



# Open Digital Badge Experience 1.0

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Filling the badging knowledge niche in  
the adult learning organization.

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 IACET.org



## Live Event Participant Guide

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## **IACET's Mission and Background**

The International Association for Continuing Education and Training's (IACET) mission is to advance the global workforce by providing the standard framework for quality learning and development through accreditation.

IACET's history includes the development of the original Continuing Education Unit (CEU) and the creation and maintenance of the ANSI/IACET Standard for Continuing Education and Training.

IACET uses the ANSI/IACET 1-2018 Standard for Continuing Education and Training, in-depth research on the learning process and a nationwide network of experts to help continuing education and training providers to develop a framework for continuous improvement and a superior learning experience. IACET is accredited as a Standard developer by the American National Standards Institute (ANSI) which is a member of the International Standards Organization (ISO).



## **Purpose of This Program**

The Open Digital Badge Experience (ODBX) course is designed to be the best single learning opportunity to fill the badging knowledge niche in an adult learning organization.

Filling the badging knowledge niche will provide organizations with new opportunities to promote their learning events, increase learner engagement and retention while also providing learners with a valuable portable credential. After this course, learners will have the knowledge they need to implement an effective ODB initiative in their organization.

## **Additional Resources**

A special website is available for this course. [IACET.org/ODBXResources](http://IACET.org/ODBXResources) contains a bibliography, link to additional resources, and a link to the course evaluation.

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# INTRODUCTIONS

## *Introduce yourselves to your peers and colleagues*

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**Outcomes** - After this session, learners will:

- a. Recognize how other attendees are using ODBs.
- b. Identify areas of difficulty often experienced when using ODBs.
- c. Identify major questions about ODBs to address throughout the day.

**Description:** This module is designed to establish group rapport between attendees and the instructors, explain the badging context in their organization. (e.g., do they have a clear vision, are they exploring, what are the programs they offer that could reveal a badging strategy. What problems are attendees facing, and who has similar issues? What questions remain in their overall badging strategy.)

Activity – write a few brief notes about your fellow attendees below.

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# Badge Program Design

*Let's begin to design our badge strategy and program*

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**Outcomes** – After this session, learners will:

- a. Construct an ODB program.
- b. Discover potential pitfalls in implementing.
- c. Complete the ODB design worksheet, share and receive feedback.

**Description:** This session is designed to be where attendees begin defining and organizing key factors in developing their ODB strategy. Attendees will work collaboratively and with the instructors to define important elements and considerations in an ODB strategy.

## Badge Program Design Factors

Your Organization and Department \_\_\_\_\_

What credentials or certificates does your organization issue now? (Describe)

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What are some advantages and disadvantages of those credentials or certificates?

Advantages	Disadvantages

From what you've learned or already know about badges, how would they complement or potentially complicate your existing programs?

Complement	Potentially Complicate

**Small group activity:** Discuss your information above with a small group (2-3 people). During the discussion, record the following:

New Ideas or Solutions to the Above Info	New Potential Complications to Think about Later





## Organizational Resource Factors

When thinking about badges in your organization, what resources do you have?

<b>Colleagues</b>  (Who in your organization can help you? Do they know about badges?)	
<b>Constituents</b>  (Who needs to be brought together to develop a program or a badge?)	
<b>Audience</b>  (Who will earn the badges?)	
<b>Budget</b>  (Is there one? Are there constraints?)	
<b>Technology</b>  (Does your organization have a badging platform? Does your organization have a learning management system (LMS)?	
<b>Information Technology</b>	

<p>(If your organization has an IT department, can they help you with badges?) Are your IT staff capable of using APIs? (application programming interfaces)</p>	
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## Badge Metadata Factors

*Metadata = Name, Description, Criteria, Image, Issue Date, Recipient, Tags, Expiration Date, Evidence, Endorsement*

One question I still have about badge metadata is:

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Within every organization, there are individual concerns about how to satisfy metadata (like endorsements, for example). Within my organization, I anticipate:

These metadata shouldn't be a problem to fulfill	These metadata might be a problem given the dynamics of my organization

**Small group activity:** Discuss your information above with a small group (2-3 people). How can the metadata which might be a problem in my organization be resolved?

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Please turn to the **Badging Taxonomy**.

One question I still have about the badging taxonomy is:

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In my organization, I think we'll be most interested in (circle all that apply):

Association		Learning		Competence with Validation	
Participation Badges	Contribution / Recognition Badges	Grade-Based Badges	Level / Program Badges	Performance Badges	Certification / License Badges

In a broad sense, what sorts of badges are you envisioning at this point (rough ideas are okay!)?

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## Curriculum / Training Factors

Think about how you'd like to plan badges in your organization. Select a curriculum or training program to build in badges (retroactively) or develop new program altogether with badges used in the pathway.

The program I intend to focus on is:

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How can badges serve within this program to recognize *learning and accomplishment*?

Learning Gains (i.e. incremental)	Accomplishment (i.e. overall)

What *levels* (beginner, intermediate, advanced, expert) will be addressed?



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Will these credentials be **stackable**? Map out your plans for the design below:

**Small group work:** Discuss your plan above with a small group (2-3 people) and get feedback. What are the encouraging aspects? What needs to be clarified or tweaked?

Encouraging Things about My Design	Areas that Could Be Clarified or Tweaked

Within your proposed curriculum or training program, what types of data exist which could be used as evidence?

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With the above data as evidence, what would be the criteria for earning the badge(s)?

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What problems are you encountering with the initial phases of evidence and criteria?

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In your small group, discuss those problems. What solutions are proposed by your colleagues?

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## Portability and Shareability Factors

Badges work best when they are shared by earners and viewed by other people. In your organization, are there potential problems with sharing some data that might be included in a badge?

Potential badge data which would be great for my organization when viewed by outsiders	Potential badge data which might not be the best thing for my organization when viewed by outsiders

**Small group activity:** Discuss your information above with a small group (2-3 people). Are there ways the potentially problematic data can be included for public consumption?

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## Summary

Items related to badge design, curriculum building, and resources which I feel comfortable with at this point	Items related to badge design, curriculum building, and resources which are going to require more working out

One question I still have at this point is:

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# Badge Platform Features and Capabilities

## *A look at industry leading badging platforms*

**Outcomes** – After this session, learners will:

- a. identify features of major badging platforms.
- b. Discriminate between different badging platforms.

**Description:** This session of the course is designed to introduce attendees to the key differentiators across badge platforms. It will not be a basic introduction or a sales pitch. This session is designed to expose unique facets of badging platforms and the tools they offer.

### **Activity**

Before choosing a badging platform, consider these major common areas for evaluation. The facilitator will provide an interactive presentation on different badging platforms to demonstrate some of the listed functionality. This will be your opportunity to compare and contrast different platforms.

Administration (Issuer)	Notes
How easy is it to create and issue a badge for individuals or in bulk?  Does the provider have an API? Does it make sense?  How easy is it to update or revoke a badge?  How easy is it to correct and error?  How easy is it to find a person to whom you issued a badge?  How do you know if the person claimed the badge? How do you reissue?	

<p>Does the platform allow for identify verification of the issuer?</p>	
<p><b>Administration (Receiver)</b></p>	<p><b>Notes</b></p>
<p>What kind of notification does receiver get from the platform when receiving an issued badge? (aka learner, attendee, recipient)</p> <p>Are there reminders of unclaimed badges to be claimed sent?</p> <p>How easy is it for a recipient to export a badge for portability?</p>	
<p><b>Analytics</b></p>	<p><b>Notes</b></p>
<p>Is it simple to see how many badges you have offered?</p> <p>Can you see the status of the badge offering? (i.e., claimed or not)</p> <p>Can you see view how the badge is represented in the digital ecosystem? (i.e., Social media views etc.)</p>	



## Badge Platform Comparison List (as of April 2019)

PLATFORM		Accredible	Badgcert	Badgelist	Badgr	Credly	ForAll Systems	
ISSUER PLATFORM FEATURES	Meets OpenBadge Standard 2.0	Y	Y	Y	Y	Y	Y	
	Faciliates "Claimable" Badges	Y	N	N	N	Y	Y	
	Social Media Sharing	LinkedIn	Y	Y	Y	Y	Y	Y
		Facebook	Y	Y	Y	Y	Y	Y
		Twitter	Y	Y	Y	Y	Y	Y
		Email	Y	Y	N	Y	Y	Y
		Website/Embed Link	Y	Y	Y	Y	Y	Y
		Badge Designer	Y	Y	Y	Import Only	Y	Y
	White-label Issuer Site	Y	Request	N	N	N	Y	
	Issues Claim Codes for Claimable Badges	Y	N	N	N	N	Y	
	Multiple Users or Levels (Admin vs Issuer)	Y	N	Y	Y	Y	Y	
	Import User Data (CSV, Excel, etc.)	Y	Y	Y	Y	Y	Y	
	Downloadable User Data (CSV, Excel, etc.)	Y	Y	Y	Y	Y	Y	
	Customized Attribute Fields	Y	Y	Y	N	Y	Y	
	Unlimited Field Additions	Y	N	Y	N	Y	Y	
	Create Collections	Y	N	Y	Y	Y	Y	
	Stackability/Auto Issue	Y	Y	Y	Y	N	Y	
	Pathways Enabled	Y	N	Y	Y	N	Y	
	Auto Expiration Overlay or Revocation	Y	Y	Y	Y	Y	Y	
	Analytics (Views, Shares, Performance by Social Media Platform)	Y	Y	N	Coming	Y	Y	
	Blockchain	Y	N	N	N	Y	Y	
	Endorsement Capabilities	Y	N	Y	Y	Y	N	
	Customizable Email Templates	Y	Y	Y	N	N	Y	
	Points Capabilities	N	N	N	N	N	Y	
	Points-based Rewards/Gifts Issuance	N	N	N	N	N	Y	
	Foreign Language Issuance	Y	Custom	N	N	Limited	Y	
	Certificates	Y	Y	Y	N	Y	Y	
	Plastic Cards	N	Request	N	N	Request	N	
Evidence Field(s)/Attachments & Hyperlinks	Y	Y	Y	Y	Y	Y		
Digital Backpack	Y	Y	Y	Y	Y	Y		
Search for Badges on Other Platforms	N	N	N	Y	N	N		
USER	White-labeled Backpack	Y	Request	N	N	N	N	
	Single Sign-On	Custom	Custom	Custom	Native	Custom	Custom	
	Individual Badge Analytics	N	N	Y	N	N	Y	
	Badge Portability to Backpack	N	N	Y	Y	Y	Y	
	Create Collections	Y	N	N	Y	Y	Y	
	Private/Public Toggle	Y	Y	Y	Y	Y	Y	
	Labor Market Insights	Y	N	N	N	Y	N	
	Follow Other Earners	N	N	N	N	N	Y	

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# Badge Design and Implementation

## *A hands-on approach to issuing badges*

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**Outcomes** – After this session, learners will:

- a. Design and implement an open digital badge using a badging platform.
- b. Issue a sample badge to demonstrate the workflow of how a badging platform works.

**Description:** This session of the course will allow attendees to either begin building their own badging infrastructure or work with the facilitators as they demonstrate how to implement a badging strategy.

### **Activity**

Using the badge design worksheet provided on subsequent pages, use a platform of choice to configure your own badge. If you do not have a platform of choice, establishing an account at Badgr.com is simple and free. The instructors will guide you step-by-step, through this process.

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# Badge Design Worksheet

**Badge Name:** \_\_\_\_\_

*Indicates training completed, learning achieved, knowledge acquired, or some other relevant indicator of the purpose of its issue.*

**Badge Type:** \_\_\_\_\_

*Participation  
Grade-Based  
Performance*

*Contribution/Recognition  
Level/Program  
Certification/License*

## Description

*Short/digestible overview description appearing after the badge name to describe the training completed, learning accomplished, or other purpose of issuance.*

## Criteria

*Criteria for issuance to provide justification for issuing the badge:*

- Thresholds of accomplishment
- Demonstration of achievements
- Other metrics related to this body of work

## Pathways:

*Other skills/badges that should be proven/earned as a prerequisite to earning this badge.*

## Image

*Visual representation comprising a digital asset that accurately depicts the DESCRIPTION and CRITERIA, overall body of work achieved by and behaviors encouraged of recipient.*

- PNG digital file – capable of holding metadata
- Color scheme – to differentiate or classify
- Banner – to call out overall achievement
- Border language showing name or issuer
- Center graphic – depicting brand or identity of issuer, or connotative of specific skill.

## Users

### • Issuer & Issue Date

Organization/body issuing badge and when it was issued

### • Recipient

Individual who completed or achieved learning.

### • Tags - Short words providing context to knowledge gain/enrichment.

### • Expiration Date

## Value Proposition

- Recognizes and increases awareness of organization offering a learning event and how current the offering is.

- Recognition of person who earned/achieved.

- Catalog skills fostering searchability of knowledge enrichment opportunities by such skills.

- Provides a period of time from the point of issue that achievements have merit and relevance.

## Evidence

Physical downloadable proof that substantiates claims of learning and/or performance outcomes. Provides clear and compelling proof of how the learning outcomes were assessed and whether the learner achieved those outcomes. Could be a URL, a document or body of work furnished by or to the earner, a media file and more. More than one field can be provided.

## Endorsement

Individual trainer vouches for claims and evidence of the badge. Puts an official stamp on the badge along with subsequent titles to help build credibility, if platform allows.

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## Badge Design Worksheet

Use this design worksheet to provide a simple and quick hand written draft of the badge as needed.

Badge Name: \_\_\_\_\_

Badge Type: \_\_\_\_\_

Description

Criteria

Pathways.

Image

### Users

- Issuer & Issue Date
- Recipient
- Tags
  
- Expiration Date

### Evidence

### Endorsement

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## Badge Design Worksheet

Use the template to fully type your badge offering metadata specifications so you can copy and paste it into the badging platform when you are ready to create the badge.

Badge Name:

Badge Type:

Description:

Criteria:

Pathways:

Users:

Issuer:

Issue date:

Expiration Date:

Evidence:

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# Takeaways

## *A time to reflect on the way forward*

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**Outcomes** – After this session, learners will:

- a. Develop a vision for how their organization will use open digital badges.
- b. Relate experiences learned from other attendees to their own organizations.

**Description:** This session is designed to summarize the day's events and allow the group to learn collaboratively from other attendees about their ODB strategy.

- What did you discover and share what you produced if not proprietary and get group feedback?
- Plan for what comes next regarding ODBs and the learner's organization.

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