

The Value Proposition for Badging in Higher Education Professional Development

Veronica Diaz, PhD

vdiaz@educause.edu

Director, Online Programs, EDUCAUSE

Associate Director, EDUCAUSE Learning Initiative

What we'll be discussing:

- The Value of Digital Badging
- Badging for Professional Development
- EDUCAUSE Badging Program

Poll Question

In the past twelve months, I have earned _____ digital badges.

Badging 101: What is Digital Badging?

- **Microcredentials** of achievement reflecting experiences, opportunities, learning and engagement
- Criteria-based acknowledgments; **metadata** optimized for a **digital** portfolio



Badging for Professional Development

- Public and progressive digital transcript
- Evidence for a lifelong learning cycle
 - Professional service
 - Community engagement
 - Competencies and skills
 - Subject matter expertise

Badging for Professional Development

- Signals for YOURSELF
 - New knowledge and competencies
 - Developing and supporting your brand
 - Wayfinding, making the career path visible
- Signals for OTHERS
 - Current employer
 - Future employers
 - Colleagues and staff

Badging 101: Unpack a Badge

The screenshot displays a Credly profile for Veronica Diaz, Director of EDUCAUSE. The profile includes a profile picture, a 'Give Credit' button, and social media links for LinkedIn, Twitter, and Facebook. Below the profile information, there are tabs for 'Earned (7)' and 'Given (0)'. The 'Earned' section is currently selected and shows a grid of seven public badges. The badges are: 'Futurist TCC' (TCC PARTICIPANT FUTURIST), 'EDUCAUSE Online Presenter 2014' (Online Presenter 2014), 'EDUCAUSE Presenter 2014' (Presenter 2014), 'TCC 2013 Online Presenter' (PRESENTER), 'TCC 2013 Participant' (PARTICIPANT), and '2013 ELI Annual Meeting' (Participant). Each badge features a unique icon and is accompanied by a 'PRO' verification seal.

← Credly Profile

← Badges Earned & Publicly Displayed

Badging 101: Unpack a Badge

Graphic
& Title



Badge Details

Title
EDUCAUSE Presenter

Description
This badge acknowledges those who proposed and presented a session at the 2014 EDUCAUSE Learning Initiative Annual Meeting. Sessions for the Annual Meeting were competitively selected by a committee of peer reviewers from a pool of over 250 proposals.

Criteria
Individuals who received this badge were selected to present a session at the 2014 EDUCAUSE Learning Initiative Annual Meeting. The ELI Annual Meeting explores a range of themes including: online and blended teaching and learning; emerging technology, future modeling, and academic transformation; mobile learning; methods for evaluating technology-based instructional innovations; e-textbooks; and learning analytics.

Issue Date	Expiration
02/20/14	Never

Evidence
[View evidence](#)

Issuer Details

Issuer
EDUCAUSE

Testimonial
"Veronica Diaz presented 'Breakthrough Models Academy Winners Panel' at the 2014 EDUCAUSE Learning Initiative Annual Meeting. Thank you, Veronica, for sharing your work and innovations with the teaching and learning community."

Issuer

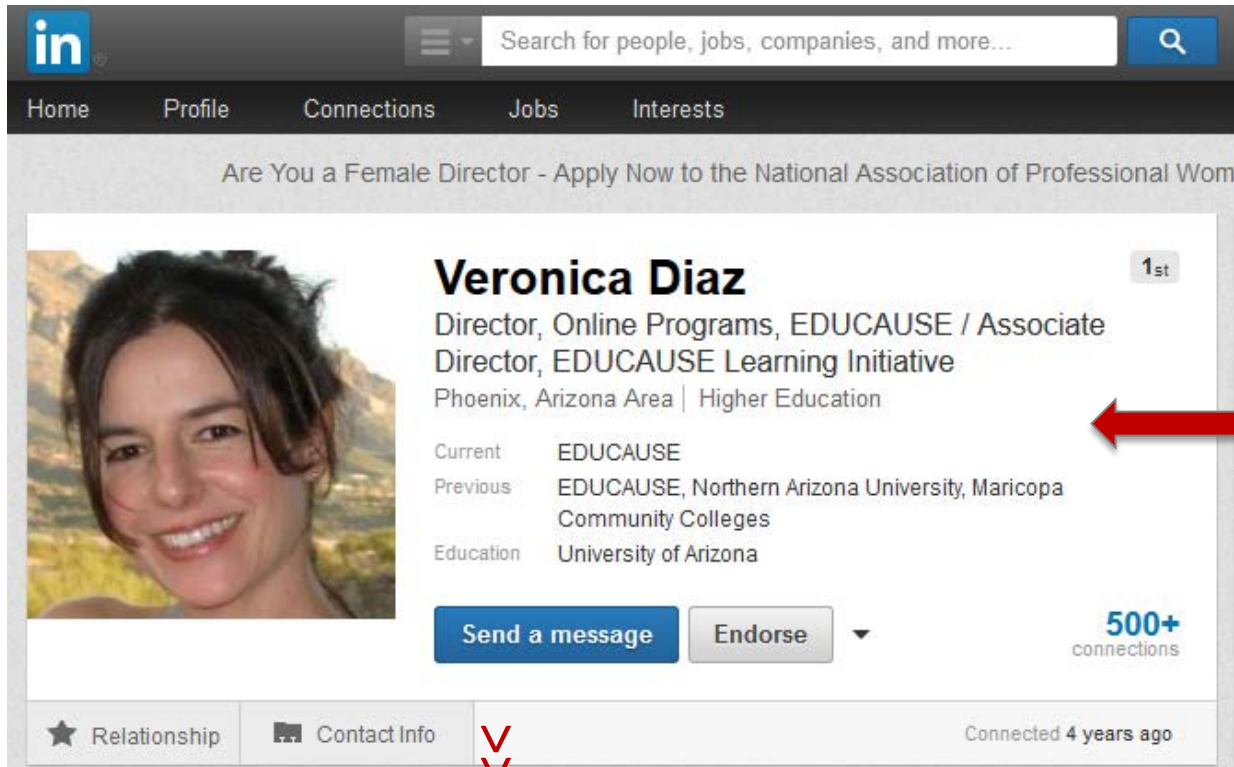
Testimonial

Description

Criteria

Evidence

Badging 101: Unpack a Badge



Are You a Female Director - Apply Now to the National Association of Professional Women

Veronica Diaz 1st

Director, Online Programs, EDUCAUSE / Associate Director, EDUCAUSE Learning Initiative
Phoenix, Arizona Area | Higher Education

Current: EDUCAUSE
Previous: EDUCAUSE, Northern Arizona University, Maricopa Community Colleges
Education: University of Arizona

[Send a message](#) [Endorse](#) 500+ connections

★ Relationship [Contact Info](#) Connected 4 years ago

← LinkedIn Profile



EDUCAUSE Presenter →
EDUCAUSE, License CREDLY-89986
February 2014 – Present



Poll Question

I am enthused about the potential for badges to support professional development.

EDUCAUSE Digital Badging Program

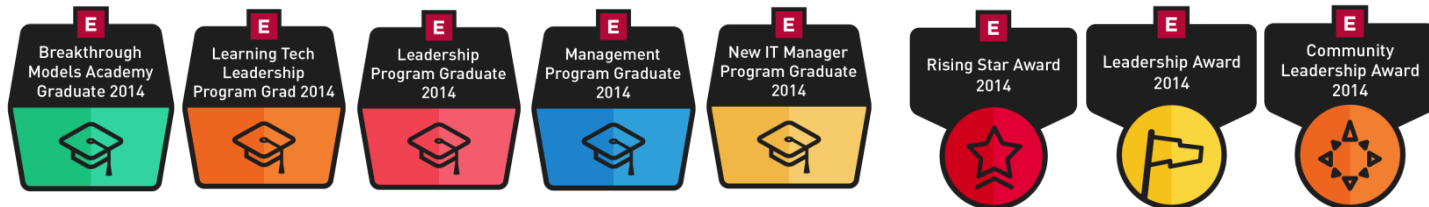
Community Service*



Communications



Leadership Development & Awards Program



Subject Matter Expert*



Sample Profile



E

Connect Program
Committee Member
2014

A green shield-shaped icon containing three white silhouettes of people's heads and shoulders, representing a committee or group.

E

Proposal Reviewer
Plus 2014

A red shield-shaped icon containing a white document with a checkmark and a star, representing a proposal review or award.

E

Preconference Seminar:
Road to Analytics
2014

A purple shield-shaped icon containing a white rolled-up diploma with a ribbon, representing a seminar or educational achievement.

E

Mentor / Thought
Leader 2014

A yellow shield-shaped icon containing a white lightbulb, representing a mentor or thought leader.

ELI

Online Seminar:
Predictive Analytics 2014

A red shield-shaped icon containing a white rolled-up diploma with a ribbon, representing a seminar or educational achievement.

ELI

Online Seminar Graduate:
Learning Analytics
2014

A yellow shield-shaped icon containing a white rolled-up diploma with a ribbon, representing a seminar or educational achievement.

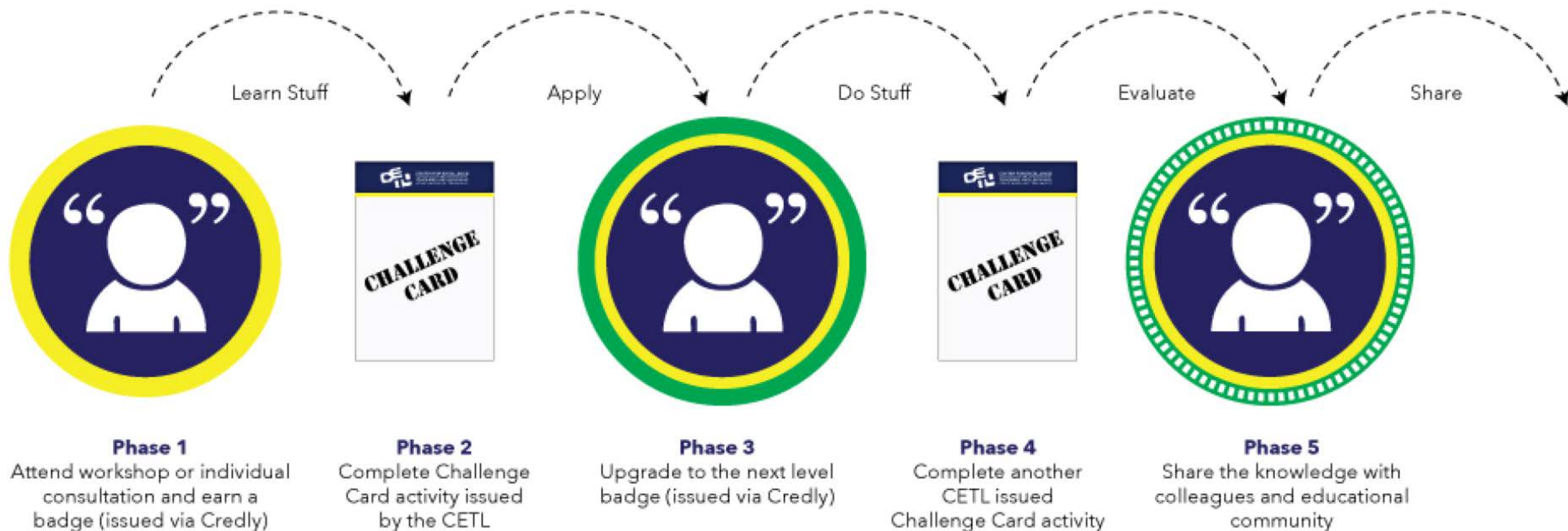
Poll Question

How do supervisors/employers currently view badging to support professional development?

1. They are not aware of badging
2. With some skepticism; they don't get the connection
3. With some awareness; they don't recognize the potential
4. With positive and supportive attitudes
5. Other

FACULTY AND PROFESSIONAL DEVELOPMENT EXAMPLES

Texas Wesleyan University





NMC Academy Badges

The NMC Academy educates and assures quality with badges. Teachers and faculty who participate in the NMC Academy acquire new skills and receive the recognition to prove it. The integration of a badging exchange enables participants to collect and display badges that reflect their accomplishments with each mini-course they take.

All badges for the first set of 36 pilot mini-courses will still be awarded as HP Catalyst Academy badges, as originally designed. Any new mini-courses added will be associated with NMC Academy badges.

SPECIAL BADGES



NMC Academy Expert

This badge indicates the completion of five HP Catalyst Academy mini-courses.



NMC Academy Explorer

This badge indicates the completion of one (1) HP Catalyst Academy mini-course.



NMC Academy Member

The earner of this badge is Member of the HP Catalyst Academy.



NMC Academy Specialist

NMC Academy Badges

Source: <http://academy.nmc.org/about-academy/badging/>

NMC Academy Specialist

NMC Academy Specialist

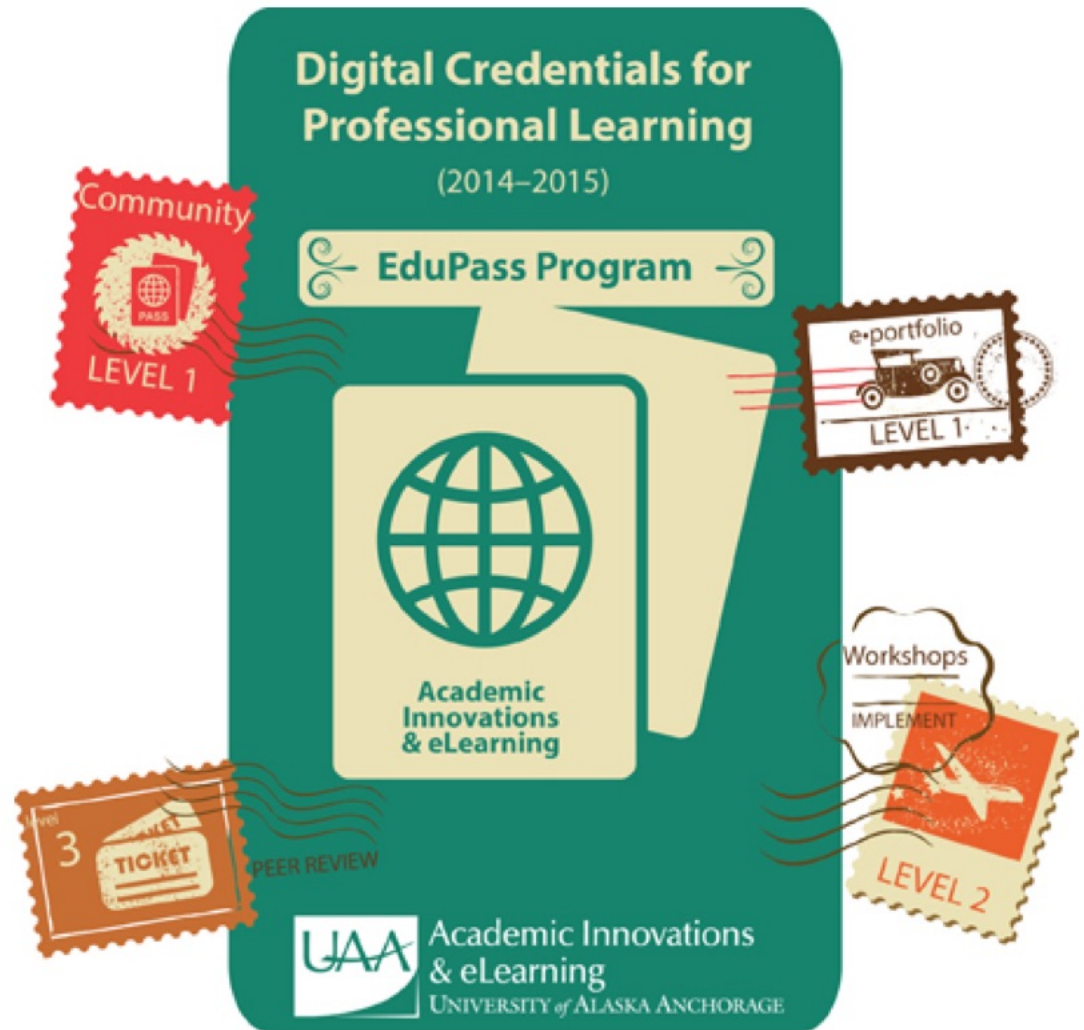


This badge indicates the completion of three NMC Academy mini-courses.

1 Required Steps

- Complete 3 HP Catalyst Academy mini-courses

Digital Credentials for Professional Learning at the University of Alaska



1st Year: Development & Exploration

	<p>Tech Fellow Prodigy</p> <p>Description: Tech Fellow Prodigies meet all of the Year-one challenges head-on and prove their commitment to their own exploration of learning and those of their peers.</p> <p>Criteria: Tech Fellows who earn at least 6 of the 8 badges from the year-one challenges earn this prestigious accolade. <i>Tech Fellows must reach this goal in order to receive other incentives offered by the program.</i></p>
	<p>Conspirator</p> <p>Description: Tech Fellow Conspirators actively initiate and collaborate with their mentors on a regular basis, and share their experience with their peers.</p> <p>Criteria: Tech Fellows who earn this badge initiate and meet with their mentor at least 3x per semester in year one, and post a reflection or update on progress in the Tech Fellows blog with the tag “conspirator” and “evidence”.</p>
	<p>Author</p> <p>Description: Tech Fellow Authors actively share teaching resources and learning experiences in their online professional learning network for others to explore.</p> <p>Criteria: Tech Fellows who earn this badge actively share resources and experiences on the Tech Fellows Blog or in the UAA Academic Commons. They post at least 2x/month and keep their Tech Fellow Bio page updated.</p>

Tech Fellows at UA

Brandman U Adds Digital Badges for Competency Ed Students

By [Joshua Bolkan](#) | 01/07/15

[Brandman University](#) has teamed with a private partner to provide digital badges for students in its online competency-based degree programs. The university also plans to launch a higher ed consortium to work with employers to standardize digital badges.

The degree programs use direct assessment and will award the badges as certification of discrete skills. "With digital badges validating each skill, learners will be able to put evidence of their abilities to work in real time in the pursuit of professional opportunities," according to a news release.

"Employers inform us that there is a need to validate the skill set of business students and graduates," said Gary Brahm, chancellor of Brandman University, in a prepared statement. "Digital badges will arm our students with a form of professional capital that has immediate value in the workplace."

The university decided to partner with [Credly](#) to provide the badges. Badges

After successfully completing UCF's **Information Literacy** Modules, you will receive one of the following digital badges.

Gather



Creating a Search Strategy



Focusing an Information Search



Moving into Discipline Specific Research



Conducting a Literature Review



Maximizing Google Scholar Searches

Evaluate



Evaluating Websites



Selecting Articles for Academic Assignments



Understanding the Information Cycle



Recognizing a Research Study

Use



Avoiding Plagiarism using APA style



Avoiding Plagiarism using MLA style



Citing Sources using APA style



Citing Sources using MLA style



Using RefWorks

The **Gather Information** badge is awarded for earning all of the above badges.



The **Evaluate Information** badge is awarded for earning all of the above badges.



The **Use Information** badge is awarded for earning three of the above badges.



You will receive the **Information Literacy** badge after you have earned the Gather, Evaluate and Use badges.



UCF InfoLit Program

<http://infolit.ucf.edu/faculty/badges/>

Badging Futures

Today's Employees:

- Look for “just-in-time” learning
- Want to be heard
- Seek mentoring
- Demand acknowledgement
- Expect regular reward for effort

Challenges

- Building Credibility
- Lack of Traditional Assessment
- Standards for Providers
- Portability of Badges

Poll Question

I am enthused about the potential for badges to support professional development.

Badging Resources

- ELI Online Course: Designing and Developing Digital Credentials:
<http://www.educause.edu/eli/events/eli-course-digging-badges>
- 7 Things You Should Know About Badging for Professional Development
 - <http://www.educause.edu/library/resources/7-things-you-should-know-about-badging-professional-development>
- EDUCAUSE Badging Resource Library
 - <http://www.educause.edu/library/badges>
- Microcredentials and Badging Constituent Group
 - <http://www.educause.edu/discuss/information-technology-management-and-leadership/microcredentials-and-badges-constituent-group>
- EDUCAUSE Badging Program
 - <http://www.educause.edu/badging>



Veronica Diaz, PhD

Director, EDUCAUSE Online Programs

Associate Director, EDUCAUSE Learning Initiative

@drvdiaz

vdiaz@edUCAUSE.edu

<http://www.edUCAUSE.edu/eli>