



# Digital Generalist Credential Development

## In partnership with BHEF

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### Why the Digital Generalist Credential?

- There are, and will continue to be, a significant number of job opportunities in digital technology (i.e. 130,000 openings in the DC area over the next 5 years)
- Through well-developed employer partnerships, students have access to broad opportunities including networking, job shadowing and mentoring
- The credential is short-term, allowing individuals to attain advanced skills and return to the workforce in short-shrift (while gaining college credit that may be stacked into higher-level degree opportunities)

### North Carolina: participating institutions and credentials offered

North Carolina A&T	Certificate of Business Analytics in the Willie A. Deese College of Business and Economics
North Carolina State University	Minor in Data Science initially offered with classes in the Department of Statistics
University of North Carolina, Chapel Hill	Applied Data Science Certificate for students who are not pursuing math, statistics or computer science degrees
University of North Carolina, Charlotte	Minor open to students in the College of Liberal Arts
Wake Technical Community College	Certificate in Business Analytics

- Employer partners:**
- Bank of America
  - Cisco
  - EY
  - SAS
  - Wells Fargo

### Highlights of the collaborative:

- Credentials are for-credit and **stackable** into higher-level degree pathways
- Employer partners provided **strategic guidance in the formulation of the KSAs** embedded in these credentials based on their desired skill set for new-hires
- Companies have **shared KSAs outside of North Carolina** to help expand national hiring pipelines and produce data-enabled graduates
- **Employers partners have established long-term relationships with institutions** and offer students opportunities for job shadowing, mentoring, networking, and resume reviewing

## Capital Region: participating institutions offering digital generalist credential

American University	University of Maryland Baltimore County	Johns Hopkins University
George Mason University	University of Maryland	Virginia Commonwealth University
<u>Howard University</u>	University of Richmond	Virginia Tech
George Washington University	University of Virginia	Marymount University
Georgetown University	University System of Maryland	

### Employer partners:

- Capital One
- Exelon
- EY
- JP Morgan Chase
- MedImmune
- MedStar Health
- McKinsey & Company
- Monumental Sports & Entertainment
- Northrop Grumman
- Under Armour
- Amazon
- General Dynamics
- ASGN Incorporated
- Washington Gas
- Deloitte

### Highlights of the collaborative:

- CoLab employer partners target students enrolled in the Digital Generalist credential program for **recruitment**
- CoLab companies provide **networking and professional development opportunities** for enrolled students
- The Digital Generalist credential awards students **up to 16 credit hours** (institution depending), **stackable** into a higher level degree