



Microcredential Messaging Guide

Starting in February 2022, SUNY will be actively promoting microcredentials as convenient, short-term learning options for a broad variety of learners, from current students to working professionals.

We encourage campuses to join this effort by highlighting your own microcredentials as well as encouraging your audiences to explore microcredentials across the SUNY system at suny.edu/microcredentials.

We suggest promoting microcredentials to the following audiences:

- **Current students** to enhance a degree program with specialized, in-demand skills.
- **Your employees** to stay on top of the latest developments in their field or for professional development.
- **Businesses, P-12, community organizations** to provide upskilling and professional development, to create partner-specific or industry-specific microcredentials.
- **Alumni** for professional development, career change or advancement, or to explore an interest.
- **Prospective students** as a way to explore college options.

What is a microcredential?

Microcredentials are short, focused credentials designed to provide in-demand skills, know-how, and experience. Stackable microcredentials can also provide a pathway to a certificate or to an initial or advanced degree.

Why promote microcredentials?

Today's learners [are increasingly looking for on-demand, accelerated educational options](#) that help them meet a specific goal, whether learning a skill or increasing their hiring & earning potential. Today's businesses need flexible training options.

Microcredentials demonstrate your institution's readiness to be responsive and innovative.

This kit provides suggested messaging and [graphics](#) to help you begin promoting SUNY microcredentials.



QUICK GUIDE

CORE LANGUAGE	<p>Add verified skills and competencies to your resume with short, flexible microcredentials from the State University of New York. We offer nearly 400 microcredentials in 60+ in-demand fields, with more added all the time. SUNY microcredentials are:</p> <ul style="list-style-type: none"> ✓ High-quality. Academic quality is the top priority in the development and approval of SUNY microcredentials. ✓ In-demand. Microcredentials are designed to meet current and emerging market demands and relevant industry standards. ✓ Stackable. Each microcredential has immediate value and may also stack together with other microcredentials or learning experiences, giving you credit toward a certificate, degree, or advanced degree. ✓ Portable. Microcredentials are recorded on your transcript and/or highlighted in a digital badge for proof of your skills and accomplishments wherever you go. 								
KEY MESSAGES	<ul style="list-style-type: none"> • Learn a new skill in months, not years. • Stand out in a competitive job market with SUNY microcredentials. • Life moves fast. So can education. SUNY microcredentials. • Stack microcredentials to earn credit toward a certificate or degree. • Thinking of a career change? Start with a microcredential. • Add in-demand skills to your resume with microcredentials. • Stay on top of changes in your field with microcredentials. • The newest addition to your employee benefits program. SUNY microcredentials. 								
GRAPHICS	Graphics kit								
STYLE	<ul style="list-style-type: none"> ✓ Microcredential ✗ Micro-credential (acceptable in internal and academic documents) ✗ Micro credential ✗ MicroCredential 								
HASHTAGS	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">#LearnFast</td> <td style="width: 50%; border: none;">#CareerRestart</td> </tr> <tr> <td style="border: none;">#UpskillAtSUNY</td> <td style="border: none;">#MyNewJob</td> </tr> <tr> <td style="border: none;">#microcredential</td> <td style="border: none;">#CredentialNY</td> </tr> <tr> <td style="border: none;">#upskill</td> <td style="border: none;"></td> </tr> </table>	#LearnFast	#CareerRestart	#UpskillAtSUNY	#MyNewJob	#microcredential	#CredentialNY	#upskill	
#LearnFast	#CareerRestart								
#UpskillAtSUNY	#MyNewJob								
#microcredential	#CredentialNY								
#upskill									
LINKS	When promoting campus-offered microcredentials: your campus microcredential page								
	When promoting SUNY microcredentials in general: https://www.suny.edu/microcredentials/								

OPTIMIZING YOUR MICROCREDENTIAL WEBPAGE(S)

Your webpage should make microcredentials easy to find and sign up for, as well as providing key information about the value of microcredentials.

1. Answer key questions

Most students share common questions about microcredentials. Your webpages should answer two levels of questions:

1. General questions about microcredentials.

Here are some top questions and answers from suny.edu/microcredentials:

What is a microcredential?

Microcredentials are short, focused credentials designed to provide in-demand skills, know-how and experience. Stackable microcredentials can also provide a pathway to a certificate or full degree, now or when you are ready.

Who can earn a microcredential?

Current students, alumni, anyone seeking to advance their career or increase their earning potential, those needing to upskill or make a career change, those looking to come back to the job market, and yes, those looking for fun, engaging, learning to support a hobby or interest can all find a SUNY microcredential that fits their needs.

Who teaches microcredentials?

SUNY microcredentials are taught by SUNY faculty. Students have access to academic supports and campus resources. Our microcredentials can be taught online or in the classroom, or even at your work or job site with support from your employer.

How does a microcredential work?

SUNY microcredentials often combine courses from our registered degree programs, innovative applied learning experiences, preparation for industry certifications, and/or non-credit coursework. A microcredential could be coursework alone (the most common microcredential length is three courses), a series of workshops, or a combination of coursework and an applied learning experience or certification preparation.

2. Questions about individual microcredentials.

When a student is considering a microcredential, they want to know:

- How long it takes
- When it starts
- Skills they will learn
- Who is eligible
- Instruction mode
- Requirements/pre-requisites
- Outcomes/stackability

Check out [SUNY Cobleskill's pages](#) for a good example of answering these questions efficiently.

3. Create a separate section or page for business, P-12, and community partners. They want to know:
 - How long does it take?
 - Can you customize something for them? If yes, how long does that take?
 - Can you offer it at night, on weekends, and/or onsite?
 - Is it something they can highlight as an employee benefit? Training employees need now and opportunities to advance through additional micro-credentials; pathways to a certificate or degree.

2. Make it searchable if appropriate

If you offer more than a dozen microcredentials, make sure a student can easily find what they're looking for from the first page.

3. Include an RFI (request for info)

An RFI allows you to collect basic information about someone who is interested in a microcredential so your admissions team can help them apply and register. It should be included on each individual microcredential page.

Note: Current students may not need or use this path. It's primarily for new students.

This should require collaboration with your campus admissions and/or enrollment management teams to set up an RFI that is integrated with the campus CRM.

4. Link to suny.edu/microcredentials

This helps ensure a student can find a microcredential that meets their needs. It also helps establish SUNY's web authority on microcredentials, ultimately bringing more traffic and visibility to microcredentials across the system.

We recommend the following language:

Can't find the microcredential you're looking for? [Explore all microcredentials at SUNY.](#)

5. Focus on SEO

Answering the key questions above will help your pages rank in searches about microcredentials. It's also important to focus on your metadata. You may want to talk to your web team about incorporating the following keywords:

Microcredential in [subject]
[campus] microcredential
microcredential
digital badge

microcredential badge
online microcredential
credential for [subject keyword]
[campus] credentialing
professional development

EMAIL TEMPLATES

Email is a great way to introduce your campus audiences to microcredentials. We recommend developing an email communications plan to reach current **students, employees, and alumni**.

The communications plan should include an introduction to microcredentials with follow-up emails promoting specific microcredentials to interested audiences—for example, you may have a cybersecurity microcredential that would be of particular interest to current students enrolled in computer science and IT degree programs.

***Take it further:** A good way to engage your audiences about a new topic like microcredentials is to clearly explain what microcredentials are and then to ask about their interest. A short survey about their familiarity with microcredentials, education and career goals, and what topics they would like to learn can inform both your communications to them and development of future microcredentials.*

NOTE: The accompanying graphics kit includes a [microcredential email header](#) in several sizes, which can be customized with your campus logo.



CURRENT STUDENTS – INTRO EMAIL

Subject: Boost your degree with a microcredential

Dear <name>,

Microcredentials are a great way to enhance your degree and stand out among your peers.

[Campus] offers [##] microcredentials in [list of disciplines].

The best part? They're short (hence, micro). So you can add verified skills to your resume quickly and conveniently.

[Button: Find a microcredential]

What is a microcredential?

Microcredentials are short, focused credentials designed to provide in-demand skills, know-how, and experience. They often result in a digital badge you can display on your resume, or LinkedIn, to show employers proof of your skills and competencies.

Who teaches microcredentials?

[Campus] microcredentials are taught by [campus] faculty. You'll have access to all the same academic supports that you have with your other classes.

Want to know more? Learn all about [SUNY microcredentials](#) and explore nearly 400 options from across the system.

CURRENT STUDENTS – MICROCREDENTIAL-SPECIFIC EMAIL

Note: This type of email would be most effective if targeted to students in degree programs related to the topic of the microcredential.

Subject: Learn [microcredential name or subject] in months with a microcredential

Dear <name>,

Boost your skills (and resume) with a microcredential in [microcredential name or subject] from [campus].

This microcredential teaches [skills/outcomes].

It takes just [time] to complete and can help you stand out by demonstrating in-demand skills and knowledge.

[Button: Learn more]

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CURRENT STUDENTS – NEW MICROCREDENTIAL EMAIL

Subject: NEW! Microcredential in [microcredential name or subject]

Dear <name>,

[Campus] now offers a microcredential in [microcredential name or subject] to help you boost your skills (and resume).

This microcredential teaches [skills/outcomes].

It takes just [time] to complete and can help you stand out by demonstrating in-demand skills and knowledge.

[Button: Learn more]

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EMPLOYEES – INTRO EMAIL

Subject: Stay sharp with [campus] microcredentials

Dear <name>,

Microcredentials at [campus] aren't just for students. They're a great way to stay on top of the latest developments in your field, advance your professional development, or explore a new interest.

[Campus] offers [##] microcredentials in [list of disciplines].

The best part? They're short (hence, micro). So you can gain verified new skills and knowledge quickly and conveniently.

[Button: Explore microcredentials]

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EMPLOYEES – MICROCREDENTIAL-SPECIFIC EMAIL

Subject: Learn [microcredential name or subject] in months with a microcredential

Dear <name>,

Add some verified new skills and knowledge to your resume this semester with a microcredential in [microcredential name or subject] from [campus].

This microcredential teaches [skills/outcomes].

It takes just [time] to complete, so you can keep learning around your busy schedule.

[Button: Learn more]

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EMPLOYEES – NEW MICROCREDENTIAL EMAIL

Subject: NEW! Microcredential in [microcredential name or subject]

Dear <name>,

[Campus] now offers a microcredential in [microcredential name or subject] to help you add verified new skills and knowledge to your resume this semester.

This microcredential teaches [skills/outcomes].

It takes just [time] to complete, so you can keep learning around your busy schedule.

[Button: Learn more]

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ALUMNI – INTRO EMAIL

Subject: Boost your resume with microcredentials from [campus]

Dear <name>,

Microcredentials from [campus] are a great way to stay on top of the latest developments in your field, advance your professional development, or explore a new field.

[Campus] offers [##] microcredentials in [list of disciplines].

The best part? They're short (hence, micro). So you can gain verified new skills and knowledge quickly and conveniently.

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ALUMNI – MICROCREDENTIAL-SPECIFIC EMAIL

Subject: Learn [microcredential name or subject] in months with a microcredential

Dear <name>,

Add some verified new skills and knowledge to your resume this [season] with a microcredential in [microcredential name or subject] from [campus].

This microcredential teaches [skills/outcomes].

It takes just [time] to complete, so you can keep learning around your busy schedule.

[Button: Learn more]

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ALUMNI – NEW MICROCREDENTIALIAL EMAIL

Subject: NEW! Microcredential in [microcredential name or subject]

Dear <name>,

[Campus] now offers a microcredential in [microcredential name or subject] to help you add verified new skills and knowledge to your resume this [season].

This microcredential teaches [skills/outcomes].

It takes just [time] to complete, so you can keep learning around your busy schedule.

[Button: Learn more]

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BUSINESS, P-12, COMMUNITY PARTNER ENGAGEMENT

Host a meeting to engage all campus partners (business, industry, organizations, P-12 district leaders, workforce and economic development, legislators, etc.) in a discussion about the potential of SUNY microcredentials. Cyndi Proctor in the System Provost office can join the presentation and/or help your team prepare with region-specific data (cynthia.proctor@suny.edu).

Tips:

- If there are multiple SUNY campuses in the same region, make it a joint presentation. Show SUNY's shared commitment to supporting New York business and industry and getting more New Yorkers the credentials they need to succeed.
- Make connections to Governor Kathy Hochul's State of the State address and related calls for credentials and credential funding.
- Highlight examples of satisfied microcredential partners.

FLYER/HANDOUT FOR PARTNER OUTREACH

The [partner flyer](#) can be used to help announce or follow up after meetings with potential business/P-12/community partners.

This can be customized to add your logo on page 1 and on page 2 (bottom right) to add a contact person.

[Download the partner flyer](#)

SOCIAL MEDIA

Social media will reach a general audience to help generate interest in microcredentials at SUNY and at your campus. We recommend prioritizing LinkedIn, Instagram, and Twitter.

You may use any of the [social media graphics](#) provided in this kit, and may customize them by adding your campus logo. They are available in a variety of common sizes, but square works well on most platforms today.

SUNY main accounts will use the following primary hashtags for microcredential posts:

#LearnFast

#microcredential

#UpskillAtSUNY

#upskill

We suggest three primary post categories:

1. General posts to raise awareness of the value of microcredentials.
2. Posts about specific microcredentials or discipline areas
3. Highlighting specific microcredentials that align with trending topics.
 - a. For example, highlighting a microcredential about supply chain management when global supply chain issues are in the news.

The following pages contain sample language for these posts.



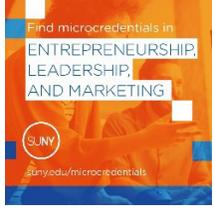
SAMPLE SOCIAL MEDIA POSTS – GENERAL

The images in the right column are only examples. Please download the [full-size files from the graphics kit](#). The general graphics are animated.

<ul style="list-style-type: none">✓ High-quality✓ In-demand✓ Stackable✓ Portable <p>#LearnFast with SUNY #microcredentials</p>	
<p>Life moves fast. So can education.</p> <p>#Upskill with SUNY #microcredentials</p>	
<p>All your learning adds up with SUNY #microcredentials</p>	
<p>Stand out in a competitive job market with SUNY #microcredentials</p>	
<p>Learn a new skill in months, not years.</p> <p>#UpskillAtSUNY with #microcredentials</p>	
<p>Working for that promotion? Give yourself an edge with a #microcredential</p> <p>#UpskillAtSUNY</p>	

<ul style="list-style-type: none"> ✓ #Microcredential convenience ✓ SUNY trust <p>#LearnFast with SUNY microcredentials</p>	
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SAMPLE SOCIAL MEDIA POSTS – DISCIPLINE AREAS

<p>Learn [microcredential name or subject] in months with a #microcredential</p> <p>#UpskillAtSUNY</p>	
<p>Add verified skills in [microcredential name or subject] to your resume with a #microcredential</p> <p>#UpskillAtSUNY</p>	

SAMPLE SOCIAL MEDIA POSTS – INDIVIDUAL MICROCREDENTIAL

The graphics kit includes a [template](#) for promoting individual microcredentials. You can customize it with the microcredential name, your logo, and campus colors.

<p>Learn [microcredential name or subject] in months with a #microcredential</p> <p>#UpskillAtSUNY</p>	<p style="text-align: center;">Download template</p>
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OTHER OUTREACH TACTICS

In addition to email and social media, you may want to consider some of the following outreach tactics to promote microcredentials:

- Alumni newsletters or magazines
- Internal campus news stories
- Career center sessions on adding microcredentials to your social media/resume
- Press releases on new microcredentials
- Videos and quotes from microcredential completers and partners
- Outreach to Re-Enroll audiences