

UVU Faculty Summer Institute 2026: Embedded Credentialing

Objective: prepare students to enter the workforce with third-party credentials obtained as part of their student experience

Project Description: Qualifying projects should embed relevant credentials into an existing UVU course; either as accepted industry credentials (Google Analytics, HootSuite, or selected badging through Pluralsight, LinkedIn Learning, etc. For a list of some potential industry credentials, see <https://www.uvu.edu/testingservices/industry-certifications/index.html>).

Deliverables may include a revised syllabus and course materials, revised assignments that demonstrate students' skill development, and a teaching plan showing incorporation of the credentials. All changes should be aligned with course learning outcomes.

Competitive projects will:

- Require at least 10 hours for students to complete (example: a combination of LinkedIn Learning badges that total 10 hours)
- Enhance the student's discipline-specific learning experience with complementary skills valued in the workplace
- Demonstrate that the applying faculty member has completed the credentials themselves before proposing

Examples:

- Students in a management communication course completed 4 badges through LinkedIn Learning in how to use generative AI in business communication
- Students in a behavioral health statistics course completed credentials in basic data analysis through Qualtrics & Microsoft Excel
- Students in an upper-division history class completed a series of badges through LinkedIn Learning on UX/UI design and demonstrated mastery of the skills they gained through creating a public facing webpage for a local historical site