

Global perspective of Micro Credentials



CEDEFOP

European Centre for the Development
of Vocational Training

Is globalisation of credentials a threat or an opportunity for national VET systems?

Presenter: Mike Feerick, CEO & Founder, Alison



EMPOWER YOURSELF



Agenda

1. Alison Introduction: Core Concept

2. Is globalisation of credentials a threat or an opportunity for national VET systems?





Only **8%** of the Global Population
have ever attended **3rd Level**
Education.

Current Systems of Education: Too Slow, Expensive, Limited in Depth.





Less than 1% have a Traditional Professional Certification.

Current Systems of Education: Too Slow, Expensive, Limited in Depth.



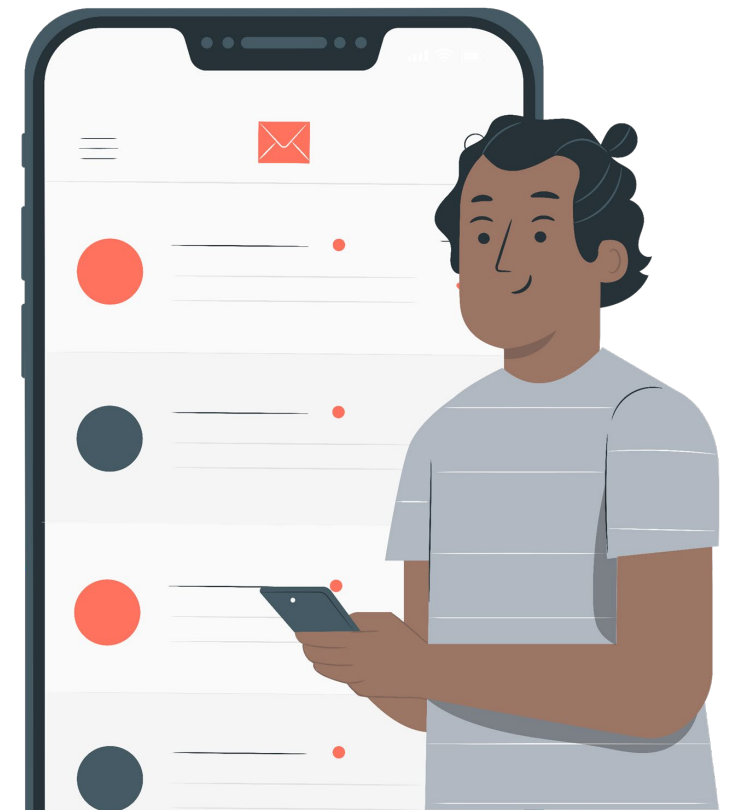
“
Online Education & Skills Training,
at every level, in every language, in
every subject, will be free.”

Driven by Alison, Other innovative Business Models and AI.



Learning Universe has Changed

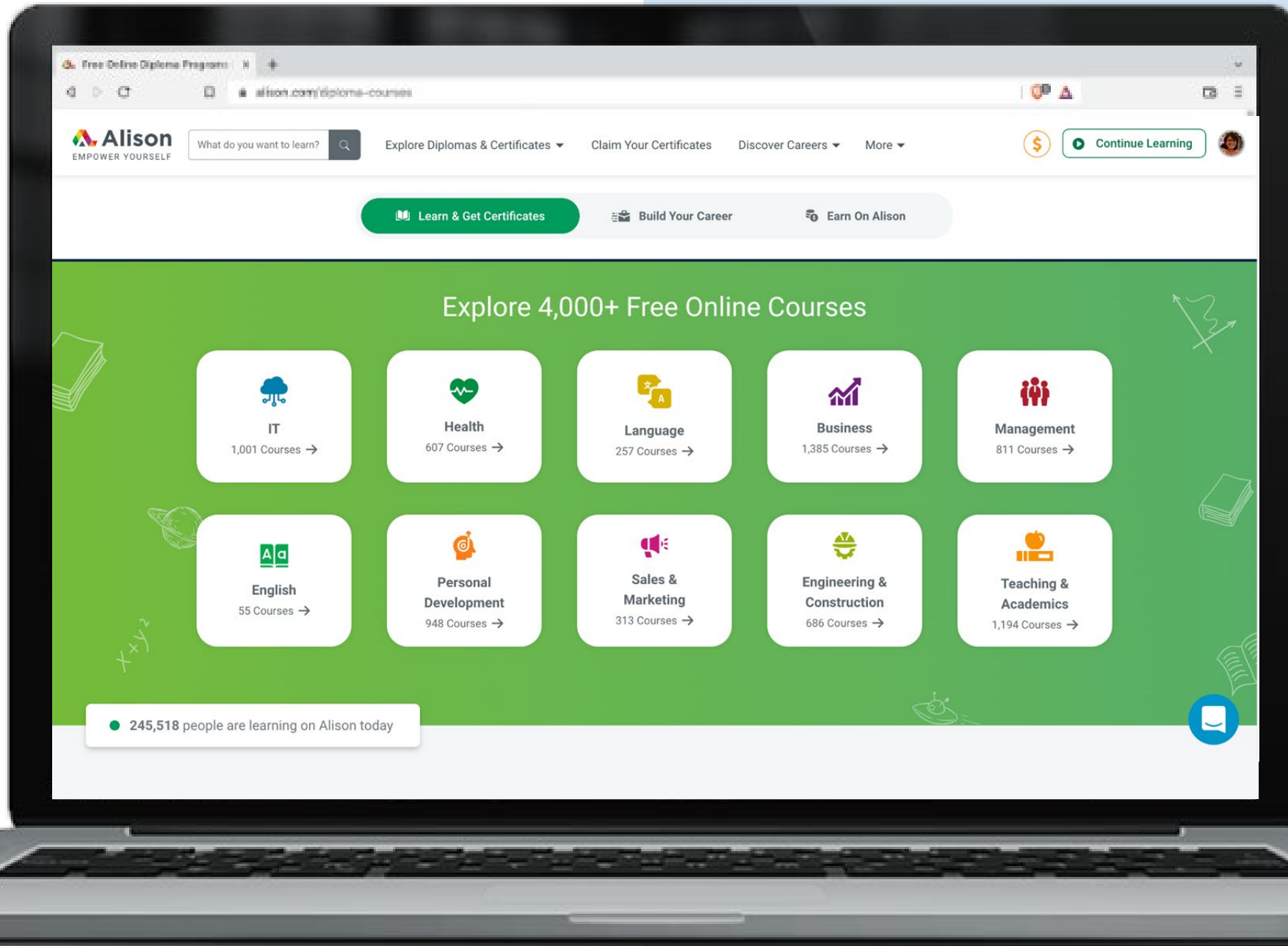
- Smartphone / Data Access: Cheap & Accessible
- Content Generation: Easier & Quicker to produce Quality Courses
- Everyone a Learner, Everyone a Teacher!
- Publishers are making \$€£ from FREE content
- Demand is for Learning on Demand!
- Marginal Cost of Sharing is ZERO!



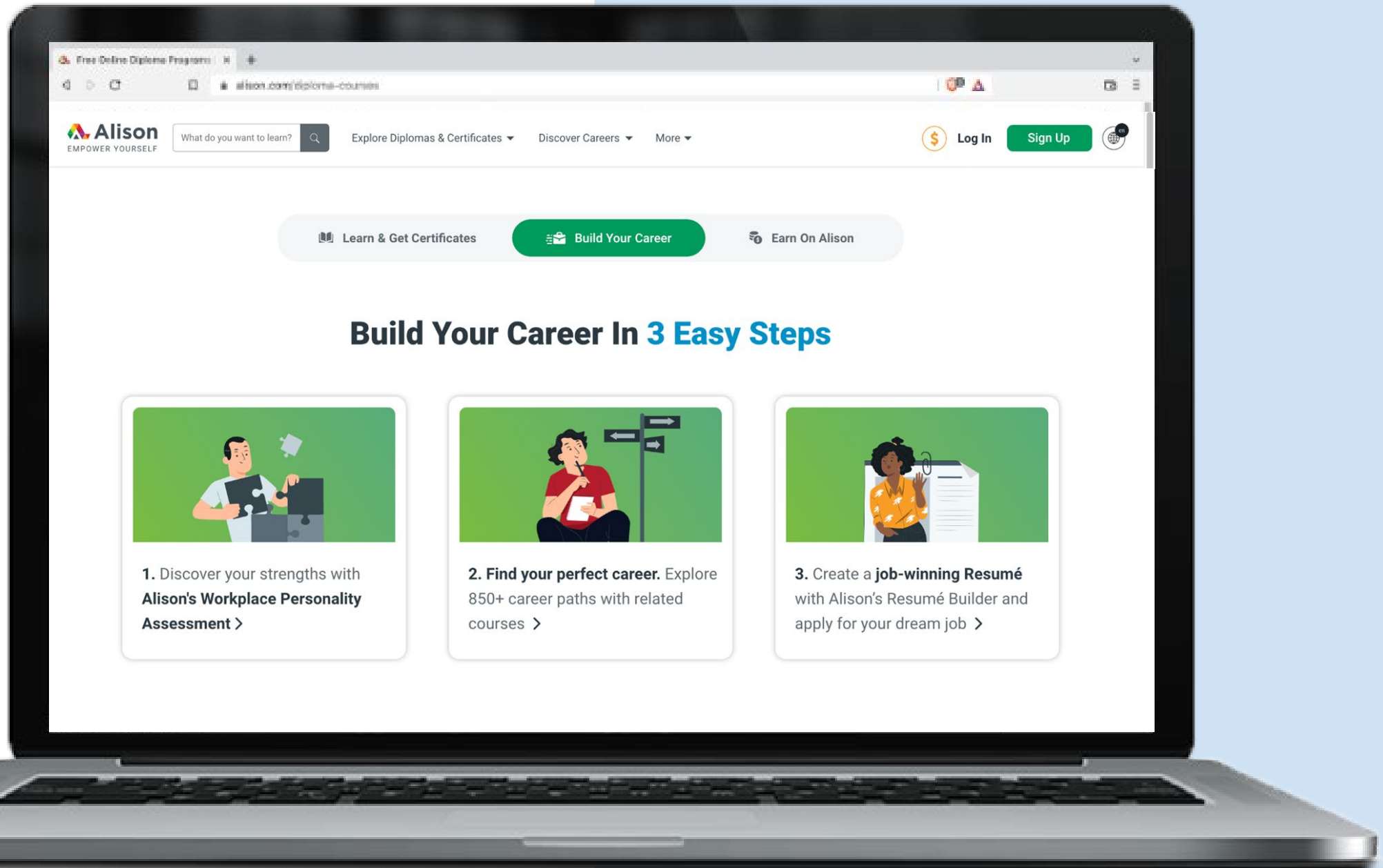
Home Page - Learn



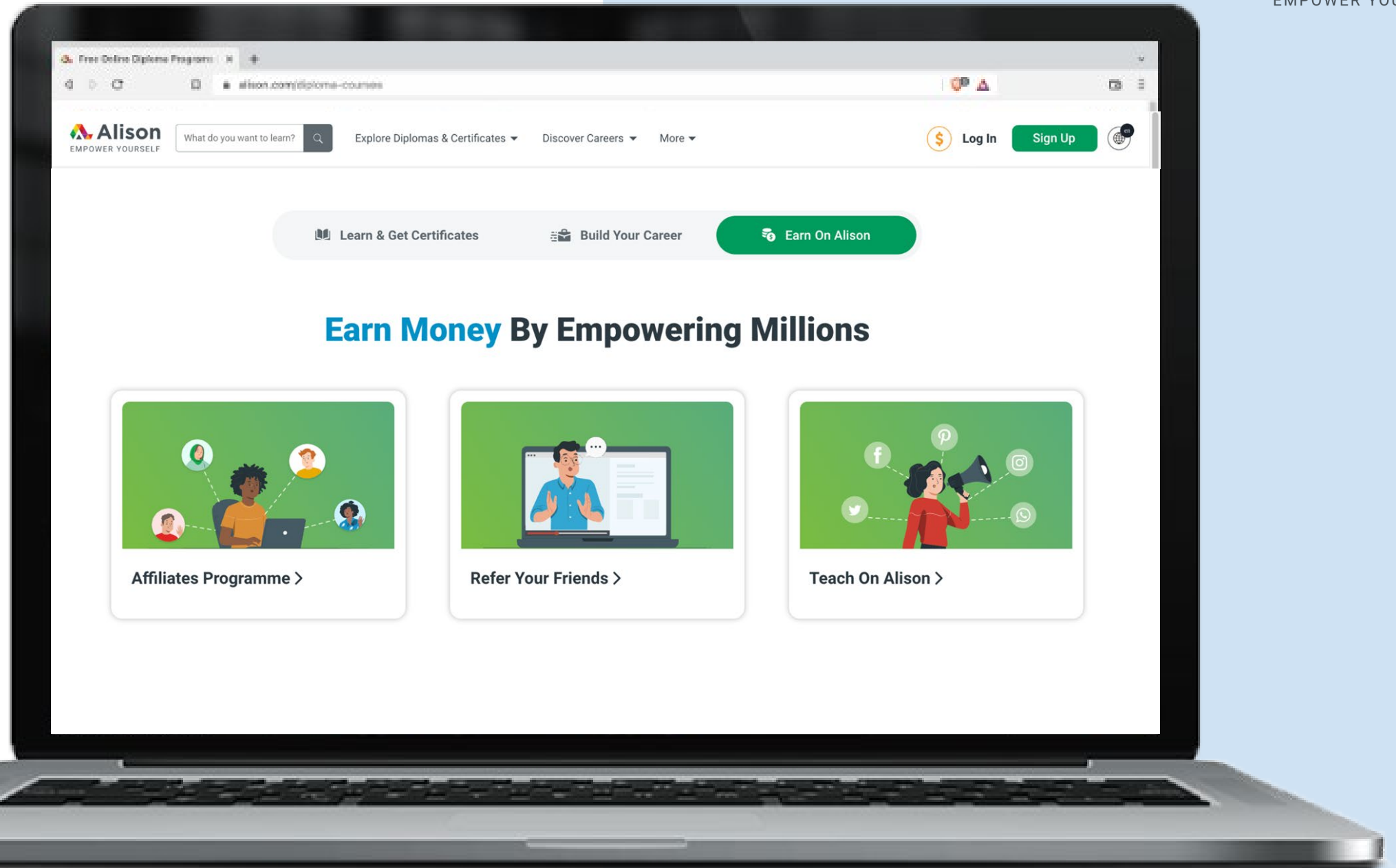
Home Page - Learn



Home Page – Build Your Career



Home Page - Earn



“
Alison graduates
7,000 people PER DAY
worldwide.

One Million New Learners in May 2023!

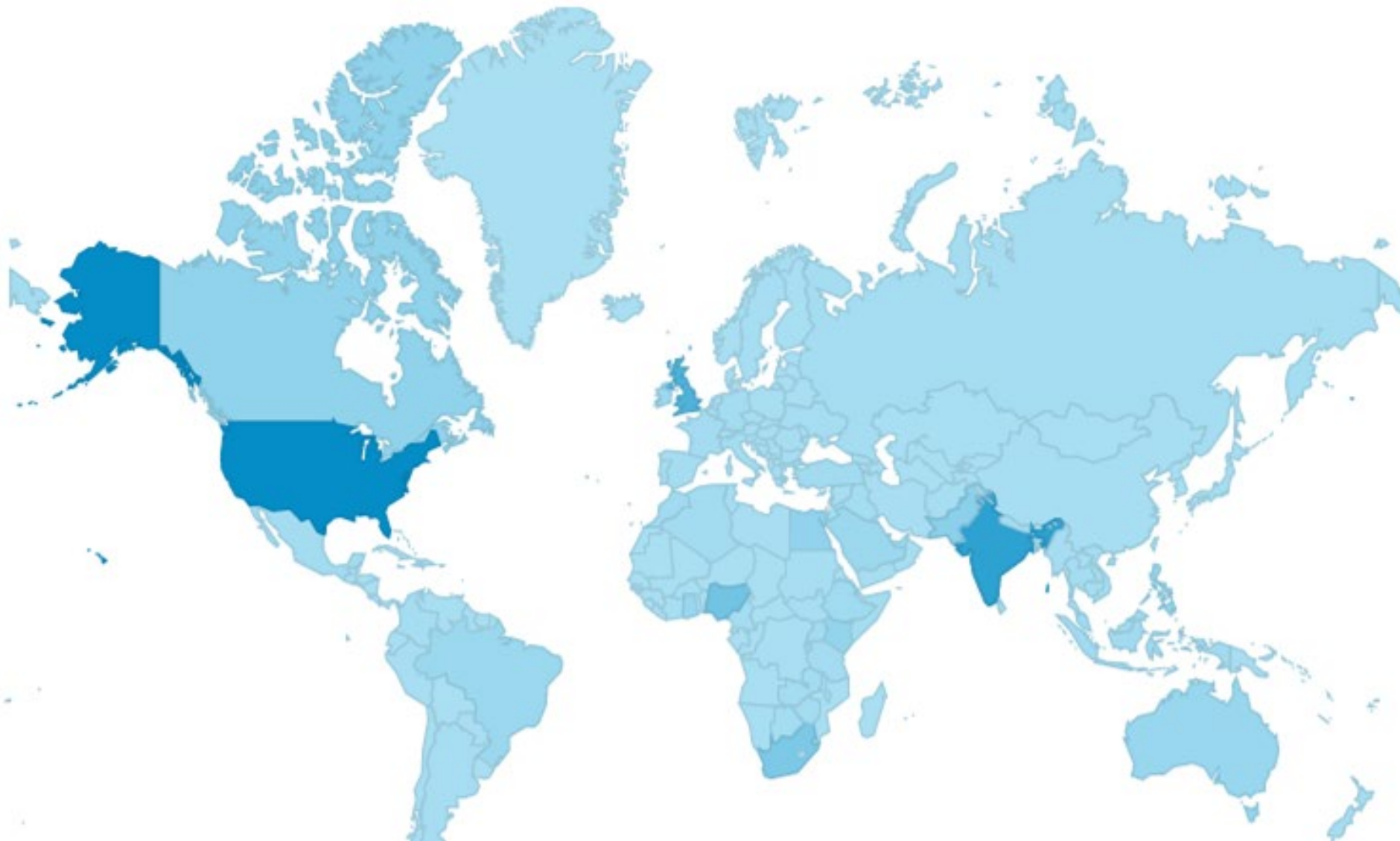


Our 2023 Target is 3 Million Graduations Worldwide.

Target is 50m Graduating with Alison Micro Credentials PER YEAR by 2026



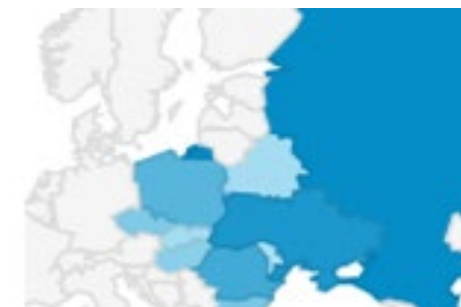
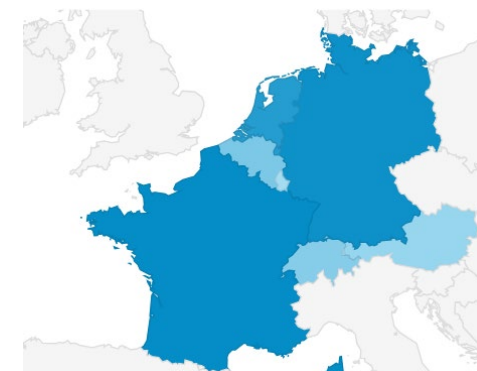
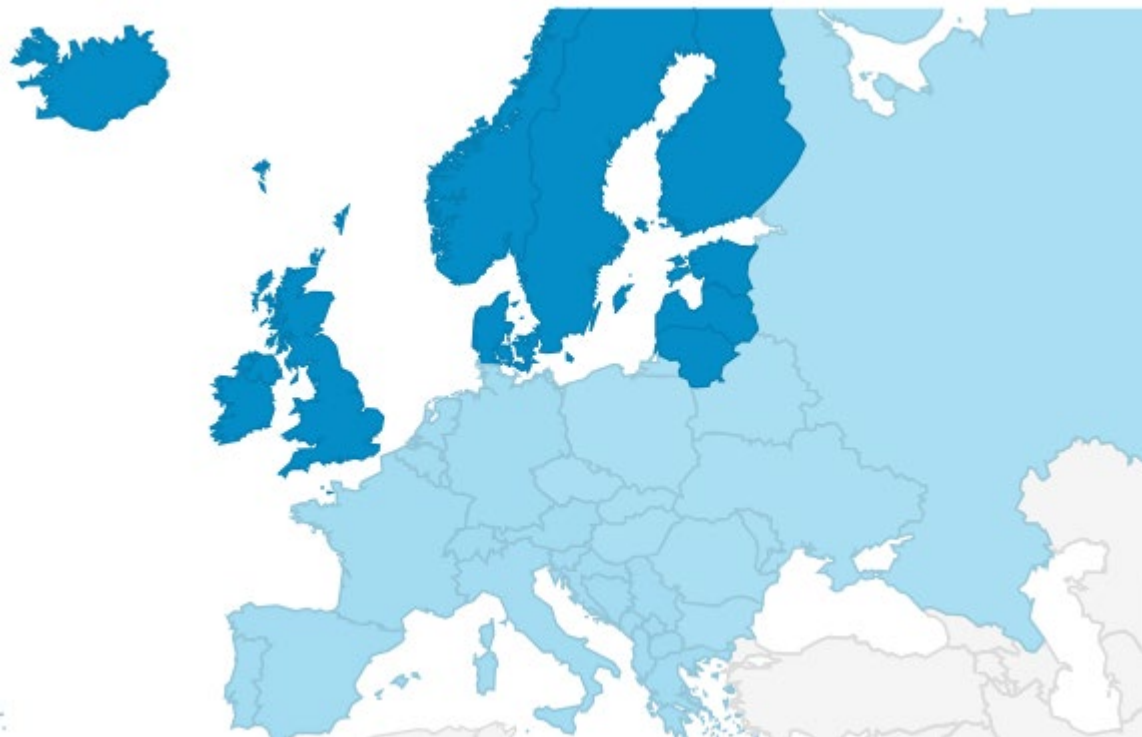
Where are our 32m Learners?



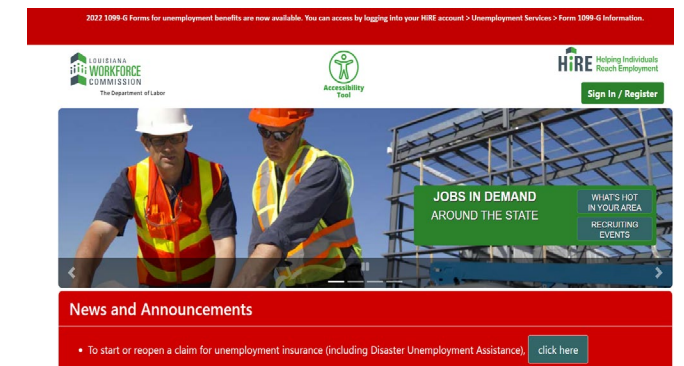
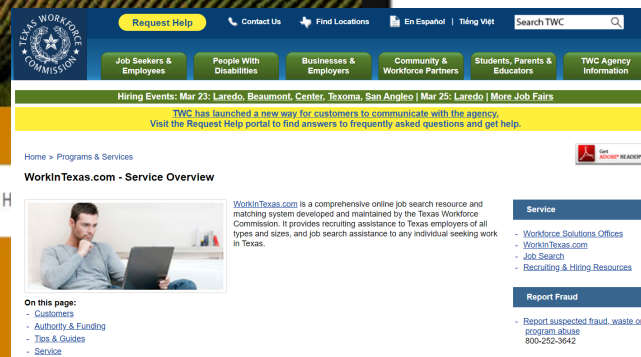
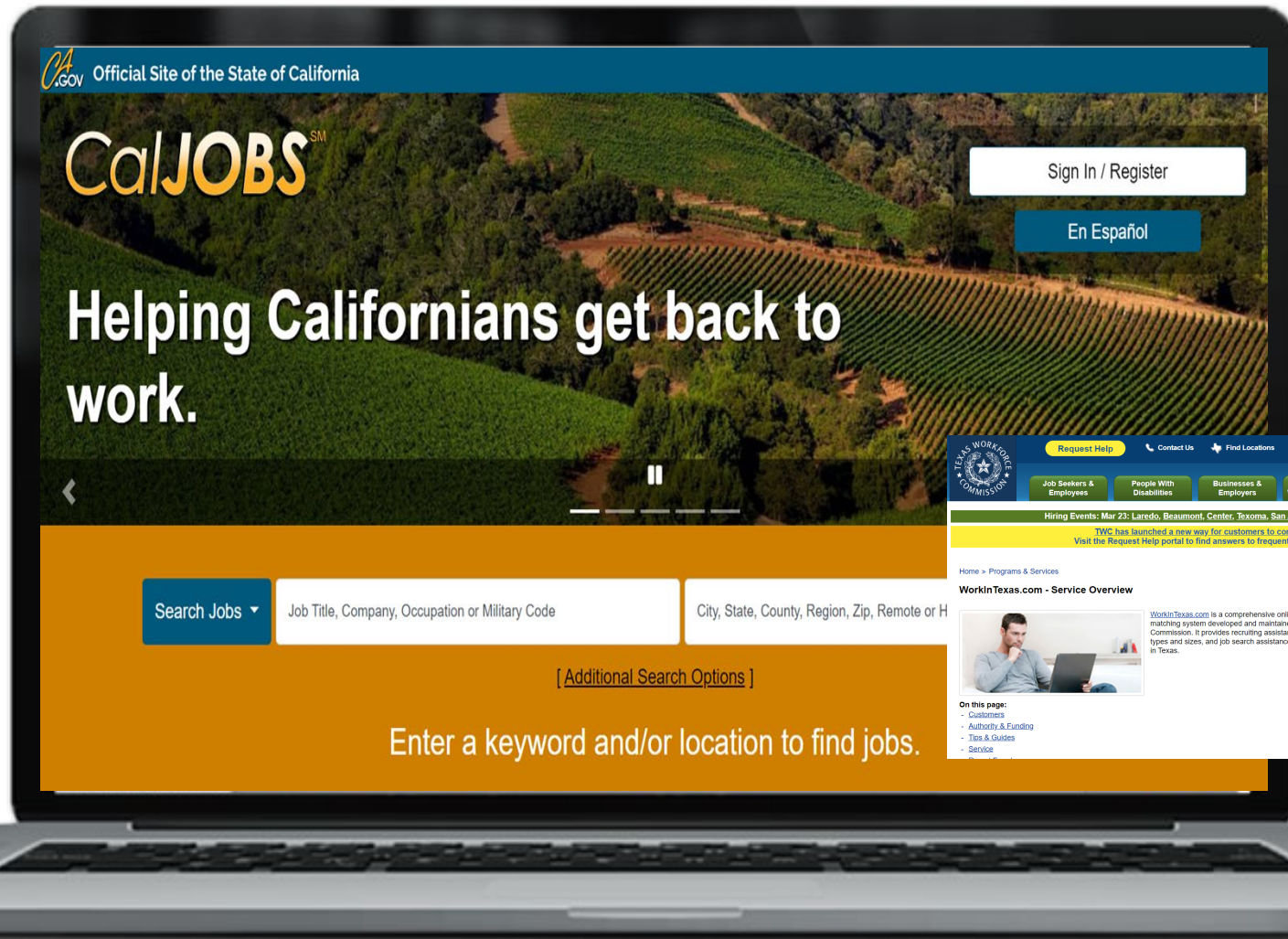
Where in Europe? (6M)

UK (40%)

Northern Europe (English Language & African Immigration)



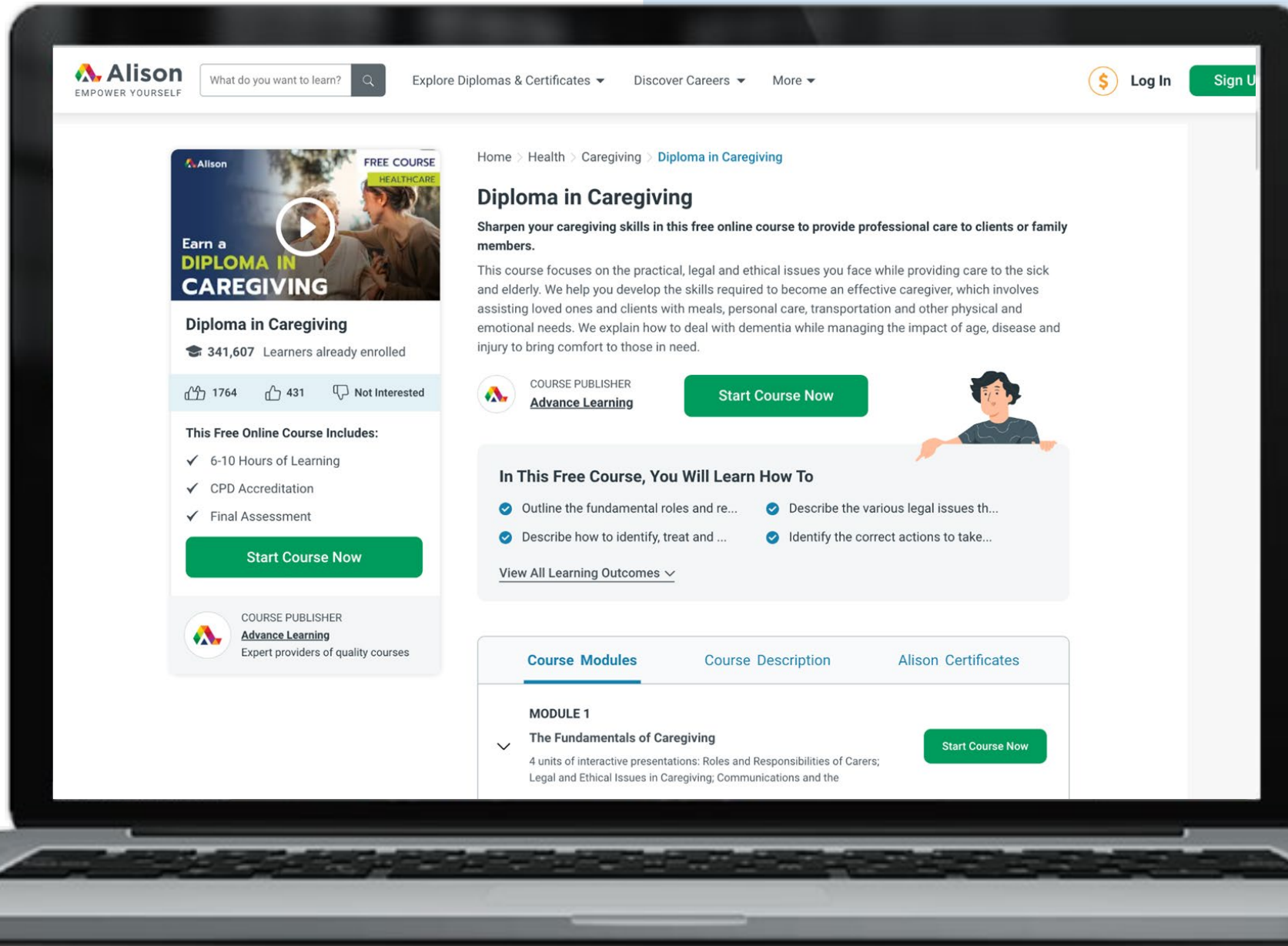
Integration with US State Workforce Portals



Alison Graduates - Africa



Diploma Courses (9-11 Hrs)

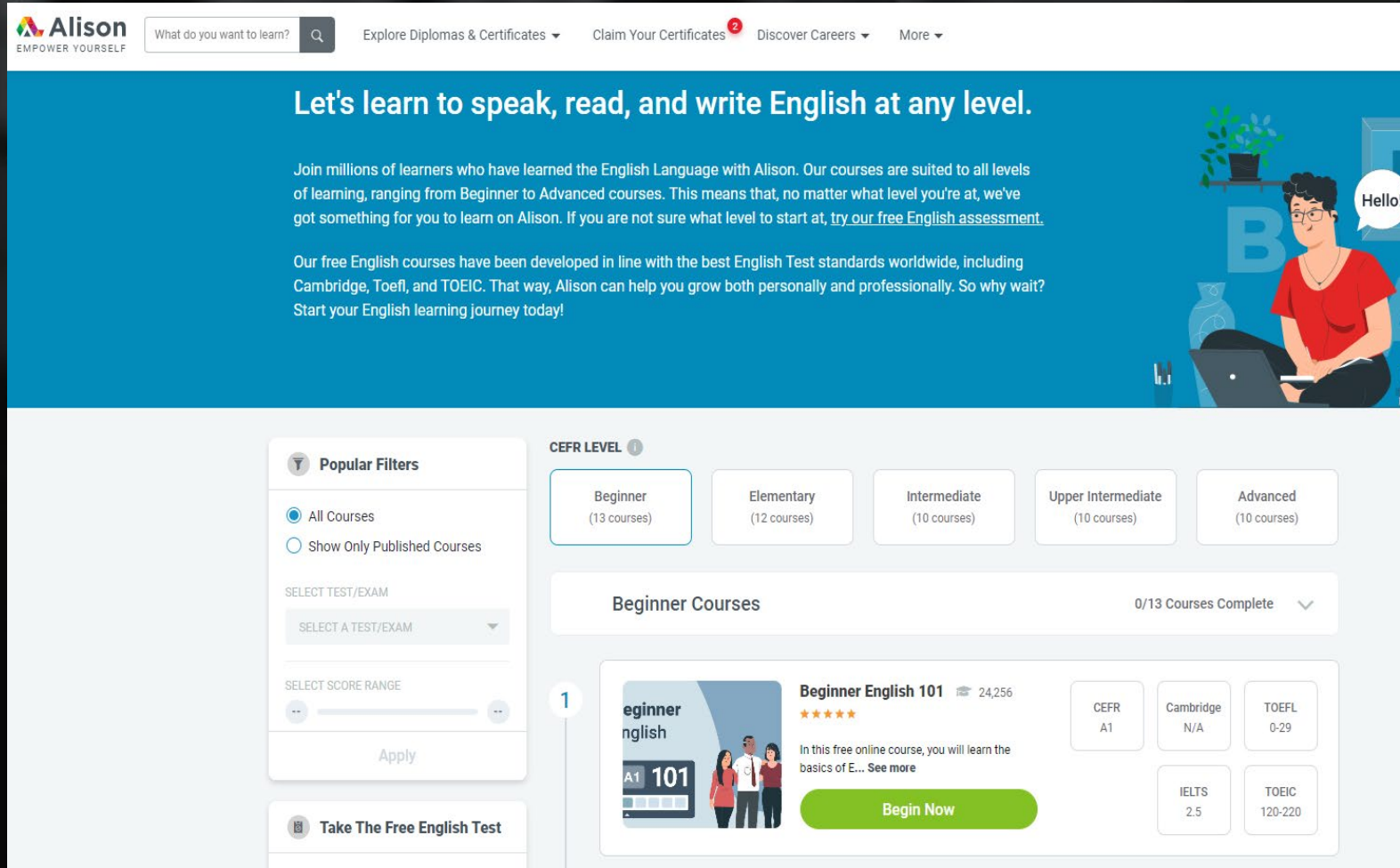


The screenshot displays the Alison website interface for the 'Diploma in Caregiving' course. The page is viewed on a laptop screen. At the top, the Alison logo and tagline 'EMPOWER YOURSELF' are visible on the left, and a search bar with the text 'What do you want to learn?' is in the center. Navigation links for 'Explore Diplomas & Certificates', 'Discover Careers', and 'More' are on the right, along with 'Log In' and 'Sign Up' buttons.

The main content area is divided into two columns. The left column features a course card for 'Diploma in Caregiving'. The card includes a video player thumbnail with a play button, the text 'Earn a DIPLOMA IN CAREGIVING', and a 'FREE COURSE' badge. Below the title, it states '341,607 Learners already enrolled' and shows interaction metrics: 1764 likes, 431 dislikes, and a 'Not Interested' button. A list of course features is provided: '6-10 Hours of Learning', 'CPD Accreditation', and 'Final Assessment'. A prominent green 'Start Course Now' button is at the bottom of the card. The course publisher is identified as 'Advance Learning' with the tagline 'Expert providers of quality courses'.

The right column contains the course details. It starts with a breadcrumb trail: 'Home > Health > Caregiving > Diploma in Caregiving'. The title 'Diploma in Caregiving' is followed by a description: 'Sharpen your caregiving skills in this free online course to provide professional care to clients or family members.' A paragraph explains the course's focus on practical, legal, and ethical issues. Below this, the 'Advance Learning' publisher logo and name are shown next to a green 'Start Course Now' button. A cartoon character is partially visible behind a white box containing the section 'In This Free Course, You Will Learn How To'. This section lists four learning outcomes with checkmarks: 'Outline the fundamental roles and re...', 'Describe the various legal issues th...', 'Describe how to identify, treat and ...', and 'Identify the correct actions to take...'. A 'View All Learning Outcomes' link is provided. At the bottom, a 'Course Modules' section is active, showing 'MODULE 1: The Fundamentals of Caregiving' with a description of 4 units of interactive presentations. A green 'Start Course Now' button is positioned to the right of the module description.

Certificate Courses (1.5/2.5 Hrs)



Alison EMPOWER YOURSELF

What do you want to learn?

Explore Diplomas & Certificates ▾ Claim Your Certificates ² Discover Careers ▾ More ▾

Let's learn to speak, read, and write English at any level.

Join millions of learners who have learned the English Language with Alison. Our courses are suited to all levels of learning, ranging from Beginner to Advanced courses. This means that, no matter what level you're at, we've got something for you to learn on Alison. If you are not sure what level to start at, [try our free English assessment](#).

Our free English courses have been developed in line with the best English Test standards worldwide, including Cambridge, Toefl, and TOEIC. That way, Alison can help you grow both personally and professionally. So why wait? Start your English learning journey today!

Popular Filters

- All Courses
- Show Only Published Courses

SELECT TEST/EXAM

SELECT A TEST/EXAM ▾

SELECT SCORE RANGE

Apply

Take The Free English Test

CEFR LEVEL

- Beginner (13 courses)
- Elementary (12 courses)
- Intermediate (10 courses)
- Upper Intermediate (10 courses)
- Advanced (10 courses)

Beginner Courses 0/13 Courses Complete ▾

1

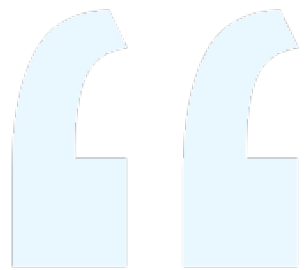
Beginner English 101 24,256

★★★★★

In this free online course, you will learn the basics of E... [See more](#)

Begin Now

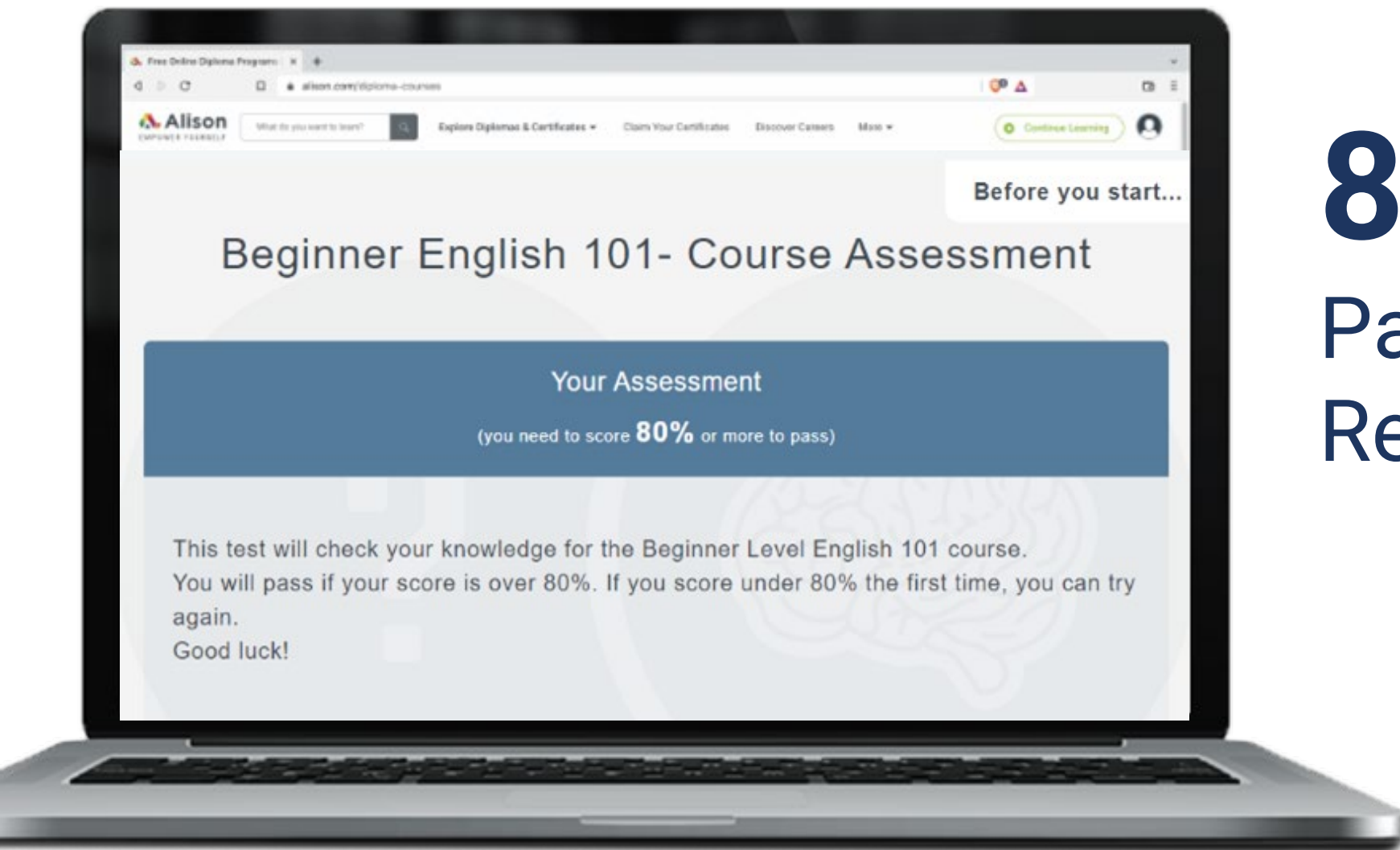
CEFR A1	Cambridge N/A	TOEFL 0-29
IELTS 2.5	TOEIC 120-220	



All Digital Credentials are Free on Alison

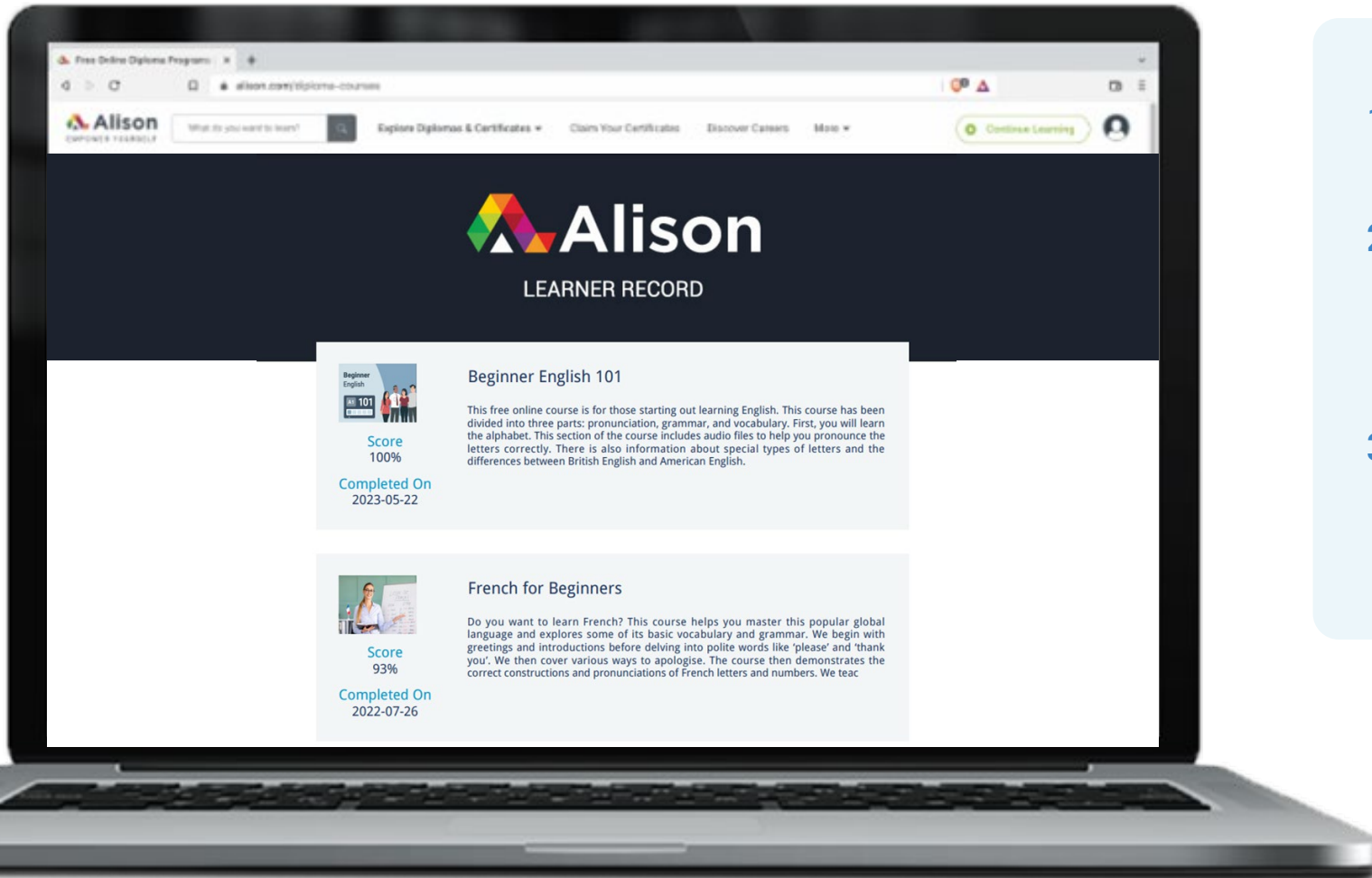


Study and Assessment are Free




80%+
Pass Rate
Required


Verify Anytime for Free



1. Course completion **email** confirmation ✓
2. **Learner Achievement Verification** - including certificate number, overall grade, modules studied and option to add achievement to LinkedIn ✓
3. **Learner Record** - PDF detailing all courses completed and in progress since signing up to Alison ✓


Verification Summary

 [Explore Diplomas & Certificates](#) [Claim Your Certificates](#) [Discover Careers](#) [More](#) [LMS](#) [Continue Learning](#)



Marian Cremin
Finish Your Profile
Alison ID: 21824660
Email: mcremin@alison.com


Add to your LinkedIn
[Add to profile](#)

Your Verification Link:


Learner Achievement Verification

This is to certify that Alison has awarded **Marian Cremin** living in Ireland the certificate of completion in Beginner English 101.

Course and result

Print a copy 

Course:	Beginner English 101		
Final Score:	100%	Study Time:	0:41:08
Cert No:	3915-21824660		

Course Details

In this free online course, you will learn the basics of English, from the verb "to be" to greetings and short phrases.

This free online course is for those starting out learning English. This course has been divided into three parts: pronunciation, grammar, and vocabulary. First, you will learn the alphabet. This section of the course includes audio files to help you pronounce the letters correctly. There is also information about special types of letters and the differences between British English and American English.

Once you know how to pronounce the alphabet correctly and practice the included questions, you will learn about articles and the verb "to be," the most common verb in English. In this part of the course, you will also learn about nouns, pronouns, and jobs. The last section of the course will teach you essential vocabulary for greeting people, such as "hello" and "how are you." By the end of the course, you will be able to have a short conversation.

This English course is perfect for students with little English knowledge or anyone wanting to review the basics. The topics include many audio examples from native speakers to help you learn, and there are questions in each part to check your progress. Enroll in it now to start speaking English today.

Modules Studied

Module 1: Master Beginner English 101

*Free Learner Achievement Verification

Spotcheck Anytime for Free!

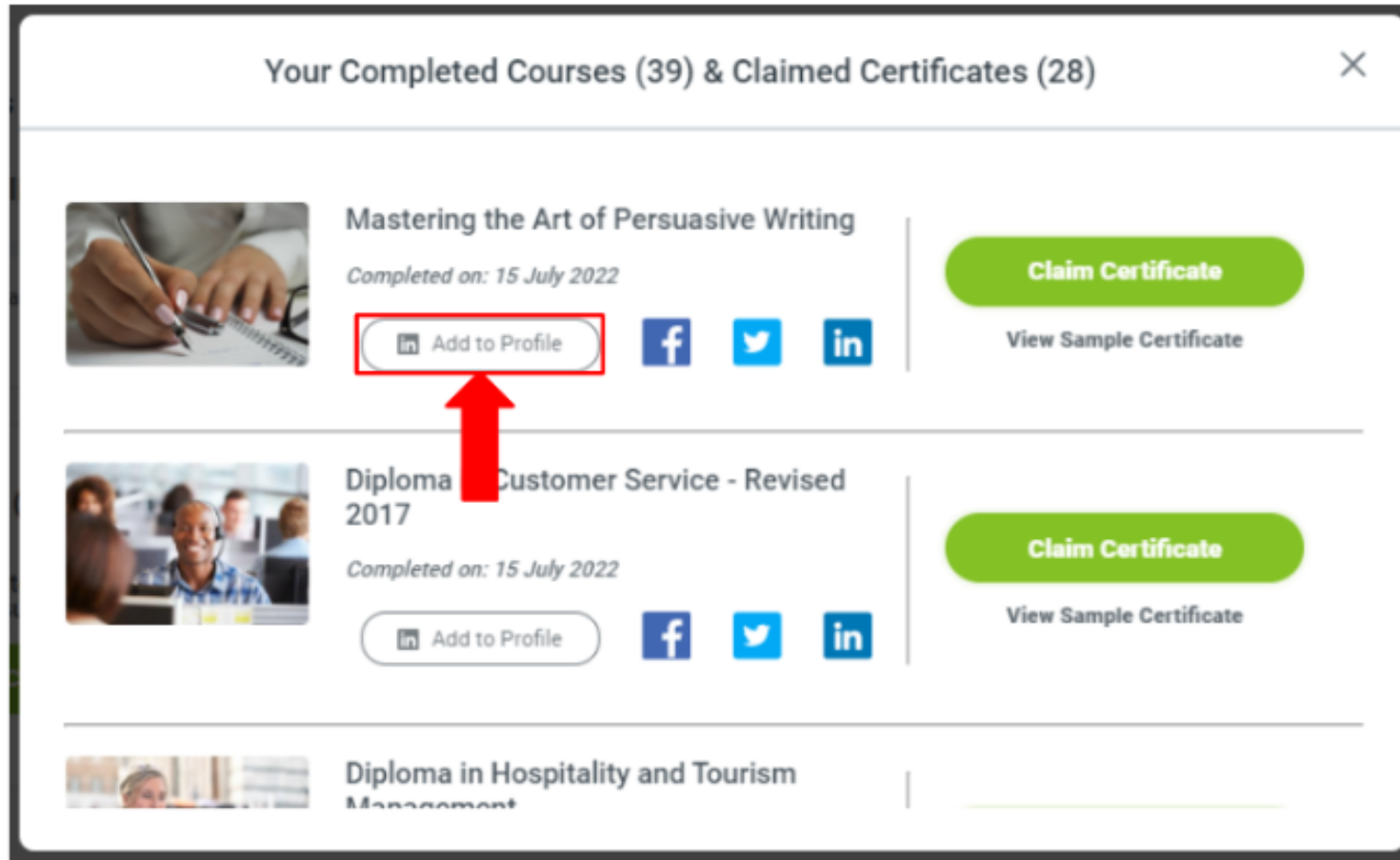


1. Return to the chosen course
2. Click "Next" to resit the exam
 - Remote working: Join an online meeting and share screen
 - On-site working: Complete Your Assessment (5/10m) in front of the employer

You need to think twice about stating you are an Alison Graduate in a Job Interview!

Share Digital Credential (Automated)

You can add your Alison Certificates directly to your LinkedIn account upon completion. To do this, please log in to your Alison account, go to the **Your Completed Courses & Claimed Certificates** section in your [Dashboard](#) and click **Add to profile** below the course you want to add. Please see the following screenshot:



Your Completed Courses (39) & Claimed Certificates (28)

Mastering the Art of Persuasive Writing
Completed on: 15 July 2022

[Add to Profile](#) [f](#) [t](#) [in](#)

Claim Certificate
View Sample Certificate

Diploma in Customer Service - Revised 2017
Completed on: 15 July 2022

[Add to Profile](#) [f](#) [t](#) [in](#)

Claim Certificate
View Sample Certificate

Diploma in Hospitality and Tourism Management



Licenses & certifications



Gmail - Maximize your Email Productivity

Alison

Issued May 2023

Credential ID 3678-26272200

Show credential [↗](#)

Empowering the Marginalised



Putting ability into disability



Refugees become Entrepreneurs



Lifelong learning for seniors



Preparing for work after illness



Helping those in War Zones



Enabling Women Access Education



The Journey back to education

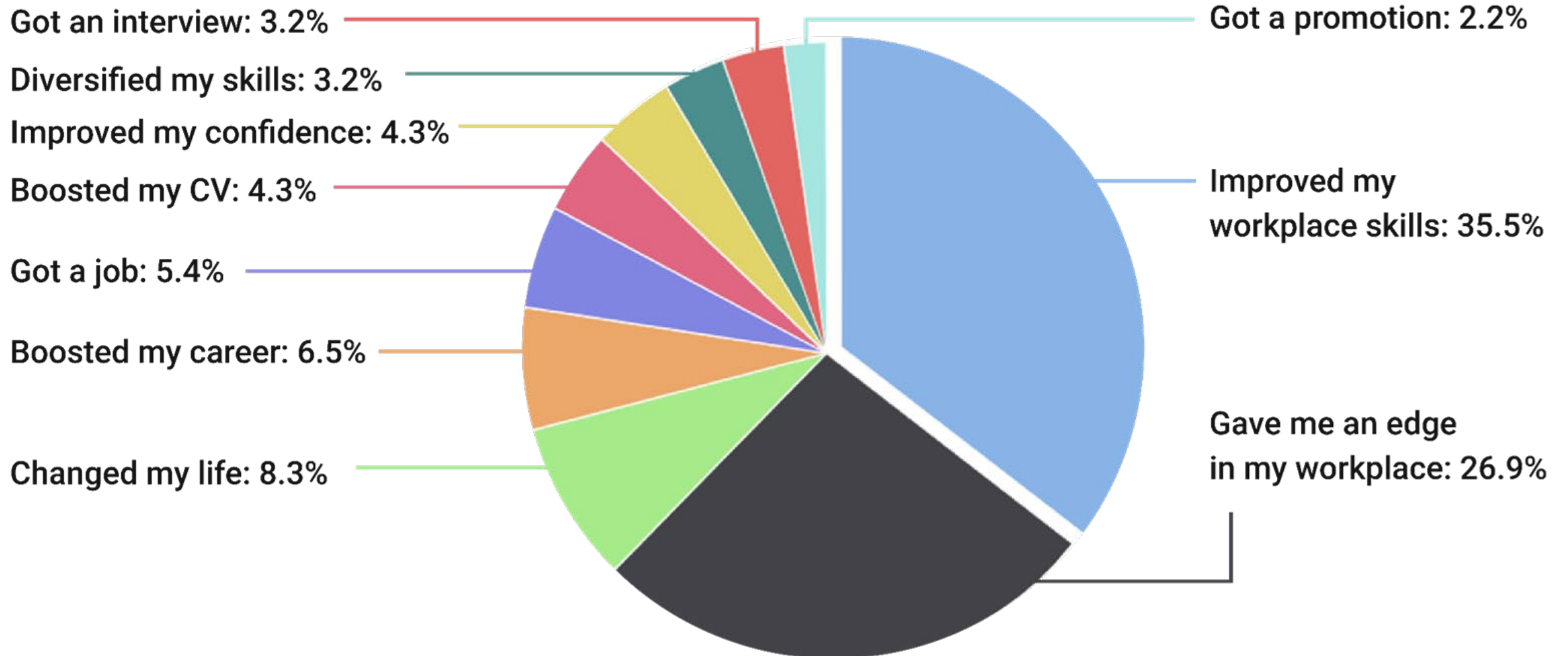


Empowering Girls

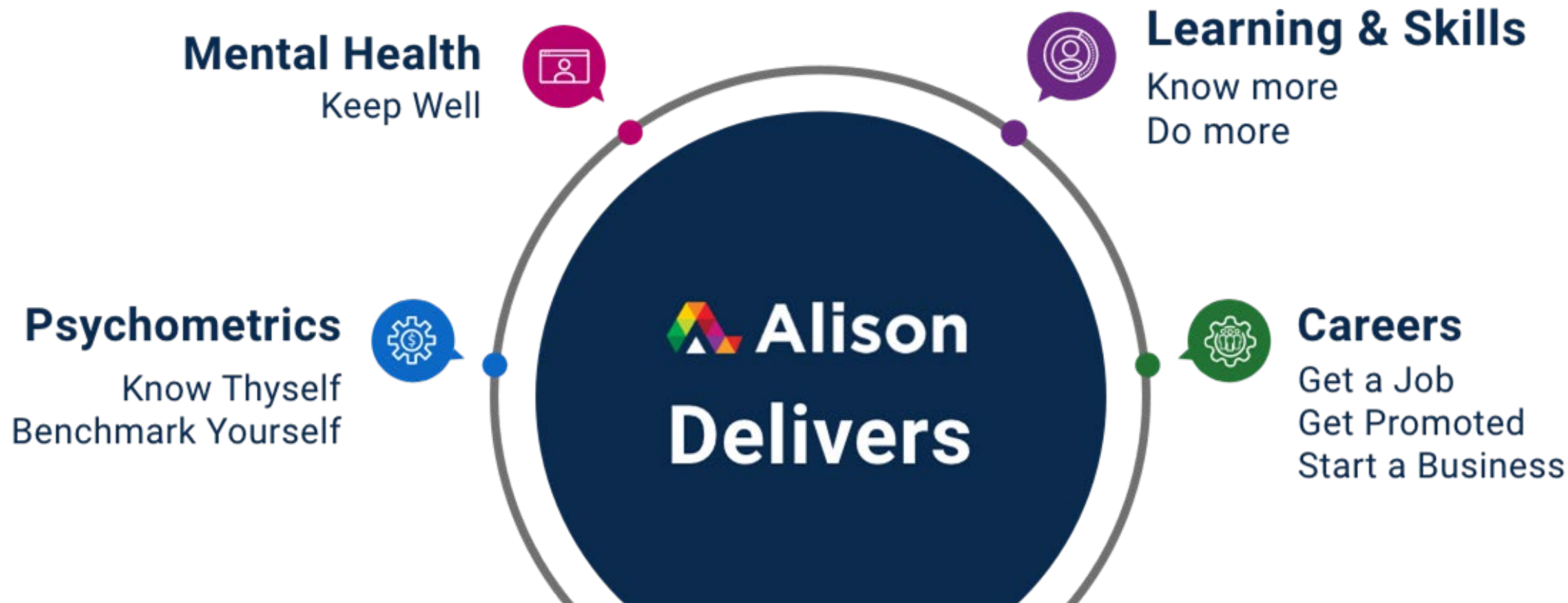
Alternative Sentencing



Why Complete an Alison Micro Credential?



We are more than Free Learning - Empowerment Platform



What is Going on Here?

How can everything be free?



**Digital
Content & AI**



**Social
Impact Goal**



Expect From Alison . . .

- **Free LMS**
 - Any Organisation - (Targeting Small & Medium Enterprises)
- **Free High School**
 - Global – Starting with Ireland/South Africa
- **Free Psychometrics**
 - Numeracy / Verbal Reasoning / Abstract Reasoning
- **Recruitment / Skills Auditing**



How Alison Operates

Very Lean

- Automate Everything
- Word of Mouth
- Social Enterprise
- Advertising & Optional Paid

Hire Globally

200 Staff

35 Countries

Asia & Africa



Agenda

1. Alison Introduction: Core Concept

2. Is globalisation of credentials a threat or an opportunity for national VET systems?



Current Systems of Education: Too Slow, Expensive, Limited in Depth.

My Answer is - **Both Threat & Opportunity**

(i) Assessment: will be on what you know & can do **NOW** - not what you knew Yesterday

(ii) **Speed, Depth & Breadth** Demand for VET will be **beyond the capacity** of Traditional Institutions, especially with increased **Specialisation.**



The Big Change: **Auditing V Credentialing**

Skills Auditing Versus Credentials & Certification

New & better ways of assessing someone's
capability, knowledge & skills...

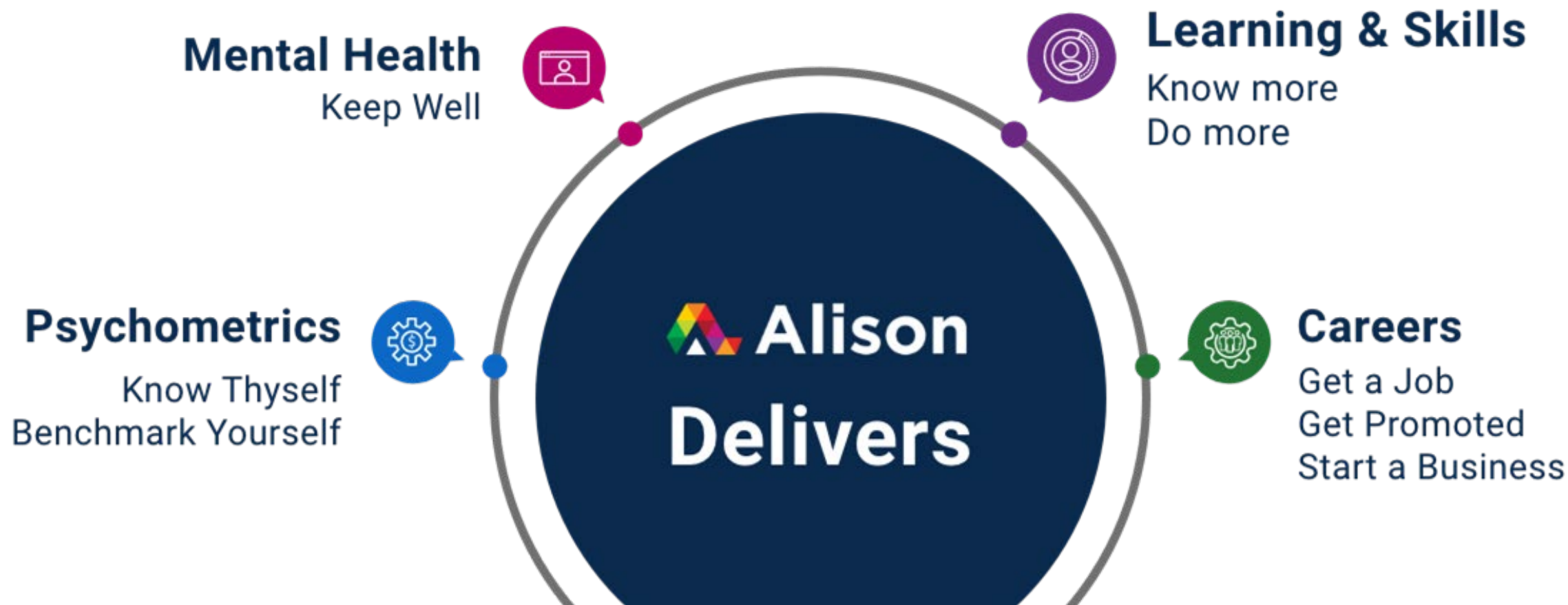


Goodbye Colleges, Universities, (& VET)

- New Online Players will take the lead
- Government will Reduce Funding to Sector
- Education & Training Incumbents will Diversify
 - Teaching to Research
 - Physical Business Services – Meeting Rooms / Laboratories
 - Entertainment
 - Tourism
 - Social Development



Revist: - Empowerment Platforms



Compare this list to what a typical College know about its students:

- **Personal:** Info they tell us
- **Professional:** Info they tell us
- **Web:** Info they don't tell us, but we know
- **Study:** What they studied and their learning success.
- **Aptitudes:** What their natural Aptitudes & Talents are
- **Job Preferences:** Careers / Employment of Interest
- **Mental Well-Being:** Mental State & Attitudes



What if you could do a full Capability & Employability **Audit** on an Individual at any time?

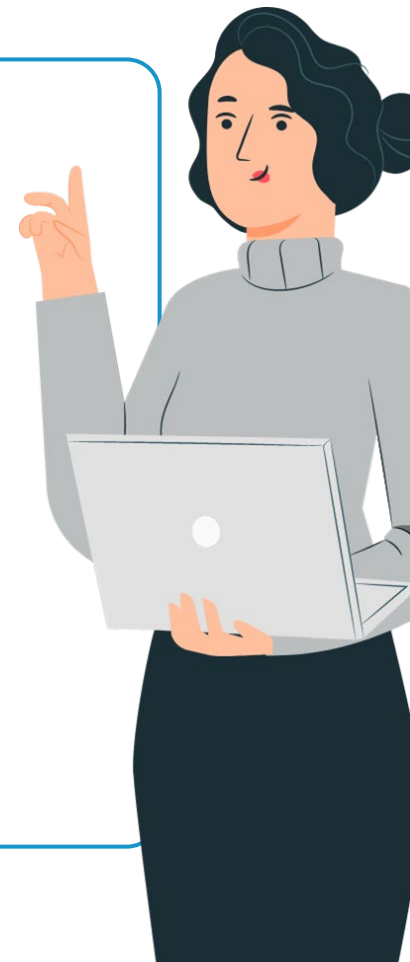
- Knowledge Tests
- Skill Tests
- Personality Tests
- Aptitude Tests
- General & Specific

Results from NOW - Not Yesterday,
Last Month, Last Year, 20 years ago
when I did a Degree....

?

Would any Employer/
Manager care where
you to College?

Or would they care about
how you became who
you are today?



What if you could **Audit Everyone** for all levels of knowledge & Skill?

General Skills

English Language

IT Desktop Skills

Customer Service

Basic HR

Basic Finance

Basic Marketing

Specific Skills

Industry Knowledge

Engineering Skills – Level 1

Engineering Skills – Level 2

Engineering Skills – Level 3

Engineering Skills – Level 4

Engineering Skills – Level 5



What if you could a full **Audit of a Company?**

How about doing a full Skills Audit on 80 Staff members?

- Knowledge Tests
- Skill Tests
- Personality Tests
- Aptitude Tests
- General & Specific



What if you could a full **Audit** of an entire **Country**?

Example:

Alison has **100,000 learners** who **completed our Workplace Personality Assessment in Nigeria**. We can show regional differences in **aptitudes for entrepreneurship**.



Clayton Christensen: Disruptive Innovation

“Alison: The Future of Education?”

Clayton Christian - 2011

*“Incumbents stick to high margin models
- innovators operate at levels of low margin
where no one else wants to go”*

*One day, the industry [Education] will turn around
and ask? “Where did they come from?”*





Thoughts:

- Want to be innovative in VET - look beyond the incumbents.
- Less funding is required, not more. Spend funds better.
- VET needs of the EU are inside AND outside of the EU.





Alison

EMPOWER YOURSELF



Thank You

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