



Bringing Community to the Network

The Visual Transcript: The Next Evolution of eCredentials

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University Registrar & Assistant Professor

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#parchment



Extending the Transcript



- **A Brief History of the Academic Transcript**
- Current Trends in Higher Education
- Case Study: Elon Experiential Transcript
- Great Tools and Best Practices
- Discussion

A Brief History of the Academic Transcript



“The transcript should give a complete and accurate picture of the student’s academic record...”

- The Work of the Registrar:
A Summary of Principles and Practices in American Universities and Colleges 1910-1939, c.1940

“A transcript is the official record of a student’s enrollment activity and academic efforts at the institution.”

- AACRAO Academic Record and Transcript Guide, 2015

- The differences are semantic...not much has changed

A Brief History of the Academic Transcript



- Plenty has changed when defining **the how** of the transcript:
 - FERPA Disclosure Statement
 - Documenting Attendance at Multiple Institutions
 - Transfer Credit
 - Security Features
 - Electronic Transmission
- But not much has changed when defining **the what** of the transcript; it is functionally indistinguishable from its predecessors

A Brief History of the Academic Transcript



- Now consider this guiding principle from the same c.1940 Registrar's Guide:

“The value of the record is its cumulative factor. The purpose is to get a picture of the student's progress and teach them to be their own adviser.”

- Why is it, then, that the academic transcript is still so narrow, so linear? Is it the right tool for today's jobs?
 - Employers and recruiters spend an average of 37 seconds reviewing transcript*

*Bolles, R. (2012). *What color is your parachute?*, 2012 (40th anniversary ed., rev. ed.). Berkeley, CA: Ten Speed Press.



Extending the Transcript

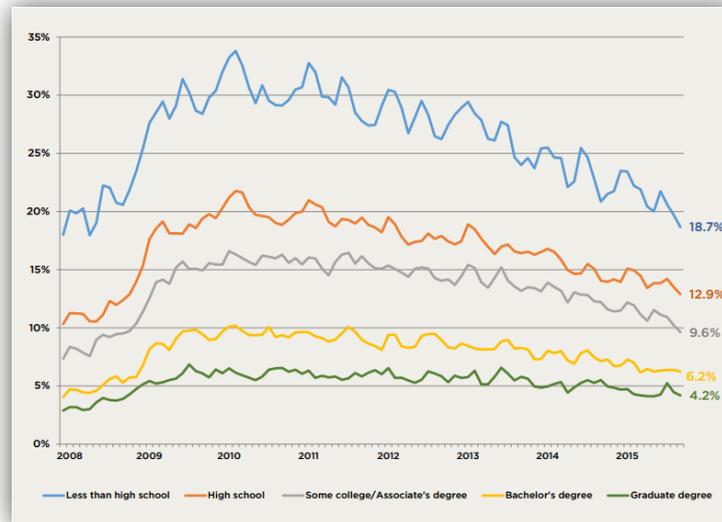


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Current Trends in Higher Education



- Unemployment rates are declining for all education levels
- More skilled workers entering the workforce

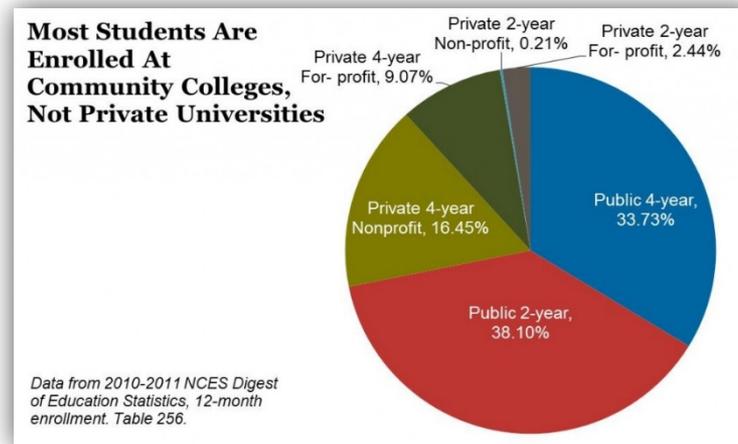


*Georgetown Univ. Center on Education and the Workforce analysis of data from the Current Population Survey, 2007-2015

Current Trends in Higher Education



- More students are attending public 2-year institutions
- Often, these institutions are preparing students to enter the workforce in direct competition with graduates of 4-year institutions



*2010-2011 NCES Digest of Education Statistics, 12-month enrollment

Current Trends in Higher Education



- From 2000-2014:
 - The number of **certificates** awarded by community colleges rose **+150%**
- Compare this to:
 - The number of **associate degrees** awarded in the same period: **+59%**
 - The number of **bachelor's degrees** awarded in the same period: **+47%**
- Certificates are an example of “stackable credentials:” students break down education into smaller, more digestible (and affordable) pieces that allow unimpeded movement in and out of the workforce

*Data from Chronicle of Higher Education:
<http://chronicle.com/article/Grading-Out-Credentials-/234228>

Current Trends in Higher Education



- So, how will your students differentiate themselves with a century-old artifact that is intelligible by academia alone?
 - Is your institution ready to abandon the academic transcript?
- Students at 4-year institutions typically engage in a broad range of experiences that are not captured by the academic transcript
 - Internships, study abroad, service learning, leadership, entrepreneurship, work
- These experiences can set them apart from a swelling applicant pool

Current Trends in Higher Education



- Research addressing the extension of the transcript:
 - “Co-curricular and competency-based transcripts innovate at the level of content and substance, extending the academic transcript” (Pittinsky, 2014)
 - “An employer needs to see the ‘experiences’ gained by a potential job candidate and not just a random list of courses taken” (CupaHR, 2014).
 - “Traditional student transcripts tell us what kind of classroom learning has taken place, but they don’t capture all the different ways in which a student gains knowledge, skills, and abilities. In today’s work world, experiential learning is just as important as academics” (CupaHR, 2014).
 - “Traditional four-year college experience can be an exploratory time for students to discover their passions and test ideas and values with the help of teachers and peers. If a degree is really about developing a whole person, and preparing them with humanistic education that will serve them in a very dynamic career landscape, surely a ledger of courses and grades alone is a poor reflection of that experience” (DelBanco, 2013)

Current Trends in Higher Education



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Extending the Transcript



- A Brief History of the Academic Transcript
- Current Trends in Higher Education
- **Case Study: Elon Experiential Transcript**
- Great Tools and Best Practices
- Discussion

Case Study: Elon Experiential Transcript



- What is a Co-Curricular Transcript (CCT)?

The co-curricular transcript is a record of a student's co-curricular and/or extra-curricular activities as defined by the institution.

VS.

“A transcript is the official record of a student's enrollment activity and academic efforts at the institution.”

- AACRAO's *Academic Record and Transcript Guide 2015*

Case Study: Elon Experiential Transcript



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- Elon has tracked co-curricular experiences since 1994
 - Certified by offices responsible for each experience
 - Managed using a custom co-file in ellucian Colleague

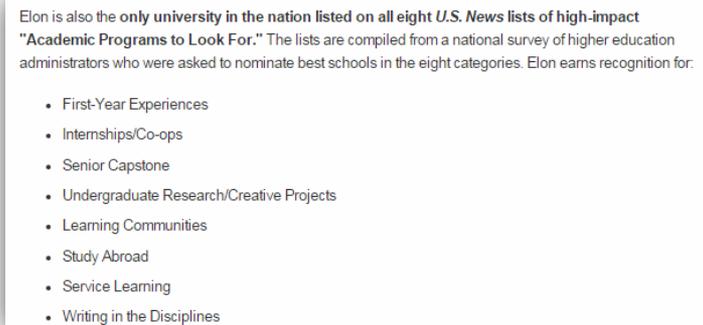
Case Study: Elon Experiential Transcript



- Why track these experiences?
 - Growing demand to identify non-credit-bearing student experiences
 - Academic transcript no longer adequate for fully describing student university experience
 - Artifacts should match the vision of the institution
 - Study Abroad, Service Learning, Internship, Research, Leadership



<http://www.elon.edu/E-Net/Article/120237>



<http://www.elon.edu/E-Net/Article/120237>

Case Study: Elon Experiential Transcript



- “Students should not have to go multiple places to obtain documents that paint a full picture of their academic experience” (Jackson, 2014, p. 69)
- In June of 2013, Elon bridged the gap between the formerly paper CCT and the academic transcript
 - Launch of new ordering system to include the CCT
 - Increase from 3 printed CCTs (2012) to 727 CCTs (2013)
 - Used Parchment to offer pdf transcripts, concatenating the two into one certified document
 - Now producing approximately 61% pdf to 39% paper transcripts, nearly 1 in 5 orders include the CCT



1. Login or Register

↓
2. **Select Documents**

3. Order Details

4. Provide Consent

5. Payment

6. Review Order

Select Product Type



1-Click Academic eTranscript

Order a secure, certified PDF of your Academic Transcript with "24/7" automated delivery. Please confirm with the recipients that they will be able to receive an electronic copy of your transcript....

\$8.00



eTranscript Plus

Order a secure, certified PDF of your official Academic Transcript plus opt-in to receive a free Elon Experiences Transcript on the order form. eTranscript orders are processed during normal business...

\$8.00



eExperiences Transcript

Order a standalone PDF of your Elon Experiences Transcript that can be uploaded to LinkedIn and used to showcase your experiential experiences to potential employers. Use this option if you do not...

\$5.00



Mailed Paper Transcript Plus

Order a paper copy of your official Academic Transcript plus opt-in to receive a free Elon Experiences Transcript on the order form. Orders are generally processed within 2 business days. Please...

\$8.00



Paper Transcript - Pickup

Order a paper copy of your official academic transcript to be picked up in the Office of the University Registrar at Alamance Building, Room 102 Elon, NC. Orders are generally processed within 2...

\$8.00

Parchment Ordering Service v2.9

Case Study: Elon Experiential Transcript



- Collaboration with **Office of Student Life**
 - Deepening and strengthening the data
 - For example, now capture a short title to describe the research experience
- Collaboration with **Office of Application Technologies**
 - Data associated with CCT rewritten to build a pdf transcript
 - APIs employed to send and receive transcripts 24/7
- Collaboration with **Academic Advising**
 - Unofficial CCT online for students and advisors
 - Conversations to advise academically and experientially with students

Extending the Transcript



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Great Tools and Best Practices



- Investing your key constituents
 - Partnerships are critical
- Investing your team
- Implementation: getting from point A to B and all the way to Z (further innovations)

Great Tools and Best Practices



- Marketing and education
 - Email sent to graduating class with instructions and information addressing the acquisition, utility, and value of the Co-Curricular transcript and CeDiploma
 - Complementary brochures sent to incoming first-year students and senior students

Great Tools and Best Practices



Elon University Class of 2015

With only days left until graduation, we expect your celebrations have already begun! We are excited to honor your hard work and dedication this Saturday, and we would like to share with you some new and exciting ways to market your achievements from Elon.

The CeDiploma

Elon is pleased to join a select number of prestigious institutions in launching the new Certified Electronic Diploma (CeDiploma). With this new electronic diploma, embassies, employers, organizations, and even your parents can view the diploma as proof that you have finished your degree! The CeDiploma is a fast and secure way of showing the world what degree you have without having to provide a copy of your transcript. Each CeDiploma is given a unique Diploma ID that will allow independent verification through the University website by anyone receiving the document.



A few weeks after graduation, you will receive an email with instructions to download your own CeDiploma.



Experiences Transcript

By now, many of you know about the Elon Experiences Transcript (EET), but did you know that we have given it a new look? The EET now reflects the same design as the Academic Transcript. Also, you can now request an official copy of your EET through our [online ordering system](#). You can even have it combined with your Academic Transcript to give employers a more complete view of your college experience. Just like the CeDiploma, you can quickly and easily share your EET by email or

through social media and networking sites.

Take a look at what employers are already saying:

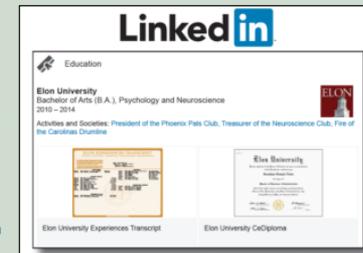
- "I liked all of the information that was included on the experiential transcript. Along with the academic transcript, it provides a total story of the student"
- "The combined information displays the versatility of a candidate and may display info not covered in an interview that might serve to give one candidate the edge they need to stand out against the other."
- "[The EET] shows more of a full picture of the candidate – not just that they get great grades, but that they were interested in various other aspects of life."

Market Your Accomplishments

After you download your electronic documents, take a moment to upload them directly to your social media site.

Combine your CeDiploma and Experiences Transcript on networking sites such as LinkedIn to better market yourself to potential employers. With your credentials centrally located, institutions and employers can easily verify that you are the right candidate for them.

You will be one of the first students in the nation with the ability to download and display your academic achievements in this manner.



Congratulations, graduate!



Great Tools and Best Practices



ELON EXPERIENCES TRANSCRIPT

Global Engagement • Internships • Leadership • Service • Undergraduate Research

WELCOME!
WHAT NOW?

GUIDE
TO BUILD EXPERIENCES

As you embark on your Elon University adventure, it's important to keep in mind that education extends beyond the classroom. It's about participating in and learning from enriching experiences: global engagement, internships, leadership, service, and undergraduate research. Take advantage of all that Elon has to offer!

Become a lifelong learner and global citizen with the 5 Elon Experiences!

During your time at Elon, the University will be keeping a record of your experiences. Your Elon Experiences Transcript (EET) is an official Elon document, validated and maintained on your behalf. Here's how to start building your EET:

- **MEET YOUR ACADEMIC ADVISOR** during registration each semester to plan the best experiences for you
- **COMPLETE** experiences in any or all of the 5 areas
- **CONNECT** your experiences with your goals in class
- **REFLECT** on the skills and knowledge you gain through experience
- **DOWNLOAD AND SHARE** your EET by email or through social media and networking sites like LinkedIn

Building a strong EET will give you an edge, making you more marketable to prospective employers during your college career and after graduation. That's the power of your Elon Experiences.

An Elon Education: More than Courses, Grades and Credits

Today, employers and graduate schools recognize that co-curricular experiences go hand-in-hand with classroom academics.

Of Employers and graduate schools surveyed:

85%

Felt the EET painted a more positive picture of the student

63%

Wanted to see more applicants include a document similar to the EET

A majority noted that receiving the information was helpful in the employment/admissions process and decision making

(Parks & Pribitsky, 2015)

ELON EXPERIENCES TRANSCRIPT
A GUIDE TO BUILDING EXPERIENCES
http://www.elon.edu/e-web/students/elon_experiences/

ELON EXPERIENCES TRANSCRIPT

Global Engagement • Internships • Leadership • Service • Undergraduate Research

CONGRATULATIONS!
WHAT NOW?

5 STEPS
TO SET YOU APART

As a graduating senior of Elon University, you can distinguish yourself from thousands of other job seekers and graduate school applicants out there.

The Elon Experiences Transcript (EET) makes it easy for you to demonstrate the depth and breadth of your knowledge, skills, and abilities.

Now all you have to do is take what you've earned and use it to show what sets you apart.

Get ahead of the competition in just five easy steps. That's all it takes to show how your experiences at Elon set you apart from other college graduates:

- **LOG IN** to our online ordering system (www.elon.edu/parchment)
- **REQUEST** an official PDF version of your EET
- **COMBINE** it with your academic transcript to give employers a more complete view of your college experience
- **ORDER** as many transcripts as you like in a single session and pay using a major credit card
- **DOWNLOAD AND SHARE** your EET by email or through social media and networking sites like LinkedIn

With your credentials centrally located, employers and institutions can easily verify that you are the ideal candidate. You have the EET advantage. Don't wait to get started sharing YOUR unique experience. Employers and graduate schools are waiting.

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ELON EXPERIENCES TRANSCRIPT
A GUIDE FOR GRADUATING SENIORS
http://www.elon.edu/e-web/students/elon_experiences/

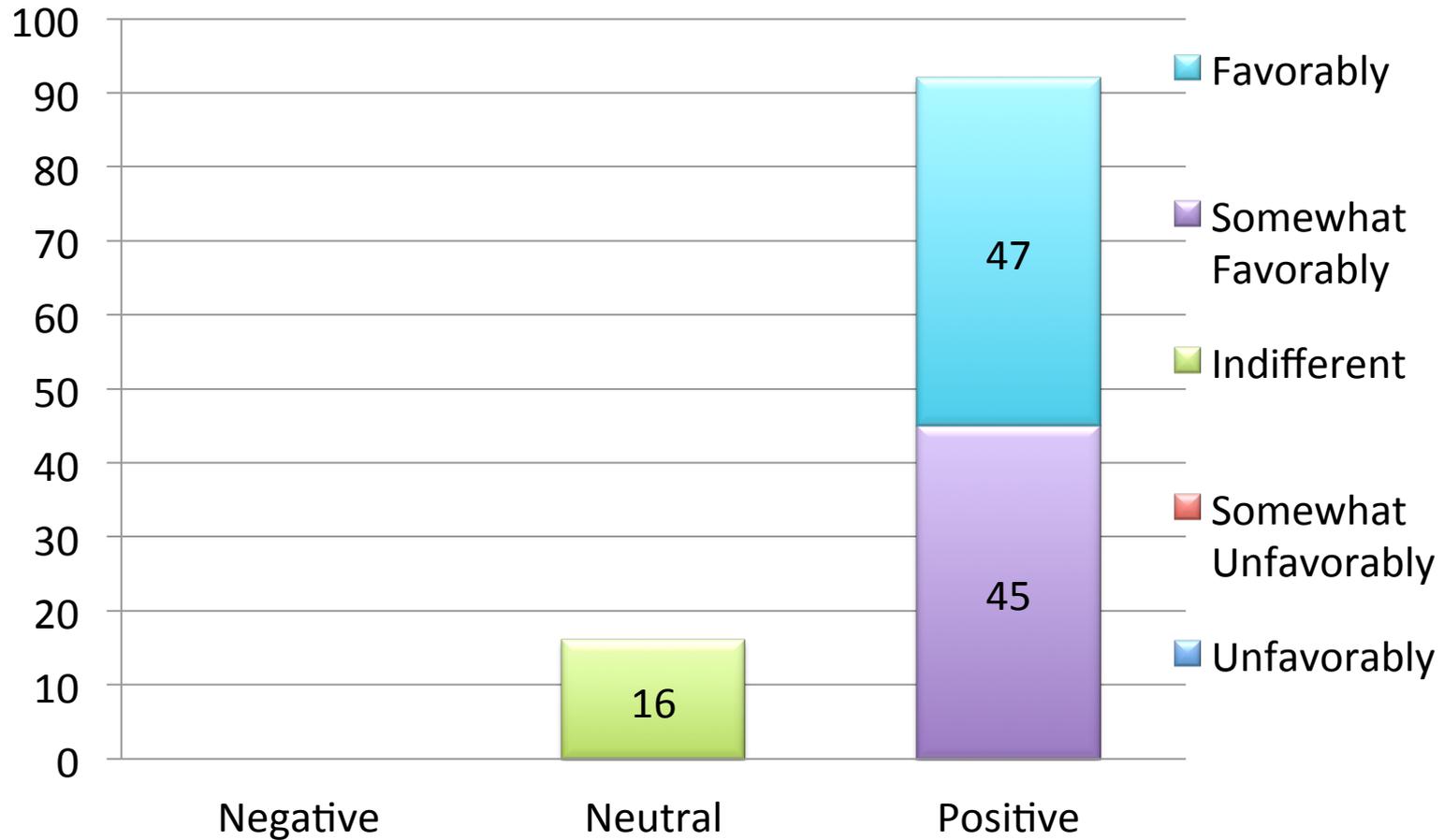
Great Tools and Best Practices



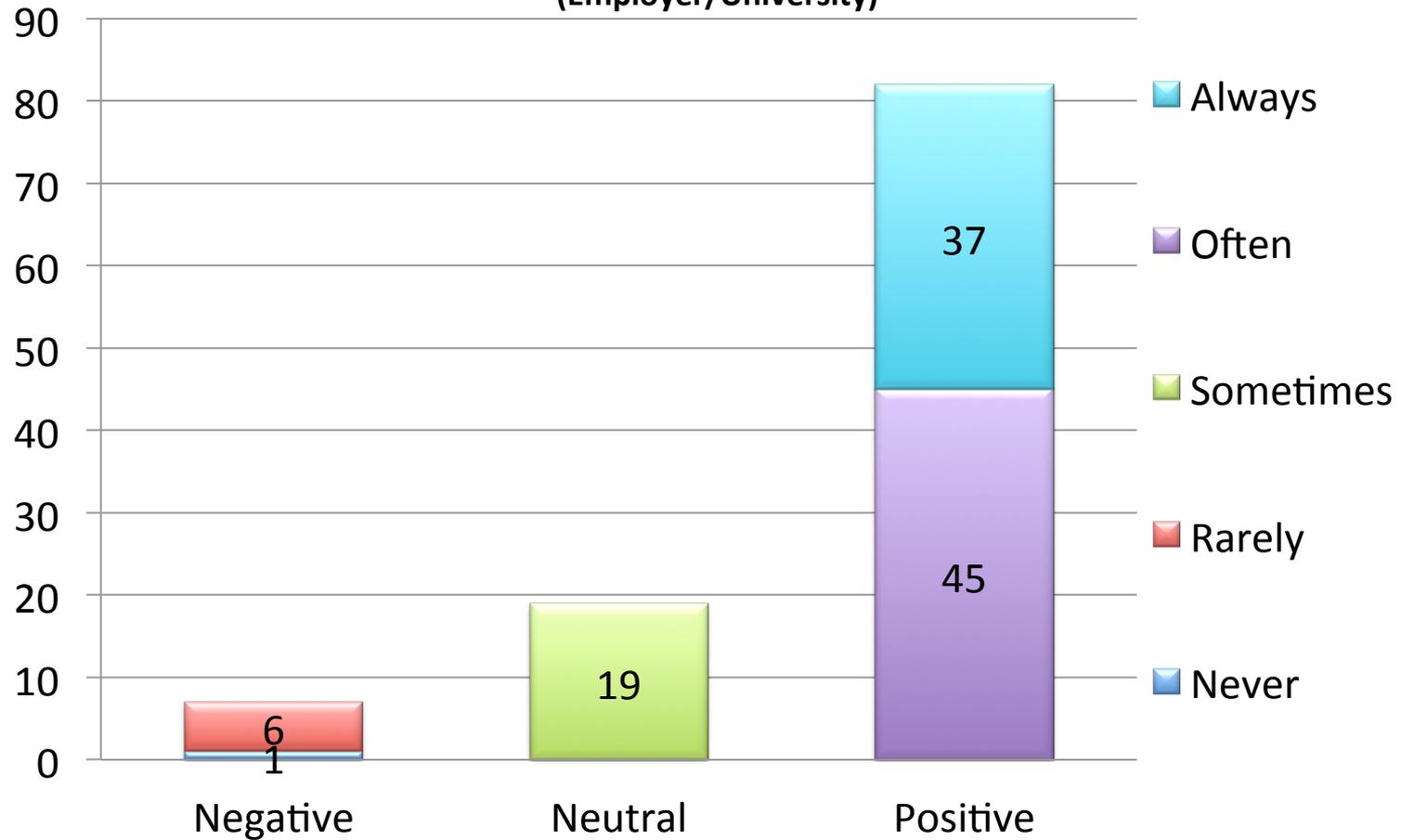
- Survey research is also elucidating
 - Launched survey to determine perceived value of the CCT and its use among employers, university recruiters, and students
 - Employers that responded to the survey were invited to participate in an interview



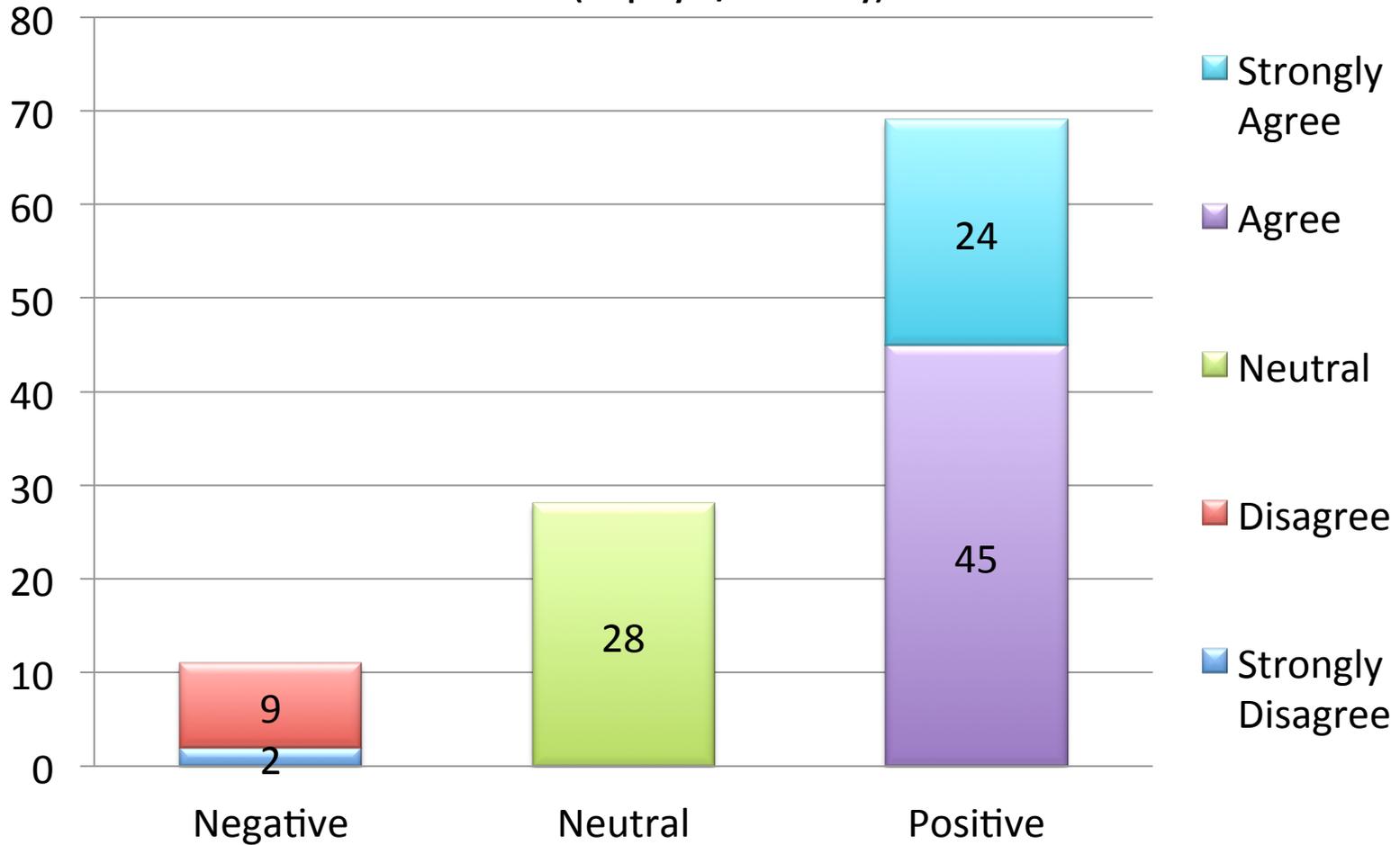
Experiential transcripts **paint a different picture** of candidates/applicants than academic transcripts (Employer/University)



Experiential transcripts allow for a candidate/applicant's experiences to be **more easily verified** (Employer/University)



Receiving experiential transcripts for more candidates/
 applicants would be **helpful to our hiring/admissions** process
 (Employer/University)



Evolving - Planning for a visual transcript



- Lumina grant: sharing \$1.3 million with seven other institutions to innovate
- Outline of administrative user process:
 1. User logs in
 2. Users defines settings: file name, template, and SFTP folders (this step completed once)
 3. Users accesses online dashboard
 4. User uploads (CSV) files
 5. System generates visual experiential files, updates statuses
 6. User uploads completed files to Parchment 7 cloud via SFTP
 7. Files are ready for download

Planning for a visual transcript



- In-house design team guides the vision
- Collaborating with an individual developer to design layout of the visual transcript
- Critical balance between depth of information presented and aesthetic appeal
- Began as one page document...

Elon Experiences Transcript

Elon University validates all information presented on a student's Elon Experiences Transcript. Validation occurs within each program responsible for the experience and is then maintained in a centralized system. Students do not personally enter any experiences onto their Elon Experiences Transcript.

The Elon Experiences Transcript is an official document of Elon University and is maintained on



NAME : Jane Sally Doe
 DEGREE : AB - Bachelor of Arts
 Major(s) : Jane Sally Doe
 Minor(s) : AB - Bachelor of Arts



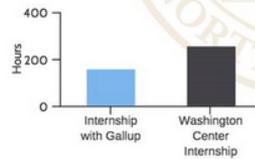
ACTIVITY TIMELINE



LEADERSHIP



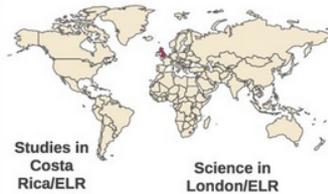
INTERNSHIPS/CO OPS



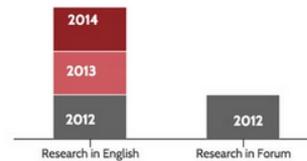
VOLUNTEER SERVICE



STUDY ABROAD



UNDERGRADUATE RESEARCH



Became a two page document...



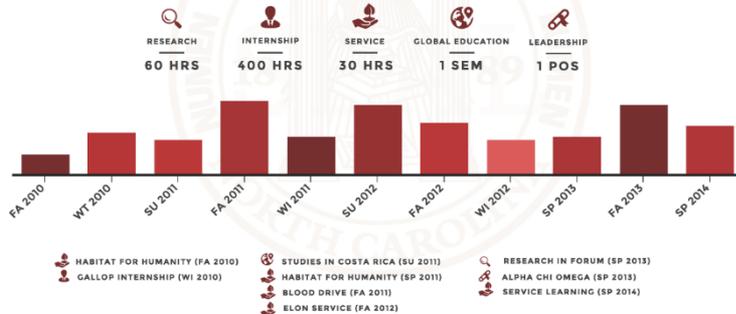
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STUDENT INFORMATION

NAME JANE SALLY DOE
DEGREE BACHELOR OF ARTS
MAJOR INFORMATION SCIENCE
MINOR BUSINESS ADMINISTRATION
COMPLETE IN PROGRESS

ACTIVITY TIMELINE



- HABITAT FOR HUMANITY (FA 2010)
- GALLOP INTERNSHIP (WI 2010)
- STUDIES IN COSTA RICA (SU 2011)
- HABITAT FOR HUMANITY (SP 2011)
- BLOOD DRIVE (FA 2011)
- ELON SERVICE (FA 2012)
- RESEARCH IN FORUM (SP 2013)
- ALPHA CHI OMEGA (SP 2013)
- SERVICE LEARNING (SP 2014)

SALLY JANE DOE - BACHELOR OF ARTS

PAGE 2

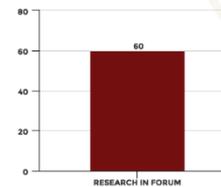
SERVICE



GLOBAL EDUCATION



RESEARCH HOURS



INTERNSHIPS

GALLOP
 GALLOP: 400 HRS

 Bank of America : 400 HRS

LEADERSHIP

PRESIDENT
 ALPHA CHI OMEGA

The visual transcript today



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STUDENT INFORMATION

NAME FRENCH, ROBIN BALDWIN
DEGREE AB
MAJOR MATHEMATICS
MINOR ECONOMICS
COMPLETE 23RD OF MAY 2015

SUMMARY OF ELON EXPERIENCES


RESEARCH
7 POS


INTERNSHIP
1050 HRS


SERVICE
215 HRS


GLOBAL EDUCATION
2 SEM


LEADERSHIP
1 POS

EXPERIENCE TIMELINE

- 2011**
-  ELONTHON SPRING
 -  GENERAL SERVICE SITE FALL
 -  AMERICA READS FALL
 -  KAPPA DELTA FALL

- 2012**
-  AMERICA READS SPRING
 -  STUDIES IN DENMARK/ELR FALL

- 2013**
-  ELONTHON SPRING
 -  GENERAL SERVICE SITE SPRING
 -  GREEK ORG-FUNDRAISER SPRING
 -  BOYS AND GIRLS CLUB SPRING
 -  EDUCATION PRACTICUM SPRING
 -  GREEK ORG-FUNDRAISER FALL

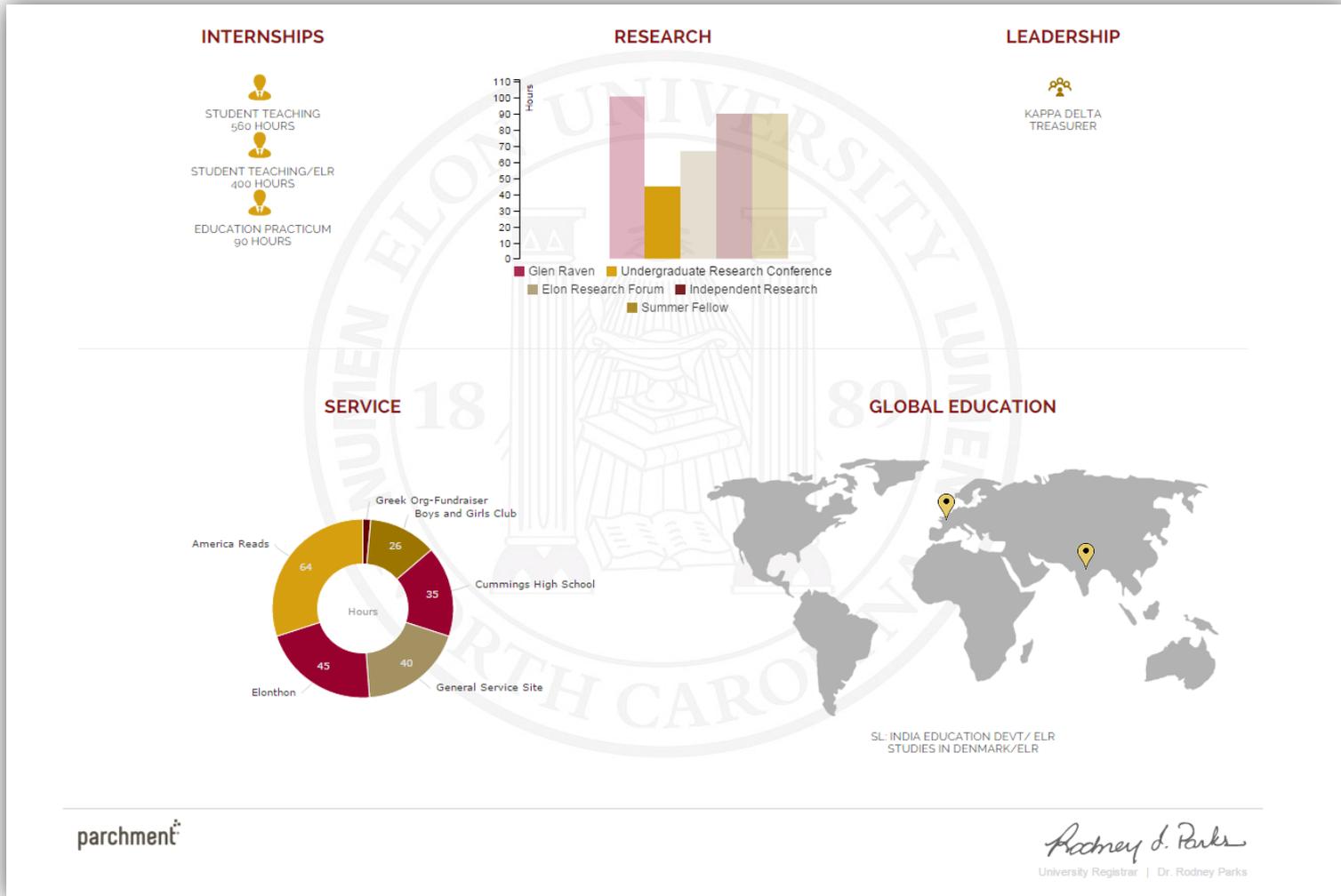
- 2014**
-  SL INDIA EDUCATION DEVT/ ELR WINTER
 -  ELONTHON SPRING
 -  CUMMINGS HIGH SCHOOL SPRING
 -  EDUCATION PRACTICUM SPRING
 -  SUMMER FELLOW SUMMER
 -  GLEN RAVEN FALL
 -  UNDERGRADUATE RESEARCH CONFERENCE FALL
 -  INDEPENDENT RESEARCH FALL
 -  EDUCATION PRACTICUM FALL

- 2015**
-  INDEPENDENT RESEARCH WINTER
 -  UNDERGRADUATE RESEARCH CONFERENCE SPRING
 -  ELON RESEARCH FORUM SPRING
 -  STUDENT TEACHING SPRING
 -  STUDENT TEACHING/ELR SPRING

parchment

Rodney D. Parks
 University Registrar | Dr. Rodney Parks

The visual transcript today



Moving forward



LinkedIn



Education

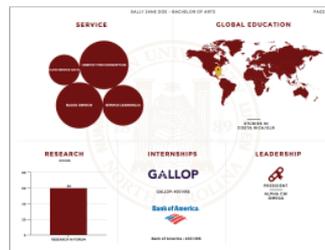
Elon University

Bachelor of Arts (B.A.), Psychology and Neuroscience

2010 – 2014



Activities and Societies: [President of the Phoenix Pals Club](#), [Treasurer of the Neuroscience Club](#), [Fire of the Carolinas Drumline](#)



Elon University Experiences Transcript



Elon University CeDiploma

Extending the Transcript



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- **Discussion**

Discussion



- Consider the cultural foundations at your institution that might allow an extension of your transcript...
- Which constituencies must invest in this work at your institution?
- What types of experiences do your students have that are not currently captured by an official artifact? How do these experiences differentiate your graduates?
- Is there interest among your student populations for an extended transcript?

Discussion



- Questions?
- Thank you!
- Dr. Rod Parks, PhD
 - 336.278.6670
 - rparks4@elon.edu