

Existing Certificate Redesign Worksheet

Enhance the Student Experience

Although most COE units offer short-format programs on topics of interest to Millennials, few programs provide the experience this audience desires. Millennials seek programs that offer a selective, personalized experience with benefits that extend well past a program’s end. Using the grid below, select which elements of a Millennial-friendly program your team will adopt, and determine a plan for implementing each element.

Qualities of Successful Millennial-Friendly Programs	Already Exists	Not Suitable for Program	Need to Implement	Timeframe for Implementation	Next Steps and Person(s) Responsible
Pre-Program (Convey Prestige and Selectivity)					
Required statement of intent					
Required letter of recommendation					
Marketing materials that emphasize accomplished faculty and alumni					
Pre-program modules to ensure a fast-paced curriculum					
During Program (Create Personalized Experience)					
Built-in reflection exercises					
Pre-program personality tests					
Client-facing capstone project or portfolio					
Embedded mentorship component					
Accelerated completion option for motivated students					
Post-Program (Sustain Connection to Institution)					
LinkedIn alumni group					
Invitation to alumni events					
Regular updates on related courses and programs					
Built-in career coaching					
Easy-to-navigate “stackable” pathways to other credentials					