

# credential

WEST VIRGINIA

**FALL SUMMIT**  
October 8-10, 2025  
Charleston Marriott



A Special Welcome and Thank You  
to our Sponsors and Guests



**Education** Design Lab

**strada**



# ***Credential West Virginia Fall 2025 Summit***

**October 8-10, 2025**

**Charleston Marriott – 200 Lee Street East**

At the third *Credential West Virginia* summit, attendees will receive additional on-the-ground technical support for microcredential development and discuss recommendations from workgroups on institutional policy and practice, credential quality, badging and transcription, data needs and reporting requirements.

We'll also share updates on the *Credential WV Connect* regional “road shows” and the exciting progress being made to strengthen partnerships among campuses, employers, and workforce leaders across the state.

Experts from Strada Education Foundation, AACRAO, Lumina Foundation, Coursera, and Education Design Lab will be joined by thinkers and doers from across West Virginia to keep driving our collective efforts to innovate in response to student and employer needs.

## **Summit Objectives**

- Continue forward momentum through the Three Phases of *Credential West Virginia* to equip students with the skills they need to thrive in the evolving workforce
- Develop new insights into microcredential development from innovative and promising practices in WV and beyond
- Gather input on recommendations from statewide workgroups on institutional policy, quality assurance, workforce connections, and transcription and data management
- Share experiences and strategies to expand microcredential offerings with colleagues across the state including faculty, academic administrators, registrars, and workforce development leaders
- Connect Microcredentialing to other initiatives that advance Student Learning Mobility through education and work
- Gain confidence to go forth and innovate, with the knowledge that support is available and understanding that a collective effort is in progress!

## **DAY ONE – OCTOBER 8**

**12:00**        **Registration Begins**  
**Light Refreshments Available**

**1:00-1:45**    **Welcome and Opening Remarks**  
Chris Rasmussen (Commission/Council Staff, *CredentialWV* co-chair)  
Julia Spears (Marshall University, *CredentialWV* co-chair)

**1:45-2:15**    **The Strada Learning Mobility Framework and Connections to West Virginia**  
Strada Education Foundation

Presenters will address how the world has changed and higher ed has evolved since our February convening, with implications for how colleges and universities approach curriculum development, teaching, and credentialing. Presenters will introduce the Strada Learning Mobility Framework, with lessons from ongoing efforts in Arizona and insights into how the work aligns with mobility initiatives in West Virginia.

**2:15-2:30**    **Stretch/Move!**

**2:30-5:00**    **The Hands-On and How-To's of Microcredential Development (Part One)**  
Education Design Lab

Similar to their role at previous convenings, Education Design Lab (EDL) will lead participants through a variety of exercises focused on identifying needs and opportunities and creating microcredentials that advance student success and respond to local and regional workforce needs. The hands-on component will be responsive to institutions and individuals who are at different places in the product development cycle.

EDL representatives will be available for consultation with individuals and institutional teams throughout the event.

**5:30**        **Buffet Dinner Provided**

## **DAY TWO—OCTOBER 9**

**8:00 Continental Breakfast Available**

**8:30-9:30 Utilizing Local and Regional Labor Market Data for Microcredential Development**

Todd Oldham, Strada Education Foundation

Todd Oldham brings unique insights into labor market data based on experience leading economic and workforce development efforts at Monroe Community College (NY) and as director of research with the Virginia Economic Development Partnership. Todd brings institutional- and state-level experience to his role as Strada's vice president and director for education analytics and technical services, leading research and data-driven strategies that inform and improve state education and workforce policies and programs.

**9:30-10:30 Establishing and Maintaining Workforce Connections: Where Education Meets Opportunity and Credentials Power West Virginia's Future**

*Guiding Question: How do leverage labor market insights and maximize responsiveness to workforce needs at both the state level and within individual workforce regions?)*

Cathy Monteroso, West Liberty University (moderator)

Amy Crook, WorkForce WV

Corley Dennison, Southern WV Community & Technical College

Lauren Arbaugh, Eastern WV Community & Technical College

Amanda Sauchuck, Concord University

Cecelia Konchar-Farr, West Liberty University

Steve Lacek, New River Community & Technical College

**10:30-10:45 Break**

**10:45-11:15 The AACRAO Perspective on Microcredentials: Data, Transcription, and the Movement Toward Learning and Employment Records**

Mike Simmons, AACRAO

Mike Simmons is the associate executive director of business development and strategic partnerships at AACRAO where he manages a portfolio of special projects, including the coalition of organizations seeking to boost development and adoption of Learning and Employment Records (LERs) in postsecondary education. He previously served in leadership roles at Texas Woman's University and the University of North Texas, the

latter as assistant vice president of academic affairs. Mike was a founding director of the Marshall Technology Institute.

**11:15-12:15 Microcredential Data Collection and Data Management**

*Guiding Question: How do we document, track, and report completion of microcredentials?*

Zorrie Georgieva, Commission/Council Staff

Roy Simmons, West Virginia State University

**12:15-1:00 Buffet Lunch**

**1:00-3:00 Quality Assurance and Microcredentials**

*Guiding Question: How do we know when a microcredential meets minimum thresholds for quality and trustworthiness?*

Beez Schell, Commission/Council Staff

Jason Best, Shepherd University

Angela Hawk, West Virginia Northern Community College

Brandon Mills, New River Community and Technical College

Amanda Sauchuck, Concord University

**3:00-3:30 Break**

**3:30-4:30 Breakout One (second room): Credential Transcription and Validation**

*Guiding Question: How do we document, track, and report completion of microcredentials?*

Zorrie Georgieva, Commission/Council Staff

Roy Simmons, West Virginia State University

Hilary Gibson, Marshall University

James Fauver, BridgeValley Community and Technical College

**3:30-4:30 Breakout Two (main room): Leveraging Funding Sources to Support Students Pursuing Microcredentials**

*Guiding Question: How do we leverage dedicated workforce-focused federal and state funding streams while complying with requirements for financial aid?*

Julia Spears, Marshall University (moderator)

Kermit Kaleba, Lumina Foundation (Workforce Pell/short-term programs)

Josh Cox, WorkForce WV (WIOA funding)

Brian Weingart, Commission/Council Staff (Institutional financial aid)

**4:30-5:00      Demonstration of the *Accredible* Badging and Digital Credential Platform**  
Kim Vergauwen, Accredible

According to the 2025 State of Credentialing report, 91% of HR and recruiting leaders look for digital credentials when hiring. That's why Credential West Virginia and 11 public institutions are partnering with Accredible to deliver verifiable, shareable credentials that signal in-demand skills and career readiness. In this session, we'll walk through how digital credentials work in practice — from what learners receive to how institutions can brand, issue, and track them. Along the way, we'll share examples from peer institutions and explore how digital credentials can boost visibility, learner engagement, and workforce impact.

**Evening      Dinner on your own**

### **DAY THREE**

**8:00              Continental Breakfast Available**

**8:30-10:00    Culture Change, Institutional Policy, and Collaborative Practice**  
*Guiding Question: How do we create microcredentials at scale and with deliberate speed?*  
Geoff Koch, Coursera  
Naomi Boyer, Education Design Lab  
Holly Custard, Strada Education Foundation  
Brandon Dennison, Marshall University

**10:00-12:00 The Hands-On and How-To's of Microcredential Development (Part Two)**  
*Similar to their role at previous convenings, Education Design Lab will lead participants through a variety of exercises focused on identifying needs and opportunities and creating microcredentials that advance student success and respond to local and regional workforce needs. The hands-on component will be responsive to institutions and individuals who are at different places in the product development cycle.*

**12:00              Box Lunches Available**

**12:15-1:30    Next Steps for WV: Microcredentials, Learning Mobility, and Pathway Development (Optional Session)**

*Guiding Question: How do we continue forward momentum with microcredentials while aligning with related state-level efforts to promote student mobility: reducing cost, shortening time, and adding value?*

- Potential areas of statewide focus to guide all institutions going forward (e.g., advanced manufacturing, broadband expansion, tourism, healthcare—rural, gerontology, addiction studies, diabetes)
- Consideration of existing credential pathways in K-12 and other state agencies (including the LevelUp/dual credit initiative)
- Potential development of select undergraduate skill sets and connection to the WV LER Accelerator Project
- Mirroring Level Up pathways in microcredential development
- Consideration of other states' efforts (e.g., Mississippi's statewide priority occupation enhancement grants; Montana's rural employment needs)
- Revisiting the Three Phases of *Credential WV* – what should we prioritize between now and a potential early spring convening?
- Where do we want to be by the end of this academic year?