



## NOT FOR CREDIT CREDENTIAL PILOT POLICY

<b>Policy Sponsor:</b>	Provost & Vice-President (Academic)	<b>First Approved:</b>	14 OCTOBER 2025 (EFFECTIVE 01 JANUARY 2026)
<b>Primary Contact:</b>	University Registrar	<b>Last Updated:</b>	
<b>Approved by:</b>	Senate	<b>Review Scheduled:</b>	31 DECEMBER 2028

### 1. PURPOSE

The purpose of this policy is to promote creation and regulate use of not for credit credentials (including, but not limited to, micro-credentials, certificates, and digital badges) within Brandon University. By embracing not for credit credentials, Brandon University has the opportunity to redefine the value of education, enhance employability, and empower its community of learners and professionals.

### 2. SCOPE

All not for credit credentials issued by the Rural Development Institute (Faculty of Arts) are within the scope of this policy. The pilot project will allow the University to determine resources required to support future implementation of such a policy across all not for credit credentials issued under the name of Brandon University and/or its individual departments/programs/units.

### 3. DEFINITIONS

**Digital Badge:** an electronically shared micro-credential designed to certify competence in a particular skill/knowledge area

**Recipient:** individual who has been awarded a not for credit credential by Brandon University

**For Credit Activity:** activity that typically serves as a required building block within a formal academic credential, such as a degree, diploma, or certificate; often involves payment of tuition and formal grading; appears on an academic transcript

**Micro-credential:** a certification that validates the acquisition of specific skills or competencies through short, focused learning experiences

**Not for Credit Activity:** activity that has no official academic weight or grading associated with it; usually does not involve payment of tuition; usually does not appear on an academic transcript; often associated with activities undertaken for personal enrichment, skill development, or professional growth

**Policy:** *Not for Credit Credential Pilot Policy*

**University:** Brandon University

## 4. POLICY

### 4.1. Rationale

This policy will facilitate achievement of the following goals.

#### 4.1.1. Addresses Modern Educational Needs

Not for credit credentials provide a structured way to validate learning and acknowledge skills not always reflected on academic transcripts, including soft skills like teamwork, communication, and leadership, as well as technical skills in areas like presentation, data analysis, programming, or project management. Not for credit credentials expand the existing system by enabling individuals to gain recognition for acquiring targeted skills and competencies, particularly those tailored to individual career goals and interests, showcasing their expertise in a granular and relevant manner.

#### 4.1.2. Strengthens University-Industry-Community Collaboration

By aligning not for credit credential offerings with industry and community needs in areas such as Business, Education and Health Studies especially, a system may foster stronger ties between the university and employers of its graduates. Industry-aligned credentials signal that graduates and staff are prepared to meet real-world challenges, thereby enhancing employability and institutional reputation.

#### 4.1.3. Encourages Lifelong Learning and Professional Growth

Micro-credentials could support lifelong learning by allowing people to update their skills, learn new technologies, and stay competitive in the job market. There is potential to engage learners who do not typically begin college because time and cost of full program seems too great.

### 4.2. Guiding Principles

#### 4.2.1. Secure, Efficient, Digital Documentation

Not for credit credential recipients must have access to clear, robust documentation of credentials obtained that can be accessed and shared with third parties any time through an efficient, secure, digital credentialing platform.

#### 4.2.2. Accessibility, Equity, Diversity, Inclusion, Decolonization, Indigenization and Reconciliation

Not for credit credentials should be available to everyone, where appropriate. Decolonization and reconciliation should be a part of all credential offerings. Depending on the subject area, they should allow for self-paced learning, in-person and online courses, hands-on projects, and work experience. Assessments should also be flexible (while remaining aligned with subject area requirements), offering different ways to prove skills, such as written tests, practical demonstrations of competency, peer reviews, and portfolio submissions.

#### 4.2.3. Evaluation Metrics

To ensure not for credit credentials are meeting the goals outlined in the policy rationale, the credentialing system must be able to track key data, including, but not limited to, participation rates, skills documented, and career outcomes.

#### 4.2.4. Trust and Common Recognition

For micro-credentials to be valuable, employers, universities, and professional organizations need to trust they reflect skills acquired. Partnerships with businesses and clear quality standards will help increase trust in the system.

### 4.3. Credential Categories

Not for credit credentials must fall into one of the following four categories.

#### 4.3.1. Attendance-Based Credential

Assessment documents that learners were present for a sufficient length of time during the learning exercise.

#### 4.3.2. Participation-Based Credential

Assessment documents that learners contributed to discussions, tasks, and asked questions during the learning exercise.

#### 4.3.3. Completion-Based Credential

Assessment documents that learners completed all required tasks.

#### 4.3.4. Competency-Based Credential

Assessment documents that learners demonstrated an acceptable level of competency in the targeted skill.

### 4.4. Duration of Certification

Some competencies may need to be re-certified periodically while others are deemed to last for the career of the learner. Duration of time for which a not for credit credential, once issued, remains valid is determined by the issuing faculty/department/program/unit and must be clearly indicated on the proposal form.

#### **4.5. Proposal and Approval Procedure**

A representative of the Rural Development Institute must complete the Not for Credit Credential Proposal Form, available on Brandon University's Senate Office website.

The completed form must be submitted to the Senate Office, which will forward the proposal to the Dean of the Faculty of Arts. The Dean will facilitate review of the proposal by the Arts Faculty Council. Credential proposals passed by the Faculty Council will be forwarded to the Not for Credit Credentials Committee.

The Not for Credit Credentials Committee will review proposed credentials and issue written decisions to applicants, usually within one month of the proposal having been received by the Committee. Where proposals are rejected, the decision letter will include a clear rationale. Where proposals are flagged as requiring revision, the decision letter will include detailed feedback and an invitation to resubmit, including indication of whether the proposal must pass again through the Faculty/School Council or review committee or whether the revised proposal can return directly to the Not for Credit Credentials Committee.

The Not for Credit Credentials Committee will submit notification of approved not for credit credentials to the Senate for information.

#### **4.6. Credential Issuance**

During the pilot period of this policy, the Rural Development Institute is responsible for determining the credential mode (digital badge, physical certificate, etc.) and for issuing the credential.

#### **4.7. Not for Credit Credential Record Management**

During the pilot period of this policy, in addition to maintaining a record of approved credentials in the regular Senate minutes, the Senate Office will maintain a master record of all approved not for credit credentials, the responsible department/program/faculty/unit, credential approval dates, and required review dates.

### **5. POLICY AUTHORITY**

- **Policy Sponsor:** Vice-President Academic
- **Primary Contact:** University Registrar
- **Approval Authority:** Senate

**6. RELEVANT LEGISLATION**

None

**7. RELATED POLICY DOCUMENTS**

Non-Credit Certificate Policy (which remains in effect for all non-credit certificates offered by Brandon University outside of this pilot project)