

Microcredential

Product walkthrough



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Finding a microcredential

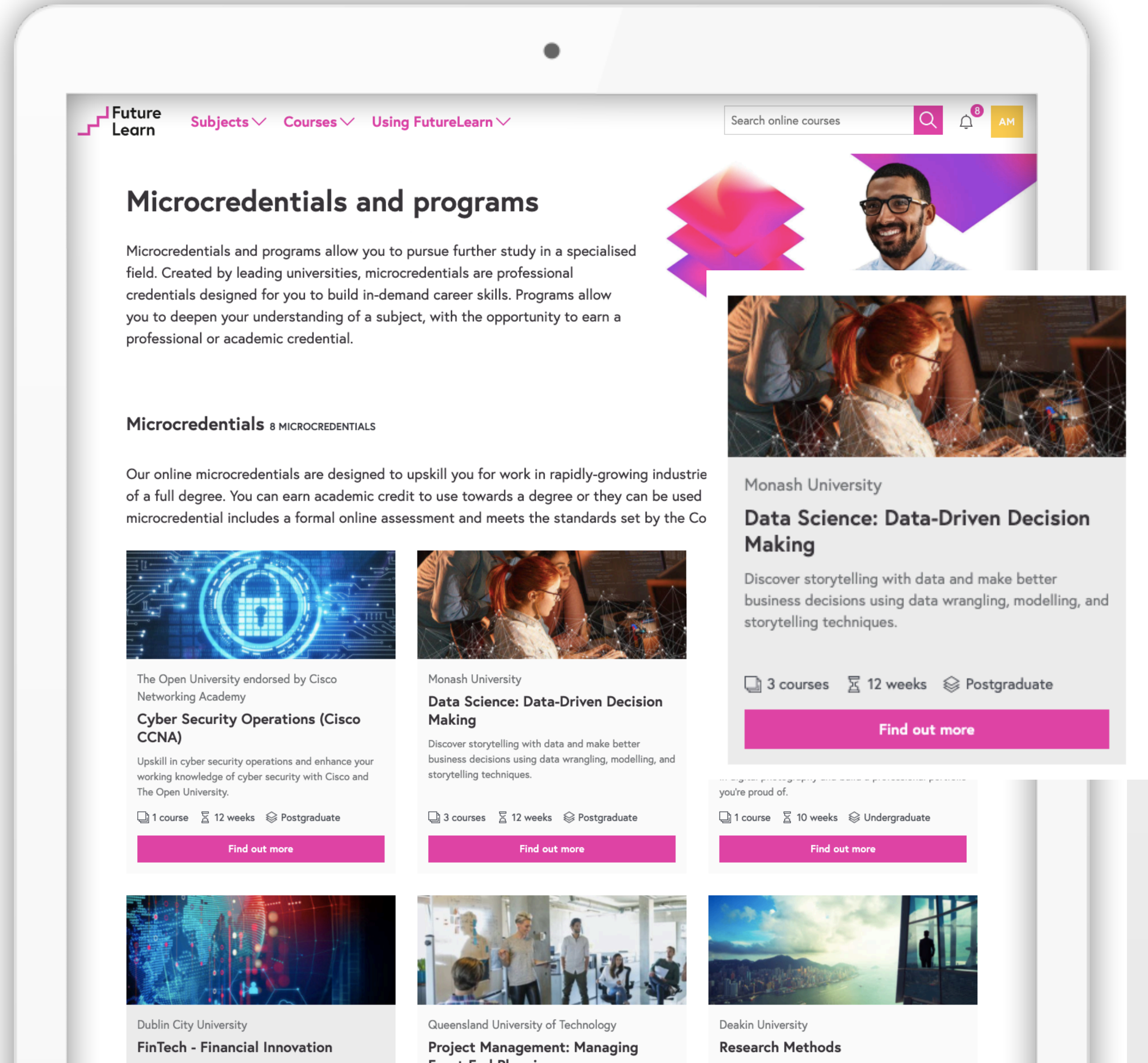
Microcredentials and programs
page & MC marketing page

Microcredentials and programs page

- Lists out all the microcredentials available on FutureLearn
- Includes a link to the Common Microcredential Framework

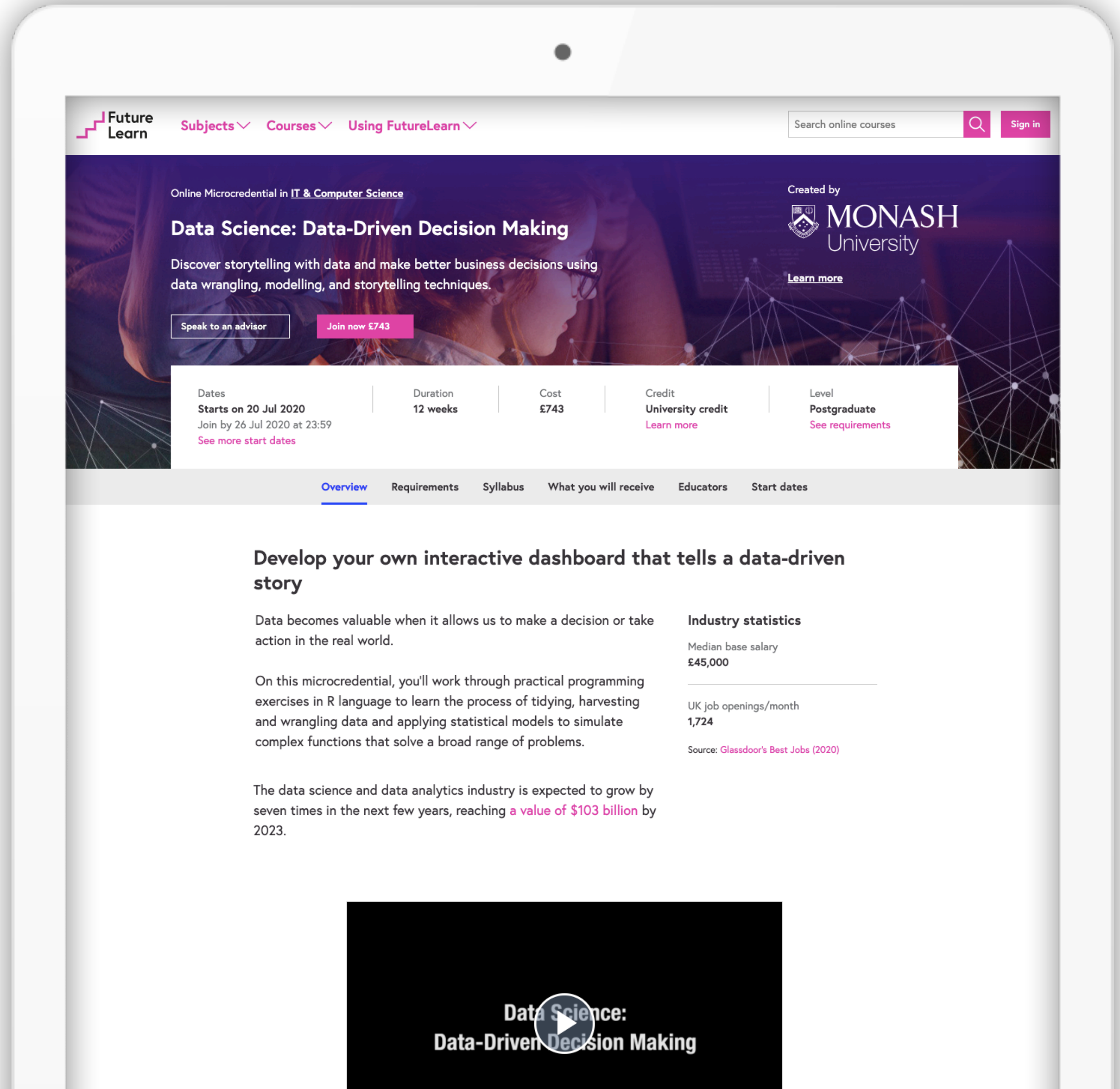
Microcredential course card

- Displays basic information such as number of courses, duration and level of study
- Displays the first additional partner organisation (ie co-creator, endorser or accreditor)



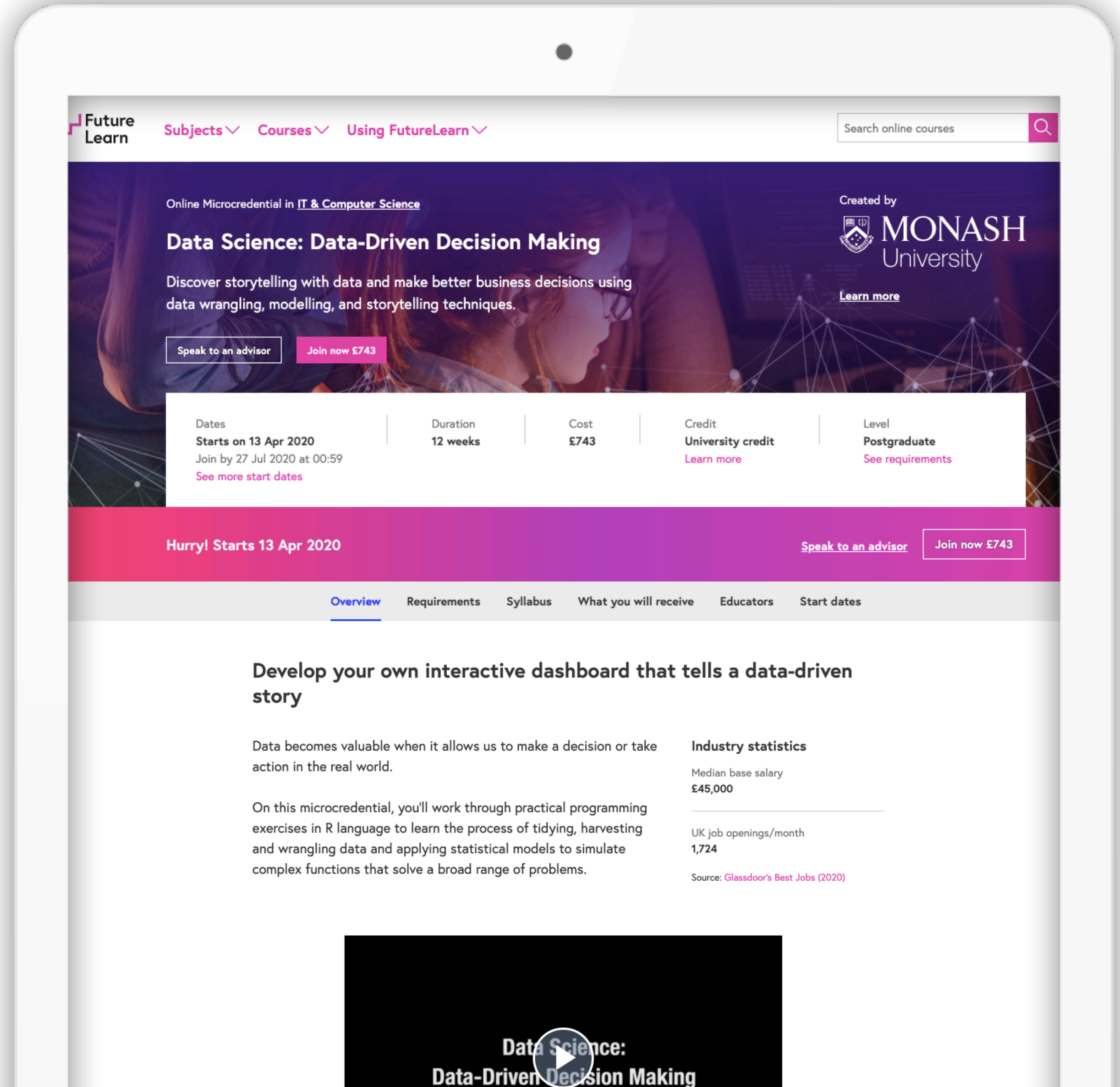
Microcredential marketing page

- Page is built to display up to four logos: creator and three additional partners (eg co-creator, endorser, accreditor)
- If a microcredential is available for enrolment, displays two CTAs:
 - "Speak to an advisor" directs the visitor to the lead generation form at the bottom of the page
 - "Join now" takes the visitor into the application and enrolment journey



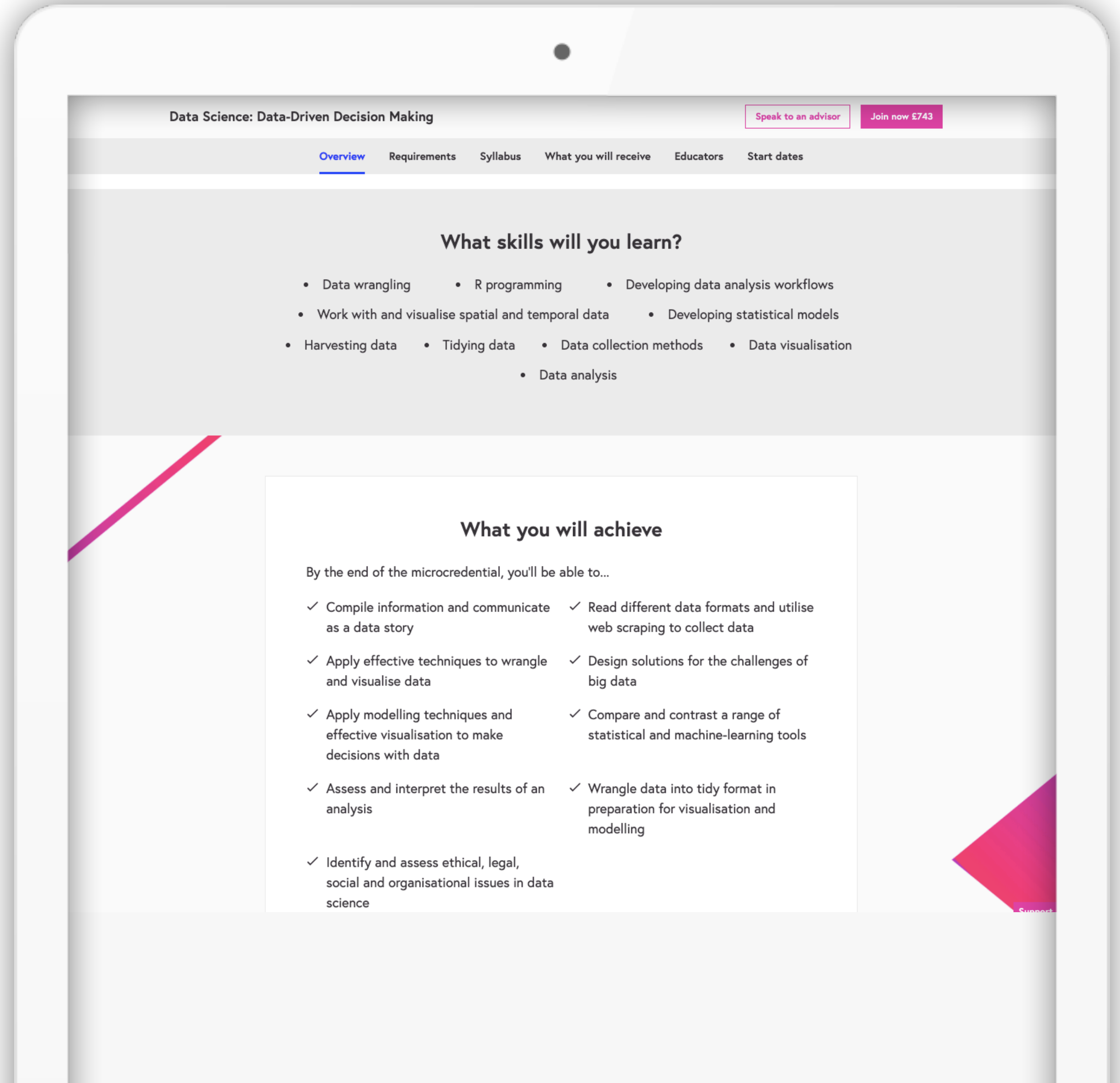
Microcredential marketing page

- Header displays all relevant info at a glance, including enrolment deadline for upcoming run
- An Urgency Banner appears automatically when the enrolment deadline or start date is within 2 weeks and the MC is still available to enrol onto
- Industry stats are pulled from the career advice page linked to the microcredential
- Section is removed when no career advice page is linked



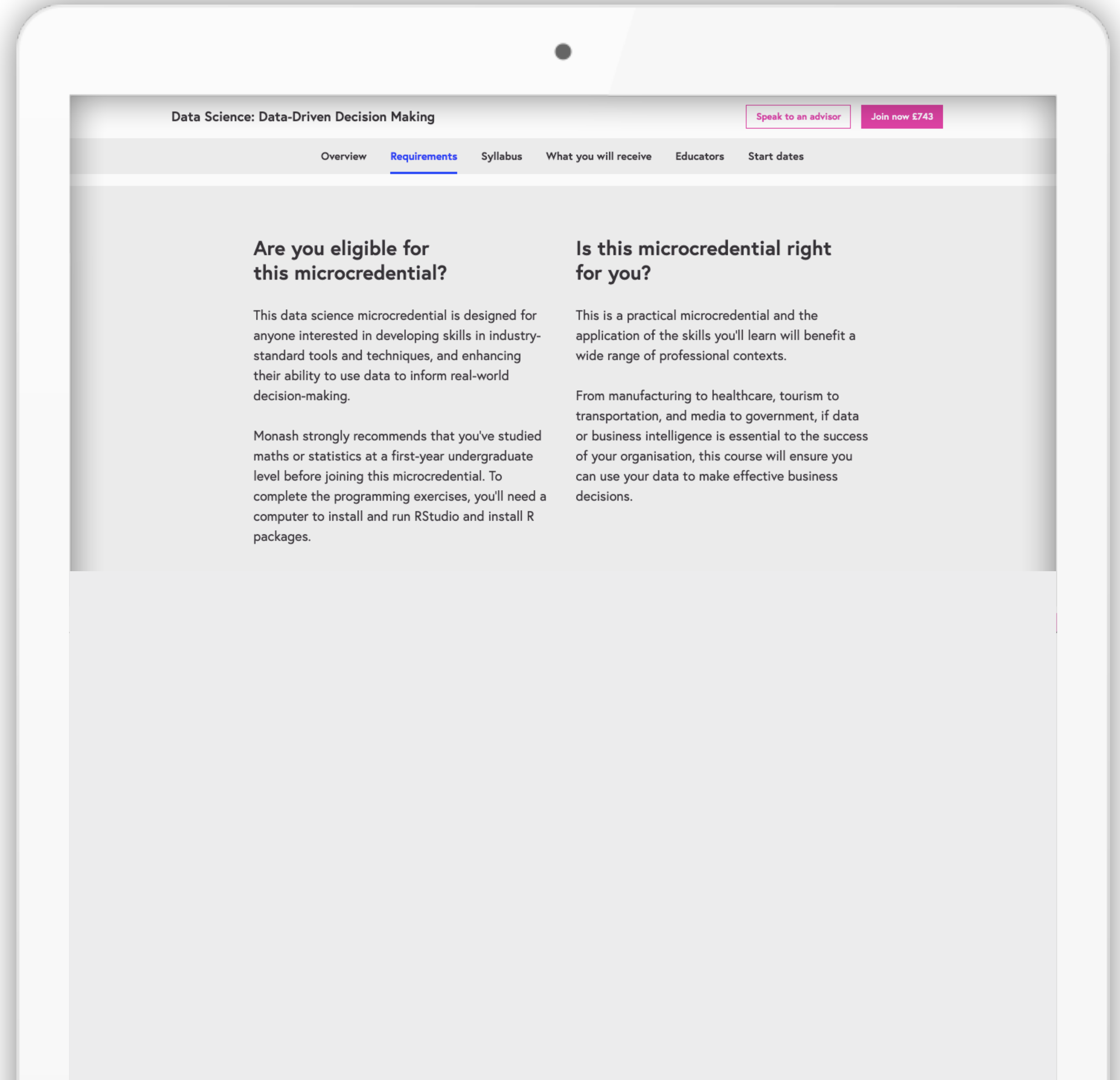
Skills and learning outcomes

- Partners can add up to 12 skills that the microcredential will help learners to develop
- The learning outcomes section is free text but always displayed as a bulleted list



Eligibility and fit

- Questions are standard and required
- Response is open text field



Syllabus

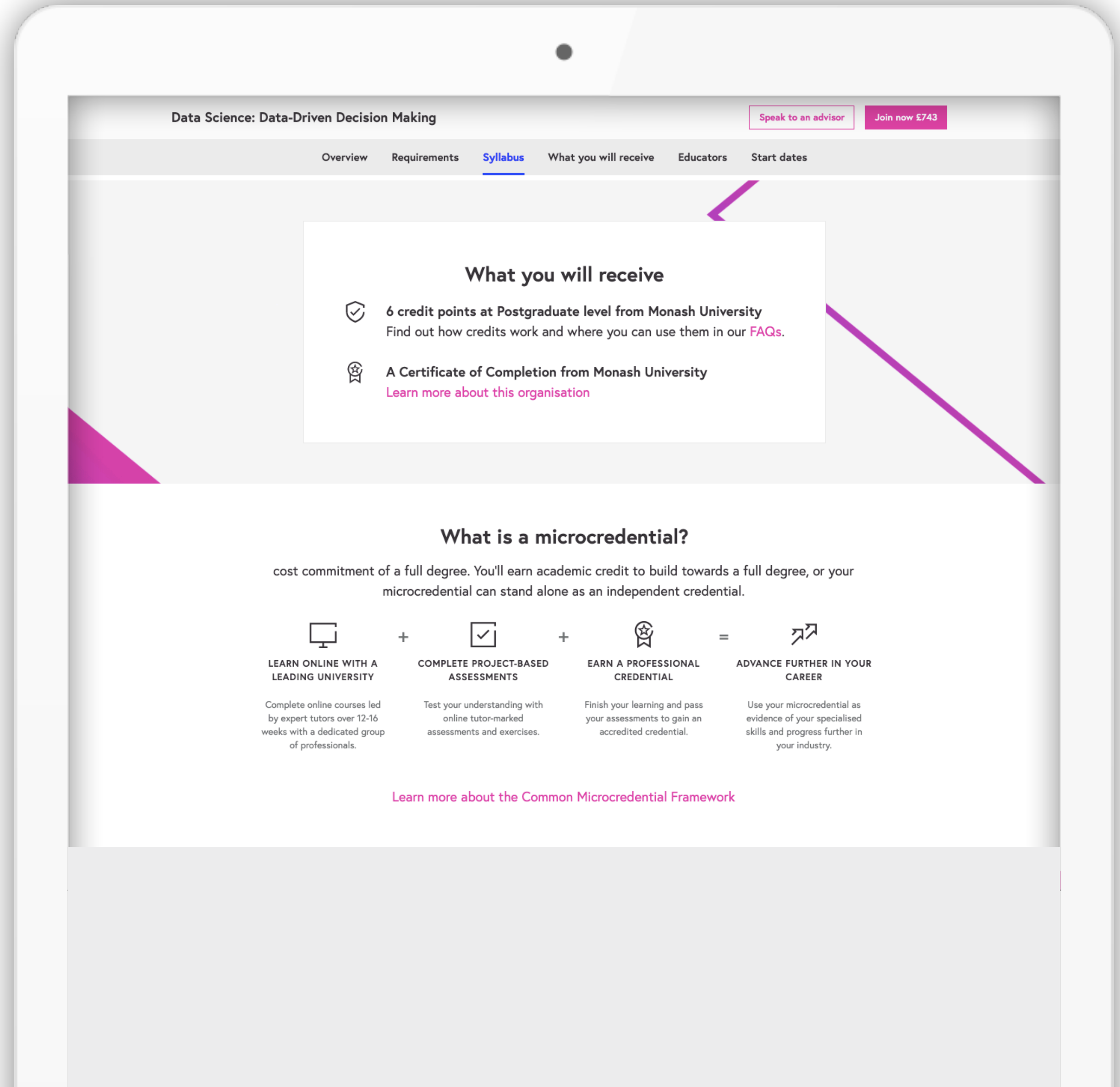
- A breakdown of what the microcredential will cover course by course
- The partner can edit the before and after learning sections
- The course information is pulled from course content
- Option to display weekly breakdown of courses, which should only be enabled once they have been added at the course run level

The screenshot shows a web page for a microcredential titled "Data Science: Data-Driven Decision Making". The page has a navigation bar with links for "Overview", "Requirements", "Syllabus", "What you will receive", "Educators", and "Start dates". A "Go to microcredential" button is in the top right. The main heading is "Syllabus", with a sub-heading "What happens before, during, and after your microcredential". A vertical timeline on the left marks the stages: "Before learning", "Course 1", "Course 2", "Course 3", and "After learning".

- Before learning:** You'll have access to our online welcome area where you'll be able to start conversations with fellow learners and read any additional information relating to your microcredential.
- Course 1 (From 20 Jul 2020):** **Wrangling and Workflow**. Get an introduction to data science and learn how to make the most of your data through effective data wrangling and storytelling. 4 weeks, 12 hours per week.
- Course 2 (From 17 Aug 2020):** **Modelling and Visualisation**. Explore the role of data visualisation in data science, and learn how to use and apply data modelling techniques. 4 weeks, 12 hours per week.
- Course 3 (From 14 Sep 2020):** **Formats, Ethics, and Storytelling**. Evaluate the challenges of data variety, ethics, and privacy on this course in Monash University's data science microcredential. 4 weeks, 12 hours per week.
- After learning:** Once you have successfully completed the microcredential, you'll receive your certificate of completion from Monash University.

Next on the page...

- "What you will receive" section includes a line about:
 - Credit
 - Certificate
 - Additional information
- "What is a microcredential" is hardcoded and appears on every microcredential marketing page



Creator and educator information

- University key facts are set at the organisation level, and include:
 - Location
 - Year established
 - Rank number and year
 - Rank source from a pre-selected list of titles
- Educators are set at program level
- Bios are pulled from their profile

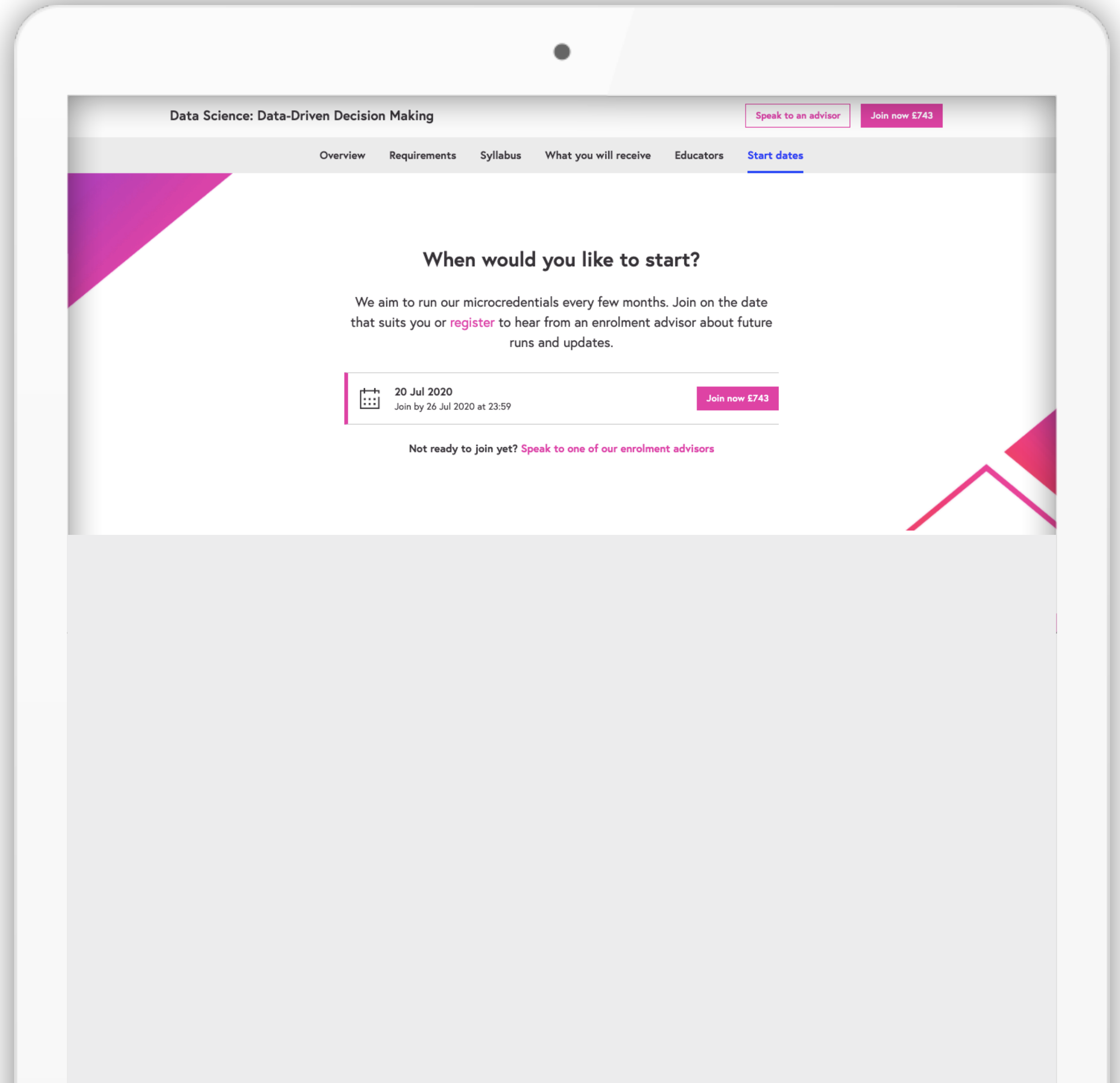
The screenshot displays a web page for a program titled "Data Science: Data-Driven Decision Making". At the top right, there are two buttons: "Speak to an advisor" and "Join now £743". Below the title is a navigation bar with tabs for "Overview", "Requirements", "Syllabus" (which is active), "What you will receive", "Educators", and "Start dates".

The main content area features the Monash University logo on the left. To the right, under the heading "Career-focused learning by Monash University", there is a paragraph: "Monash University is one of Australia's leading universities, ranked in the world's top 1% by the Times Higher Education World University Rankings. It was established in Melbourne in 1958." Below this text is a table with three columns: "Established" (1958), "Location" (Melbourne, Australia), and "World ranking" (Top 80, Source: Times Higher Education World University Rankings 2019).

Further down, the section "Delivered by expert academics" introduces two educators. On the left is Dianne Cook, with a photo and a bio: "Dianne Cook is Professor of Business Analytics at Monash University. She is a Fellow of the American Statistical Association, and elected Member of the R Foundation." On the right is Michael Niemann, with a photo and a bio: "I am a Data Science Lecturer at Monash University's Faculty of Information Technology. A computational linguist, I examine relationships & language use of online communities, leaders & professionals."

Start dates

- This section displays start dates and enrolment deadlines for upcoming runs
- Visitors can choose to enrol on the run that is most convenient for them, as long as it's open for enrolment
- On runs where enrolment closed within the last two weeks, there is a "Speak to an advisor" CTA



Lead generation form

- Leads are sent directly into our Hubspot CRM system where our sales advisors are on-hand to speak to potential learners
- Submitting this form does not create a FutureLearn account
- Information collected includes:
 - First and last names
 - Email address
 - Telephone number
 - Country of residence

Data Science: Data-Driven Decision Making

Speak to an advisor Join now £743

Overview Requirements Syllabus What you will receive Educators Start dates

Speak to an advisor

Register to learn more about this microcredential and be the first to hear of future start dates. Fill in your details below and one of our enrolment advisors will be in contact with you.

First name *
Aleksandra

Last name *
Mikolajczyk

Email
aleks.mikolajczyk@futurelearn.com
[Change your FutureLearn email address.](#)

Telephone number (including country code) *
Please provide a telephone number to receive a call from one of our enrolment advisors with further information on this course

Where do you live? *
Please tell us where you live so we can call you at an appropriate time
Please select

By clicking submit, I agree to FutureLearn's [Terms & Conditions](#) and [Privacy Policy](#), and I agree that my data will be processed in accordance with HubSpot's [Privacy Policy](#).

Submit

Lead generation form

- If the visitor is logged into FutureLearn, the form is pre-populated with the email address on their profile. This email can be changed by updating the profile.
- Visitors completing the form also agree to our T&Cs and privacy policy

Data Science: Data-Driven Decision Making [Speak to an advisor](#) [Join now £743](#)

[Overview](#) [Requirements](#) [Syllabus](#) [What you will receive](#) [Educators](#) [Start dates](#)

Speak to an advisor

Register to learn more about this microcredential and be the first to hear of future start dates. Fill in your details below and one of our enrolment advisors will be in contact with you.

First name *
Aleksandra

Last name *
Mikolajczyk

Email
aleks.mikolajczyk@futurelearn.com
[Change your FutureLearn email address.](#)

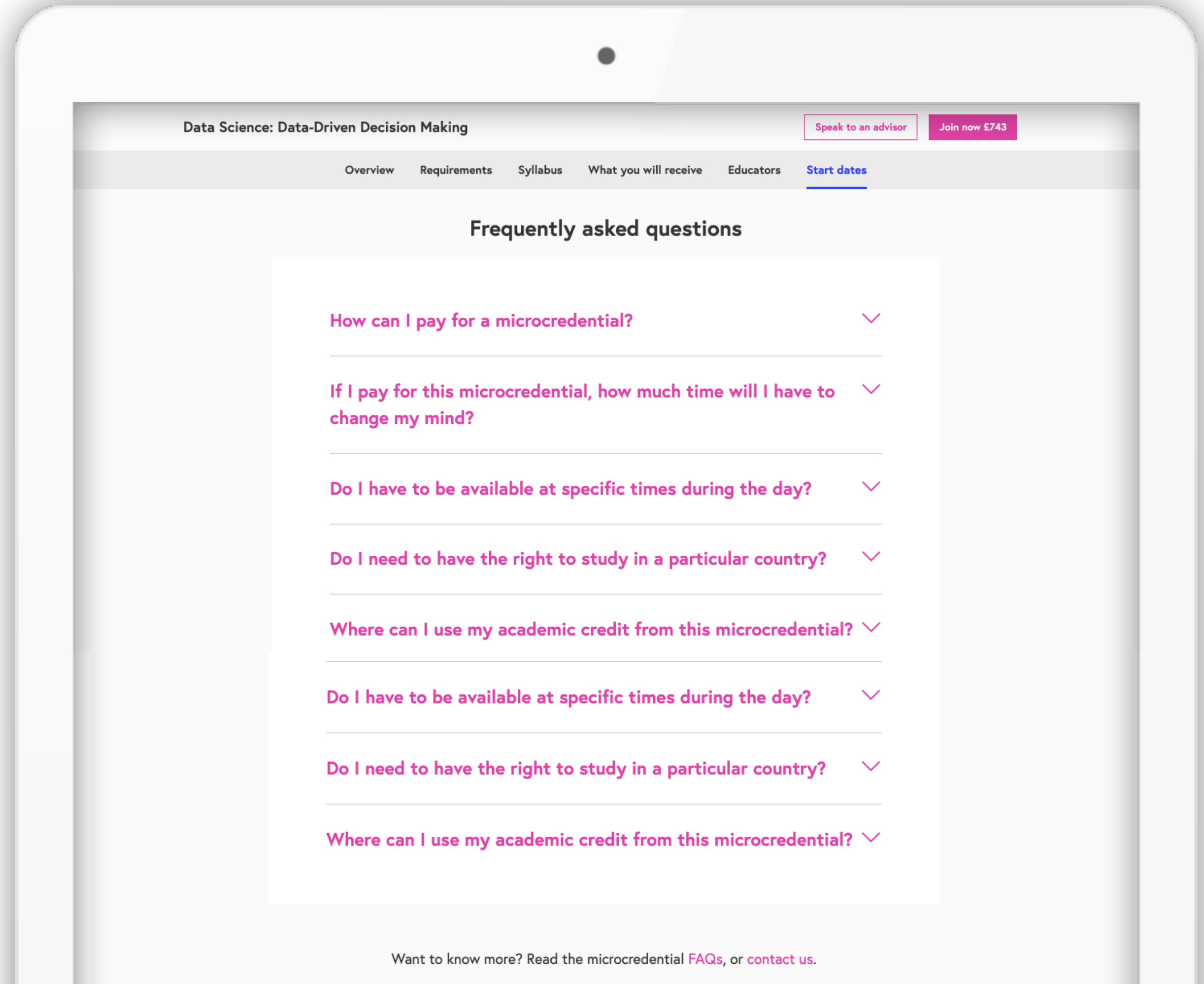
Telephone number (including country code) *
Please provide a telephone number to receive a call from one of our enrolment advisors with further information on this course

Where do you live? *
Please tell us where you live so we can call you at an appropriate time

By clicking submit, I agree to FutureLearn's [Terms & Conditions](#) and [Privacy Policy](#), and I agree that my data will be processed in accordance with HubSpot's [Privacy Policy](#).

FAQs section

- The majority of questions and answers are pulled from the FL microcredential FAQs
- Two partner specific questions are:
 - "Where can I use my academic credit for this microcredential?"
 - "What is this credit equivalent to in other countries?"





Enrolling on a microcredential

Application and enrolment journey

Application and enrolment journey

1. Learner signs in or registers to have an account with FutureLearn
2. Learner reads the eligibility requirements (inputted by the partner) and ticks a checkbox to validate that they meet the requirements
3. Learner enters their personal data that is required by the Creator or Accreditor university for registration. We send the Creator partner the learner's FutureLearn email address, and ask the learner to review and change it if required. At this stage, we also confirm with a learner whether they are happy to receive marketing communications from the Creator partner (this opt-in can be removed from the journey if the partner does not plan to use the learner's email address for marketing).
4. Learner goes through an ID verification process with a third party app (Jumio) that checks that they have a valid ID.
 - The partner can choose to remove this step in the application process.
 - The learner has the option to defer ID verification until after they pay.

Eligibility confirmation

Future Learn Subjects Courses Using FutureLearn

We've sent a link to aleks.mikolajczyk+testenrolment2@futurelearn.com to confirm your email address. Not the right email? [Change it now.](#)

1 Eligibility 2 Your details 3 Verify ID 4 Declaration 5 Checkout

Please confirm you're eligible

Monash strongly recommends that you have studied maths or statistics at a first-year undergraduate level before joining this microcredential.

I confirm that I meet the requirements

Next

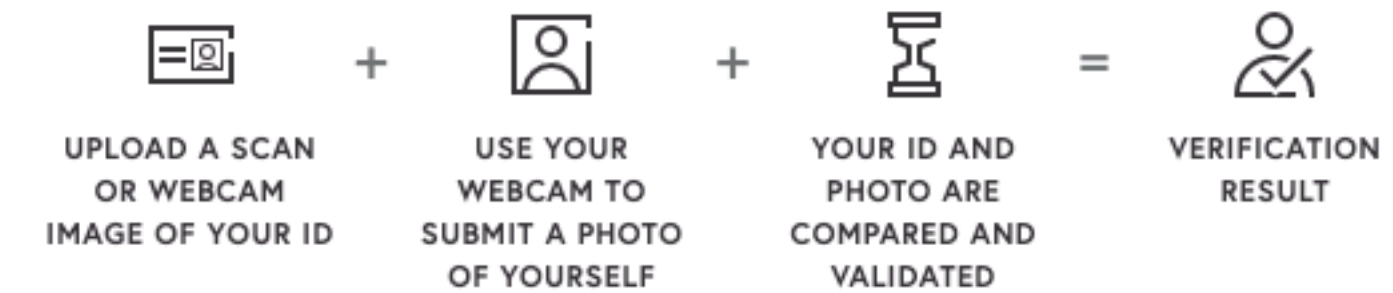
Identity verification

Future Learn Subjects Courses Using FutureLearn

1 Eligibility 2 Your details 3 Verify ID 4 Declaration 5 Checkout

Verify your identity

For you to join this microcredential, we need to verify your identity. It's quick, free and secure. All you need is one type of photo ID (eg passport or driving licence). Here's how it works:



Remind me later

Verify my identity

Application and enrolment journey

5. Learner reads a 'Declaration' that may link to the T&Cs or code of conduct of the Creator partner (or a relevant additional partner), and ticks a box to verify that they accept these terms
6. Learner is taken to a checkout screen and enters their billing information
 - Learners can pay by credit or debit card, or Paypal
7. Payment is taken, and learner is automatically enrolled on the microcredential, and able to access pre-reading or discussions on the microcredential welcome page (as happens on degree program pages currently)
8. Learner is sent a confirmation email which includes a tax invoice and information about the refund period
 - The refund period is set by the Creator partner and is the number of days after the course starts during which the learner is entitled to a full refund

Declaration acceptance



Declaration

You are enrolling on the Data Science: Data-Driven Decision Making microcredential with Monash University. It begins on 20 Jul 2020 and ends on 22 Nov 2020, at a cost of £743. To continue, you must agree to the following:

- I confirm that I want to enrol on the Data Science: Data-Driven Decision Making microcredential from Monash University.
- I understand that on successful completion, I will be able to use this learning towards a future qualification.
- I confirm that I have read, understood and agree to Monash University's [Monash University Student Charter](#).
- I understand that my failure to abide by these terms and conditions may lead to the termination of this agreement.

I confirm that I have read and agree to the terms and conditions above

[Go to checkout](#)

Purchase and enrolment confirmation page

Welcome to Data Science: Data-Driven Decision Making!

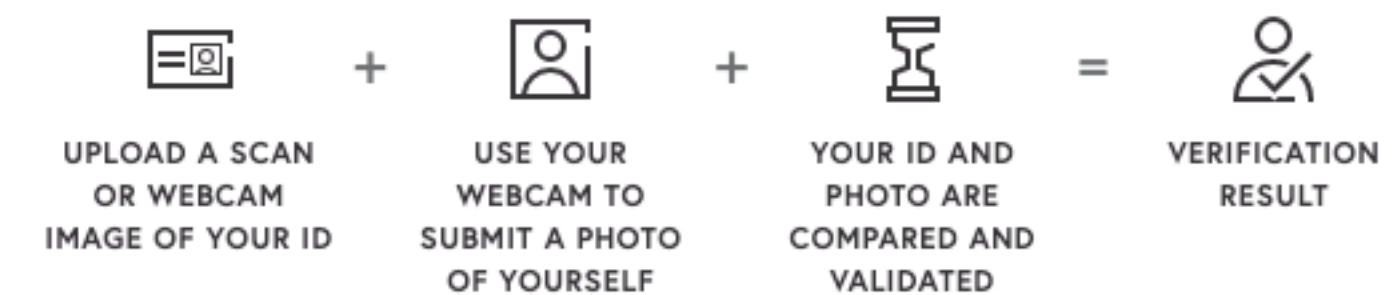
We've sent you an email receipt to confirm your purchase.

You have 14 days to ask for a refund after the start of the first course if you find that the microcredential is not for you.

[Go to microcredential](#)

Just one more step

You'll need to verify your identity in order to be enrolled on the microcredential. It's quick, free and secure. Here's how it works:



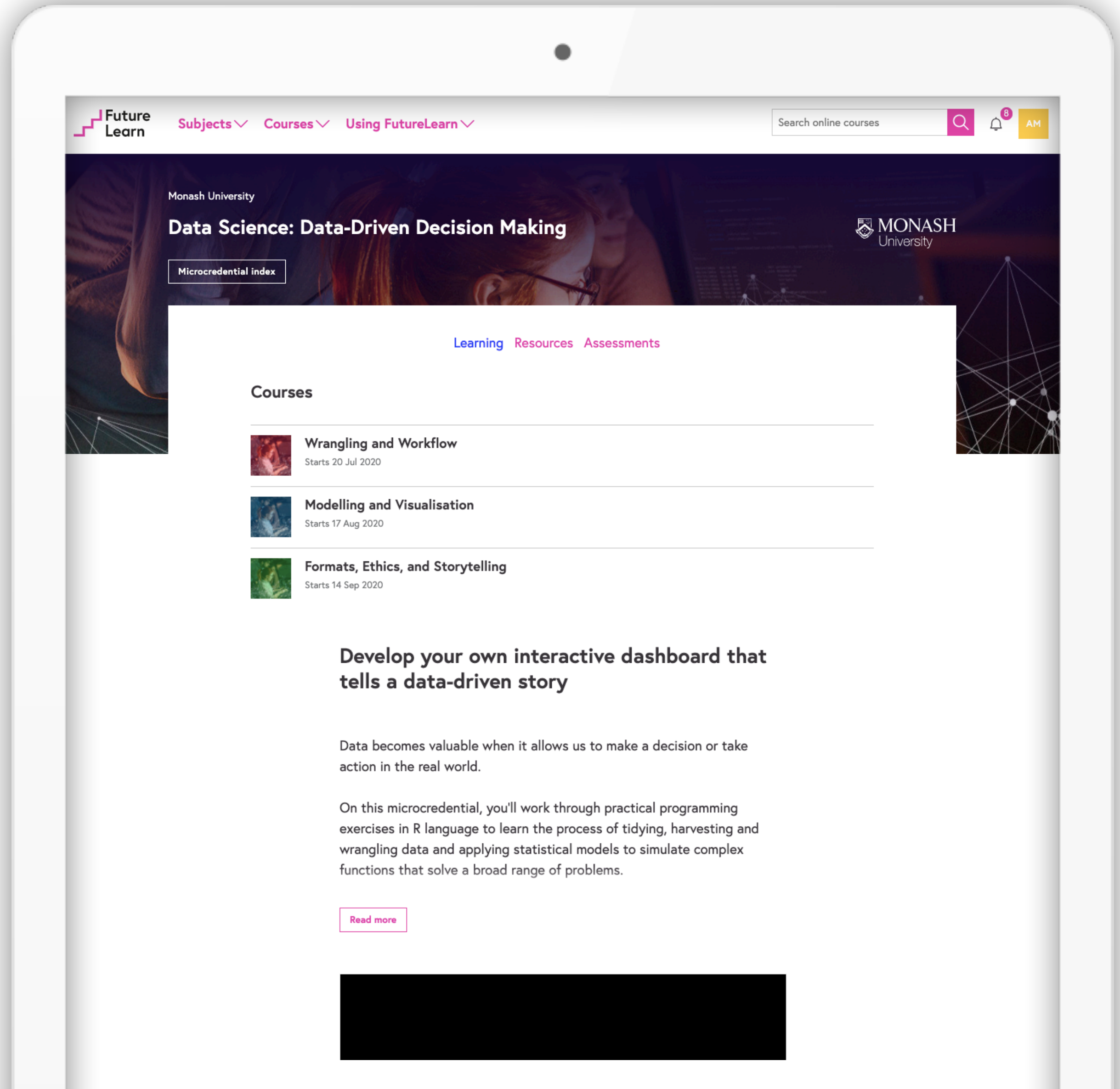
[Support](#)

Inside a microcredential

Microcredential welcome page,
assessments, course pages &
achievement page

Microcredential welcome page

- Learners see this page when they've enrolled onto a microcredential
- Includes a list of courses and their start dates
- If courses have started, learners can go into their course from this page, and see how much progress they've made on each through a progress bar



Educators and learning outcomes

- The same educators section as on the marketing page
- Educators can choose to display an email address that learners can use to get in touch with them directly
- The same learning outcomes section as on the marketing page

The screenshot displays a webpage layout for a microcredential. At the top, it features the heading "Delivered by expert academics". Below this, there are two columns of educator profiles. The first column includes a portrait of Dianne Cook, followed by her name and a short biography: "Di Cook is Professor of Business Analytics at Monash University. She is a Fellow of the American Statistical Association, and elected Member of the R Foundation." The second column includes a portrait of Michael Niemann, followed by his name and a short biography: "I am a Data Science Lecturer at Monash University's Faculty of Information Technology. A computational linguist, I examine relationships & language use of online communities, leaders & professionals." Below the educator profiles, the heading "Learning outcomes" is centered, followed by a list of ten bullet points detailing the skills and knowledge learners will gain, such as "Compile information and communicate as a data story" and "Design solutions for the challenges of big data". At the bottom of the page, a dark navigation bar contains links for "About", "Learning with", "Need some", "Developing skills", "Course", "Small print", and "Support".

Delivered by expert academics

Dianne Cook
Di Cook is Professor of Business Analytics at Monash University. She is a Fellow of the American Statistical Association, and elected Member of the R Foundation.

Michael Niemann
I am a Data Science Lecturer at Monash University's Faculty of Information Technology. A computational linguist, I examine relationships & language use of online communities, leaders & professionals.

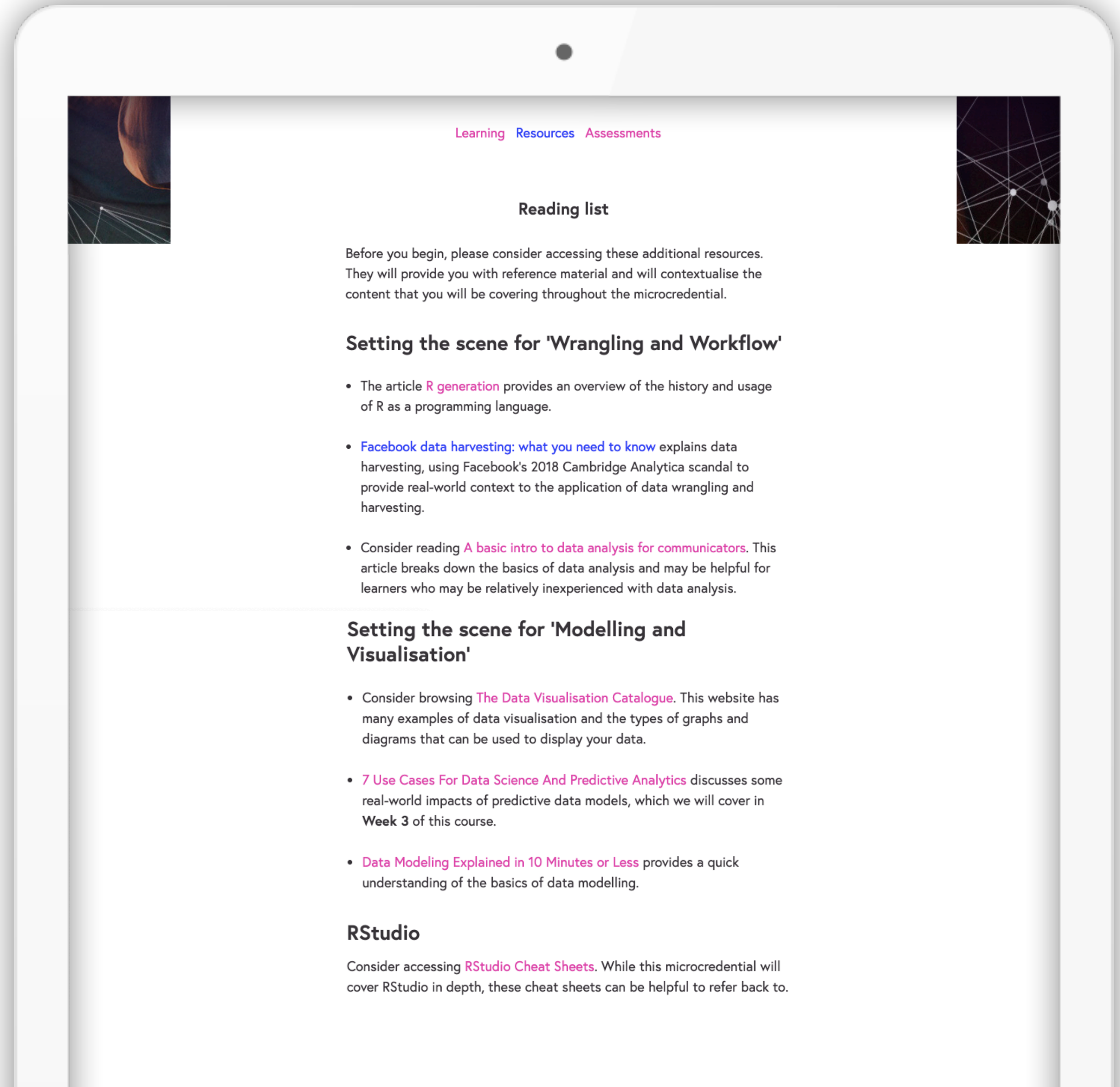
Learning outcomes

- Compile information and communicate as a data story
- Read different data formats and utilise web scraping to collect data
- Apply effective techniques to wrangle and visualise data
- Design solutions for the challenges of big data
- Apply modelling techniques and effective visualisation to make decisions with data
- Compare and contrast a range of statistical and machine-learning tools
- Assess and interpret the results of an analysis
- Wrangle data into tidy format in preparation for visualisation and modelling
- Identify and assess ethical, legal, social and organisational issues in data science

About Learning with Need some Developing skills Course Small print Support

Resources

- This page also includes a resources tab, where educators can share any additional resources with learners, such as pre-reading or reading lists



The screenshot shows a digital interface for a microcredential. At the top, there are navigation tabs: 'Learning', 'Resources', and 'Assessments'. The 'Resources' tab is active. Below the tabs, the page is titled 'Reading list'. A paragraph of introductory text states: 'Before you begin, please consider accessing these additional resources. They will provide you with reference material and will contextualise the content that you will be covering throughout the microcredential.' The page is divided into two main sections: 'Setting the scene for 'Wrangling and Workflow'' and 'Setting the scene for 'Modelling and Visualisation''. Each section contains a list of resources. The 'Wrangling and Workflow' section lists three items: an article on 'R generation', an article on 'Facebook data harvesting: what you need to know', and an article on 'A basic intro to data analysis for communicators'. The 'Modelling and Visualisation' section lists three items: 'The Data Visualisation Catalogue', '7 Use Cases For Data Science And Predictive Analytics', and 'Data Modeling Explained in 10 Minutes or Less'. At the bottom, there is a section for 'RStudio' with a paragraph of text.

Learning Resources Assessments

Reading list

Before you begin, please consider accessing these additional resources. They will provide you with reference material and will contextualise the content that you will be covering throughout the microcredential.

Setting the scene for 'Wrangling and Workflow'

- The article [R generation](#) provides an overview of the history and usage of R as a programming language.
- [Facebook data harvesting: what you need to know](#) explains data harvesting, using Facebook's 2018 Cambridge Analytica scandal to provide real-world context to the application of data wrangling and harvesting.
- Consider reading [A basic intro to data analysis for communicators](#). This article breaks down the basics of data analysis and may be helpful for learners who may be relatively inexperienced with data analysis.

Setting the scene for 'Modelling and Visualisation'

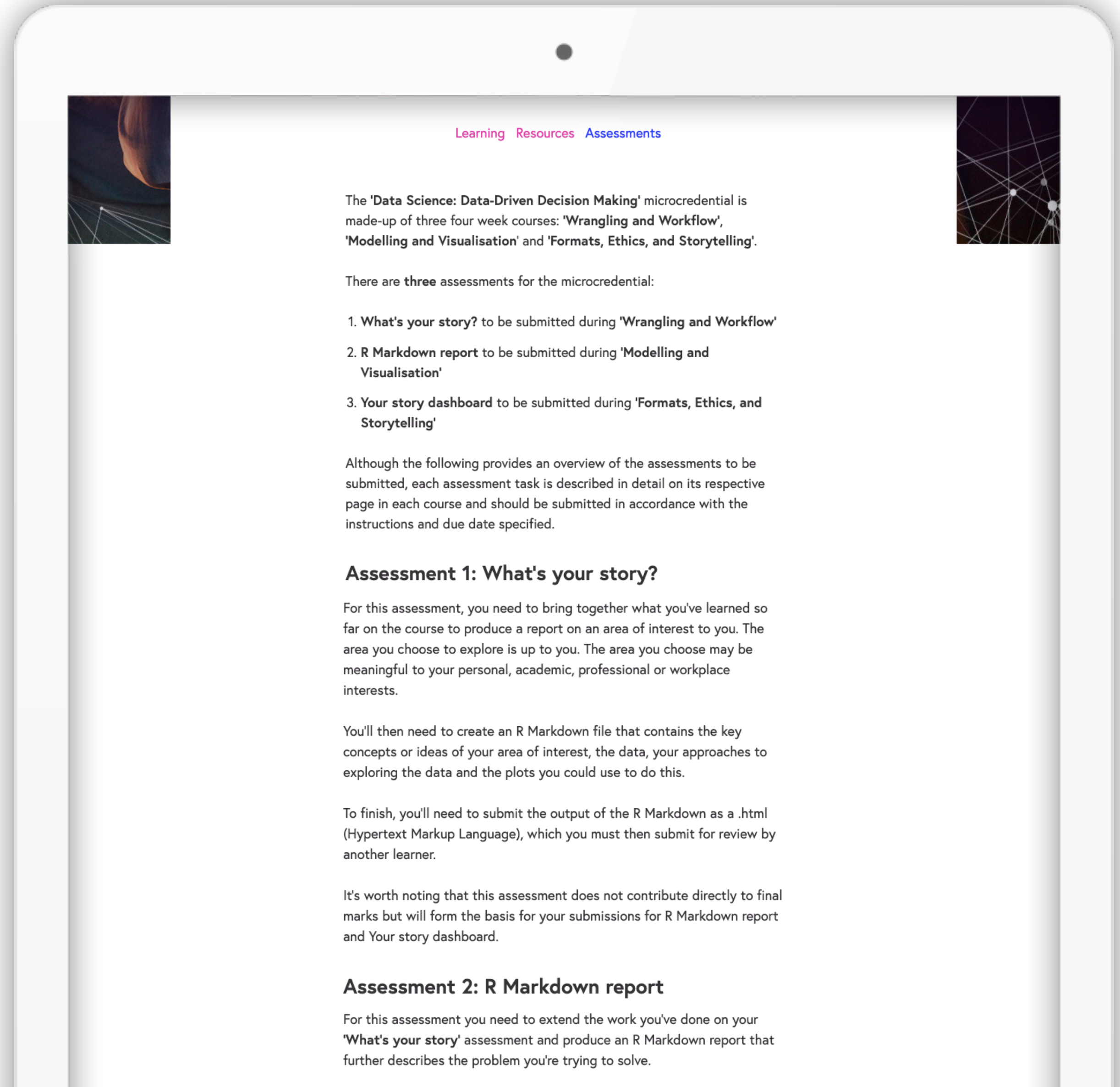
- Consider browsing [The Data Visualisation Catalogue](#). This website has many examples of data visualisation and the types of graphs and diagrams that can be used to display your data.
- [7 Use Cases For Data Science And Predictive Analytics](#) discusses some real-world impacts of predictive data models, which we will cover in **Week 3** of this course.
- [Data Modeling Explained in 10 Minutes or Less](#) provides a quick understanding of the basics of data modelling.

RStudio

Consider accessing [RStudio Cheat Sheets](#). While this microcredential will cover RStudio in depth, these cheat sheets can be helpful to refer back to.

Assessments

- Educators can also share assessment information in the tab
- It is not possible to use LTI enabled links on this page



The screenshot shows a web page for a microcredential. At the top, there are three navigation tabs: "Learning" (in pink), "Resources" (in blue), and "Assessments" (in blue). Below the tabs, the page content is as follows:

The 'Data Science: Data-Driven Decision Making' microcredential is made-up of three four week courses: 'Wrangling and Workflow', 'Modelling and Visualisation' and 'Formats, Ethics, and Storytelling'.

There are **three** assessments for the microcredential:

1. **What's your story?** to be submitted during 'Wrangling and Workflow'
2. **R Markdown report** to be submitted during 'Modelling and Visualisation'
3. **Your story dashboard** to be submitted during 'Formats, Ethics, and Storytelling'

Although the following provides an overview of the assessments to be submitted, each assessment task is described in detail on its respective page in each course and should be submitted in accordance with the instructions and due date specified.

Assessment 1: What's your story?

For this assessment, you need to bring together what you've learned so far on the course to produce a report on an area of interest to you. The area you choose to explore is up to you. The area you choose may be meaningful to your personal, academic, professional or workplace interests.

You'll then need to create an R Markdown file that contains the key concepts or ideas of your area of interest, the data, your approaches to exploring the data and the plots you could use to do this.

To finish, you'll need to submit the output of the R Markdown as a .html (Hypertext Markup Language), which you must then submit for review by another learner.

It's worth noting that this assessment does not contribute directly to final marks but will form the basis for your submissions for R Markdown report and Your story dashboard.

Assessment 2: R Markdown report

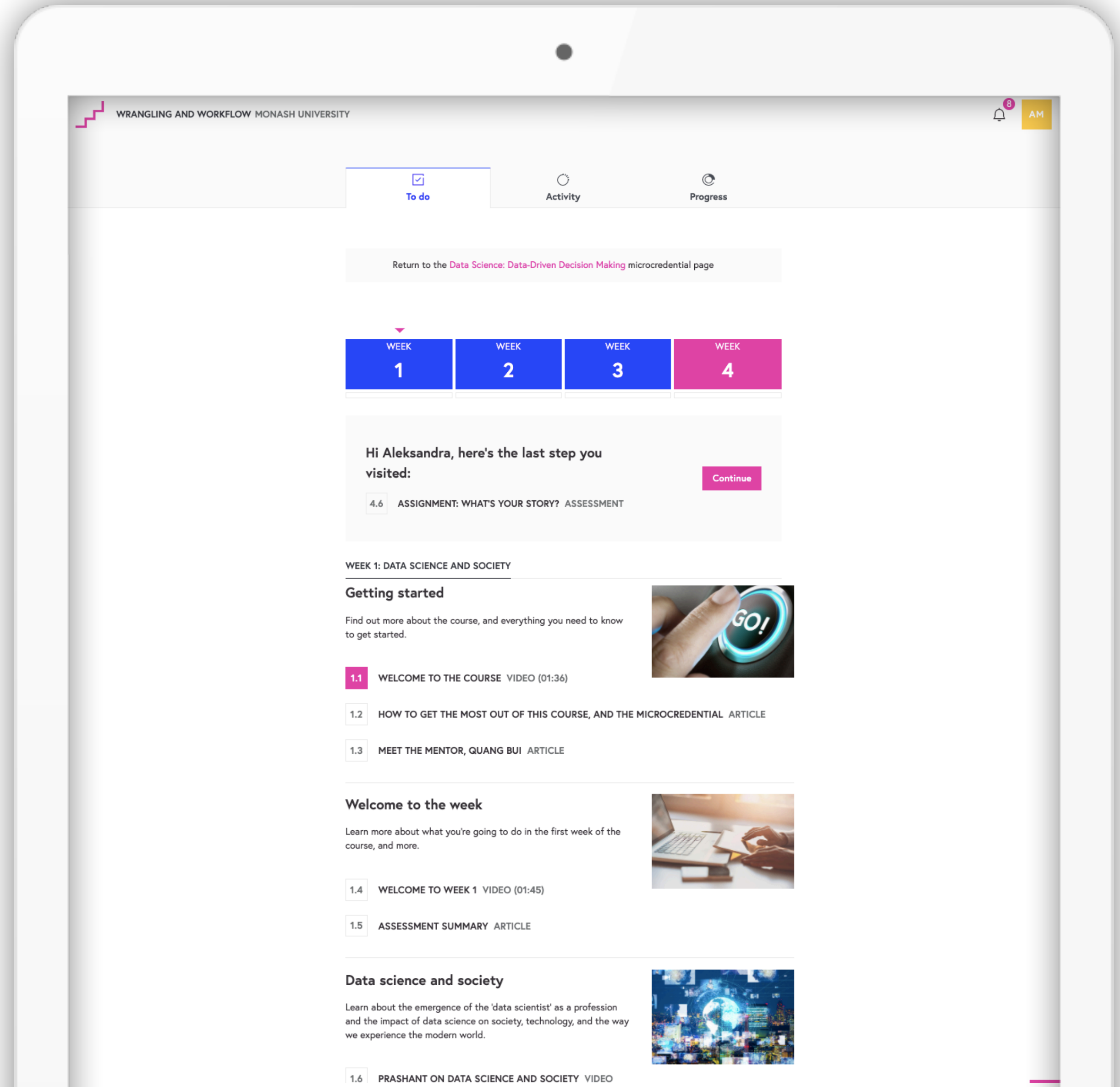
For this assessment you need to extend the work you've done on your 'What's your story' assessment and produce an R Markdown report that further describes the problem you're trying to solve.

Assessments

- FutureLearn offers a few formative assessment options on platform
- All summative assessment must be done off platform
- Assessment information can be shared on the assessment tab of the microcredential page or in exercise steps throughout the course
- Exercise steps have the option to use LTI to connect students between FutureLearn and the third-party platforms
- FutureLearn cannot display individual assessment grades
- FutureLearn can only display a grade of pass, fail or deferred on the entire microcredential

Course pages

- The course pages look the same across all FutureLearn courses



Microcredential achievement page

- Once a learner has successfully completed a microcredential, they will see the page to the right:
- Includes:
 - List of the awards they've received
 - List of learning outcomes achieved
 - Text to include on CV
 - Recommendations for further learning

The screenshot shows a celebratory message: "Well done Emily, you passed!". It states that the learner has passed the microcredential "Cyber Security Operations (Cisco)" by The Open University. The page is created by The Open University and endorsed by Cisco Networking Academy. A section titled "Your awards" lists three items: a digital certificate from Cisco Networking Academy, 15 UK credits at postgraduate level from The Open University, and a 60% discount on the optional Cisco CCNA Cyber Security Operations Exam. Below this, there is a section "Showcase your new skills" which provides a template for a CV description and lists learning outcomes such as explaining cybersecurity technologies, evaluating security techniques, applying legal practices, and investigating evidence. At the bottom, there is a "Continue learning" section with three course recommendations: "Security operations" from Coventry University, "Introduction to Cryptography" from Raspberry Pi Foundation, and "The Cyber Security Landscape" from Coventry University.

Continue learning

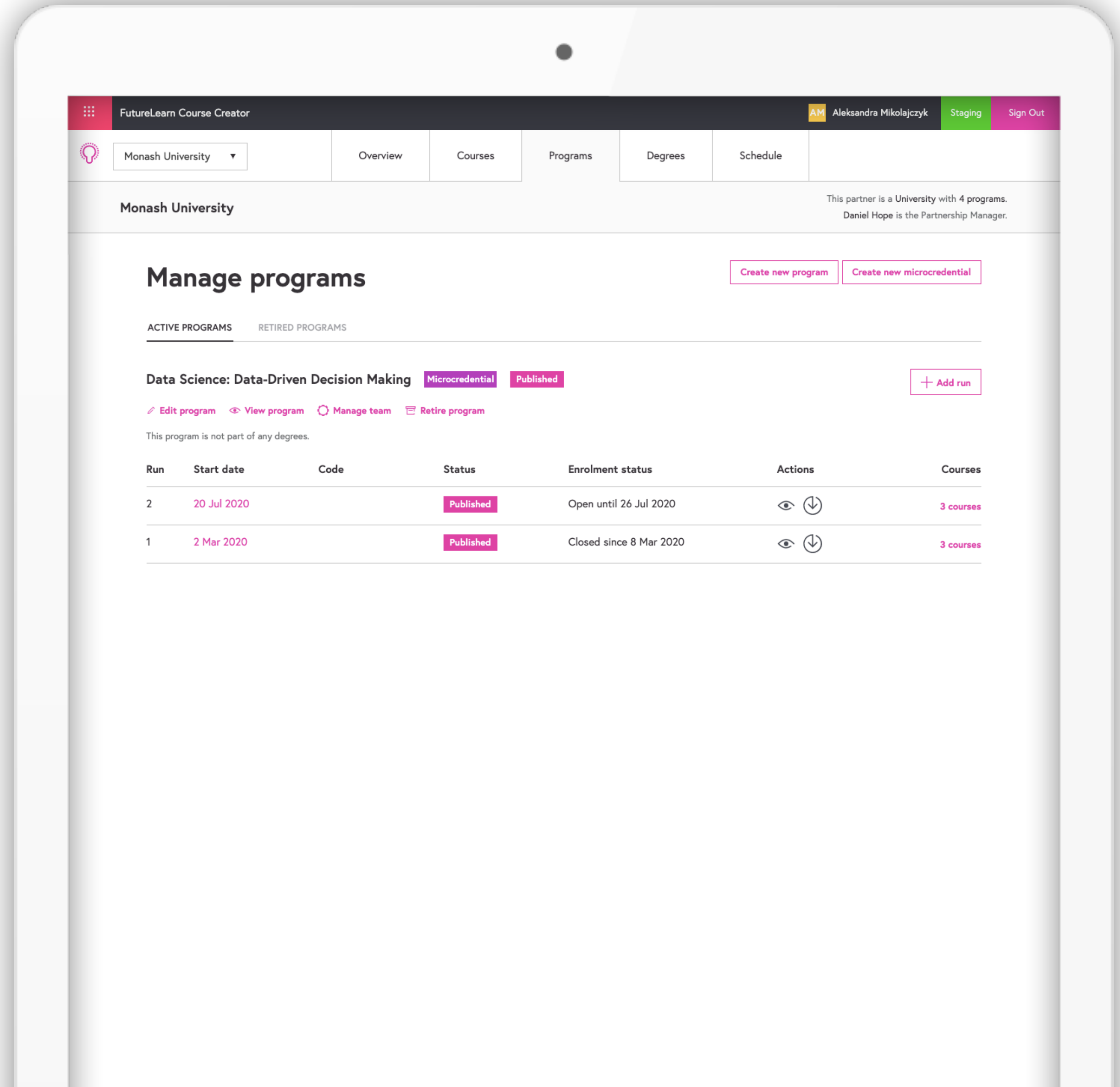
Keep improving your skills on cyber security operations with these courses.

<p>Coventry University Security operations Examine the role and composition of a security operations centre (SOC) and how it works within an organisation. 2 weeks 3 hours per week Find out more</p>	<p>Raspberry Pi Foundation Introduction to Cryptography Learn how encryption keeps information safe, and teach your students how it's used in the world today. Supported by Google. 3 weeks 2 hours per week Find out more</p>	<p>Coventry University The Cyber Security Landscape Understand cyber security today; explore threats and the key functions of cyber security within a commercial organisation. 2 weeks 3 hours per week Find out more</p>
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Building a microcredential Course Creator

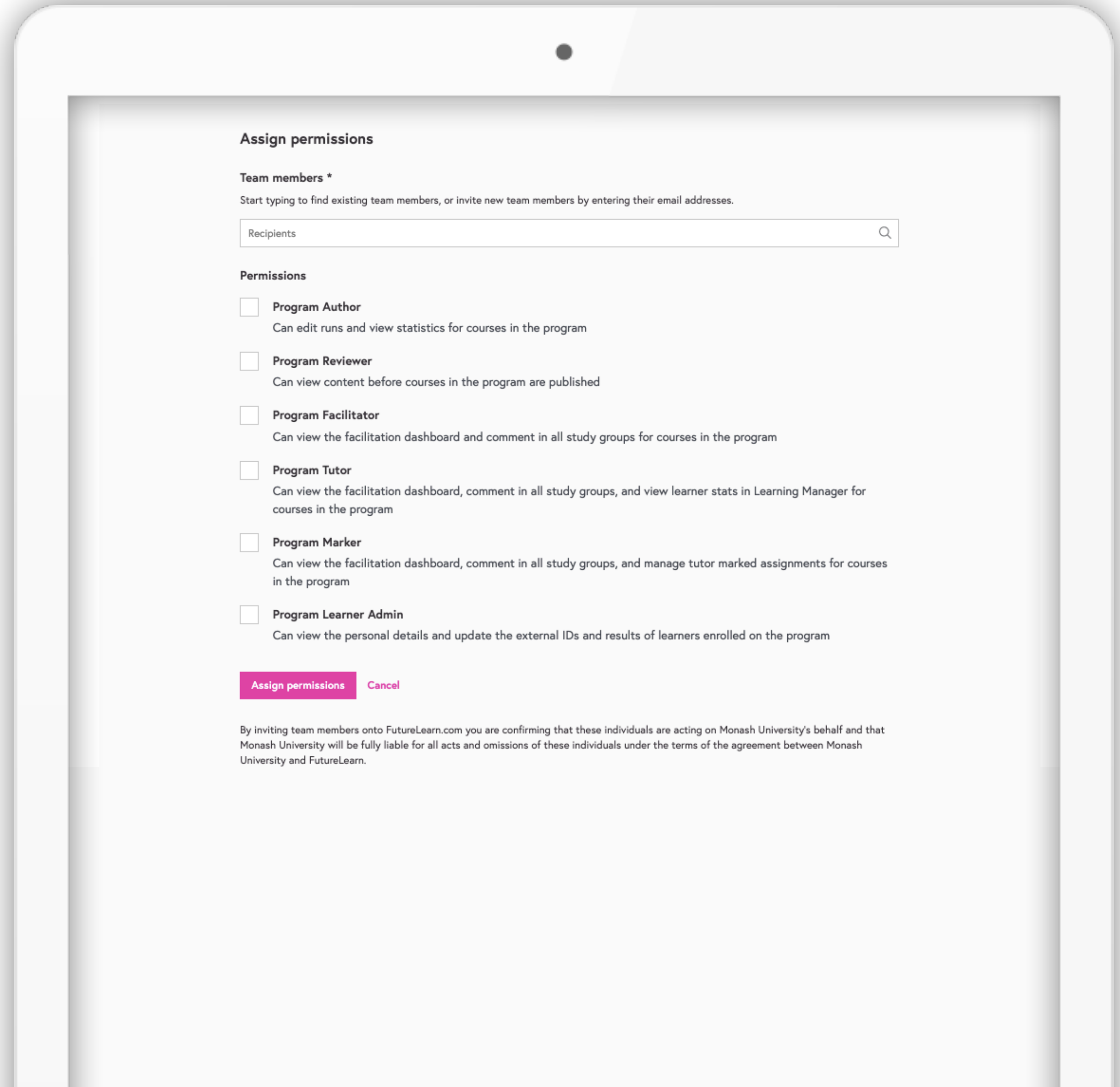
Course Creator

- Microcredentials are built in Course Creator in much the same way as other programs
- FutureLearn will create the shell for your microcredential for you and help to build the learner-facing marketing page
- Microcredentials are flagged by the small purple label

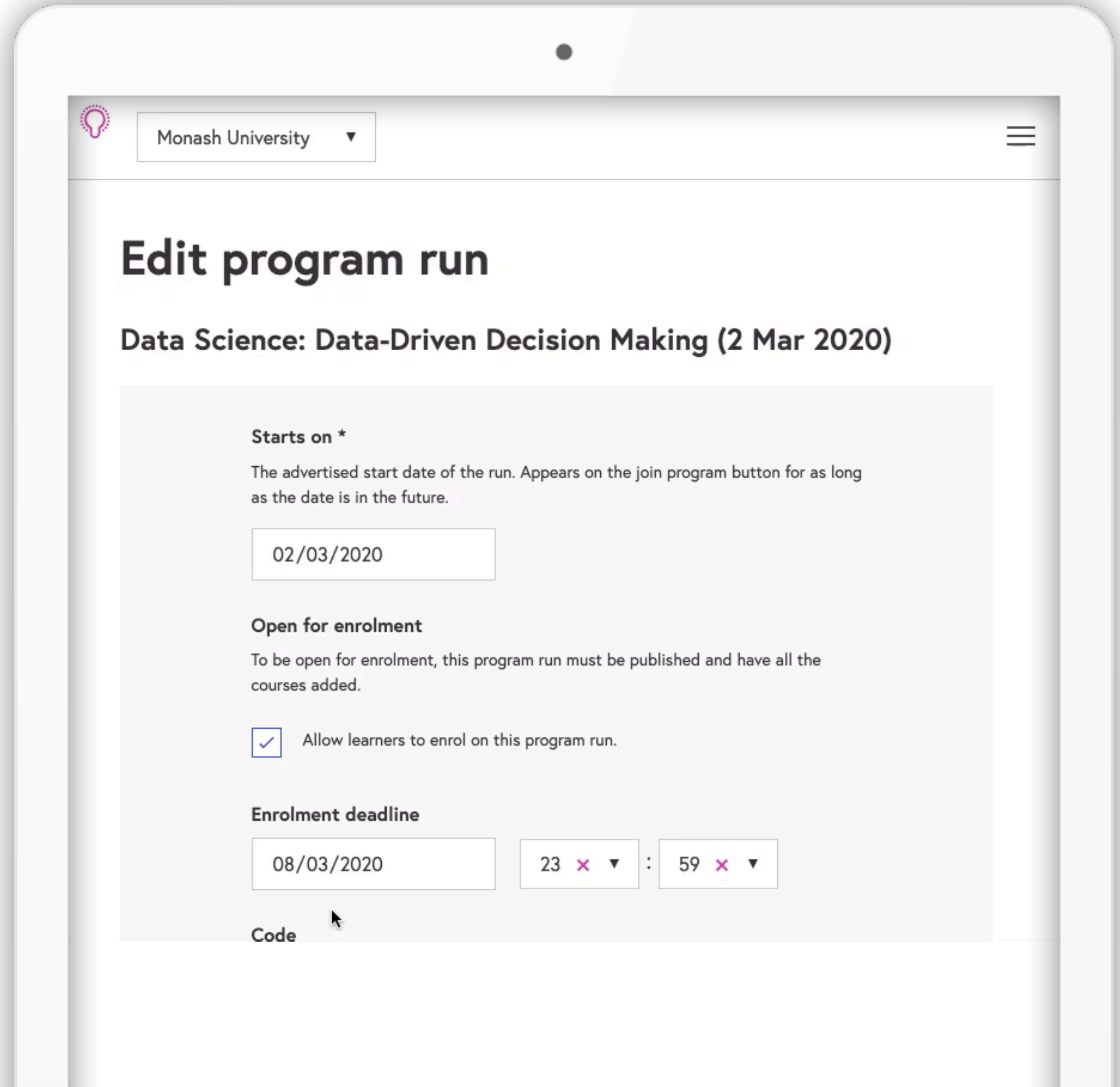


Permissions

- Microcredential permissions are generally the same as program permissions
- Additional new permission — Program Learner Admin, which is used to access learner enrolment data
- Permissions are set at program level



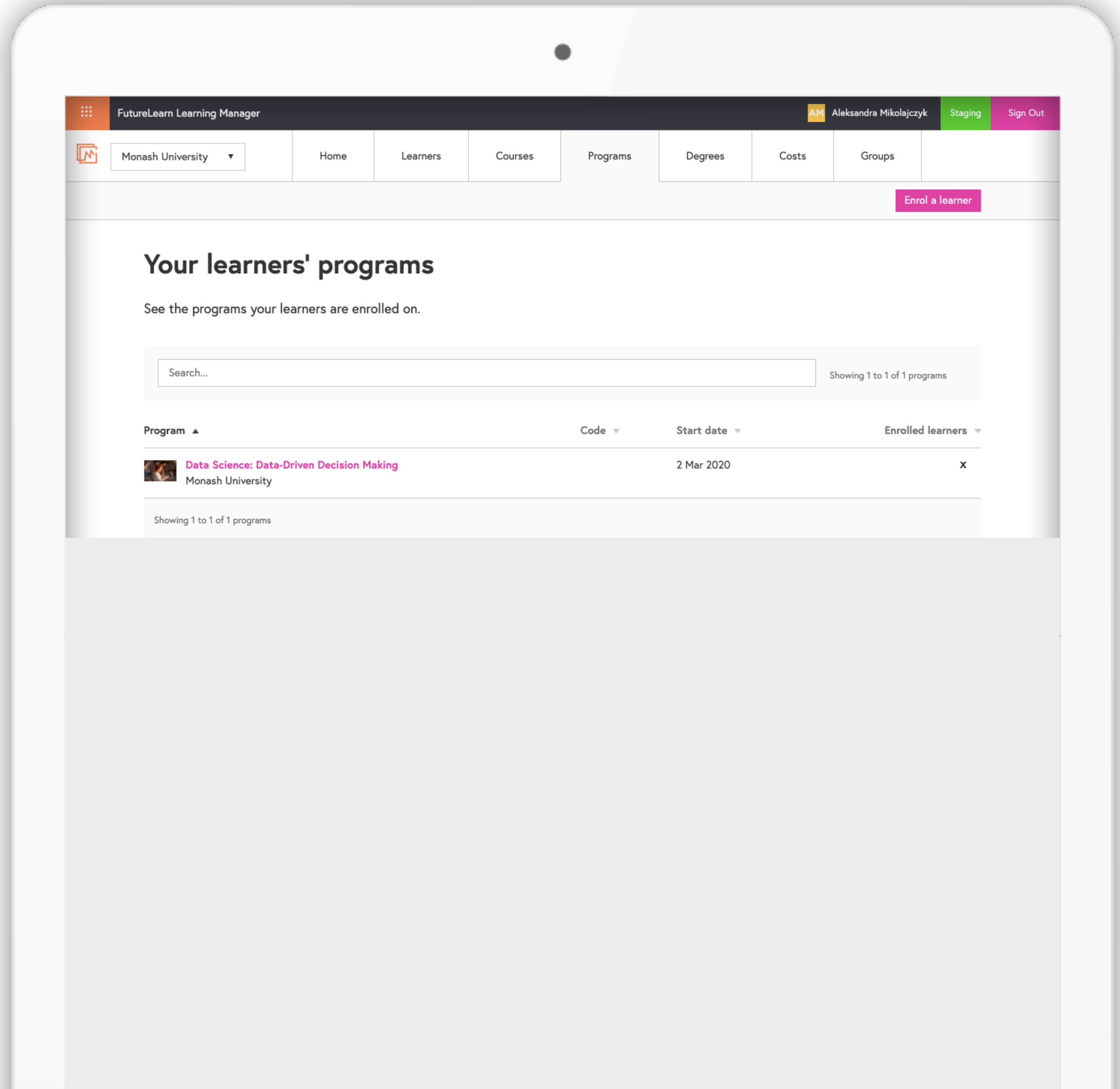
The microcredential program run edit page



Managing a microcredential Learning Manager

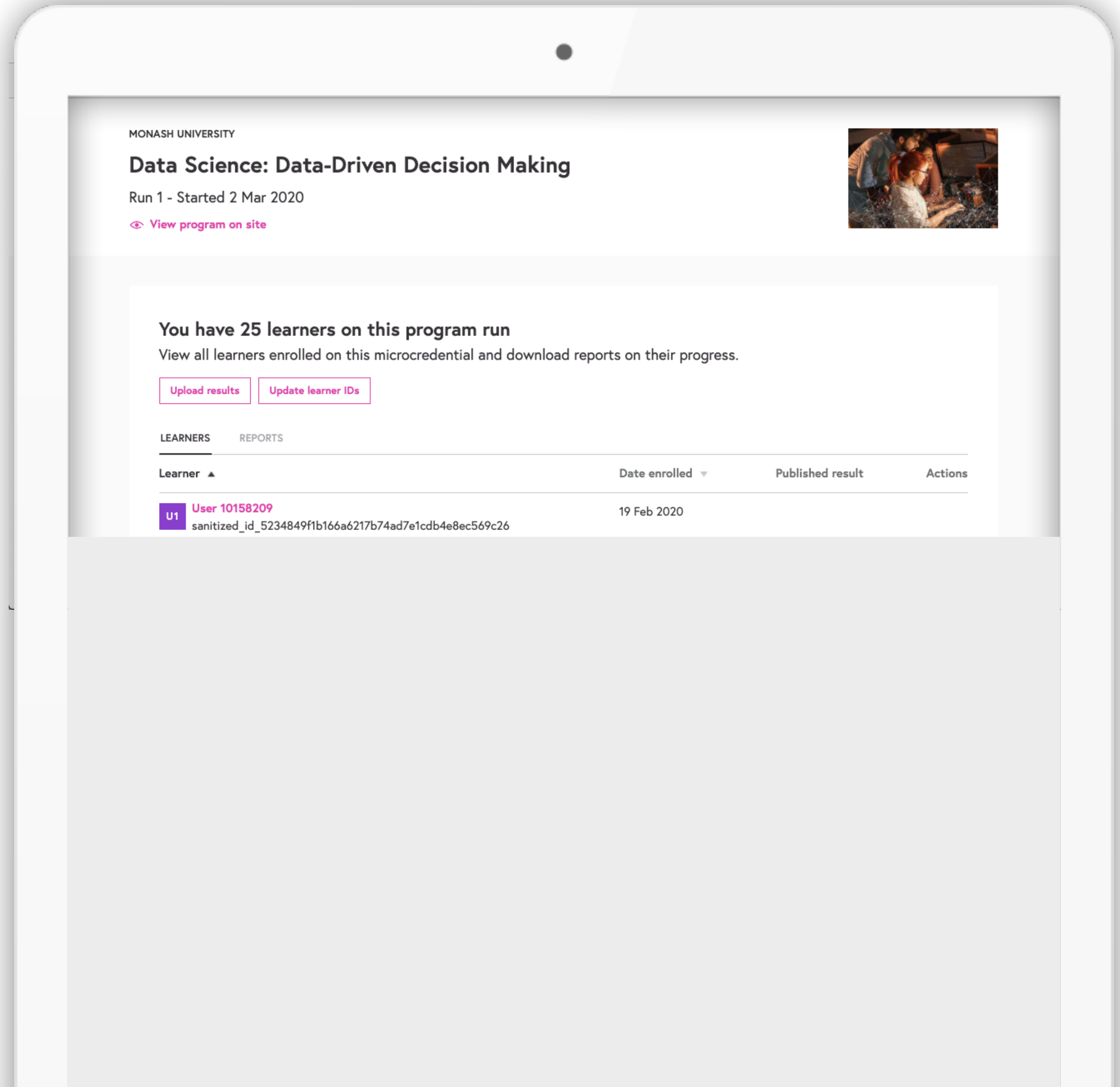
Learning Manager

- Tool for tracking learner enrolments and progress
- Programs only appear on this page once the first enrolment has been created
- Requires a Learning Manager, Program Tutor or Program Learner Admin permission to access



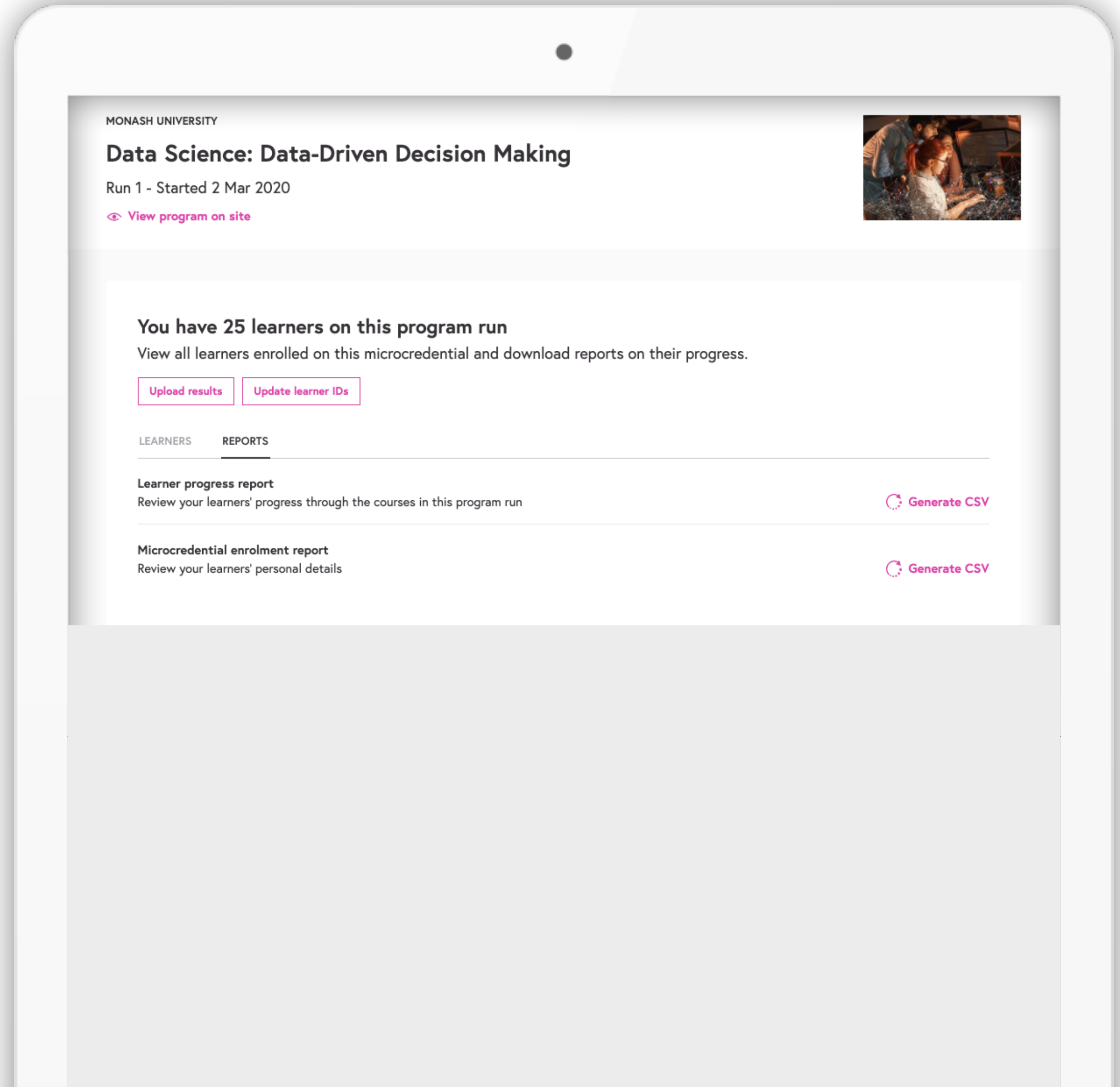
Individual microcredential page in Learning Manager

- Information is run-based
- Lists out each learner and the date they enrolled
- Only Program Learner Admins are able to upload results and update learner IDs



Reports overview

- Only Program Learner Admins can access the microcredential enrolment report due to GDPR considerations
- Users with Learning Manager, Program Tutor and Program Learner Admin permission can access the Learner progress report

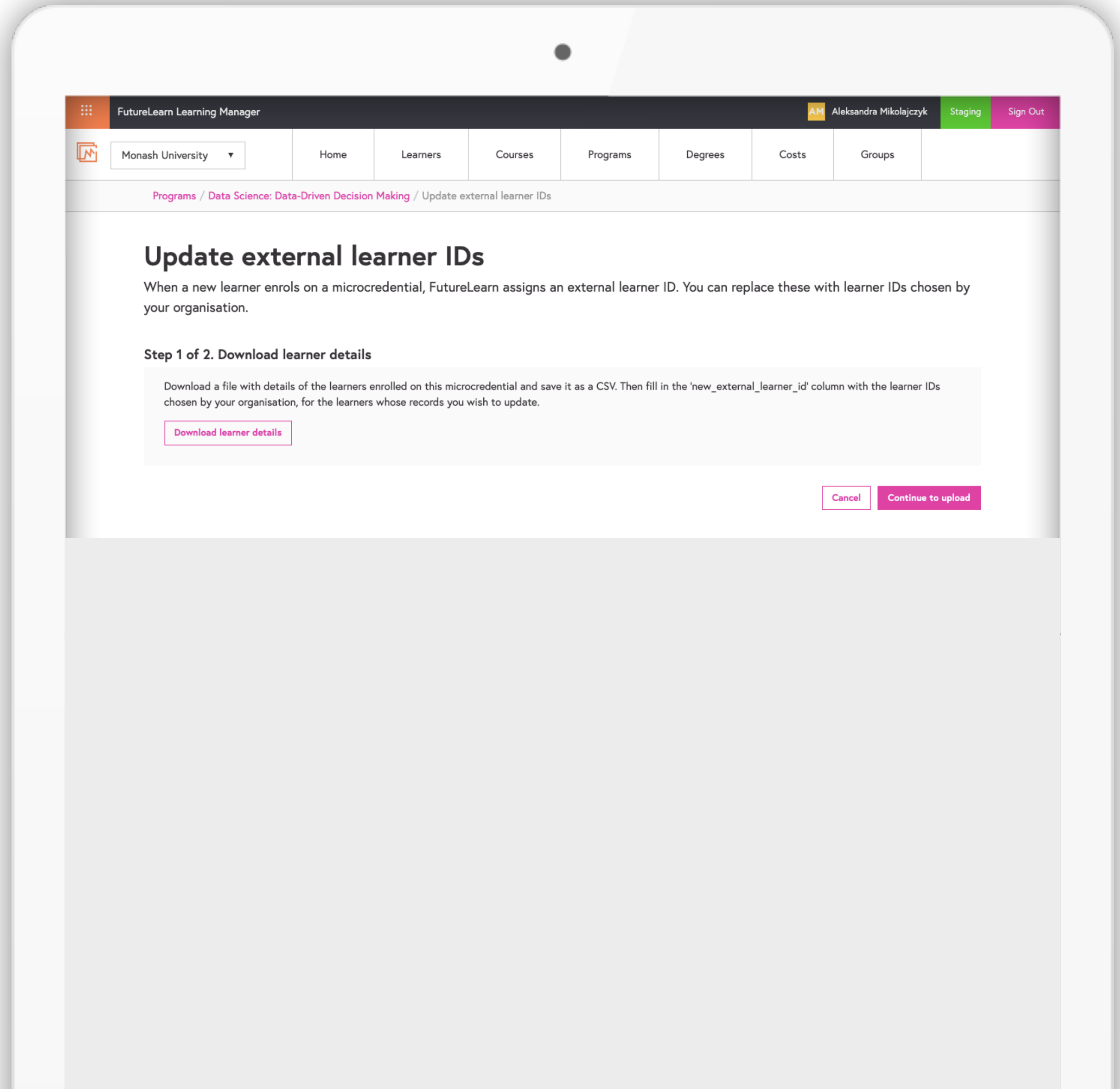


Microcredential Enrolment Report

- The purpose of this report is to share learner information collected on FutureLearn with the partner
- Only available through Learning Manager to users with the Program Learner Admin permission due to GDPR considerations
- Contains all the personally identifiable information collected during the application process (This means that if a learner has enrolled onto the microcredential through a different method, their information will not be included in this document).
- Contains a record of whether the learner has completed ID verification

Updating the external learner ID

- The external learner ID is typically the student ID at the partner organisation
- FL assigns a randomly generated ID for every learner when they enrol onto a microcredential
- The organisation can replace the learner's randomly generated ID with their university student ID by updating a spreadsheet and uploading it to FutureLearn



Steps to update the external learner ID

- In Learning Manager on the program page, click 'Update learner IDs'
- Download a file with details of the learners enrolled on this microcredential and save it as a CSV.
 - This is the same file as the Microcredential Enrolment Report with the addition of a new column: `new_external_learner_id`
- Then fill in the '`new_external_learner_id`' column with the learner IDs chosen by your organisation, for the learners whose records you wish to update.
- Once you've added your chosen external learner IDs to the '`new_external_learner_id`' column, upload the updated CSV.




Learner Progress Report

- The purpose of this report is to allow educators to track the progress of learners across all the courses in a microcredential
- Available to anyone with a Learning Manager, Program Tutor or Program Learner Admin permission
- Each row contains progress stats for one learner for each course run within a microcredential
- Stats include course % steps completed, # of comments made, date of last step visited, date of last comment made, and date all steps marked as complete
- This type of report is also available at individual course level

Student profile view

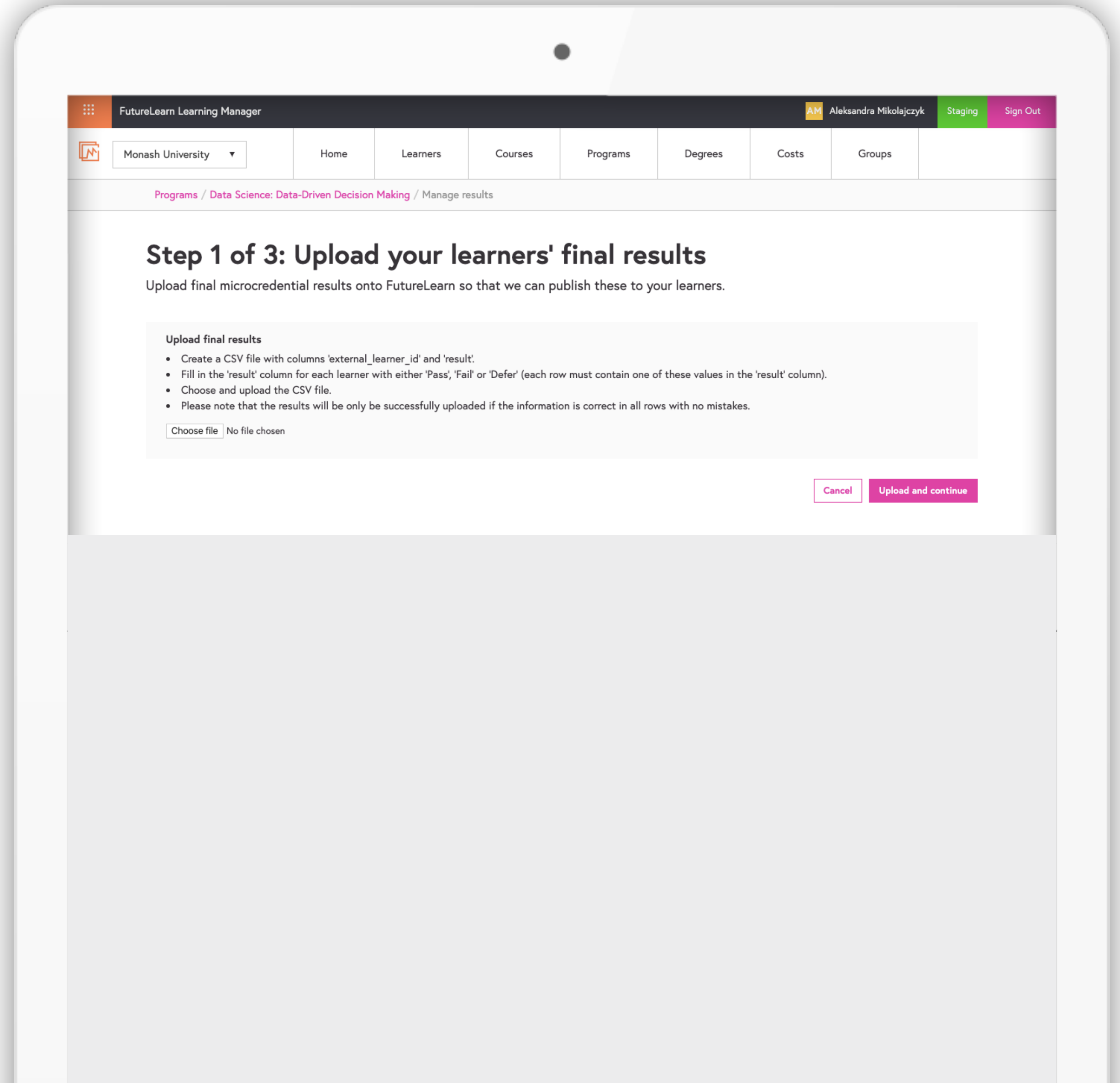
- The educator can view the student's stats per course, including:
 - Number and percentage of steps completed
 - Number of comments made
 - Average test scores
- This information is also available per student on each course run page

The screenshot displays a student profile for 'User 10158209', who is a member since 19 Feb 2020. The profile includes a purple square icon with 'U1' and a sanitized ID. Below the profile information is a table showing course enrollment details.

Course title ▲	Date enrolled ▼	Step progress ▼	Learner actions
 Formats, Ethics, and Storytelling Monash University	19 Feb 2020	0% Not started	View stats ▼
 Modelling and Visualisation Monash University	19 Feb 2020	0% Not started	View stats ▼
 Wrangling and Workflow Monash University	19 Feb 2020	44% Last step: 25 Mar 2020	Hide stats ^

Final results

- Once the microcredential is complete, educators need to update the student records on FutureLearn to indicate a grade of pass, fail or deferred
- This influences what a learner sees on the platform



Steps to update the final results

- In Learning Manager on the program page, click 'Upload results'
- Create a CSV file with columns 'external_learner_id' and 'result'.
- Fill in the 'result' column for each learner with either 'Pass', 'Fail' or 'Defer' (each row must contain one of these values in the 'result' column).
- Choose and upload the CSV file.
- Please note that the results will be only be successfully uploaded if the information is correct in all rows with no mistakes.