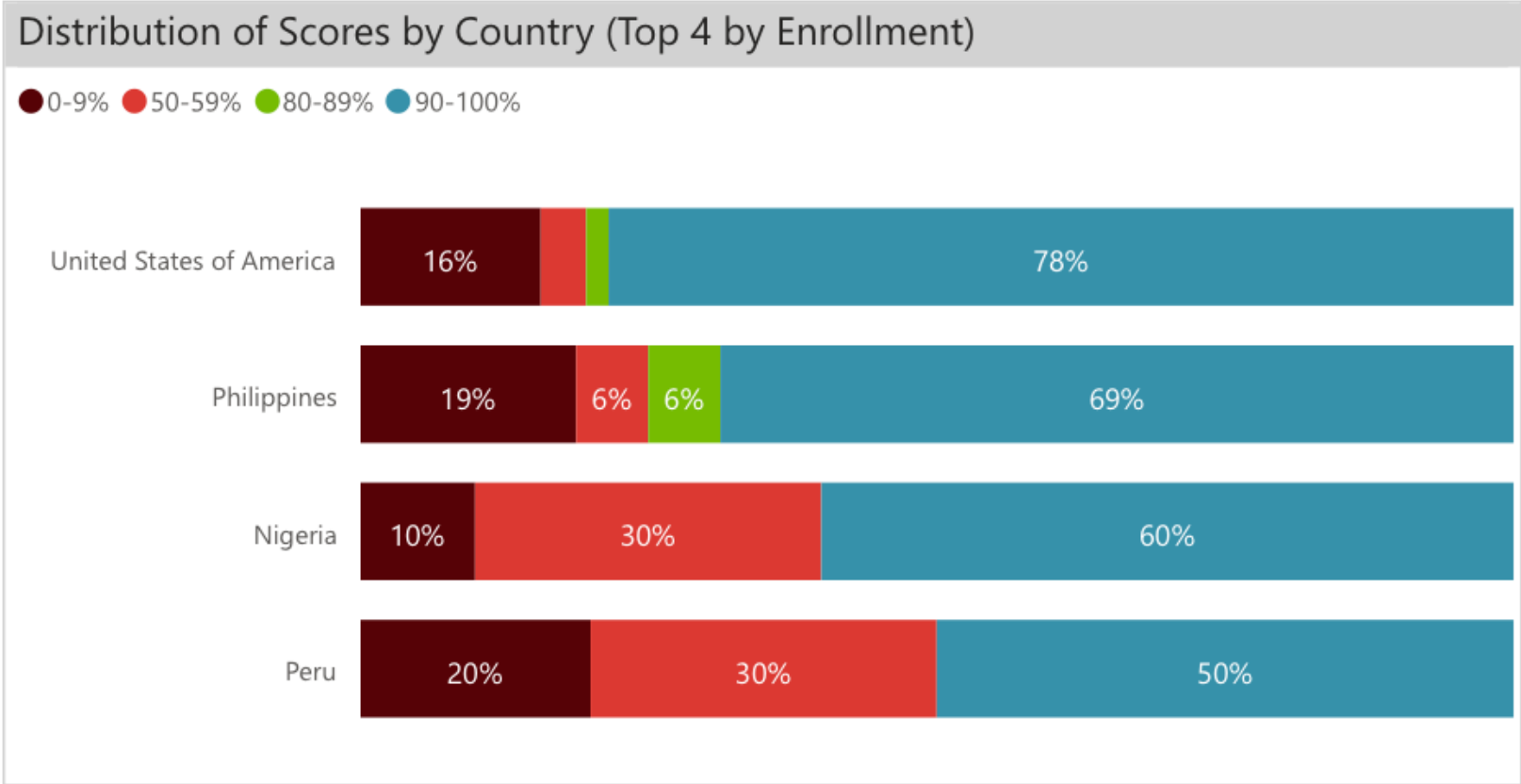
Assignment Type Broken Down by Individual Assignment to Compare Several Metrics



Category Name	Score (Avg)	Passing (%)	Submission Count (#)	Submission Rate (%)	Hours Submitted Early (Avg)	Days to Grade Return (Avg)
with Google Analytics						
W12.4 Client Work - Prove Team Sprint	73%	70%	117	70%	-6.29	3.45
5.9 GA4: Go Further With Your Google Analytics Data	72%	72%	89	72%	-54.40	2.03
6.1 Vocabulary List	72%	70%	91	73%	-102.89	1.39
2.5 Create Your Own Analytics Plan	71%	74%	92	75%	-42.16	1.98
3.7 Polls & Surveys	71%	71%	89	72%	-31.98	2.70
6.7 Meaningful Reports Reading	69%	69%	86	69%	-62.80	1.02
W05.1 Prepare	69%	68%	125	74%	33.47	5.56
W06.1 Prepare	69%	67%	120	71%	28.08	7.20
7.6 GA4: Google Analytics Certification	69%	69%	84	68%	-76.57	0.84
3.6 Social Listening PowerPoint	68%	65%	91	73%	-25.21	4.15
W04.1 Prepare	68%	67%	124	74%	17.48	4.88
6.2 Interpreting Data & Deriving Insights	68%	68%	86	69%	-107.92	1.41
W07.1 Prepare	68%	67%	119	71%	17.64	4.05
Total	72%	71%	10100	72%	-18.48	5.06

Course Improvement feedback

DM 150



Annual Program Assessment

This assessment includes a data-informed approach, wherein program chairs reflect on student performance and create a Program Improvement Plans for the coming year Enrollment data

- Enrollment Data
- **Program outcomes**
- **Student performance by course**
- Application of the Ensign College's learning signature
- Adjunct performance and satisfaction
- Job placement data
- Relationships with external partners
- A program chair's "wish list"

Each certificate is evaluated in conjunction with its stackable bachelor's degree. Data is disaggregated to help identify where potential adjustments need to be made (IE mobile-first for worldwide audience)

Technology and resource accessibility

- Technology availability (Cell phone first)
 - Some coursework requires more than a mobile device
 - Usability – Difficulty to do some things on small screen (spreadsheets, papers)
 - Inability – Software that does not work on mobile devices
 - Reflection of professional environment – Learning tasks in inauthentic environment

Technology and resource accessibility

- Help provide access to extra technology where possible
- Connectivity constraints (bandwidth, offline access)
- Materials
 - low/no-cost and online accessible only

Applied Curriculum



Innovations Team

How to improve *which programs we offer*



Program Advisory Boards

How to improve our *existing programs*
Identify industry relevant certifications we can incorporate



Subject Matter Experts

How to improve our *courses* so they mirror the workplace

Applied Curriculum Development

Inputs:

- Program Advisory Board
- Market Data
- Program & Course Performance Dashboard

Outputs:

- Online or Face-to-Face Course Modality
- 7-week Schedule
- Job Connections
- Competency-based (pilot)

