



## HERA Microcredential Convening

March 17, 2026

8:30 am – 12:00 noon

***Register Today!***

[HERA Microcredential Convening  
Registration](#)

**University of Wisconsin - Milwaukee  
Student Union – Wisconsin Room  
2200 E. Kenwood Blvd  
Milwaukee, WI 53211**

You are invited to attend the first regional convening bringing higher education and employers together to advance short term learning opportunities that will meet the needs for talent in southeastern Wisconsin. Learn from a successful program and hear the key challenges employers are facing today.

**Key Note:** ***Critical Collaborations and Lessons Learned in Onboarding Microcredentials at Kansas State University***

Presented by **Jo Maseberg-Tomlinson, Executive Director of Strategic Program Development & Management, Center for Academic Innovation, Kansas State University**. Learn how Kansas State utilized their early experience with microcredentialing to build a sustainable program that provides new opportunities for business and the wider community to access expertise from university subject matter experts and connect new short-term programs to long-term career pathways across the education spectrum.

**Panel:** ***What are Employers Looking For?***

**Introduction and Discussion led by Idella Kangas, PhD**, University of Wisconsin System, Director, Economic and Employer Engagement Office, University Relations. This panel explores how employers consider, build confidence in, and incorporate micro-credentials within hiring, promotion, and upskilling contexts. Moderated by **Dr. Greer Jordan** (Medical College of Wisconsin), the conversation features **Wendy Harris**, Regional Innovation Officer for the Wisconsin Biohealth Tech Hub, and **Tami Martin, SHRM-SCP, MBA**, Director of Workforce Development at Froedtert Health. Drawing on healthcare and biotech settings, panelists will share the kinds of information and signals they use when reviewing unfamiliar credentials—offering faculty and campus leaders practical language and considerations to inform how micro-credentials are designed, described, and validated for workforce relevance.

## **HERA Microcredential Project Review -**

- Learn from the successes and challenges across HERA campuses who have developed microcredentials over the past year.
- Learn what resources are available for technical assistance, increased collaboration and start-up funding.

### **Who should attend?**

- Campus administrators including Provosts, Deans, Offices for Partnerships and Outreach, Employer Engagement or Continuing Education
- Faculty and Subject Matter Experts interested in expanding engagement opportunities within their discipline to more learners
- Employers seeking to partner with Higher Education to increase short-term credentials necessary for upskilling and entry positions

<b>Agenda</b>	
<i>8:30 am</i>	<i>Check-in, coffee and light refreshments</i>
<i>9:00 am</i>	<i>Welcome and Introductory Remarks</i>
<i>9:15 am</i>	<i>Key-Note Presentation, Discussion and Q and A</i>
<i>10:15 am</i>	<i>Break</i>
<i>10:30 am</i>	<i>Employer Panel and Discussion</i>
<i>11:30 am</i>	<i>HERA Microcredential Project Review and Wrap-up</i>
<i>Noon</i>	<i>Program Conclusion and Dismissal</i>

*For more information, contact Vicki Turner, HERA Project Director (turner@uwm.edu)*