



# **DIY MUST HAVE: AN OPEN CONCEPT FOR ELECTRONIC CREDENTIALS**

**PRESENTED BY:  
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# COLORADO TECHNICAL UNIVERSITY

- Two campuses located in Colorado (Colorado Springs & Denver)
  - Current student population 24,962
  - Over 91,000 degrees awarded since 1965
- Campus Support Center supports CTU Virtual Campus students and shared services
- Offers Associates, Bachelors, Masters, and Doctoral degrees through 7 education disciplines
  - Business & Management
  - Engineering & Computer Science
  - Healthcare
  - Information Systems & Technology
  - Nursing
  - Project Management
  - Security Studies



# COLORADO TECHNICAL UNIVERSITY

Who are CTU students?

- Adult learners
- Affiliation with the military
  - Active and Veteran status
- International learners
- Professional and working adults
- Transfer students

# FIRST, A LITTLE HISTORY: ELECTRONIC CREDENTIALS



# BENEFITS OF ISSUING DIGITAL CREDENTIALS

## Sharable and Student Service

- Integrations with LinkedIn, Facebook, Twitter API's, Secure PDF Download for one click sharing
- Diplomas emailed within hours of graduate roster upload (4-6 weeks for hard copies to print and mail)

The image displays three overlapping social media profiles and a tweet, all showcasing digital credentials from Colorado Technical University. The profiles are for Heather Sharbaugh, an Experienced Project and Records Manager.

- LinkedIn Profile:** Shows her education at Colorado Technical University, Master of Science in Management, Project Management (2009 – 2010). It also lists her membership in Sigma Beta Delta and provides a link to her digital diploma on Parchment.
- Facebook Profile:** Shows a recent post where she shared a link to her digital diploma. The post includes a photo of her family and a link to the diploma on Parchment.
- Twitter Profile:** Shows a tweet from Heather Sharbaugh (@hsharbaugh2) stating, "Check out the Diploma I earned at Colorado Technical University! #verifiedCredentials". The tweet includes a link to her digital diploma on Parchment.

The digital diploma image shown in the tweet and Facebook post is from Colorado Technical University. It reads: "The Board of Trustees upon the recommendation of the Faculty has conferred upon Heather Kimberley Sharbaugh the degree of Master of Science in Management Concentration in Project Management. With all the rights, privileges, and honors appertaining thereto." It also includes the text: "Just received my Master of Science in Management from Colorado Technical University. Colorado Technical University issues digital credentials with Parchment. Click to verify my Diploma and see more about my accomplishment." and the Parchment logo.

# FROM WALL TO ELECTRONIC PORTFOLIO

## Stackable and Portable

Electronic portfolio storing University Badges > Certificates > Official Transcript > Diploma

The screenshot displays the Colorado Technical University digital portfolio interface. At the top, the university's logo and name are shown. Below this is a navigation bar with 'Enrollment Info'. A main heading reads: 'You can now get your credentials! Here is what is waiting for you at this organization.' The interface features six panels, each representing a different credential:

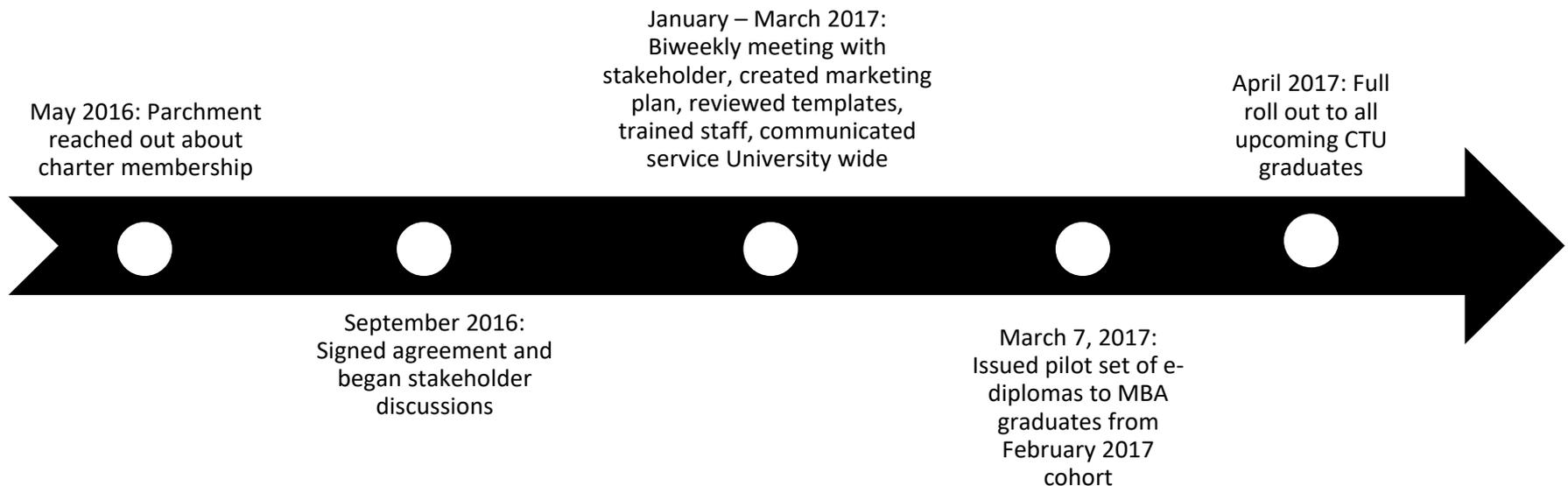
- Top Left:** 'Your Project Management Badge'. It shows a red and white badge with a ribbon, a list of 'ISSUED DETAILS', and social media share icons for LinkedIn, Facebook, and Twitter. A blue 'Share' button is at the bottom.
- Top Middle:** 'Your Project Management Badge'. This panel is identical to the top-left panel.
- Top Right:** 'Your Certificate'. It displays a 'Certificate of Completion' for Heather Sharbaugh. A grey 'Share' button is at the bottom.
- Bottom Left:** 'Your Certificate'. This panel is identical to the top-right panel.
- Bottom Middle:** 'Your Diploma'. It shows a diploma from Colorado Technical University for Heather Sharbaugh, awarded in May 2014. It includes social media share icons and a blue 'Share' button.
- Bottom Right:** 'Your Diploma'. This panel is identical to the bottom-middle panel.

# OUR ELECTRONIC CREDENTIAL SOLUTION: PARCHMENT AWARD

- Easy implementation
- E-diploma image designed to match CTU's traditional version
- Badge design, content, and development flexibility
- Works with all credential types
- Independent of other services
- Electronic portfolio for all issued credentials; students have access to credential indefinitely
- Administrative reporting and tracking features

# TIMELINE TO DIGITAL CREDENTIAL DELIVERY

- Vast majority of student population- online only
- Electronic transcripts offered since 2010
- Diplomas hard copy only and outsourced
- Students proud of CTU and their accomplishments with limited ways to share it



# COMMUNICATING WITH STUDENTS THE WAY THEY COMMUNICATE

## Social Media Outreach, Mobile App, Texting:

Facebook ad, video views and engagements; LinkedIn post with YouTube video, mobile app push notifications, text messaging

**CTU** @ctuniversity

Share your e-diploma in celebration of Virtual Graduation this week! Highlight your accomplishment on your social networks and build your online portfolio. Email [diplomas@coloradotech.edu](mailto:diplomas@coloradotech.edu) for help.

**Share Your Achievement | Colorado Technical University**

E-diplomas were issued to CTU graduates to share, store and send on social media sites such as LinkedIn and Facebook. Check your email and follow the link fo... [youtube.com](https://www.youtube.com)

6:40 AM - 16 Jan 2018

1 Retweet 5 Likes

© 2018 Twitter About Help Center Terms Privacy policy Cookies Ads info

# STUDENTS E-ISSUED AN EXACT IMAGE OF HARD COPY WITH BUILT IN VALIDITY AND SECURITY

Colorado Technical University

The Board of Trustees upon the recommendation of the Faculty has conferred upon

**Heather Kimberley Sharbaugh**

the degree of

**Master of Science in Management  
Concentration in Project Management**

With all the rights, privileges, and honors appertaining thereto.

Granted on the twenty-third day of June, two thousand and ten



University President



Provost and Chief Academic Officer

This digital credential is an official document of Colorado Technical University.

The digital signature embedded in this document can be verified when viewing in Adobe Acrobat on your computer or mobile device.



This symbol indicates the document has not been modified since issued.



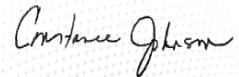
This symbol indicates the document may have been modified after being issued.

*These symbols will not appear when viewing this document in a web browser or other application.*



Turn Credentials into Opportunities.

Verify this credential online at:  
<https://www.parchment.com/u/s/40W>



Constance Johnson  
Provost and Chief Academic Officer

Questions? Contact:  
[diplomas@coloradotech.edu](mailto:diplomas@coloradotech.edu)

# E-DIPLOMA AT A GLANCE

Full roll out to all campuses and programs with March 2017 graduates

## 2017 total stats

- 5,120 e-diplomas issued; 5745 total CTU graduates in 2017
- 4,296 or 84% of e-diplomas have been claimed by graduates
- 3,012 or 70% of students issued e-diploma in 2017 have been shared on social media sites or downloaded for personal/professional use

## 2018 plan

- In March 2018 e-diploma ordering opened up to all CTU alumni (prior to March 2017)
  - Approximately 100 CTU Alumni have ordered and received an e-diploma for a previously earned degree
- 2097 e-diplomas issued to recent CTU grads in 2018
  - 1861 claimed: 89%
  - 1173 shared: 63%

# E-DIPLOMA STUDENT USE CASE



**Katlan Miranda Costa**

BS Criminal Justice - Human Services

7mo



I completed my Bachelors of Criminal Justice Sciences from **Colorado Technical University** on September 21, 2017. Here is my official diploma. It all feels so real now!

**Colorado Technical University**

The Board of Trustees upon the  
recommendation of the Faculty has conferred upon

**Katlan L. Miranda Costa**

the degree of

**Bachelor of Science in Criminal Justice**

**Concentration in Human Services**

**Summa Cum Laude**

Just received my Bachelor of Science in Criminal Justice from Colorado  
Technical University

parchment.com

2 Likes



Like



Comment

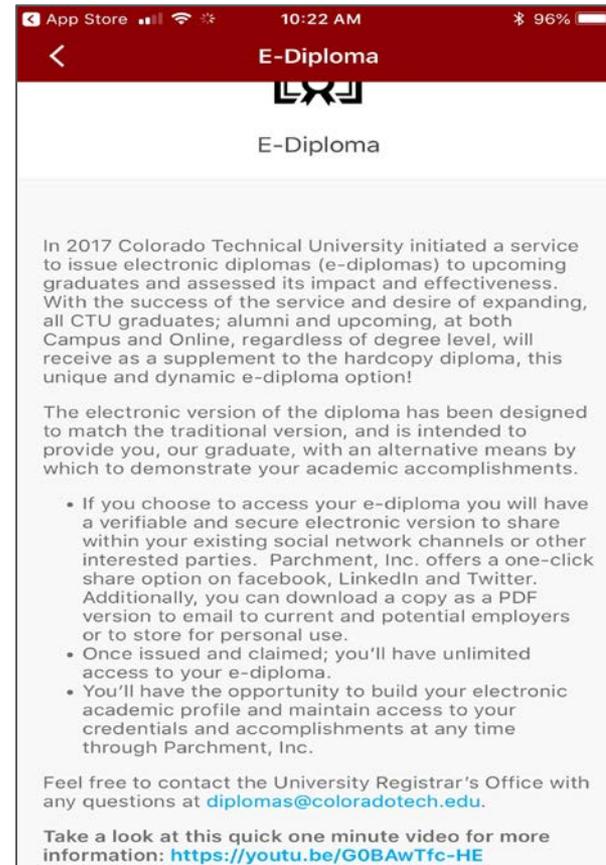
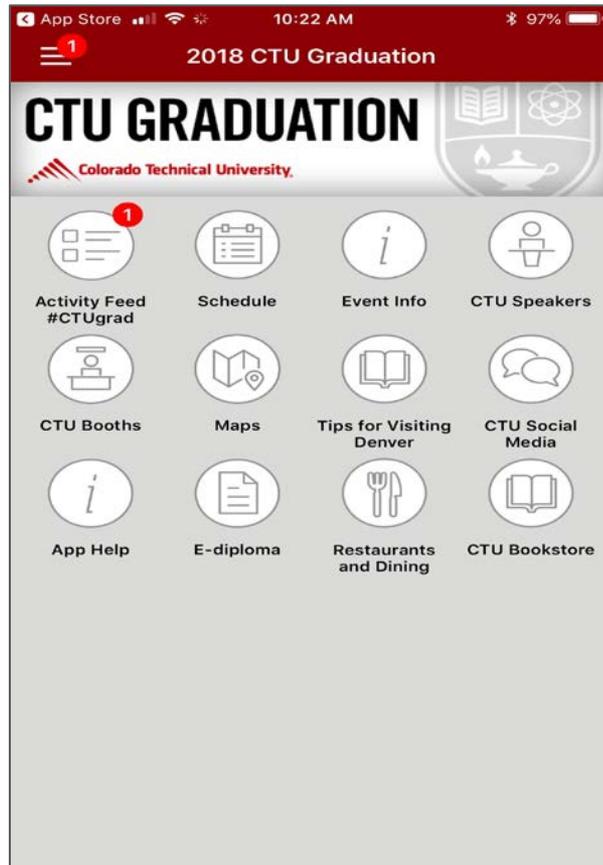


Share

# GOING INTERNATIONAL!

- In 2015, CTU Denver saw an increase in International students studying in the US
  - Electronic credentials allow students to leave the US with e-diploma
  - Electronic credentials sent to students overseas needing an official academic document for employment or verification quickly
- Military students living or serving outside of the US benefit from electronic credentials while applying for promotion and job change

# E-DIPLOMA AT ANNUAL GRADUATION: (NOW) THERE'S AN APP FOR THAT...



# IMPRESSIVE STATISTICS!

- Approximately 150 users of the graduation mobile app
- Approximately 120 views on e-diploma information
- More than 490 views of the e-diploma video
- More than 3,500 friends and family attended in Denver
- More than 330 graduate level students
- Over 550 undergrad students
- Over 207 repeat grads
- Over 145,000 combined users reached on the Facebook video streams



# WHAT OUR STUDENTS ARE SAYING:

**1**

**“This makes it official that I’m a college graduate with my Bachelors!”**

**Victor S., BS**

**2**

**“My diploma from Colorado Technical University with the highest honors.”**

**Deborah L., AS**

**3**

**“My mom passed during graduation and I had to cancel my trip to Colorado. Although I was not able to walk, the e-diploma was a nice added touch to my student experience.”**

**Joshua M., MBA**

# UNIVERSITY BADGING AT A GLANCE

University Badges are issued to students throughout program completion of a predetermined set of courses

## 2017 milestones

First set of Badges issued May 23, 2017. 12 Badges Implemented in 2017.

- College of Computer Science and Technology, 4 badges
  - 222 University Badges issued in 2017
  - Cybersecurity, Java Programming, Network Management, and Web Development
- College of Business and Marketing, 8 badges
  - 887 University Badges issued in 2017
  - Accounting, Business, Digital Marketing, Entrepreneurship, Human Resources, Management Accounting, Organizational Leadership, and Project Management

## 2018 and on plan

- Researching outside agency endorsement on current Badges (Accounting/Project Management/IT)
- 491 University Badges issued in 2018
- Program expansion with alternate partners; faculty development and EAC
- Tracking trends, making connections and storing the data
- Interactive, clickable badge, automation

# UNIVERSITY BADGES



**Colorado Technical University**

**PROJECT MANAGEMENT**

### BADGE DETAILS

**TITLE:**  
Project Management

**DESCRIPTION:**  
The Project Management Graduate badge aligns to the Project Management Institutes (PMI) "Talent Triangle" and approved for Professional Development Units (PDU) for those current PMI professionals.

**COMPETENCIES:**

- Technical Project Management
- Leadership
- Strategic and Business Management

This badge is awarded upon successful completion of 20 quarter credit hours in specific program coursework.

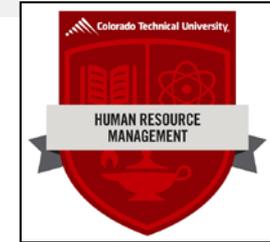
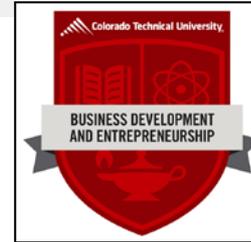
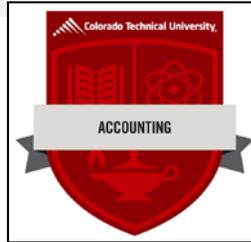
### ISSUER DETAILS

**ISSUED TO:**  
Heather Sharbaugh

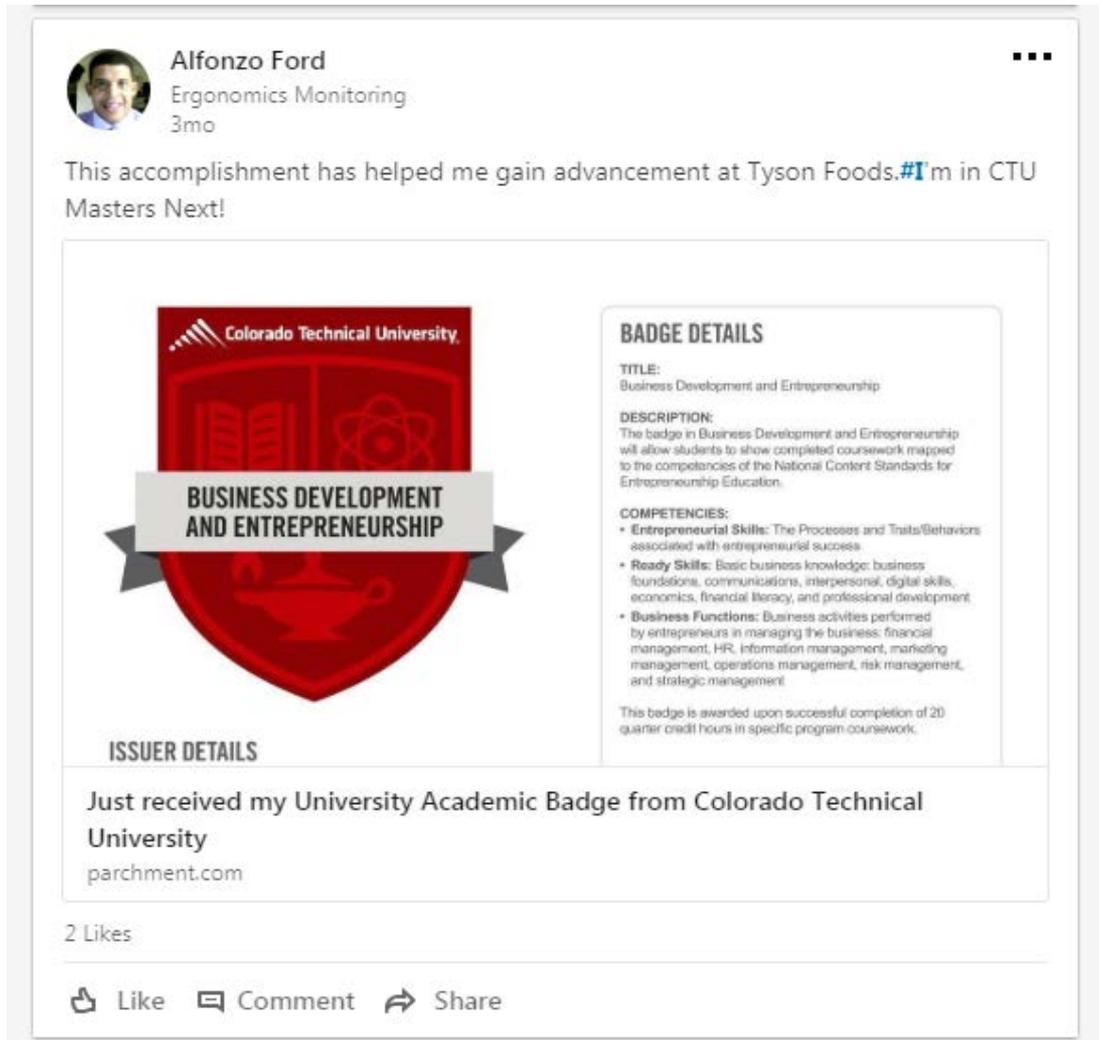
**DATE OF ISSUE:**  
05/26/2017

**ISSUER:**  
Colorado Technical University,  
College of Business and Management

**CTU Course Requirements:**  
PM600, PM610, PM620, PM630, Elective choice of PM640, PM650 or PM670



# UNIVERSITY BADGE STUDENT USE CASE



**Alfonzo Ford**  
Ergonomics Monitoring  
3mo

This accomplishment has helped me gain advancement at Tyson Foods. #I'm in CTU Masters Next!



**BADGE DETAILS**

**TITLE:**  
Business Development and Entrepreneurship

**DESCRIPTION:**  
The badge in Business Development and Entrepreneurship will allow students to show completed coursework mapped to the competencies of the National Content Standards for Entrepreneurship Education.

**COMPETENCIES:**

- **Entrepreneurial Skills:** The Processes and Traits/Behaviors associated with entrepreneurial success.
- **Ready Skills:** Basic business knowledge; business foundations, communications, interpersonal, digital skills, economics, financial literacy, and professional development.
- **Business Functions:** Business activities performed by entrepreneurs in managing the business; financial management, HR, information management, marketing management, operations management, risk management, and strategic management.

This badge is awarded upon successful completion of 20 quarter credit hours in specific program coursework.

**ISSUER DETAILS**

Just received my University Academic Badge from Colorado Technical University  
parchment.com

2 Likes

Like Comment Share

# Corporate Education Alliances:

CTU partners with corporations through educational alliances

## 2017 Milestones

- Digital Fluency Course certificate; through our adaptive learning platform, Intellipath
- 550 certificates issued; previously a manual process for CTU Academic Operations- this has created efficiency and provided a long-term solution for automated issuance

## 2018 Plan

- Exploring professional development badging options



# FROM PROJECT TO PROGRAM

Your DIY “must haves” for a successful electronic credential program:

- Use cases
- Stakeholder support
  - University President, University Registrar, Academics, Student Advising, Alumni Affairs, Marketing, Career Services, Finance, IT, Compliance/Regulatory Operations/Legal
- Communication: internal and external. Both are equally important
- Student engagement
- Monitor use, assess impact and effectiveness
  - Leverage reporting and tracking
  - Collect, review and act on student and administrator feedback
- Continuous drive and commitment to grow the program
- Patience and persistence



# OUR MISSION

Colorado Technical University's mission is to provide industry relevant higher education to a diverse student population through innovative technology and experienced faculty, enabling the pursuit of personal and professional goals.

## CONTACT US

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