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:

<table>
<thead>
<tr>
<th>Program Objectives</th>
<th>KPIs</th>
<th>Where to find metrics</th>
<th>Program objectives by sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deployment Success</td>
<td>• Hitting Launch Date</td>
<td>• Onboarding timeline</td>
<td>• Associations</td>
</tr>
<tr>
<td></td>
<td>• Credentials issued</td>
<td>• Accredible account</td>
<td>• Product/Professional Training</td>
</tr>
<tr>
<td></td>
<td>• Number of Courses; Membership levels; Events</td>
<td></td>
<td>• Higher Education</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Internal Training</td>
</tr>
<tr>
<td>Brand Awareness/ Visibility</td>
<td>• Social Shares</td>
<td>• Analytics</td>
<td>• Associations</td>
</tr>
<tr>
<td></td>
<td>• Engagement Rate</td>
<td></td>
<td>• Product/Professional Training</td>
</tr>
<tr>
<td></td>
<td>• Open Rate</td>
<td></td>
<td>• Higher Education</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Internal Training</td>
</tr>
<tr>
<td>Referrals/Lead Generation/Conversions</td>
<td>• Number of referral clicks</td>
<td>• Analytics</td>
<td>• Associations</td>
</tr>
<tr>
<td></td>
<td>• Referral click value</td>
<td></td>
<td>• Product/Professional Training</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Higher Education</td>
</tr>
</tbody>
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| Digital Badge/Certificate Adoption  | • Open Rate  
  • Engagement Rate  
  • Shares                                                              | • Analytics  
  • LI feed for recipient engagement/posts                                      | • Associations  
  • Product/Professional Training  
  • Higher Education  
  • Internal Training |
| Course Enrollments/Completions      | • Credentials issued per group  
  • Number of completed modules and number of enrolled recipients per course | • Accredible account  
  • Groups  
  • Pathways analytics                                                        | • Product/Professional Training  
  • Higher Education  
  • Internal Training |
| Membership Enrollments              | • Credentials issued per group                                        | • Accredible account                              | • Associations |
| Membership Retention*               | • Number of credentials renewed (newly issued credentials in next billing year if new) | • Accredible account  
  • Compare metrics with your internal database  
  • *Note: This will be dependent on your renewal cycle (e.g. if every 2 years, 3 years, etc) | • Associations |
| Employee Retention                  | • Number of credentials employees take YoY                           | • Accredible account  
  • Your employee database for employee headcount                               | • Internal Training |

*Note: Accredible account is the primary platform for managing program metrics and objectives. Associations refer to any external databases or tools used for cross-referencing or comparative analysis. Higher Education and Internal Training refer to the sectors where the program objectives and metrics are applicable.
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| Automation/Integration                                  | • Hitting launch date  
• Integration is set up seamlessly | • Onboarding timeline                                                             | • Associations  
• Product/Professional Training  
• Higher Education  
• Internal Training                                                   |
| Skill Identification                                     | • Skills tagged per group  
• Number of credentials issued per group                           | • Accredible account                                                               | • Product/Professional Training  
• Higher Education  
• Internal Training                                                   |
| Upward Mobility/Employability                           | • Recipient feedback  
• Recipient posts on LinkedIn, Facebook, Twitter                   | • Feedback from the recipient  
• OR research via social media on recipient feedback from posts             | • Product/Professional Training  
• Associations  
• Higher Education                                                   |
| Premium White-Label and/or Branding Package             | • Engagement rate  
• Shares                                                               | • Analytics                                                                        | • Associations  
• Product/Professional Training  
• Higher Education  
• Internal Training                                                   |
| Spotlight Adoption                                       | • Number of opted in users for Spotlight  
• Number of Profiles updated                                       | • Spotlight directory  
• Export list of users                                                   | • Associations  
• Product/Professional Training  
• Higher Education  
• Internal Training                                                   |
IDENTIFICATION OF PROGRAM OBJECTIVES

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.
IDENTIFICATION OF PROGRAM OBJECTIVES

What is your desired Credential outcome?

Growth (outcome)

What are your Growth Goals?

Increased Revenue?
Increased enrollments?
Improve Customer Retention

Pre Launch Strat
Engage with Recipients on Social Media
Referral incentive?

Social Campaigns
Leverage SEO
Re-engaging previous earners

Engagement
Pathways
Marketing popular courses
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