

## GUIDING PRACTICES

# U2B DESIGN FRAMEWORK

A Practice of the UPCEA Hallmarks of Excellence in Credential Innovation

Applying the Lab's **HUMAN-CENTERED DESIGN** approach to UPCEA's **UNIVERSITY-TO-BUSINESS PRACTICES** to strengthen employer engagement ensures that employer partnerships are built on trust, collaboration, and a deep understanding of workforce needs, ultimately leading to better outcomes for learners and businesses alike.



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