

Microcredential Prioritization Matrix

Goal

Use this tool to determine which traditional programs might be best suited for conversion to a microcredential offering.

Intended User(s)

- Head of PCO Unit
- Director of Microcredentials

Overview

Many institutions offer some programs that generate high levels of student interest but see a high amount of lost leads. It is common practice for institutions to remain satisfied with strong enrollment despite these lost leads, but best practice institutions identify these programs as candidates for microcredentials. By building microcredentials from these popular programs, institutions can attract the students who are interested in a traditional program but unable to attend due to time constraints.

This tool is designed to help PCO leadership identify programs with lost leads and use that information to launch in-demand microcredentials.

Tool 1: Microcredential Prioritization Matrix

Identify Best Opportunities for New Microcredentials

To identify promising microcredentials to launch, find offerings with high student demand and a large number of lost leads. High program enrollment indicates a demand for content and a high percentage of leads that do not convert may be due to students' inability to commit to the time required to complete the full program. These program characteristics may indicate a larger population of prospective students interested in a condensed form of the offering.

Instructions: Under the "Programs" column, list degrees and/or certificates you are considering converting into microcredentials into the table below. Next, list both the annual enrollment and the percentage of leads that do not apply for each program. Then, calculate the mean number of annual enrollments and the mean percentage of lost leads across all listed programs. Use these values as the axes for the prioritization matrix on the next page.

Programs	Annual Enrollment	Percent Leads That Do Not Apply
Calculate the means for each column:		

Microcredential Prioritization Matrix (cont.)

Analysis of Programs Appropriate for Microcredentials

Instructions: Complete the matrix below based on the information on the previous page. Place programs in the matrix based on whether the number of enrollments and percentage of lost leads are below or above the average. Programs that fall in the gray box are the best opportunities for microcredentials.

