



# University Certificates

What they are and  
why they are a  
valuable credential

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# Overview

- Factors for Growth in Educational Pathways
- University Credentials and *What are Certificates?*
- Rice University's Certificate Ecosystem
- Questions to Ask Yourself



# Educational Pathways: Options Galore



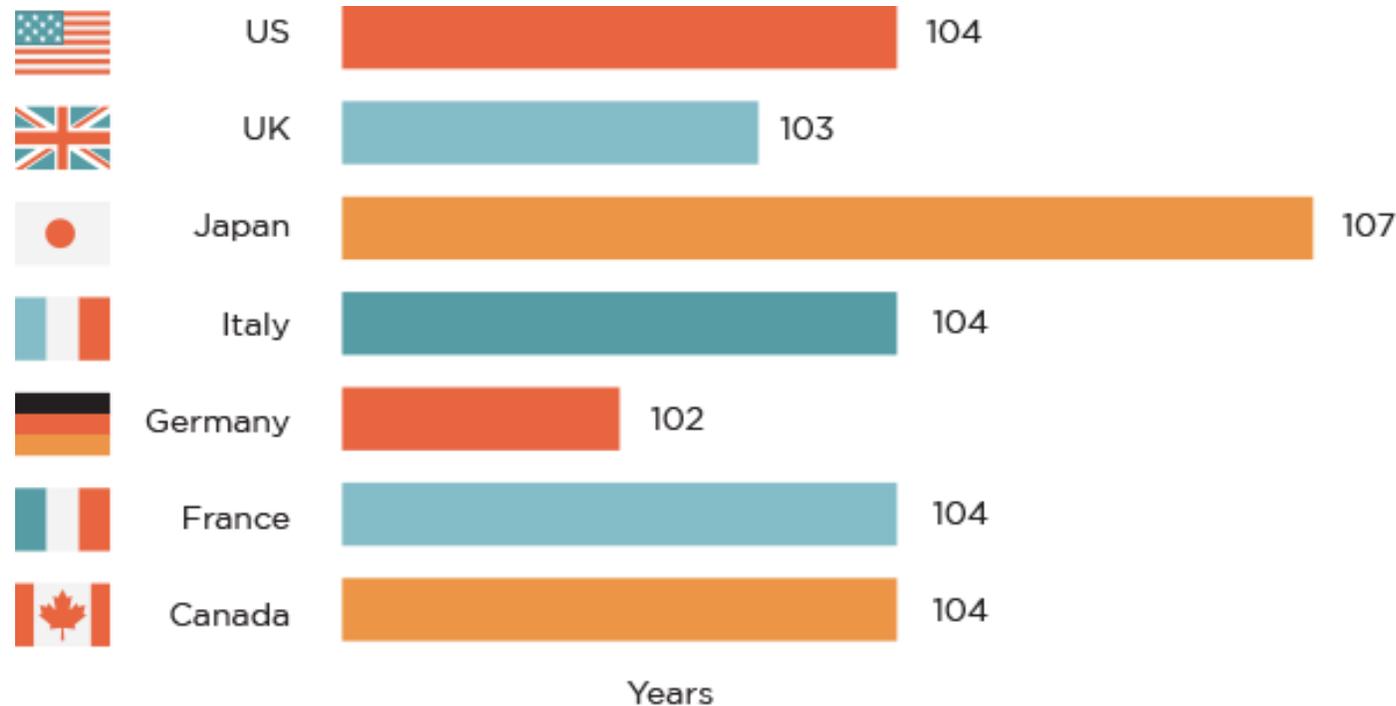


# Factors for Growth in Pathways

- **The 100-year Life**
- **Pace of Change in Technology**
- **Disaggregation/unbundling of tradition degrees**
- **Volatility of the Job Market**
- **Diversity of Student Population**

# The 100-year Life: More years means more financial need, more work, and even more careers

**Oldest age at which 50% of babies born in 2007 are predicted to still be alive.**



Source: Human Mortality Database, University of California, Berkeley (USA) and Max Planck Institute for Demographic Research (Germany). Available at [www.mortality.org](http://www.mortality.org)



# Pace of change in technology

- “We won’t experience 100 years of progress in the 21st century — it will be more like 20,000 years of progress” – Futurist Ray Kurzweil, Director of Engineering at Google
  - Artificial Intelligence
  - Deep Learning
  - Robotics
  - Nanotechnology
  - Space Exploration
  - Energy
  - Biological Sciences
  - Other emerging sciences



# Volatility of Job Markets

- 1997 – 2021: Crisis after crisis has led to a more self-reliant workforce
- “As pandemic life recedes, U.S. workers are actively rethinking their job and career choices and searching for roles that offer more money, flexibility, advancement opportunities, and more, which is leading to a dramatic increase in employee resignations,” said Jim Burke, Workforce Logiq’s CEO. **“Our quarterly and year-over-year predictive volatility benchmarks highlight the impact of this ‘Great Resignation’ period and indicate this trend will continue well into the fall.”** Workfoce Logiq report, July 2021

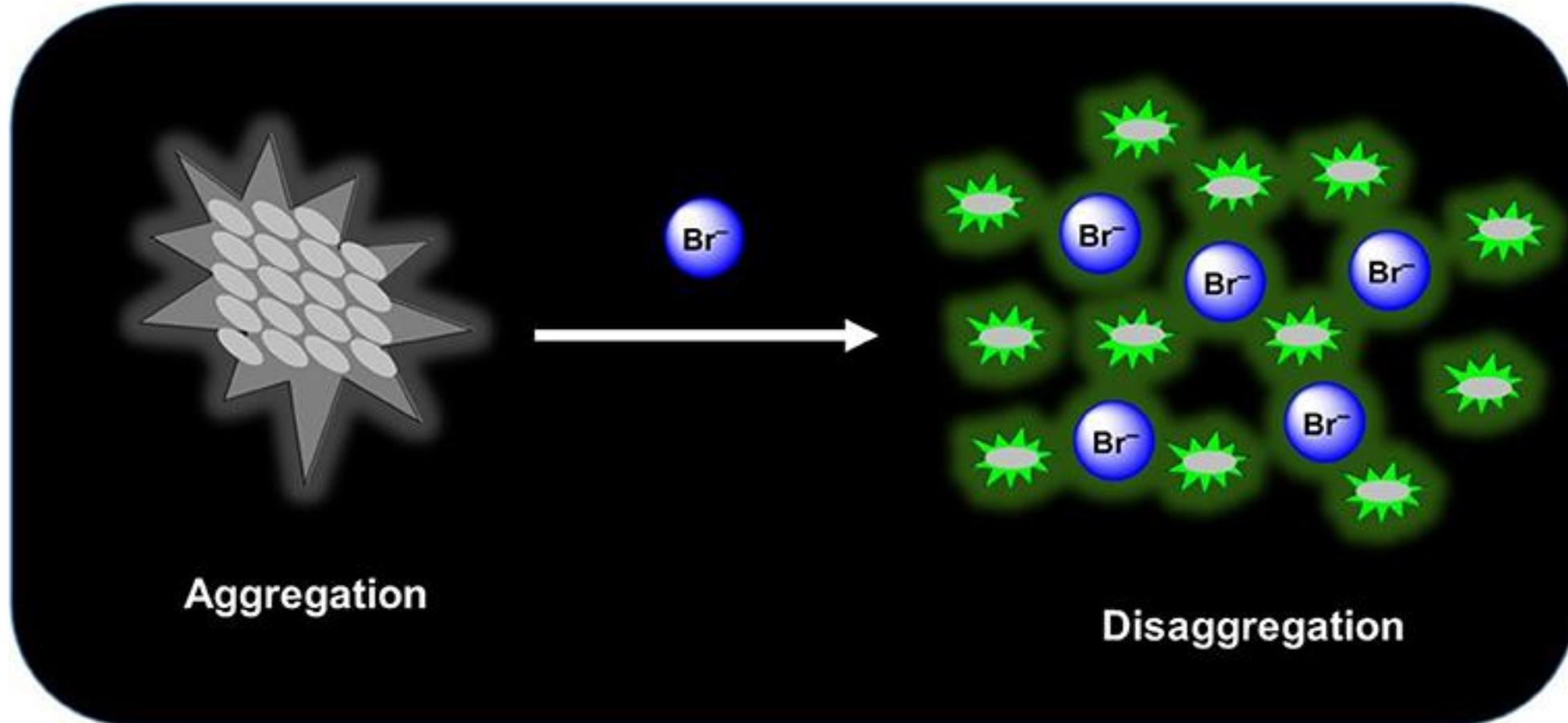


# Demographic Shifts in Student Population

- 2025 - peak size of high school graduating class (3.93 million)
- Millennial generation now the largest living generation: they are driving enrollments in the market
- Gen Z will be even larger than the Millennials, and is beginning to make its mark:
  - They are not enrolling in traditional degree programs at the same rates as older generations.
  - They are opting for more online and other non-traditional modalities of education
- “Non-traditional” students already make up almost 75% of university students enrolled in degree programs
- Most diverse socio-economically, racially student population ever



# Disaggregation/unbundling





# Two Sides of the Same Coin

**Value to the University**



**Value to the Student**

**Key Question:**

**How do we maximize the lifetime value of the student to the university while also maximizing the lifetime value of the university to the student?**



# Professional Education at Rice University



GSCS



JGSB



ENGG



NASC



SOSC



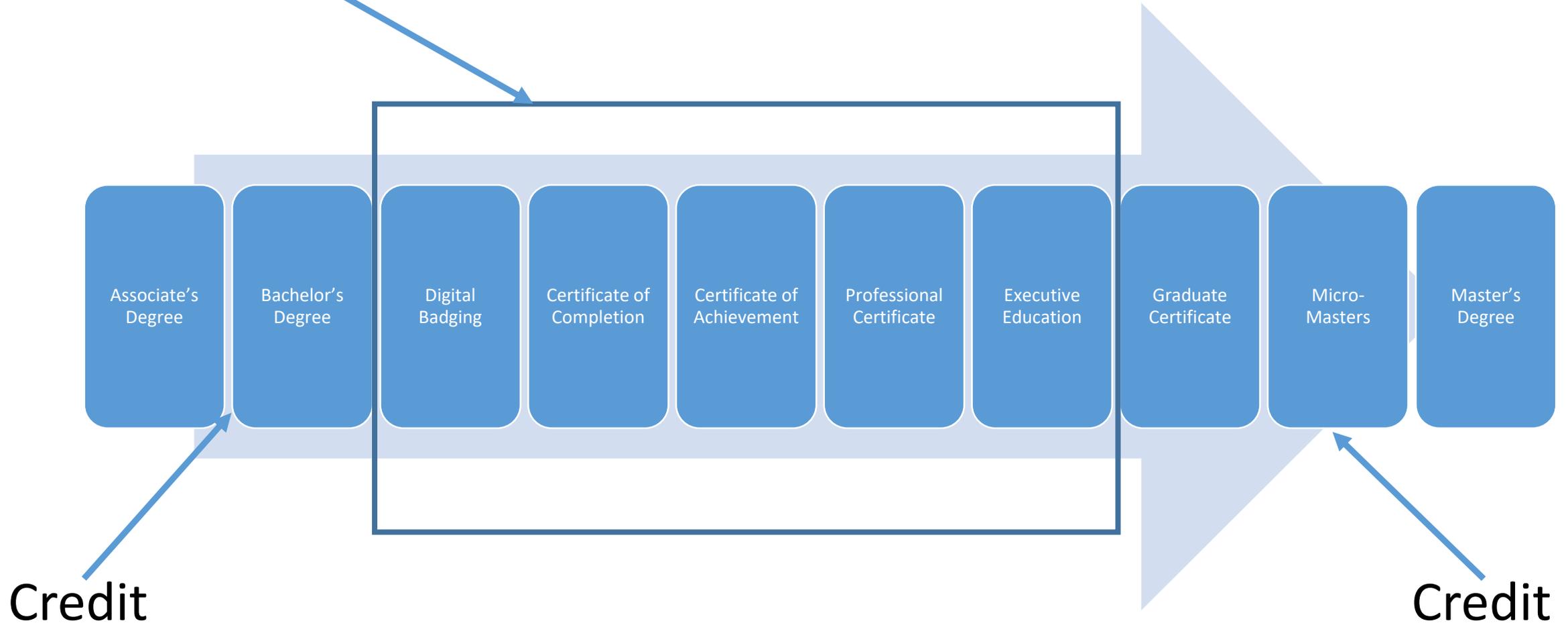
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# Types of Professional Education Credentials

Non-Credit





# Higher Education Terms of Art

- **Degree:** accredited program in an area of study, 2+ yrs, generally offered by a university or college
- **Certificate:** specific skill(s), <1 year, career-oriented
- **Course:** stand-alone educational offering, ranging from a few hours to a few weeks
- **For-Credit:** applicable toward a university degree
- **Non-credit:** not applicable toward a university degree (with some exceptions)
- **Semester hour:** equivalent to 1 hr/week of instruction (typical course is 3 hrs/week)
- **Contact hour:** hour of engagement with instructor
- **Accreditation:** certification by government-recognized entity (SACS)



# Certificates at Rice University

- Glasscock School of Continuing Studies: Bundles of courses that create a certificate (Non-credit)
  - Leading Self, Teams, and Systems Certificate (3 courses)
  - Leadership Principles Certificate (6 courses)
  - Project Management Certificate (3 courses)
  - Python, Creativity and Machine Learning Certificate (3 courses)
  - Human Resource Management Certificate
  - Certified Financial Planner (CFP®) Education Certificate (7 courses)
  - Paralegal Studies Certificate (3 courses)
  - Digital Skills Bootcamp Certificate (Data Visualization, Cybersecurity, UX/UI, FinTech)
- Center for Philanthropy and Non-Profit Leadership
- Center for Education



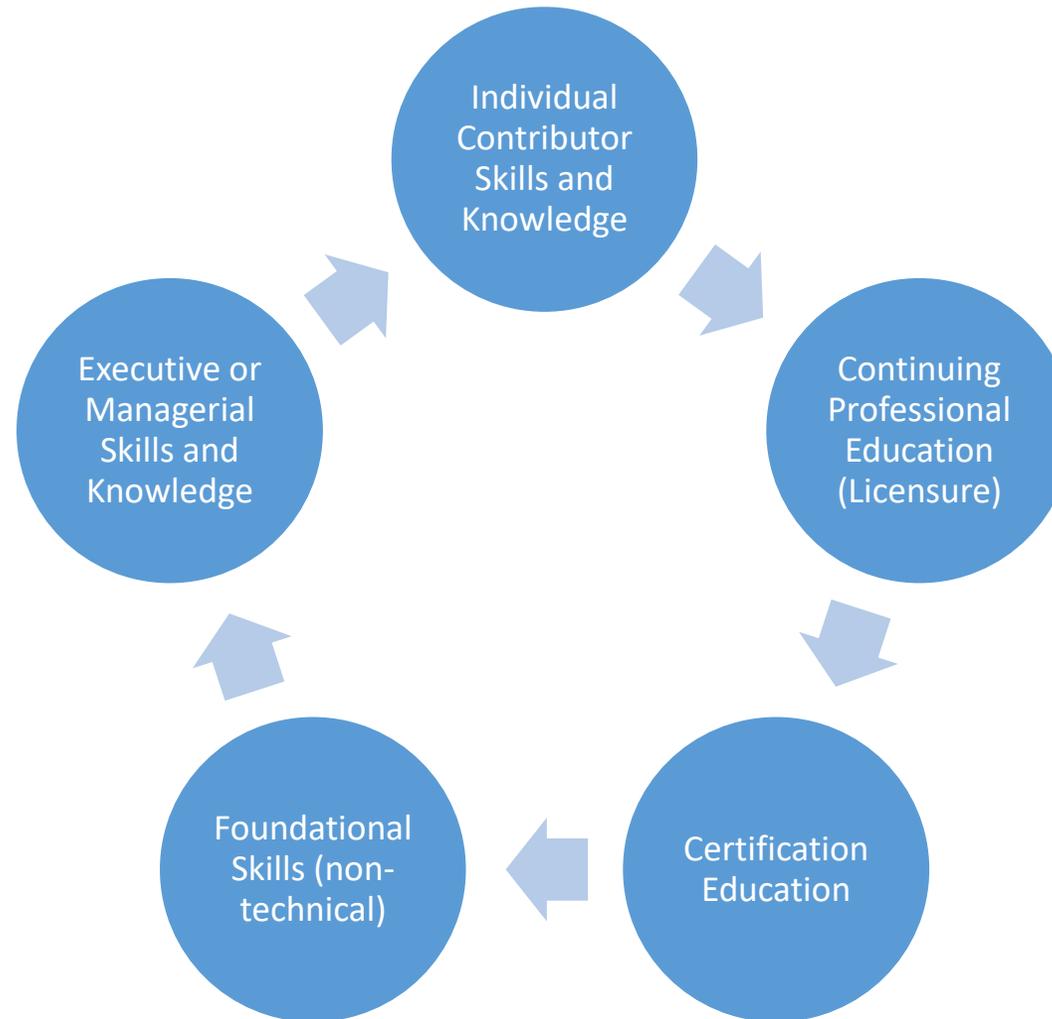
# Certificates at Rice University

- Jones Graduate School of Business (Non-credit):
  - Rice Advanced Management Program
  - The Leadership Accelerator
  - Finance and Accounting Certificate
  - The Management Incubator
  - Effective Strategy Formulation
  - Cryptocurrencies and Blockchain: Foundations & Applications
  - Corporate Innovation
  - CoachRICE: A Leadership Coaching Program

For Jones School Programs, contact: Zoran Perunovic, Director, Executive Education @ [Zoran.Perunovic@rice.edu](mailto:Zoran.Perunovic@rice.edu).



# Why Enroll in a Certificate Program?

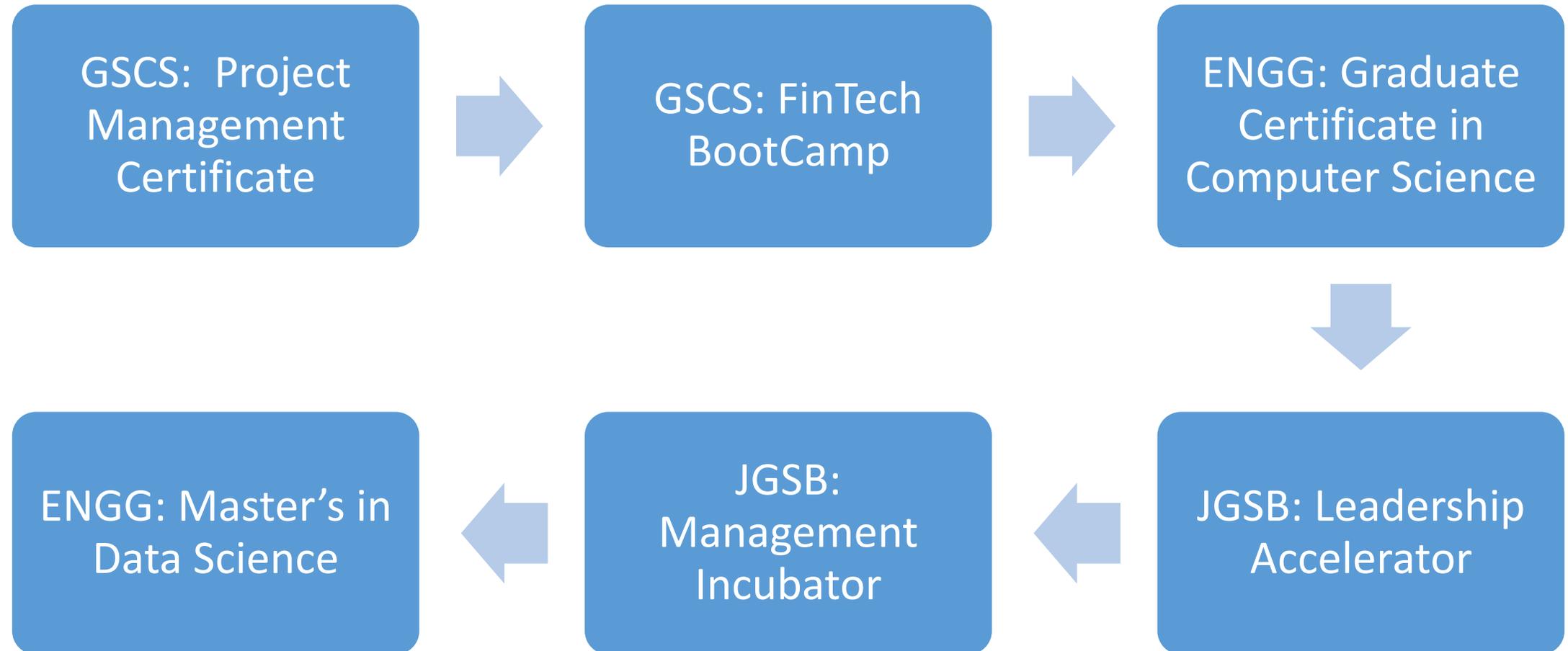


# Real-life Pathways: Lattices not Ladders



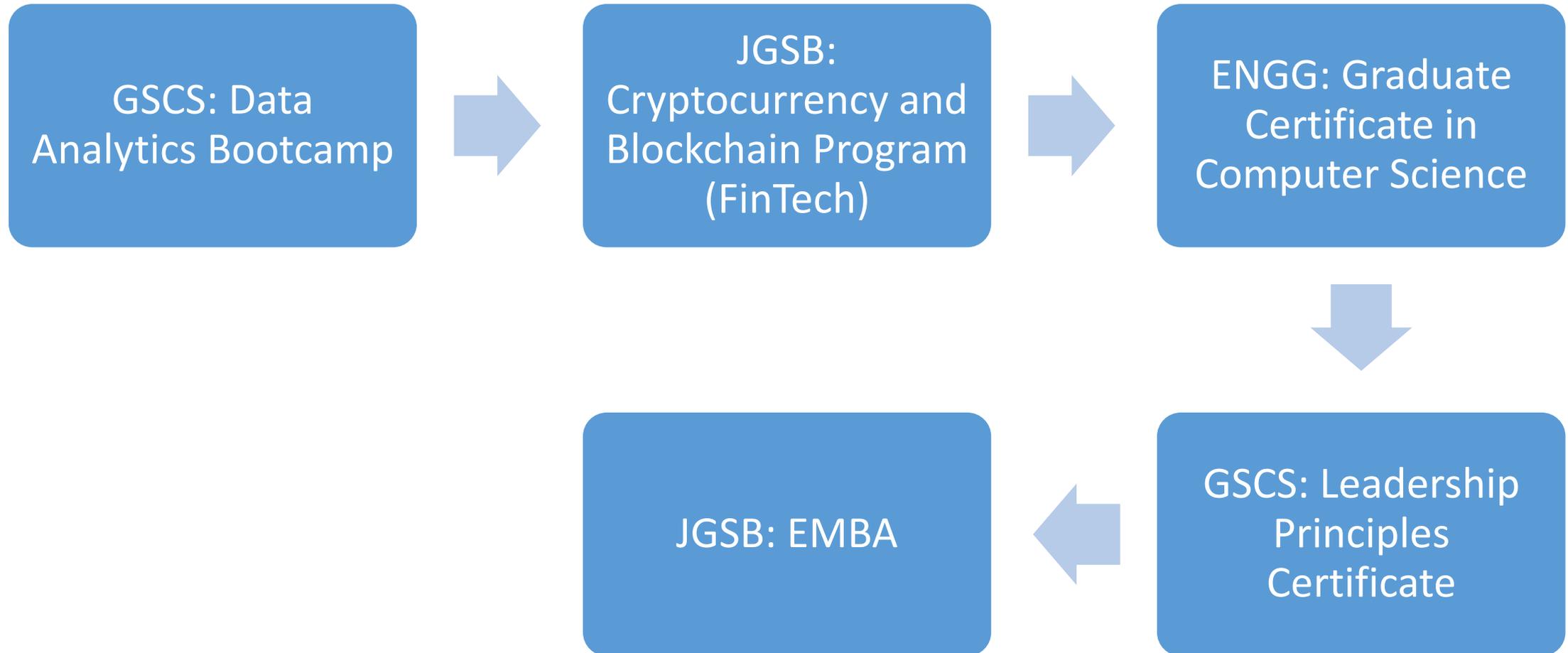


# Rice Pathways: Computer tech, CS UG

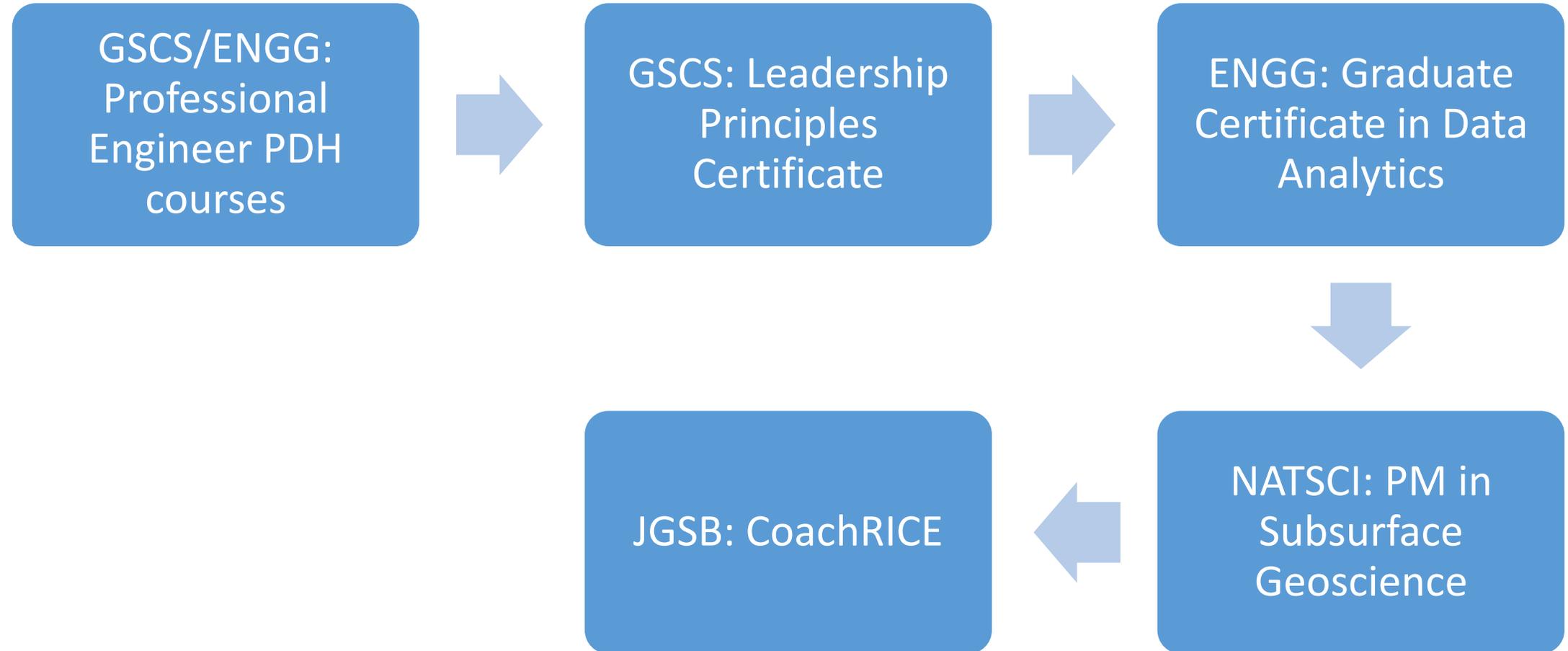




# Rice Professional Pathways: Psychology UG



# Rice Pathways: Civil Engineer





# Questions to consider:

- What are my professional goals (move up, transition, start over, etc...)?
- How much time do I have?
- Do I need specific skills or do I need a broad toolkit of skills?
- Does my industry or company require a graduate degree to achieve my goals?
- Do I want to work for myself or for a company?
- How do I learn best? Is it through live, in-person instruction, or can I learn just as well online, or even asynchronously?
- Do I need/want a larger professional network?



RICE UNIVERSITY  
Professional & Corporate Programs  
*Susanne M. Glasscock School of Continuing Studies*

Questions?  
Muito  
obrigado!

Please reach out to me:

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