The Visual Transcript: The Next Evolution of eCredentiaies

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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
A Brief History of the Academic Transcript

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


“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*

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Current Trends in Higher Education

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

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 Table 256.*
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

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)
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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/I-Net/Article/120237
http://www.elon.edu/I-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
## Select Product Type

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1-Click Academic eTranscript</strong></td>
<td>$8.00</td>
</tr>
</tbody>
</table>
| 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. ...
| **eTranscript Plus**              | $8.00 |
| 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... |
| **eExperiences Transcript**       | $5.00 |
| 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... |
| **Mailed Paper Transcript Plus**  | $8.00 |
| 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... |
| **Paper Transcript - Pickup**     | $8.00 |
| 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... |
# Case Study: Elon Experiential Transcript

## Elon Experiences Transcript

**Student Information**
- **Name:** Jane Sally Doe
- **Degree:** Bachelor of Arts
- **Major(s):** English, Political Science

## Academic Information

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2020</td>
<td>ENGL 2301</td>
<td>English Literature</td>
<td>3.00</td>
</tr>
<tr>
<td>Winter 2020</td>
<td>ENGL 3120</td>
<td>Shakespeare</td>
<td>3.00</td>
</tr>
<tr>
<td>Fall 2021</td>
<td>HIST 1101</td>
<td>United States History</td>
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<td>Spring 2021</td>
<td>PHILOS 2301</td>
<td>Ethics</td>
<td>3.00</td>
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<tr>
<td>Fall 2021</td>
<td>PSYCH 2101</td>
<td>Psychology</td>
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<tr>
<td>Winter 2022</td>
<td>BUSI 3110</td>
<td>Financial Accounting</td>
<td>3.00</td>
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<tr>
<td>Winter 2022</td>
<td>COMS 1110</td>
<td>Communication Theory</td>
<td>3.00</td>
</tr>
<tr>
<td>Spring 2022</td>
<td>ENGL 3301</td>
<td>Creative Writing</td>
<td>3.00</td>
</tr>
<tr>
<td>Spring 2022</td>
<td>MATH 2210</td>
<td>Calculus IA</td>
<td>3.00</td>
</tr>
</tbody>
</table>

**Study Abroad**
- **Fall 2022:** Studies in Costa Rica/FBLA
- **Fall 2023:** Science in London/ERI

**Internship/Co-op**
- **Spring 2022:** Internship in Business
- **Spring 2023:** Internship in Public Service

**Leadership Development**
- **Fall 2022:** Resident Student Association
- **Spring 2023:** Volunteer Service

**Unofficial Transcript**
A black and white copy is not official.
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
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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
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)

- **Favorably**: 47
- **Somewhat Favorably**: 16
- **Indifferent**: 45
- **Somewhat Unfavorably**: Unfavorably
- **Unfavorably**: Unfavorably

Chart showing the distribution of responses.
Experiential transcripts allow for a candidate/applicant’s experiences to be more easily verified (Employer/University)

- **Always**: 37
- **Often**: 45
- **Sometimes**: 19
- **Rarely**: 6
- **Never**: 1

**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)

- **Strongly Agree**: 24
- **Agree**: 45
- **Neutral**: 28
- **Disagree**: 9
- **Strongly Disagree**: 2

#parchment
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…
Became a two page document...
The visual transcript today
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
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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!

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