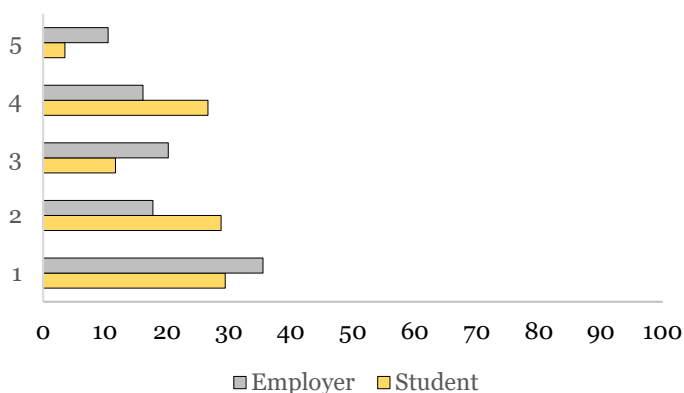


MICROCREDENTIALS: The employer and student perspective



Method: A survey was distributed to employers visiting campus to interview students and an online survey was issued through professional development courses for co-op students.

Awareness - 'I am familiar with microcredentials'



1= Strongly Disagree, 5 = Strongly Agree

Employers' (n =124) and students' (n =1016) low familiarity with microcredentials indicates that the microcredential market is still in the early stages of development.

Value

- Students and employers strongly preferred microcredentials demonstrating both knowledge acquisition *and* competence in a workplace than to those demonstrating knowledge acquisition alone.
- Students and employers valued microcredentials significantly more as a complement to a degree, than as a substitute.
- Students and employers strongly preferred microcredentials demonstrating technical skills than those demonstrating soft skills.
- Students indicated that they would value a microcredential issued by the University of Waterloo significantly more than a microcredential issued by an online educational platform (E.g. LinkedIn Learning).
- 57% of employers agreed that they would encourage co-op students to earn microcredentials and 61% agreed that they would be more likely to interview a co-op student who had earned a relevant microcredential.

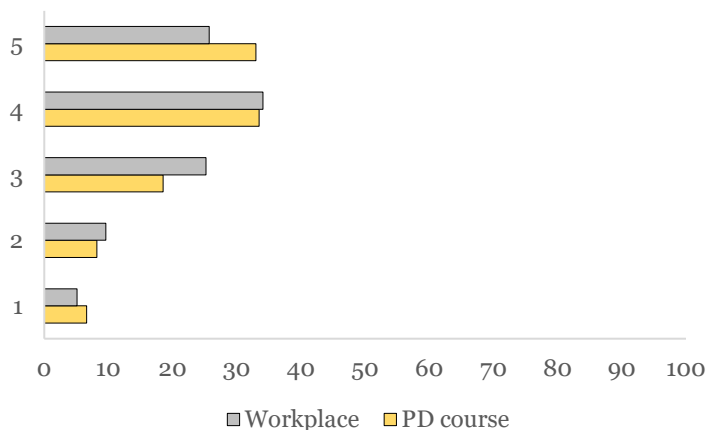
Table 1

	Students	Employers
Microcredentials are a good signal to potential employers about the skills a candidate possesses.	60.2% <i>n</i> =1007	47% <i>n</i> = 122
A post-graduate candidate who has microcredentials on their application is more likely to get an interview.	47% <i>n</i> =1012	50% <i>n</i> =124

Table 1 indicates the % of students and employers who agreed with the statements.

Motivation - students

'I would exert more effort in my...if I could earn a microcredential'



1= Strongly Disagree, 5 = Strongly Agree

Results suggest that students may be motivated to exert additional effort to earn a microcredential, and this is particularly true in the case of their PD courses.