

5 INSTITUTIONAL AREAS WHERE

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# *Digital Diplomas Make An Impact*



**parchment**<sup>®</sup>

Turn Credentials into Opportunities.

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# Bringing Diplomas to the Modern Era:

Colleges and universities are havens of learning, where students expand their knowledge with the help of educators and administrators. Helping students be successful during their lifelong learning journey is at the core of each institution's goal and mission.

The diploma earned by a learner plays an integral part in their life both socially and professionally. By combining printed diplomas with secure digital versions, institutions bridge the gap between the modern student and themselves. They also give learners the power they need to make the most of their credential and help solve current problems including:

- Lack of secure digital diploma storage and access by Alumni
- Lack of tracking around usage of diplomas by graduates
- Concerns over brand identity and diploma fraud
- Lack of current alumni engagement

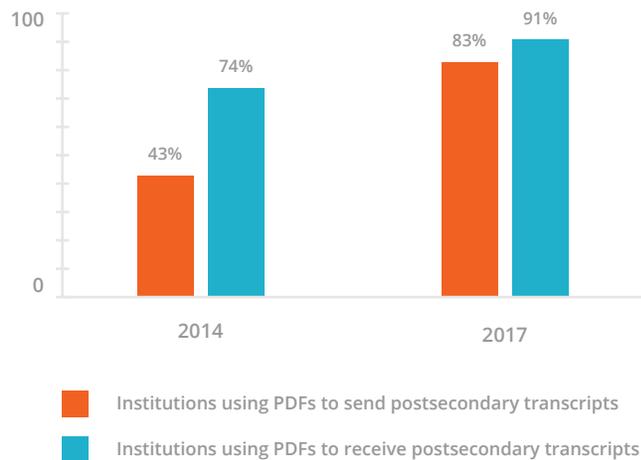
**Thankfully, there's a solution. Parchment's goal is to help learners turn their credentials into opportunities. We are pleased to introduce the digital benefits of Parchment Award, our print and digital diploma service.**



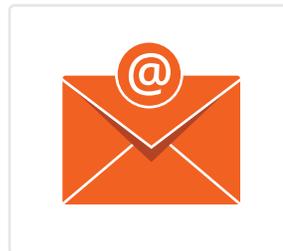
# The Shifting Trend to Digital Credentials

The academic tide is turning toward digital academic credentials - rather rapidly, at that. A 2017 report from the American Association of Collegiate Registrars and Admissions Officers (AACRAO) compared recent digital credential use among academic institutions to that of 2014. According to the organization's findings:

- **83 percent** of institutions use PDFs to send postsecondary transcripts, up from 43 percent.
- **91 percent** of institutions use PDFs to receive postsecondary transcripts, up from 74 percent.



Will we continue to see such an increase in the next three years? It certainly seems so, according to the demand we saw during our first year offering digital diplomas and certificates.



**27,056**

Credentials Issued



**70 percent**

Claim Rate

Incorporating digital credentials should be a priority of every higher learning institution hoping to keep up with modern trends. Through our experience with our Parchment Award service, we have found the five following areas where digital diplomas impact institutions:

- Students
- Registrars
- Admissions offices and enrollment marketing
- Career services
- Alumni and continuing education



Students



Registrars



Admissions



Career Services



Alumni

# 1. Students

## Fulfilling expectations, promoting social sharing

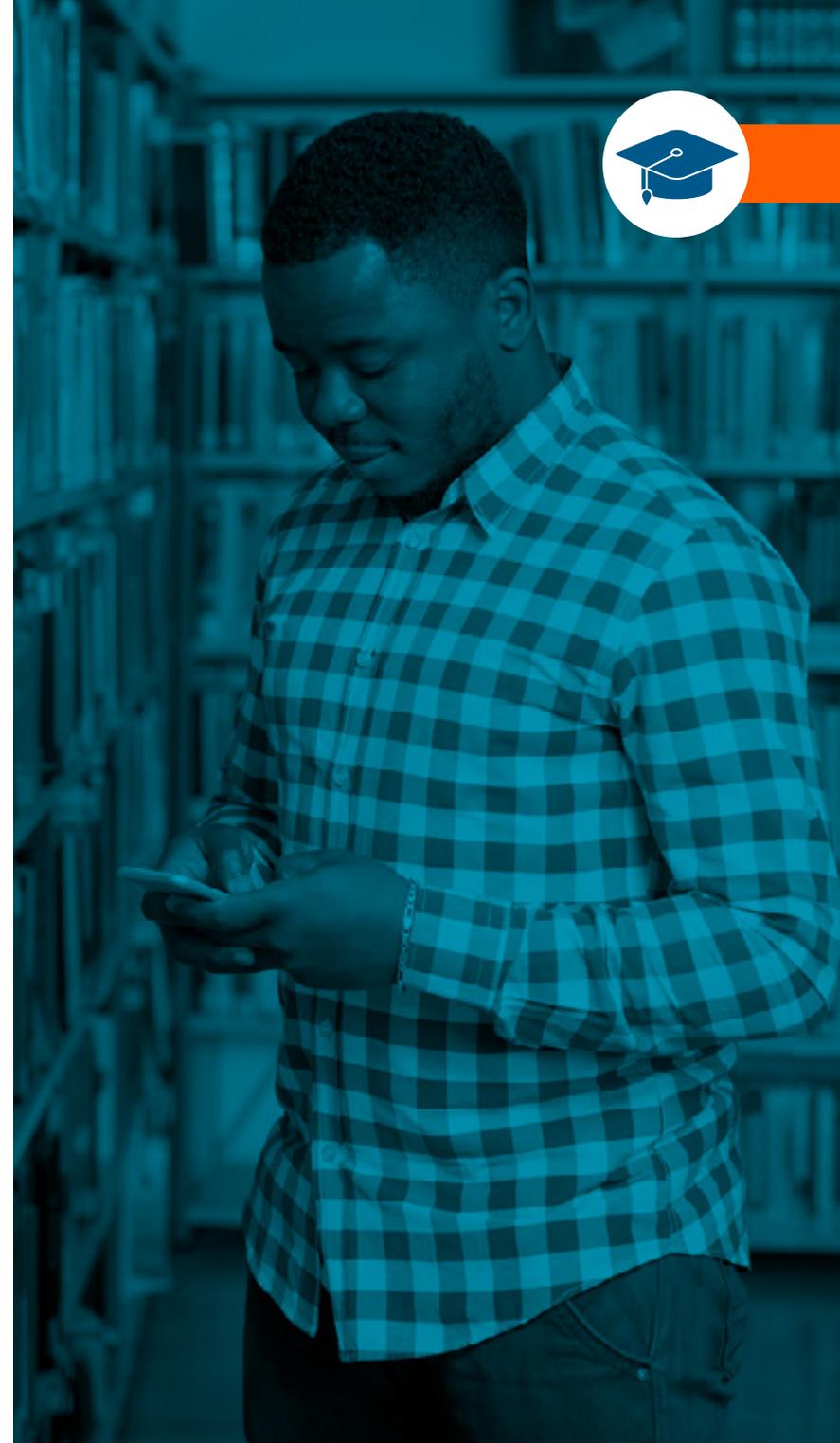
Digital Diplomas offer many benefits for students, including international learners and those in the military and medical fields. The ability to view and share official transcripts, certificates and awards online satisfies students' expectations for digital access. In a world where people can accomplish almost any task via smartphone, students are often dismayed when they find they can't even access their credentials securely from a desktop computer.



**58% of students will post their degree on social media.**

Additionally, digital diplomas allow students to share their accomplishment

on social media. Society is in what can be considered the Sharing Age, with people promoting their successes via Facebook and LinkedIn. When given the opportunity to do so, students are eager to share their academic accomplishments. In fact, 58 percent will post their degree on social media, primarily because they're proud of themselves, their accomplishments or their school. By offering social sharing via a digital diploma, institutions allow students to fulfill this desire, encouraging them to promote their talents in places where employers and prospective new students will see.





## 2. Registrars

### Reducing workloads, increasing security

Connecting students and their credentials has never been easier with digital diplomas. No more having to wait when reordering their diplomas. Helping students out when they need their diploma the most!

Furthermore, the secure electronic transfer aspect eliminates fraud and preserves brand integrity, preventing students from altering the PDFs. Meanwhile, tracking shows registrars exactly where and how often students send out their credentials.

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#### Want to know more?

Check out our case study featuring the University of Nebraska!

[Download](#) →

**NEW:** Through the Award service, Parchment has expanded to support both print and digital diploma fulfillment. All of the features you would expect from a print solution complimented by an instantaneous digital diploma. One partner helping you to provide an unrivaled student experience.

### 3. Admissions Offices & Enrollment Marketing:

Enticing future students via social channels

Digital benefits aren't just limited to students and registrars - i.e. the typical parties one thinks of when academic credentials come to mind. It helps admissions and marketing staff with their goals as well.

Social sharing promotes a school's programs to thousands of potential applicants. According to a Parchment survey, students post their degrees on the following social channels:



Facebook



Instagram



Twitter

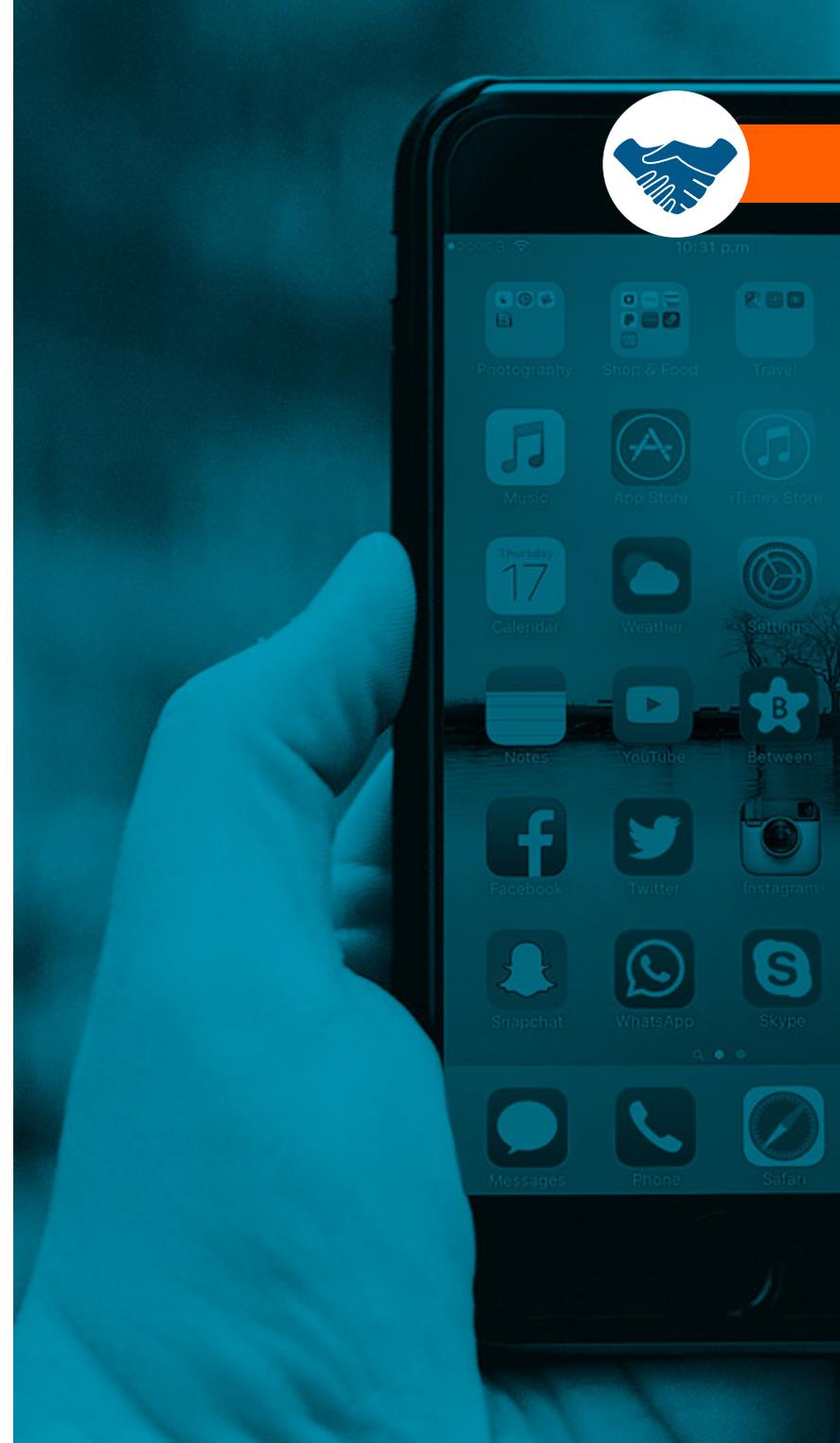


Snapchat



LinkedIn

Each of these websites have millions of daily active users, meaning schools can potentially get their brand in front of a significant number of eyes. As a student's diploma is posted on his or her social networks, that individual's followers become aware of and engaged in the institution. After all, no other documents are as closely tied to an institution's brand, than a diploma. Moreover, because digital diplomas track how students promote their accomplishments, admissions offices can see the reach of their school's brand and market more effectively online.





## 4. Career Services & Continuing Education

Assisting employers, promoting student success

**Students no longer have to worry about their diplomas arriving on time; the process will happen in the blink of an eye.**

As credentials are closely aligned with students' success, career services offices should be very interested in how efficiently students can

access and send their transcripts and diplomas. Electronic delivery makes that process not only simple but intuitive, with little friction or delay. Students no longer have to worry about their credentials arriving on time; the process will happen in the blink of an eye. Additionally, the PDF Format provides international students an alternative to an apostille.

This speed and ease of use also satisfies potential employers. Through services, like Parchment Award, they can access a Blue Ribbon Verified PDF record of a student's credentials. The verification ensures none of the information in the credentials has been altered.

## 5. Alumni & Lifelong Learners

Increasing education, helping future careers

What about students who have already left the school, or those pursuing other learning opportunities? Digital diplomas serve them, too. Alumni hoping to transfer positions or career fields can easily access their credentials, proving their educational backgrounds to potential employers. What's more, they can publish these credentials on their LinkedIn pages, allowing them to gain recognition among their professional peers. The process also re-engages them with the school and reminds alumni of the value of the education they received.

Similarly, digital credentials or badges allow organizations – including businesses and continuing education institutions – to provide their own credentials for employee development programs and continuing education courses. Lifelong learners will consistently have evidence of their studies and accomplishment, which they can access at any point in their futures.



## Conclusion

Digital credentials, like digital diplomas and certificates, introduce benefits across campuses and communities. They increase student satisfaction, improve administrative operations and help students accelerate their careers.

A great service will offer tracking, social sharing and alumni engagement capabilities. Administrators should easily be able to view how often students send out their academic credentials, and increase in brand exposure they gain as students share their accomplishments on social media. What's more, the easy access allows alumni to get re-engaged with their alma maters.

If your school is searching for the perfect digital credentialing service, we encourage you to learn more about Parchment Award.



 [www.parchment.com](http://www.parchment.com)

Serving students, schools and businesses since 2003, Parchment believes in turning credentials into opportunities. We're the industry's leading digital credential service, putting learners first and connecting them to schools and businesses.

Sources:

[http://www.aacrao.org/docs/default-source/surveyresults/the-use-\(or-not\)-of-electronic-transcripts.pdf?sfvrsn=0](http://www.aacrao.org/docs/default-source/surveyresults/the-use-(or-not)-of-electronic-transcripts.pdf?sfvrsn=0)

<https://www.parchment.com/blog/credentials-social-ways-think/>

8,000+ institutions trust Parchment to help them turn credentials like transcripts, diplomas or certificates into opportunities.