



Educator Micro-credentials

Digital Promise Support Costs

The table below details the price list associated with developing micro-credentials with Digital Promise. This price list is used as the basis for professional services agreements.

Digital Promise support is broken into two areas - production costs, which are fixed services such as copy editing, graphic design and uploading into our system, and staff support, which includes project management and staff time for development and iteration on micro-credential content including training on our micro-credential template. Micro-credential support costs can be determined by individual micro-credential or in stacks of 10 (with a discount).

Production per MC	
Graphic Design, copy editing, and uploading	\$350.00
Staff Support per MC*	
MC development and iteration	\$1,000.00
TOTAL per MC (staff and production)	\$1,350.00
TOTAL set of 10 (production and staff)	\$10,000.00

Standard SOW Language

The SOW language below details the commitments both Digital Promise and issuer make during micro-credential development agreements.

Issuing Organization will:

- Complete the development of X micro-credentials in keeping with the Digital Promise framework;
- Serve as the issuing organization for the micro-credentials developed through this project on the Digital Promise platform;
- Complete assessment of the first 50 submissions for each micro-credential as part of the “expert assessment” phase;
- Determine whether to implement “paid assessment,” peer assessment, or a combination of both beyond first 50 submissions.

Digital Promise will:

- Provide support to Issuing Organization to identify specific competencies for micro-credentials in line with Issuing Organization's professional development goals;
- Train Issuing Organization on use of micro-credential framework and template;
- Provide guidance and support to Issuing Organization on the development of micro-credential content, including:
 - Close review and editing of first micro-credential;
 - Iteration on drafts of all micro-credentials to ensure alignment with Digital Promise framework (competency, key method, research, resources, evidence submission, and scoring rubrics);
 - Phone call and email support, as needed;
- Production of each finalized micro-credential;
 - Copy editing
 - Graphic design
 - Uploading of the micro-credentials into the platform (microcredentials.digitalpromise.org)

Issuer Development and Implementation Costs

Below are descriptions of the various implementation elements the issuer should consider when creating a budget to support micro-credentials. This can be used to inform grant proposals or better understand the capacity your organization will need to support this process.

Development

Your organization will need to dedicate staff time to develop micro-credential content (competency, key method description, associated research and resources, evidence, and scoring guide). The amount of time it takes to develop a micro-credential depends on the complexity of the topic. Typically, developing a micro-credential takes 4-8 hours each, with initial micro-credentials typically taking longer as the author acclimates to the framework.

Marketing and Communications

We recommend building capacity to market the micro-credentials your organization issues - this will publicize their presence to potential earners and ensure that the first 50 assessments are completed efficiently.

Assessment

Our system requires that experts complete the assessment of first 50 submissions for each micro-credential. This means that the issuer will identify a panel of experts (staff members, contractors, or others) who can complete these assessments. Based on the complexity of the micro-credential content, we recommend allocating 30-60 minutes per assessment or 25-50 hours per micro-credential. This would likely include training experts to complete assessments within the online system and norming on rubrics and scoring guides, in addition to completing the actual assessment. Additionally, the process of completing the first 50 assessments may show that a micro-credential needs to be amended to better articulate the rubric or key method. This process is included in the time allocation. Costs associated with assessment should be based on your expected staff costs or contractor rates.

Teacher Support

Our platform includes customer support for educators that need help navigating the system. However, it is possible that your specific educators may need support from you in developing their evidence based on their use of your content. This will likely be dictated by the complexity of the evidence they must submit to earn the micro-credentials. You may consider dedicating some staff time to support this process.

Other Considerations

Peer assessment - after the first 50 assessments are complete, you will have the option of putting the micro-credential into peer assessment - where three previous earners assess submissions, as opposed to a single expert. Peer assessment is free to earners. If you do not want to use this assessment option, you will need to determine whether you want to continue to provide assessment for free or move to "paid assessment."