

EUE Proposal

Project ID#

Project Title

Project Director	ID Number	Telephone	Email

Department	Campus Box	School College

Course or Program

Project Co-Director	ID	Department	Email

Student Impact:

Priority Rating (If Submitting Multiple Proposals):

Project Budget

Salary	Wages	Travel	Equip.	Comm	CServ	Auto	Tele	Awards	Total

Cost-Sharing

Salary	Wages	Travel	Equip.	Comm	CServ	Auto	Tele	Awards	Total

Prior EUE Support

Project Director	Project Number	Award Amount	Project Dates

Summary

A digital badge is an evidence-based, portable credential demonstrating an earner's proficiency in a specific competency or skill. Digital badges enhance individual's employment competitiveness by highlighting and defining the student's abilities relative to in-demand skills in their field or related skills that contribute to an employee's overall ability to thrive and adapt in a changing workplace. Regional workforce studies such as *Bridging the Talent Gap*, by the Graduate Network! and the St. Louis Regional Chamber, demonstrate the increasing demand for professional and industry-aligned credentials as a means of reflecting knowledge and skills. Digital badges are well-suited to meet this need; however, the quality and integrity of the digital badge and the evidence used to demonstrate the earners' knowledge are critical factors in the success of a long-term digital badging program.

This project has two main objectives. The first is support of ongoing digital badging efforts at SIUE in order to establish vision, oversight, and a clear path forward for badges. This includes a package of wraparound services from EUE to digital badging stakeholders, including: strategic planning, establishing a steering and support committee, developing operating papers and a common lexicon, and establishing a framework to help faculty align course outcomes with employment competencies. The second objective, supported through matching funds committed to this project, is the development of new standalone digital badges culminating in SIUE's first digital badge constellation, *Separations Chemist*. Together, these activities will ensure that SIUE's approach to badging addresses critical 21st century skills and contemporary workplace needs, with an eye toward consistency, sustainability and engagement with employers and the community.

For undergraduates, this proposal is innovative because it allows students to connect and support the myriad University experiences to employment competencies and credentials, including experiences within and outside the classroom that help undergraduate students to integrate relevant skills including course outcomes, experiential learning opportunities, and other skills-aligned learning experiences available to students. These efforts have the potential to establish as SIUE a leader in the development and implementation of employment-aligned digital badges both regionally and nationally, joining institutions such as UC Davis, Carnegie Mellon University, Colorado State, and the Ohio State University in pioneering digital badges that systematize institution's curricular offerings (West-Puckett 2016). This project envisions digital badging through deep alignment with employers and community partners to discover, articulate and develop both technical competencies as well as 21st century liberal education skills, including applied skills (also known as soft skills) such as diversity, teamwork and collaboration, problem solving, IT application and leadership, highlighted in the *Bridging the Talent Gap* report.

Finally, this proposal is deeply aligned with two EUE priorities for FY20: High Impact Practices and Innovative Digital Badging initiatives, and gives strong consideration to the development of a sustainable revenue model for SIUE's digital badging program.

a. Current Situation

Overview: A digital badge is an evidence-based, portable credential demonstrating an earner's proficiency in a specific competency or skill. Digital badges enhance individual's employment competitiveness by highlighting and defining the student's abilities relative to in-demand skills in their field or related skills that contribute to an employee's overall ability to thrive and adapt in a changing workplace. "Regardless of setting or industry, individuals are often in need of documenting their expertise and skillsets for professional advancement" (Carey and Stefaniak, 2018, p. 1211).

In fall 2017, SIUE initiated a soft pilot for digital badging, with the issuance of a comprehensive RFP leading to a contract with Credly/Acclaim to provide a unified digital badging platform. This effort, coordinated by the Office of Educational Outreach (OEO) in partnership with Information Technology Services (ITS), Marketing and Communications, and University Centers including NCERC and STEM, has led to key milestones including universal badge designs, digital badge standards, and a proposed steering committee for badging approval and review. Through this process, it is clear that the effort to bring forward digital badges with quality and integrity will require a comprehensive approach. This proposal envisions a two-pronged approach to expanding digital badges at SIUE: 1) wraparound services for ongoing digital badging efforts to establish vision, oversight, and sustainable funding models and 2) direct support for new and expanded digital badge development, funded through OEO matching support.

Undergraduate Impacts: Because this proposal supports digital badging efforts across the entire University, it has strong potential to serve our diverse population of students. For approximately 45 students from the departments of Chemistry, Biology and Environmental Sciences, the opportunity to earn five standalone badges in HPLC, GC, GMP/GLP, GC-MS, and LC-MS will be available. Expanded digital badging efforts, such as a constellation of digital badges that lead to a *Separations Chemist* will be described in future sections. In addition to helping Chemistry undergraduates compete for higher-paying positions, the expansion of digital badges to Biology and Environmental Sciences will offer new opportunities to attain skills not directly related to their major studies but required in many related careers these graduates seek. Through matching support from OEO, the Chemistry constellation model will also

be replicated and expanded to additional units, with strong potential to increase the number of undergraduates impacted by funding.

Project Sustainability: This proposal leverage OEO's commitment to digital badging to ensure SIUE's comprehensive approach reflects the University's innovation and commitment to academic excellence while increasing alignment with 21st century employment needs. EUE support will demonstrate the University's commitment to laying the critical groundwork and standing up a strong digital badging program with consideration to long-term funding models for sustainability. While student fees will be waived throughout EUE funding, later projections assume a combination of modest fees for undergraduate students' assessment and the development of a separate fee structure for non-credit student learners or undergraduates not receiving the badge instruction as part of a for-credit course. Together, undergraduate and returning or non-credit learners encompass a significant market need that allows for a self-sustaining digital badging model. This is complimented by a partnership with the Madison County Employment and Training Department (MCETD) to explore potential connection with workforce funding for digital badging initiatives through the Workforce Innovation and Opportunity Act (WIOA)

b. Proposed Project

This proposal seeks to build upon this foundation, utilizing the OEO to provide structure and oversight of SIUE's digital badging initiatives through its unique position as a community engagement hub that works under the auspice of academic affairs and intentionally strives to meet the needs of a wide variety of students pursuing traditional or non-traditional academic paths. This project has two main objectives. The first is support of ongoing digital badging efforts at SIUE in order to establish vision, oversight, and a clear path forward for badges. These wraparound services will include:

- Strategic planning leading to a digital badge mission and vision statement for SIUE
- An interdisciplinary steering committee and a service-aligned support committee
- Operating papers for digital badging, including a common lexicon for digital badging terminology
- A framework to help faculty align course outcomes with competencies sought by employers

The second objective, supported through matching funds committed to this project, is the development of new standalone digital badges culminating in SIUE's first digital badge constellation, *Separations Chemist*. This specific digital badge development activity is included in this proposal for several reasons. First, the idea of offering these digital badges and the corresponding constellation is enthusiastically supported by an interdisciplinary group of faculty as well as industry partners such as MilliporeSigma and Novozymes. The digital badges have specific alignment to in-demand skills desirable to industry partners and potential employers. Finally, the opportunity to work with faculty, industry, and students taking courses in chemistry, biology, and environmental sciences will serve to provide a framework for helping undergraduates consider the impact of highlighting skills that may not be directly tied to their major during the job search.

For undergraduates, this proposal is innovative because it allows students to connect and support the myriad University experiences to employment competencies and credentials, including experiences within and outside the classroom that help undergraduate students to integrate relevant skills including course outcomes, experiential learning opportunities, and other skills-aligned learning experiences available to students. These efforts have the potential to establish as SIUE a leader in the development and implementation of employment-aligned digital badges both regionally and nationally, joining institutions such as UC Davis, Carnegie Mellon University, Colorado State, and the Ohio State University in pioneering digital badges that systematize institution's curricular offerings (West-Puckett 2016). This project envisions digital badging through deep alignment with employers and community partners to discover, articulate and develop both technical competencies as well as 21st century liberal education skills, including applied skills (also known as soft skills) such as diversity, teamwork and collaboration, problem solving, IT application and leadership, as highlighted in the recent report, "Bridging the Talent Gap," published by the Graduate Network! and the St. Louis Regional Chamber.

Figure 1 demonstrates St. Louis regional employers' perceptions of whether applicants possess these applied skills based on their level of educational attainment. While four-year degree holders are perceived to possess these sought-after skills more consistently than diploma holders, the contrast demonstrates the

“value added by the completion of post-secondary credentials, especially regarding applied skills,” (Bridging the Talent Gap, 2019, 10).

Digital badges are an opportunity to help reinforce and market these applied skills for four-year

undergraduates entering the job

**Applied Skills: Percent of respondents saying labor pool possesses skill:
High school diploma holders versus four-year degree holders**

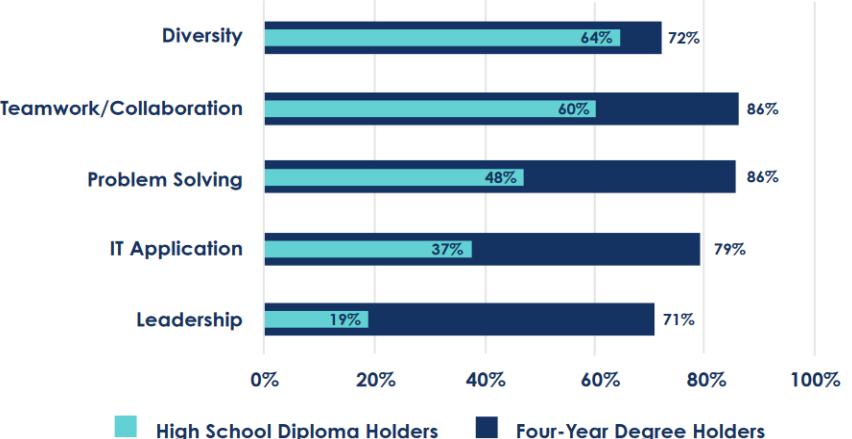


Figure 1

market to complement their bachelor's degrees and related experience.

Research also demonstrates that the quality of a digital badge is critical to determining its value to students and employers alike. For example, badges issued for participation in an activity are far less meaningful than those aligned with and assessing a candidate's specific skills. Similarly, skills-based badges require the clear “evidence of mastery associated with the badge along with the evaluation criteria” in order to hold value to employers (Carey and Stefaniak, 2018, p. 1211). Coordination through OEO will ensure SIUE’s approach to digital badging meets these high standards.

Alignment with EUE Principles: This project aligns with the EUE priorities of High Impact Practices (HIPs) and digital badging:

HIPs – experiential, hands-on learning and community engagement are key features of this proposal, consistent with the American Association of Colleges and Universities definition of HIPs (Murray, 2015). Undergraduates participating in digital-badge aligned courses will work directly with employers and industry experts to gain critical skills and competencies. Students involved in the program will be engaged in hands-on learning from regional, industry representatives and instructors informed by in-depth industry research and employer interviews. Where possible, opportunities for connecting digital badges to community projects such as the Successful Communities Collaborative will also be explored.

Innovative digital badges – in addition to directly supporting the development of two additional digital badges completing a “Separations Chemist” constellation for chemistry, biology, and environmental science undergraduates and expanded badging opportunities for additional units, this project proposes wrap-around services to ensure that all digital badges proposed meet SIUE and EUE quality standards and commitment to academic excellence and the ability to sustain themselves over time. Specifically, the activities will ensure that SIUE’s approach to badging address critical 21st century skills and contemporary workplace needs, with an eye toward consistency, sustainability and engagement with employers and the community.

Timeline: The project team envisions planning and recruitment activities in Summer and Fall 2019, with full implementation in Spring 2020 for undergraduate curriculum, with ongoing evaluation and dissemination summarized for reporting in Summer 2020.

Objective 1 Timeline – Wraparound Services for all Digital Badging Initiatives

Project Planning and Recruitment July 1, 2019-Dec. 2019	<ul style="list-style-type: none"> - Formalize SIUE’s badging committee to establish: 1) operating papers 2) a mission and vision statement for University digital badging efforts, 3) faculty framework for aligning course outcomes and employment competencies. - Support planning efforts for implementation of EUE-funded badging proposals, including workforce research and employer interviews
Project Implementation (Jan. 2020-May 2020)	<ul style="list-style-type: none"> - Campus-wide continuing development workshops - Ongoing support for delivery and assessment of digital badges offered - Support collection and evaluation of participant feedback
Project Conclusion and Sustainability (May – June 2020)	<ul style="list-style-type: none"> - Support delivery and assessment of digital badges offered - Evaluate participant feedback and coalesce into best practices, and evidence-based - Sustainability planning with proposed fee models for ongoing programming established and submitted for review by digital badge steering committee

Objective 2 Timeline – Direct Digital Badging Initiative Support

Project Planning and Recruitment July 1, 2019-Jan. 15, 2020	<ul style="list-style-type: none"> - Work with SIUE Chemistry and additional units interested in pursuing standalone digital badges or constellations on: workforce research, employer engagement, outcome to competency alignment, and sustainability planning - Review and refine proposed digital badge for implementation, curricular and assessment development
Project Implementation (Jan. 15, 2020-May 2020)	<ul style="list-style-type: none"> - Support delivery of digital badge training and assessment through a combination of credit-aligned courses, industry-led workshops, and/or non-credit offerings

	<ul style="list-style-type: none"> - Promote digital badge offerings to University community, through targeted student training and faculty development workshops - Continuous data collection for evaluation, review and refinement of digital badge offerings
Project Conclusion and Sustainability (May – June 2020)	<ul style="list-style-type: none"> - Complete final reporting - Submit proposed revenue models for sustainable digital badging options - Disseminate project findings to the University Community as well as academic and industry conferences

c. Evaluation and dissemination

The following metrics will be utilized to evaluate the results of the project:

1. Number and quality of workshops and assessments offered through EUE project (minimum of 10 standalone digital badges and one constellation anticipated)
2. Number and results of certification for undergraduates involved, including single certifications and completion of constellations of digital badges (i.e. Separations Chemist) (75-100 participants projected)
3. Number and engagement of faculty and staff in continuing education, faculty development, (minimum of two campus-wide sessions and additional employer/faculty convenings based on digital badges developed)
4. Successful continuation and ongoing support and monitoring in subsequent semesters, utilizing a sustainable fee structure for undergraduate students and non-credit or non-traditional students

The following steps will be taken to disseminate the results of the project:

1. Presentation of project outcomes to the campus, regional partners, and employers, and conference presentations to academic audiences such as Council for Adult and Experiential Learning (CAEL) as well as relevant industry conferences.
2. Website development and targeted marketing campaign to make students aware of project results and availability of further iterations of the project
3. Developing high-level regional media exposure for the project through press releases, web content and dissemination via academic publications and conference presentations

Budget Justification and Cost-Sharing Summary

EUE FUNDING REQUEST - \$19,750

Personnel and contractual services

- One-month salary for Courtney Breckenridge for program administration and support, including workforce development research, employer outreach, and project dissemination (\$6,250)
- Discipline-specific content experts for development of digital badge training materials, modules, or assessments (\$10,000)
- Internal Strategic Planning Workshop and Continuing Development Workshop costs (\$2,000)
- Material development, printing and/or Facebook advertising for digital badge recruitment and marketing (\$1,500)

COST SHARING SUMMARY - \$23,000

Personnel, travel, and contractual services

- Discipline-specific content experts/faculty for development of digital badge training materials, modules, or assessments, including expanding standalone digital badges to constellations (\$8,000)
- Travel for project dissemination and outreach, including industry and/or academic conference presentations (\$5,000)
- Acclaim digital badging platform licensing fee (\$10,000)

References

Carey, K. L., & Stefaniak, J. E. (2018). An exploration of the utility of digital badging in higher education settings. *Educational Technology Research and Development*, 66(5), 1211–1229.

<https://doi.org/10.1007/s11423-018-9602-1>

Childs, B. (2018). Student Voice and Linguistic Identity: Digital Badging as a Tool for Retention of First Year and First Generation Undergraduates. *Journal of English Linguistics*, 46(3), 186–198.

<https://doi.org/10.1177/0075424218783444>

West-Puckett, S. (2016). Making Classroom Writing Assessment More Visible, Equitable, and Portable through Digital Badging. *College English*, 79(2), 127–151.

Part IV. Previous EUE Support

This project has roots in a FY18 EUE led by Dr. Yanhong Zhang, which launched three digital badges (HPLC, GC, and GMP/GLP) in partnership between NCERC, the Department of Chemistry, and the OEO with support from industry partners including Shimadzu, Mallinckrodt, and MilliporeSigma. This successful EUE project lead to two industry presentations (Fuel Ethanol Workshop 2018 and Fuel Ethanol Laboratory Conference 2018) and strong employer and student feedback. Through this new proposal, these badges will be expanded from three standalone badges to five total badges completing a full constellation of badges known as *Separations Chemist*.

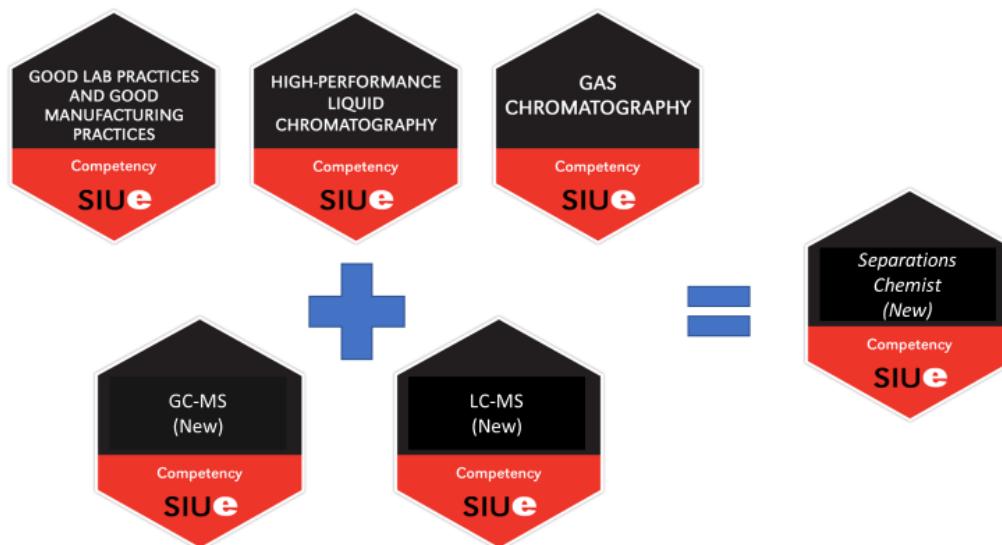


Figure 2 - Proposed Digital Badge Constellation featuring three badges from EUE FY18 and new badges developed with matching funds from EUE FY20 proposal

The primary activities and services requested represent a substantial departure from the scope and focus on the previous project. Further, the badges developed under previous EUE support will not receive direct support in this proposal (although matching funds will be leveraged for the development of the two additional badges comprising the new *Separations Chemist* constellation.

Participant Feedback

- Future employer learned of the program and offered a lateral transfer and raise with completion of the program.

- Most of the theory was covered in instrumental analysis course, however the practical “hands-on” aspect was not covered in the laboratory course.
- Those who failed the digital badge assessment plan to pursue the badge again next year!

Digital Badge Assessment Results from FY2018 project

	GMP/GLP/GDP	HPLC	GC
Passed	80%	72%	62%
Failed	10%	20%	27%
Incomplete	10%	8%	11%

Mary C. Ettling

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walker.mary.c@gmail.com

PROFESSIONAL EXPERIENCE

Director, Office of Educational Outreach (Interim) 2016-present Southern Illinois University Edwardsville, Edwardsville, IL

- Oversee operations of corporate partnership credit, non-credit and distance learning.
- Increased the number and scope of non-credit offerings by 50% in the first year of the position.
- Support and expand lifelong learning activities and programs.
- Oversee the awarding of continuing education units for professional development coursework.
- Create a cross-functional office team and office

Associate Director, Corporate, Academic and Distance Partnerships 2013-2016 Southern Illinois University Edwardsville, Edwardsville, IL

- Oversee coordination and reporting of distance credit courses offered by the university.
- Create and expand corporate partnerships. Increased enrollments in corporate partnership programs by over 200% in three years.
- Coordinate comprehensive student services for off-campus students.
- Serve on Textbook Advisory Committee, Undergraduate Faculty Senate Curriculum Council, Transfer Advisory Group, and Healthcare Informatics program steering committee.

Assistant Director, Credit & Distance Education Activities 2009 – 2013 Southern Illinois University Edwardsville, Edwardsville, IL

- Oversaw coordination and reporting of distance credit courses offered by the university.
- Led efforts to initiate and expand dual admission partnerships with community colleges.
- Coordinated and sustain corporate partnerships.
- Supervised employees at off campus locations.
- Improved admissions and registration process for off-campus students.
- Chaired Dual Admission Steering Committee.

Director, Enrollment and Student Services 2002 – 2009 Saint Louis University, School for Professional Studies, St. Louis, MO

- Oversaw all aspects of academic advising.
- Supervised advising staff.
- Tracked and analyzed enrollment trends.
- Provided staff training.
- Coordinated student retention and development efforts and events.
- Managed scholarship and departmental budgets.

Academic Advisor/ Site Coordinator 2000 – 2002 Saint Louis University, School for Professional Studies, St. Louis, MO

- Advised prospective and current students.
- Provided site coordination services to students attending classes at extension campus.
- Served on recruitment committee, Student Advisory Group, and other committees as assigned.
- Established and maintained relationships with community colleges and businesses.
- Established peer mentoring program at extension campus.
- Coordinated New Student Orientation and other events.

Graduate Program Field Coordinator 1996 – 1998 University of Oklahoma, Geilenkirchen, Germany

- Supported all aspects of graduate programs for the University at the Allied Forces Central Europe (AFCENT) site.
- Enrolled students and maintained accurate records.
- Assisted in program planning.
- Created monthly newsletters, press releases, and flyers.
- Completed accurate reports on budget and student enrollment.
- Coordinated workshops, information sessions, and accommodations for instructors.

EDUCATION

- **Post Master's Certificate in Enrollment Management** 2011 Capella University, Minneapolis, MN
- **Master of Education in Adult and Higher Education** 1998 University of Oklahoma, Norman OK
- **Master of Arts in Counseling**, completed 27 semester hours 1995 The Citadel, Charleston, SC
- **Bachelor of Science in Elementary Education** 1990 Kent State University, Kent, OH

CONFERENCE PRESENTATIONS

Community Partnership Development: Essential in shaping, maintaining, and validating the role of continuing education in the community Illinois Council of Continuing Higher Education Annual Conference, Chicago 2019

Dual Admission Programs: Moving Beyond the “Agreement” to Serve Students Illinois Council of Continuing Higher Education Annual Conference, Chicago 2012

What's the Real Risk in High Risk? NACADA National Conference, Chicago 2007

The Road to Success: Retaining Adult Students Co-presented with Merry Brown, Edward McGrath and Jennifer Vines NACADA National Conference, Salt Lake City 2006

PUBLICATION

The Light at the End of the Tunnel: Program Planning for Adult Students Council for Adult and Experiential Learning 2016

COURTNEY N. BRECKENRIDGE

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PROFESSIONAL EXPERIENCE

2011 – Present | NCERC Biofuels Research Center at SIUE

Director of Communications and Client Relations

- Identify new collaborative opportunities with private sector companies, higher education institutions, trade associations and other stakeholders to generate revenue and opportunity for NCERC and SIUE. This includes corporate partnership, development of new joint programming and articulation agreements, and workforce training programs.
- Represent NCERC at conferences, trade shows, client/stakeholder visits, and with elected officials at state and federal level, including trade organization fly-ins. Assist with biofuels public policy and outreach to academic institutions, trade associations, and the private industry sector.
- Remain up-to-date with latest and current issues related to the renewable fuels industry. Ensure NCERC actively represents the industry for renewable fuels scientific projects and policies. Develop presentations and papers for webinars, publications, conferences, and other external events.
- Assist with promotion of brand/image and value propositions of the NCERC. Assist at trade shows and industry events. Develop marketing literature, website marketing approach, and trade show promotion.
- Technical writing of grants and sponsored project proposals, biofuels articles, releases and news briefs for media and trade journals.
- Total grant funds awarded: \$11,469,000 from 10 projects; Major agencies: U.S. Dept. of Labor, U.S. Dept. of Agriculture, U.S. Environmental Protection Agency

2014-2018 | Building Illinois' Bioeconomy (BIB) Consortium

Project Manager

- Led SIUE's \$10M Department of Labor Trade Adjustment Assistance Community College Career Training (TAACCCT) grant, including grant development, writing and submission
- Facilitated strategic communications between five educational partners and four major technical assistance providers from concept to successful completion of award in October 2018.
- Developed an ongoing employer outreach plan; provided oversight for implementation of all activities and objectives within the proposed timeframe and budget, convened grant steering committee and Project Leadership team, and prepared and filed all required reports to the funding agency.

2010 – 2011 | Illinois State Treasurer's Office

Outreach Coordinator

- Presented on Treasurer's Office programs and services before civic organizations and business audiences
- Assisted in the Money Smart Week and Smart Women Smart Money conference preparations by identifying invitees and sponsors, researching venues, and assisting with media outreach/event marketing
- Utilized Sales Force customer relationship manager to send e-mail updates to targeted constituent groups

2008 – 2010 | Office of State Representative Jay Hoffman

Legislative Aide, Campaign Staff

- Composed press releases, media advisories, constituent communications, and outreach letters
- Updated the Representative's Facebook page and website with current information, news, and pictures

2007 – 2010 | GW Press

Senior Writer, Search Engine Marketing Specialist

- Wrote books, eBooks, press releases, and keyword optimized Web content. Projects include *Hope from the Heartland: Jobs, Clean Air, Energy Security*, an energy and environmental policy book for Jay Hoffman
- Utilized social media platforms such as Twitter, Facebook, LinkedIn, Wikipedia, and YouTube to market products and communicate with potential users

2007 | Local 881 United Food and Commercial Workers
Communications Intern

2004 – 2006 | Belleville News Democrat
Freelance Contributor

EDUCATION

Southern Illinois University Carbondale
Environmental Resources and Policy Cooperative Doctoral Program, Anticipated graduation 2022

Southern Illinois University Edwardsville
Mass Communications, Master's of Science, 2017

Southern Illinois University Edwardsville
Mass Communications, Bachelor's of Arts, 2007

EXTERNAL FUNDING

- U.S. Department of Labor, Trade Adjustment Assistance Community College Career Training, Building the Illinois Bioeconomy Consortium, PI: Courtney Breckenridge, \$10,000,000, 2014.
- SIUE, Excellence in Undergraduate Education, Connecting Credentials: Badging for Industry-Aligned Competencies, PI: Dr. Kevin Tucker, Co-PI: Courtney Breckenridge, \$50,000, 2017.
- SIUE, Research and Equipment Tools, Shimadzu UHPLC, PI: Dr. Yan Zhang, Co-PI: Courtney Breckenridge, \$50,000, 2018.
- SIUE, Meridian Society, Solving the Equity Equation: Hands-On Education in STEM, PI: Jackie Pohlman, Co-PI: Courtney Breckenridge, \$2,000, 2018.
- Shimadzu Scientific Industries, Shimadzu Partnership Academic Research Quality of Life, Shimadzu SPARQ Grant to SIUE to Launch Shimadzu Innovation Laboratory at SIUE , PI: Dr. Yan Zhang, Co-PI: Courtney Breckenridge, \$362,000, 2018.
- SIUE, Innovation Fund, Lighting a SPARQ at SIUE: a Corporate Partnership to Increase Academic and Research Excellence, PI: Dr. Yan Zhang, Co-PI: Courtney Breckenridge, \$100,000, 2018.
- United States Department of Agriculture, NLGCA, Fueling Growth: An Integrated Approach to Education, Experiential Learning and Economic Development in Rural America, PI: Dr. Bob Dixon, Co-PI: Courtney Breckenridge, \$680,000, 2018.
- SIUE, Innovation Fund, BIOWIRE - a student-lead newswire for the Bioeconomy, PI: Courtney Breckenridge, \$75,000, 2019.
- U.S. Environmental Protection Agency, From the Ground Up: Environmental Education, PI: Dr. Kevin Tucker, Co-PI: Courtney Breckenridge, \$150,000, 2019.

INVITED PRESENTATIONS

- Breckenridge, C., Nastasia, D., & Pohlman, J. (November 2017). Integrated Bioeconomy Education and Training. 2017 Bioeconomy Conference, Department of Energy, Washington, D.C.
- Breckenridge, C. & Nastasia, D. (October 2017). Sustainability in a Bioeconomy Consortium. The
- National Council for Workforce Education (NCWE), Salt Lake City, UT
- Breckenridge, C. & Nastasia, D. (October 2017). Implementation of a Customer-Centered Design a Bioeconomy Consortium. Customer Centered Design Learning Exchange, U.S. Department of Labor, Washington, D.C.
- Breckenridge, C. & Winters, A. (September 2017). An Evidence-Based Soft Skills Training Approach.
- National Career Pathways Network Conference, St. Louis, MO



Madison County Government Employment & Training Department

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Phone (618) 296-4445 Fax (618) 656-6945

Kurt Prenzler
County Board Chairman
Howard Elmore
Bond County Board Chairman

March 28, 2019

Dear Dr. Bartels and EUE Review Committee:

Please accept this letter of support for Mary Ettling and Courtney Breckenridge's proposal to Southern Illinois University Edwardsville's Excellence in Undergraduate Education (EUE) program in support of expanded digital badging efforts.

As the Director of Madison County Employment and Training Department (MCETD), we see great value in the concept of issuing workplace-aligned digital badges. Our office's role is to support regional employers in attracting, growing and retaining a skilled workforce. Digital badges have the potential to help better connect undergraduate outcomes to employment competencies and help employers better understand a student's skills and experience as they relate to a position.

SIUE has exhibited leadership in areas that four-year institutions are not particularly well known for, by developing innovative career pathway programs, working to increase awareness and partnerships around the Workforce Innovation and Opportunity Act (WIOA), supporting entrepreneurialism and small businesses, and developing degree completion programs that meet the needs of both businesses and post-traditional students. This workforce and education innovation is exemplified by the deep engagement that SIUE faculty and researchers have exhibited through programs such as the Building Illinois Bioeconomy Consortium, the Successful Communities Collaborative, Small Business Development Center, and the Economic Development Region 9 Apprenticeship Expansion Consortium, to name a few. This project represents another opportunity for collaboration.

We look forward to working with SIUE on this project and encourage you to give it your highest level of consideration.

Sincerely,

A handwritten signature in blue ink that reads "Tony Fuhrmann".

Tony Fuhrmann
Director
Madison County Employment and Training Department (MCETD)