

## ***NASH-Google Microcredentials Partnership Community of Practice Request for Interest (RFI) Overview***

### **Background**

NASH (National Association of Higher Education Systems), in partnership with Google, is pleased to invite applications from public higher education systems to participate in a Community of Practice (CoP) focused on expanding access to microcredentials - specifically the [Google Career Certificates](#) (GCCs) and [AI Essentials](#) - to learners enrolled in and/or served by systems of higher education and across the United States. This initiative will bring together 10+ higher education systems, including an estimated 100 faculty and leaders, with a goal of reaching over 10,000 learners by the end of 2025. CoP participants will benefit from technical assistance and facilitation from the [University of Texas System](#), which has significant expertise in this area based on their more than two years of system-wide work embedding GCCs into degree programs and offering them as co-curricular opportunities as a part of their [Texas Credentials for the Future](#) initiative.

***To learn more about this exciting opportunity, [register](#) for our webinar taking place on Thursday, August 1 at 1:30pm ET.*** (Full link:

[https://utsystem.zoom.us/webinar/register/WN\\_3KNyEsjxTpyQ2I63Ap9e3A](https://utsystem.zoom.us/webinar/register/WN_3KNyEsjxTpyQ2I63Ap9e3A)). This webinar will feature a presentation from the University of Texas System on their experiences expanding access to Google Career Certificates, as well as provide an overview of the RFI and offer interested applicants an opportunity to ask questions.

### **Benefits of Participation**

Participating systems and their institutions will receive:

- Targeted technical assistance (TA) and professional development (PD) from the University of Texas System, NASH, and Google, including implementation plan support, PD sessions, and ongoing coaching to ensure successful program delivery
- No-cost access to all nine [Google Career Certificates](#) and [AI Essentials](#) until the end of 2025
- \$15,000 stipend per system to be used flexibly to support participation
- Networking and collaboration opportunities with other participating systems, including access to virtual and in-person convenings about microcredentials, AI, and the future of work
- Access to resources and promising practices, including playbooks, case studies, and marketing collateral

### ***Benefits Continued***

- Marketing opportunities supported by NASH and Google, such as state-level announcements of your system's participation and amplification on NASH/Google channels
- Opportunities to participate in thought leadership activities, including panels, conferences, and publications such as case studies, op-eds, etc.

### **Eligibility**

NASH and Google invite applications from public higher education systems that demonstrate:

- Commitment to expanding access to high-quality, industry-relevant credentials for their students;
- Buy-in from senior leadership as well as campus/faculty champions who will actively engage in the CoP and support program implementation;
- Readiness to actively recruit and coordinate multiple institutions in your system to participate;
- Alignment with system-based strategic plans and/or state-based credential or workforce goals; and
- Commitment to deploying GCCs either as a co-curricular opportunity or integrated into academic coursework starting as early as Fall 2024 and no later than Fall 2025.

While this initiative targets 10 systems to join the Community of Practice, we will consider additional systems if there is interest and alignment to program outcomes.

### **Request for Interest (RFI) Process**

The RFI process is designed to be straightforward and streamlined for prospective participants and will ensure the technical assistance provider can deliver high-quality and tailored support. Interested systems are requested to submit via email:

- A completed RFI response form accompanied by
- A letter of interest from the system executive sponsor (described below) outlining their system's interest in and commitment to the goals of the CoP

A committee including representatives from NASH and Google will review all applications and select participating systems based on their strategic focus on microcredentials and commitment to shared learning in this area. Selected systems will be notified no later than **August 23<sup>rd</sup>** and invited to participate in a formal in-person kick-off meeting in fall 2024.

***Materials should be submitted via email to [GoogleRFI@nash.edu](mailto:GoogleRFI@nash.edu) by 8:00pm ET on Friday, August 9, 2024.***

## **Participant Expectations**

To ensure success for all those participating in the NASH-Google Microcredentials CoP, systems must identify an Executive Sponsor, System Lead, and Faculty Champions. These roles are further described below.

**Executive Sponsor:** Sponsorship and support of the CoP and implementation of Google Career Certificates at the system executive level is critical to its success. Each participating system is required to have an executive sponsor to confirm the necessary system-level support and availability of resources, including human capacity. The responsibilities of the Executive Sponsor include:

- Provide the system lead and participants with senior support to address and overcome any reasonable barriers to success;
- Ensure that all participants are allotted the necessary time to attend meetings and perform the activities between sessions to advance the work;
- Commit to making available the necessary resources and data (where possible) to support measurement and reporting;
- Ensure that senior leadership will be made available in a timely manner to support decision-making when needed; and
- Ensure support and approval, to the extent possible, for travel for system and campus representatives to attend one in-person convening.

**System Lead:** Each system participating in the CoP is expected to identify a lead who will serve as the primary point of contact for coordination of technical assistance, information sharing, and who will play a significant role in advancing the project at their system and its institutions. The responsibilities of the System Lead include:

- Serve as point of contact for CoP staff, the system office, and its institutions;
- To the maximum extent possible, attend all CoP meetings, including an in-person convening in fall 2024;
- Coordinate information gathering and reporting activities within the system and across participating institutions;
- Act as a liaison with relevant system and institution leadership, faculty, and staff;
- Collect and submit applicable data and timely updates related to progress and outcomes as requested;
- Elevate issues and concerns to the System Executive Sponsor and CoP Director as needed to ensure success;
- Coordinate and monitor implementation of microcredentials at the system and campus levels; and
- Commit to freely and openly sharing successes and failures with other CoP participants and, where applicable, the broader NASH community.

**Faculty Champions:** Each higher education system will need to identify and select faculty champions at participating institutions who can commit to either a co-curricular or embedded offering of a Google Career Certificate or the AI Essentials course during the Spring and/or Fall 2025 semesters. To achieve this goal, participating faculty will need to:

- Actively participate in relevant CoP webinars and technical assistance sessions;
- Develop and share their plan to offer or embed one of the Google Career Certificates or the AI Essentials course in their course offerings;
- Commit to sharing lessons learned with the CoP including highlighting what additional resources are needed to improve the course’s design in subsequent semesters; and
- Contribute to efforts by NASH and Google to codify lessons learned for applicable case studies and playbooks to help other faculty replicate success.

Participating systems will receive a stipend of \$15,000 issued in two payments of \$7,500 each (expected September 2024 and February 2025). The stipend is intentionally flexible so that participating systems can use it to support their engagement in the CoP based on their local needs and context and may be used to support the time commitment made by System Leads and Faculty Champions.

**Key Dates**

Milestone	Date
RFI Response Deadline	8:00pm ET on August 9, 2024
Partnership/RFI Webinar	1:30-2:30pm ET on August 1, 2024
Notification of Selected Systems	No later than August 23, 2024
CoP Virtual Kick-off and Public Announcement	September 2024
Technical Assistance Offerings	Beginning September 2024
In-person convening	Fall 2024 TBD
Deployment of Google Career Certificates/AI Essentials	Fall 2024 through Fall 2025, based on each system’s readiness

**Contact Information**

For questions or inquiries about the CoP or the RFI process, please contact [GoogleRFI@nash.edu](mailto:GoogleRFI@nash.edu) and one of our team members will get back to you.

**We look forward to having your system join us in this important collaboration towards empowering learners with the skills they need for career success.**