

**Minutes of the
ECONOMIC DEVELOPMENT COUNCIL MEETING
July 20, 2021**

Members Present: Jordyn Frazier, John Claybon, Anna Hearn, Stan Greil, Krystle Lane, Lisa Fisher, Pete Selden, Jaime Henson, Travis Hurst, Amy Ford, Danny Morgan, Michele Campbell, Jillian Bray, Steve Valencia, Doug Misak, Anne Brooks, Rob Miles, Ron Cambiano.

Guests and Staff: David Pecha, Brad Griffith, Cass Minx, Joel Dean.

1. Welcome and introductions of all members and guests: John Claybon

The Meeting was called to order at 10 a.m.

2. Micro-Credentialing training: Brad Griffith

Brad Griffith the director of the online learning initiative lead the Council through a PowerPoint and series of websites to give an in depth look at the Micro-Credentialing process.

Digital Badging is the representations of achievement which live and breath in the digital or web based environments. They are like miniature transcripts or records of academic work on the granular level.

Griffith showed an example of how to list a badge with a description, a short narrative of what was required, then you can create a checklist function with skills tags allowing you to communicate what these mean in an interactive way.

Digital badges are not meant to be kind of a one and done opportunity for students they're meant to continue them or kind of urge them to continue along the learning pathway.

Griffith walked through the design options and criteria on the Credly website. (Links are provided in the attached PowerPoint)

The Regents are finishing agreements and policy guidelines for micro-credentialing that should be approved in September.

Griffith walked through what other states have done with micro-credentialing. At Colorado's Community college system they have actually leveraged Credly on multiple digital badging levels. They have multiple institutions that partner under their single umbrella of currently that have their own collections of digital badges so we'll be able to see what it looks like to have the Oklahoma state region central network.

At Boston University they actually select a series of courses from their graduate level programs to award a mini MBA that's tailored towards executives that are so much less involved and

what you would see what the traditional 32 to 36 hour MBA program that existed most institutions.

Finally Griffith showed that there are business partners that are already working with the platform. Microsoft actually offers numerous free trainings online where participants that complete the assessments can actually earn badges from Credly. These represent competencies and things like excel Microsoft word office 365 etc, whereas you have other certification or professional organizations like the PMI (project management Institute.)

All of the institutions will also be given access so that you can pull reporting data, you know how often your badge is actually being accessed by employers shared by students through the various social media platforms and channels to really be able to gauge the effectiveness of your programs.

As we start awarding digital badges to the students within our system they will begin to be listed within a talent directory here where they become searchable by either their name, other details associated with their profile, or you can also search by these individual skills that are attainable. So if you're working with an employer, for example, who has a defined need for an individual that has a skill set. You could ideally point them here, and then they could search and locate and contact individuals that have that demonstrated skill set that was issued by the institution. This again is a feature that is pretty unique to critically acclaimed because the integrations also provide connections to platforms like LinkedIn, Zip Recruiter Monster.com and, indeed, so that you're pulling those job opportunities and again giving the employers that have the premium access to those platforms, the reverse networking, so that they can actually track these students down.

There is a contract negotiation that's underway and about to be completed for Coursera to where the institutions in our state system will be able to contract through one that to purchase Coursera licenses. You can use Coursera and their courses or training opportunities or certifications that they offer and include that as a requirement within your micro credentialing programs.

They're in the final contract review phase right now. Many institutions did express an initial willingness to commit up, so there is, I think a defined need for this and a demand for it within the system. Institutions will work directly through one net to purchase those licenses and mo you will be on file that kind of explains that relationship that is currently under tracking right now.

Griffith encouraged EDC members to look at their campus and ask, What are the critical occupations skills needed in my community? And Which programs at your institution are unique and already are serving a particular workforce need? There may be an opportunity for you to grow those networks, using critically acclaimed and micro-credentials as a tool to really kind of shore that up.

3. Voting on new executive committee members: Joel Dean

The Nominees and volunteers are

- a. **Chair: Laura Butler**
- b. **Vice Chair: Pete Selden**
- c. **Two-year members: Lisa Fischer**
- d. **Four-year members: Jillian Bray**

Motioned by Michel Widell, Seconded by Danny Morgan. Executive committee elected unanimously.

4. Approval of previous minutes: John Claybon

Motion to approve by Lisa Fisher, Seconded by Pete Selden. Minutes were passed with a typo fix.

5. Institution introductions: With all the changes that happen yearly and especially post the Covid shutdown year please bring us the names and designations of your institution's leadership so that the entire EDC has up to date points of contact at each campus.

Joel Dean Explained the purpose and procedure behind the Designee agreement forms. They need to be filled out signed and returned as soon as possible.

6. Scheduling of 2022 year meetings.

Newly elected Chair and Vice Chair both suggested that we move the meetings off of Tuesdays as those days get filled and complicated quickly, especially during the legislative session. There will be a doodle poll going out as soon as we receive the majority of signed designee agreements to pick the best times of month and times of day to hold the regularly scheduled EDC meetings.

7. Other Business.

Cass Minx updated the Council on the state of RBPEA. Communications had to back up the release date of the website and press releases. The site is now scheduled to go live on Thursday, July 22 and the Regents press release will go out Monday July 26. The trophy order has gone out and will be picked up and shipped by the first week of August. This will be the same time grant money is released. Members should receive all RBPEA related materials by mid-late August.

8. Adjournment.

The meeting was adjourned at 11:09 p.m.