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

<table>
<thead>
<tr>
<th>Institution</th>
<th>Credential Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Carolina A&amp;T</td>
<td>Certificate of Business Analytics in the Willie A. Deese College of Business and Economics</td>
</tr>
<tr>
<td>North Carolina State University</td>
<td>Minor in Data Science initially offered with classes in the Department of Statistics</td>
</tr>
<tr>
<td>University of North Carolina, Chapel Hill</td>
<td>Applied Data Science Certificate for students who are not pursuing math, statistics or computer science degrees</td>
</tr>
<tr>
<td>University of North Carolina, Charlotte</td>
<td>Minor open to students in the College of Liberal Arts</td>
</tr>
<tr>
<td>Wake Technical Community College</td>
<td>Certificate in Business Analytics</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>American University</th>
<th>University of Maryland Baltimore County</th>
<th>Johns Hopkins University</th>
</tr>
</thead>
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<tr>
<td>George Mason University</td>
<td>University of Maryland</td>
<td>Virginia Commonwealth University</td>
</tr>
<tr>
<td>Howard University</td>
<td>University of Richmond</td>
<td>Virginia Tech</td>
</tr>
<tr>
<td>George Washington University</td>
<td>University of Virginia</td>
<td>Marymount University</td>
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<tr>
<td>Georgetown University</td>
<td>University System of Maryland</td>
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</tbody>
</table>

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