

ACCREDIBLE CREDENTIAL FRAMEWORK

# IDENTIFICATION OF PROGRAM OBJECTIVES

## ACTIVITY E6

**DESCRIPTION:** MAP BUSINESS PRIORITIES TO OBJECTIVE

**INPUTS:** BUSINESS REQUIREMENTS

**OUTPUTS:** CREDENTIAL PROGRAM OBJECTIVES

## IDENTIFICATION OF PROGRAM OBJECTIVES

### What are Program Objectives?

Program objectives represent the business goals that you aim to achieve through credentialing. Examples of business goals associated with credential programs include increasing brand awareness and visibility, enrollments, completions, retention, and revenue stream.

### How will you determine if you've hit these outcomes?

Key Performance Indicators (KPIs). KPIs are quantitative metrics that can be applied to objectives.

### Tying KPIs to Program Objectives

Here's a list of Program Objectives and the KPIs tied to each one through our platform:

Program Objectives	KPIs	Where to find metrics	Program objectives by sector
Deployment Success	<ul style="list-style-type: none"> <li>Hitting Launch Date</li> <li>Credentials issued</li> <li>Number of Courses; Membership levels; Events</li> </ul>	<ul style="list-style-type: none"> <li>Onboarding timeline</li> <li>Accredible account</li> </ul>	<ul style="list-style-type: none"> <li>Associations</li> <li>Product/ Professional Training</li> <li>Higher Education</li> <li>Internal Training</li> </ul>
Brand Awareness/ Visibility	<ul style="list-style-type: none"> <li>Social Shares</li> <li>Engagement Rate</li> <li>Open Rate</li> </ul>	<ul style="list-style-type: none"> <li>Analytics</li> </ul>	<ul style="list-style-type: none"> <li>Associations</li> <li>Product/ Professional Training</li> <li>Higher Education</li> <li>Internal Training</li> </ul>
Referrals/Lead Generation/ Conversions	<ul style="list-style-type: none"> <li>Number of referral clicks</li> <li>Referral click value</li> </ul>	<ul style="list-style-type: none"> <li>Analytics</li> </ul>	<ul style="list-style-type: none"> <li>Associations</li> <li>Product/ Professional Training</li> <li>Higher Education</li> </ul>

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Program Objectives	KPIs	Where to find metrics	Program objectives by sector
Digital Badge/ Certificate Adoption	<ul style="list-style-type: none"> <li>• Open Rate</li> <li>• Engagement Rate</li> <li>• Shares</li> </ul>	<ul style="list-style-type: none"> <li>• Analytics</li> <li>• LI feed for recipient engagement/posts</li> </ul>	<ul style="list-style-type: none"> <li>• Associations</li> <li>• Product/ Professional Training</li> <li>• Higher Education</li> <li>• Internal Training</li> </ul>
Course Enrollments/ Completions	<ul style="list-style-type: none"> <li>• Credentials issued per group</li> <li>• Number of completed modules and number of enrolled recipients per course</li> </ul>	<ul style="list-style-type: none"> <li>• Accredible account</li> <li>• Groups</li> <li>• Pathways analytics</li> </ul>	<ul style="list-style-type: none"> <li>• Product/ Professional Training</li> <li>• Higher Education</li> <li>• Internal Training</li> </ul>
Membership Enrollments	<ul style="list-style-type: none"> <li>• Credentials issued per group</li> </ul>	<ul style="list-style-type: none"> <li>• Accredible account</li> </ul>	<ul style="list-style-type: none"> <li>• Associations</li> </ul>
Membership Retention*	<ul style="list-style-type: none"> <li>• Number of credentials renewed (newly issued credentials in next billing year if new)</li> </ul>	<ul style="list-style-type: none"> <li>• Accredible account</li> <li>• Compare metrics with your internal database</li> <li>• *Note: This will be dependent on your <b>renewal cycle</b> (e.g. if every 2 years, 3 years, etc)</li> </ul>	<ul style="list-style-type: none"> <li>• Associations</li> </ul>
Employee Retention	<ul style="list-style-type: none"> <li>• Number of credentials employees take YoY</li> </ul>	<ul style="list-style-type: none"> <li>• Accredible account</li> <li>• Your employee database for employee headcount</li> </ul>	<ul style="list-style-type: none"> <li>• Internal Training</li> </ul>

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Program Objectives	KPIs	Where to find metrics	Program objectives by sector
Automation/ Integration	<ul style="list-style-type: none"> <li>Hitting launch date</li> <li>Integration is set up seamlessly</li> </ul>	<ul style="list-style-type: none"> <li>Onboarding timeline</li> </ul>	<ul style="list-style-type: none"> <li>Associations</li> <li>Product/ Professional Training</li> <li>Higher Education</li> <li>Internal Training</li> </ul>
Skill Identification (Identify skills in demand from the number of recipients taking that course)	<ul style="list-style-type: none"> <li>Skills tagged per group</li> <li>Number of credentials issued per group</li> </ul>	<ul style="list-style-type: none"> <li>Accredible account</li> </ul>	<ul style="list-style-type: none"> <li>Product/ Professional Training</li> <li>Higher Education</li> <li>Internal Training</li> </ul>
Upward Mobility/ Employability (These are success stories from the recipients)	<ul style="list-style-type: none"> <li>Recipient feedback</li> <li>Recipient posts on LinkedIn, Facebook, Twitter</li> </ul>	<ul style="list-style-type: none"> <li>Feedback from the recipient</li> <li>OR research via social media on recipient feedback from posts</li> </ul>	<ul style="list-style-type: none"> <li>Product/ Professional Training</li> <li>Associations</li> <li>Higher Education</li> </ul>
Premium White-Label and/or Branding Package	<ul style="list-style-type: none"> <li>Engagement rate</li> <li>Shares</li> </ul>	<ul style="list-style-type: none"> <li>Analytics</li> </ul>	<ul style="list-style-type: none"> <li>Associations</li> <li>Product/ Professional Training</li> <li>Higher Education</li> <li>Internal Training</li> </ul>
Spotlight Adoption	<ul style="list-style-type: none"> <li>Number of opted in users for Spotlight</li> <li>Number of Profiles updated</li> </ul>	<ul style="list-style-type: none"> <li>Spotlight directory</li> <li>Export list of users</li> </ul>	<ul style="list-style-type: none"> <li>Associations</li> <li>Product/ Professional Training</li> <li>Higher Education</li> <li>Internal Training</li> </ul>

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## Setting Up Measurable and Meaningful Goals for Success



### Outcomes

Our Customer Outcomes are defined as the measure of success a customer sets to achieve throughout their contract period.

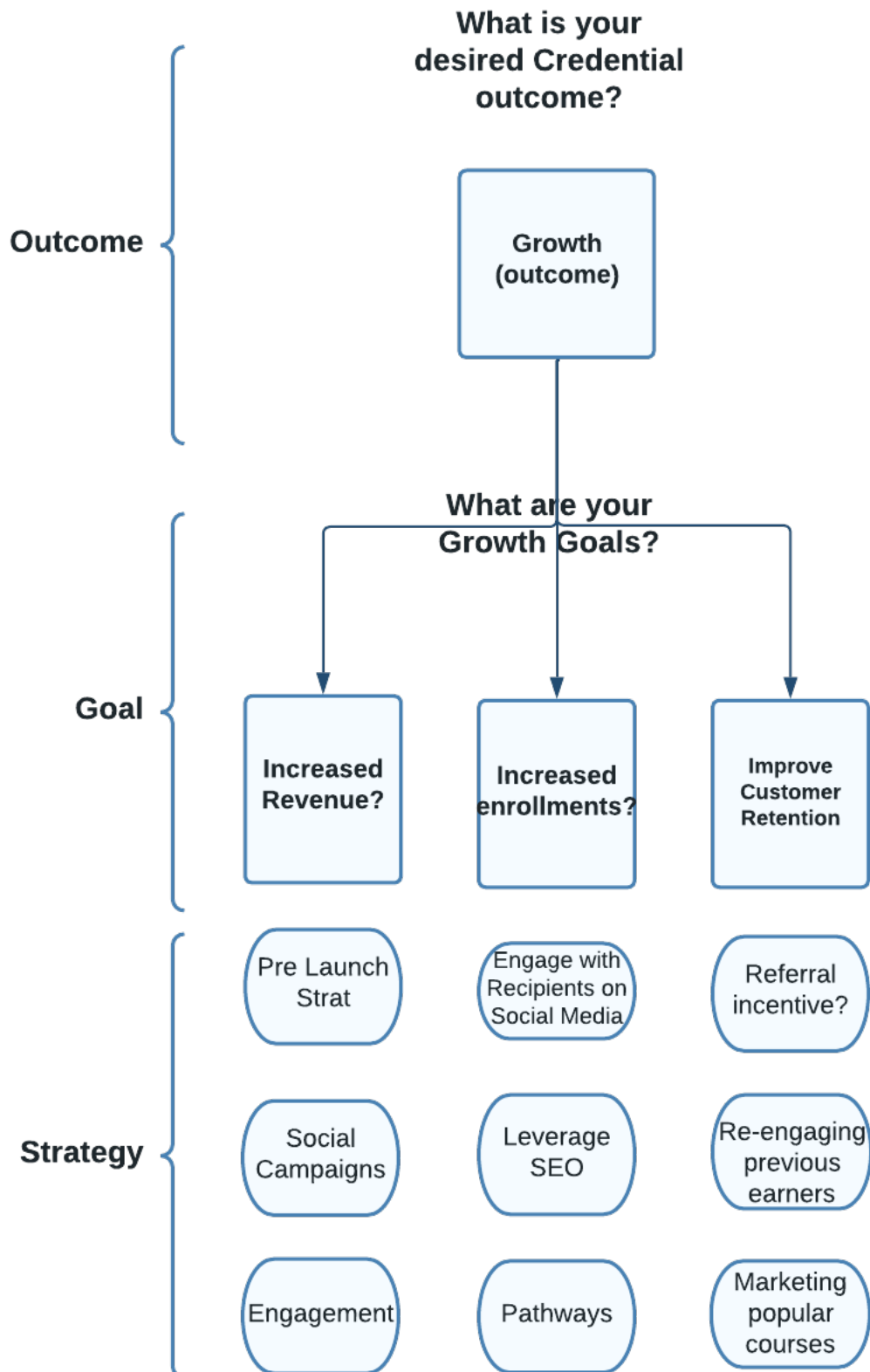
### Goals

You should map your Goals to a robust plan. This will be a list of high level business goals, a road map, aligned to your organizational goal, that your Credential Program will help you to achieve.

### Strategies

Strategies are the steps you will take to achieve your goals, your checklist, to do list.

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## Accredible

*Accredible is the industry-leading digital credentialing platform that securely issues, manages, tracks, and verifies millions of high-stakes credentials across the globe. Accredible integrates with leading learning software including Canvas, D2L Brightspace, Kajabi, Kryterion Webassessor, Moodle, Thinkific, and more. Over 1,900 leading universities, associations, and technology companies such as Google, Skillsoft, Slack, the Association of Corporate Treasurers, Chartered Banker Institute, University of Cambridge, AMPP, Hootsuite, IEEE, Cengage, MIT, Rutgers, INSEAD, IAPP, UC Berkeley, AMBA, and The Digital Marketing Institute rely on Accredible to create, deliver and manage digital certificates and open badges. Learn more at [accreditable.com](https://accreditable.com)*

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