Credly

## A New Vision for Workforce Preparation:

# Digital and Open Badges: The Future of Credentials

**Jonathan Finkelstein**

Credly • BadgeOS
jonathan@credly.com • @credly • @JEFinkelstein

## This is not about badges.

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# What it IS about:

- Helping to make achievements – including the development of critical soft skills – more visible and more useful
- Empower people with a form of personal capital that can improve their lives

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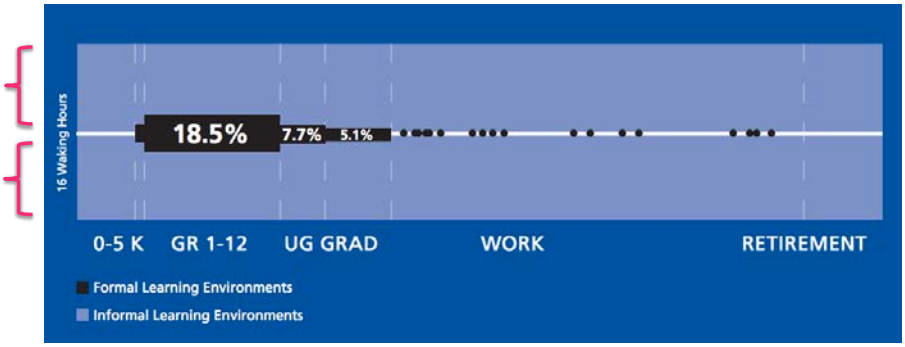
## Much of our learning happens informally or is out of the reach of traditional assessments.

*How do we give people credit?*




Banks, et al. "Learning In and Out of School in Diverse Environments", Seattle: NSF. The LIFE Center, University of Washington, Stanford University, and SRI International. 2007.

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## Badges verify & tell the story of:

- Skills people demonstrate
- Choices they make
- Communities in which they engage

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Badges also help **organizations** acknowledge and share what **they value** in the world.

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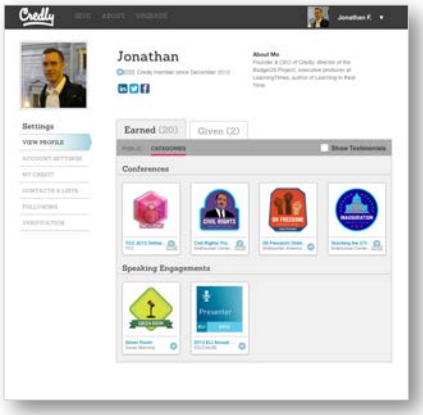
## Digital vs. embroidered badges



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## Digital Badges
### *vs. Embroidered Badges*

- Don't need to fit on a sash
- Can be seen whether *you* are physically present or not
- Pretty image + data
- Evidence travels with them
- Earned from lifelong interactions
- Multiple sources, side-by-side
- Can be awarded dynamically when criteria are met

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## Digital "Open Badges"

- Portable
- Owned by the recipient
- Machine-readable
- Validated by the issuer
- Verifiable by observers
- Standardized technical format

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## A quick word about the underlying technology of open badges …

## … to help us appreciate their potential.

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1. **A metadata standard**
2. **A "packaging" standard**

Badge image

- Badge name
- Description
- Criteria
- Issuer
- Evidence
- Date issued
- Standards
- Tags

http://classhack.com/post/45364649211/open-badge-anatomy-updated by Kyle Bowen, Class Hack

## What other systems for sending and receiving digital things work like this?

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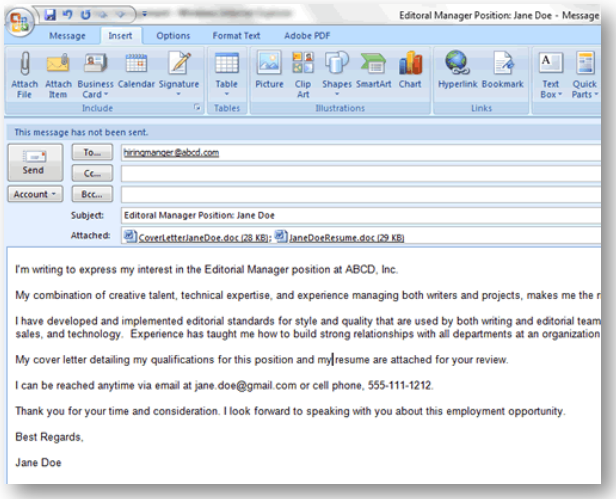
## Email

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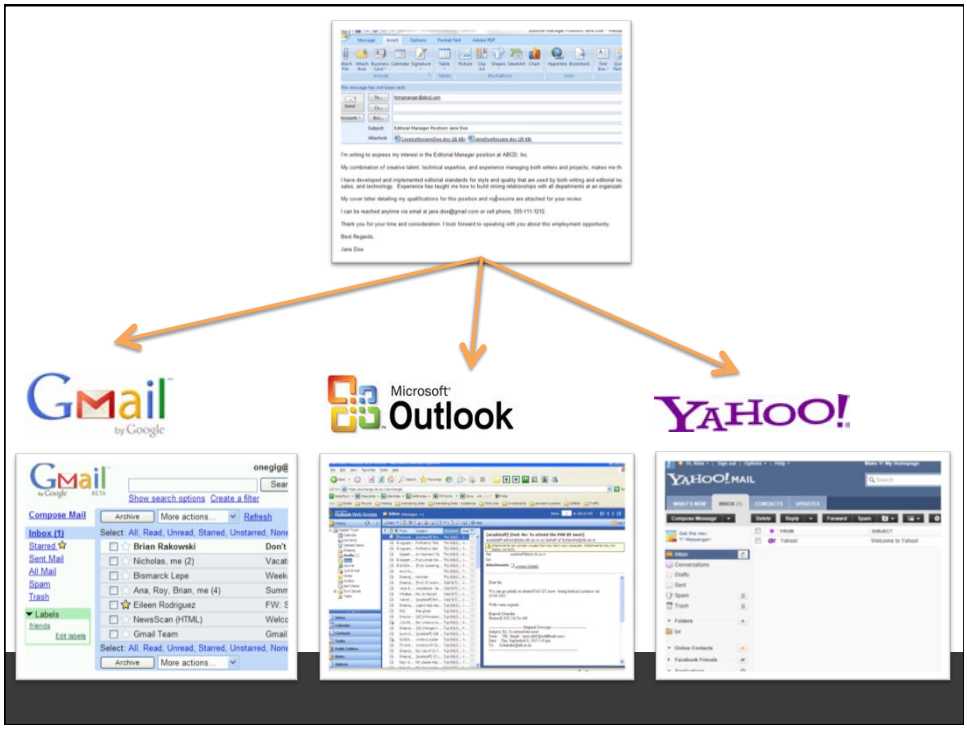
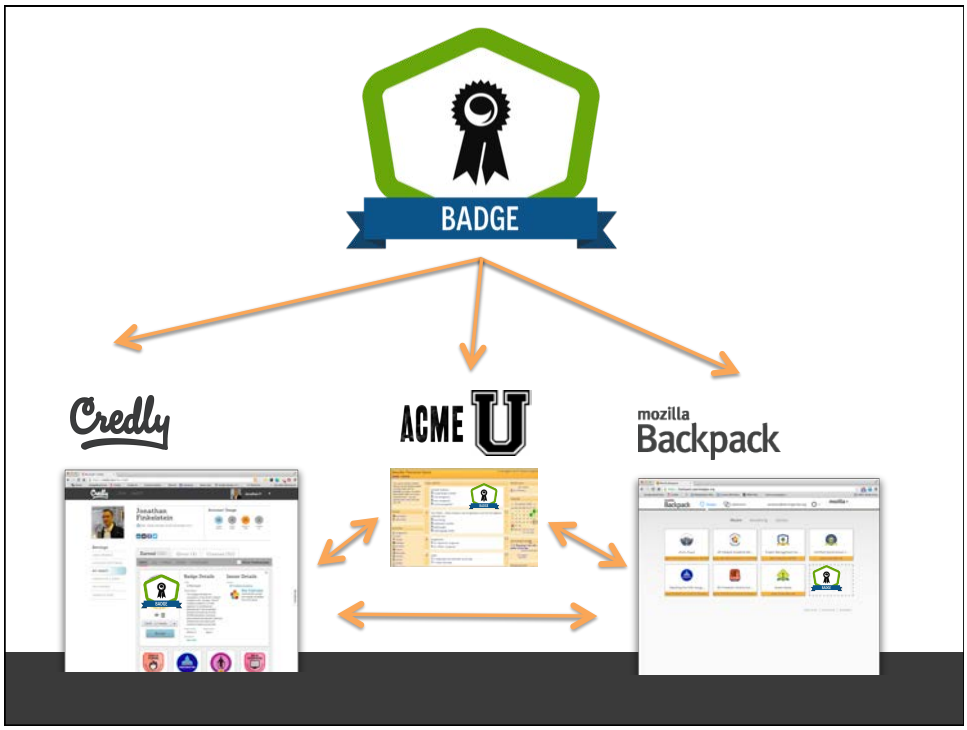
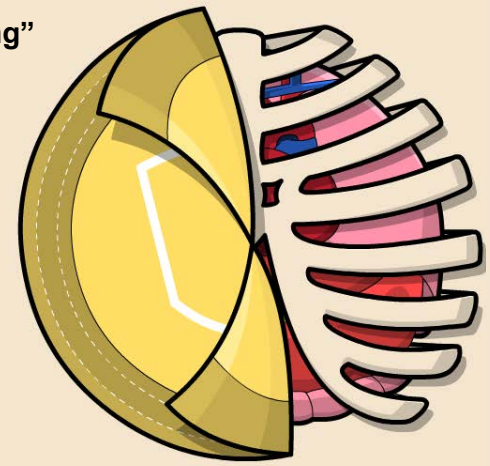

Gmail
by Google
Microsoft
Outlook
YAHOO!


BADGE
Credly
ACME U
mozilla
Backpack

1. **A metadata standard**
2. **A "packaging" standard**
3. **Verification standard**

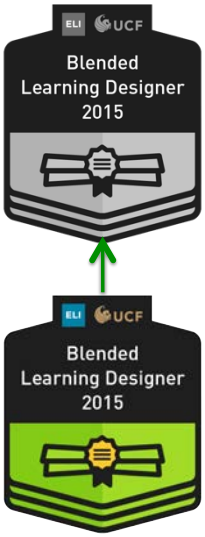


- Badge name
- Description
- Criteria
- Issuer
- Evidence
- Date issued
- Standards
- Tags

OPEN BADGES
ANATOMY

http://classhack.com/post/45364649211/open-badge-anatomy-updated by Kyle Bowen, Class Hack

## "Assertion" Verifies Badge's Validity




The badge issuer or a trusted party maintains the "assertion" in perpetuity, acting as proof that the data in the badge matches the issuer's original data.

The earner's badge is "baked" with the data about your achievement, including a link back to a "receipt" or "assertion" from the issuer or a trusted party.

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## Instructors or peers witness evidence of discrete, marketable skills within a class.

COASTAL CAROLINA UNIVERSITY

COASTAL COMPOSITION COMMONS
WRITING CENTER

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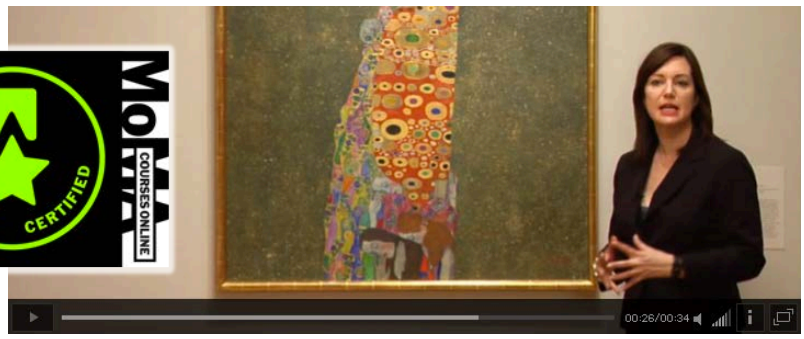
## A learner participates in a course led by experts at a museum like MoMA.

***Where's the credit?***




MoMA COURSES ONLINE CERTIFIED

MoMA
The Museum of Modern Art

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## U.S. Secretary of State Introduces the "Diplomacy in Action" Digital Badge for Educators and Students

by **Credly** on February 12, 2014 in **In the News**, **News**

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## A learner completes a MOOC or a student leadership program, or is recognized by peers.

San José State University

DEAKIN UNIVERSITY AUSTRALIA

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## A professional takes part in a workforce development program or other training.

***Where's the credit?***

The University of Oklahoma

Statewide Community UA iDesign

University of Central Florida

HACK FIRST PLACE DAY

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## A job-seeking veteran wants to present her or his military training as skills employers need.

## Motivation

- Badges should serve as a "**stamp of approval**" for behaviors and progress towards goals that are intrinsically motivating

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- Most learners are not motivated by the badge.
- They are motivated by what comes **BEFORE** or **AFTER** the badge.

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## Digital Credential Lifecycle Management

**Issue:**
- Data / assessment triggered
- Claim / evidence
- Events & location
- Identity Verification
- Manage users
- Display

**Receive:**
- Accept & store
- Trust issuer
- Automate management
- Multiple email address support
- Direct to profile

**Share & Display:**
- Curate one by one
- Curate by category
- Share to Facebook, Twitter, Backpack, LinkedIn
- Embed
- Profile

**Track & Analyze:**
- Sharing analysis
- Impressions and visibility
- Acceptance
- Redirect and contextualize

**Discover & Reward:**
- Suggest
- Aspire, inspire
- Badge consumers
- Partnerships
- Rewards & benefits

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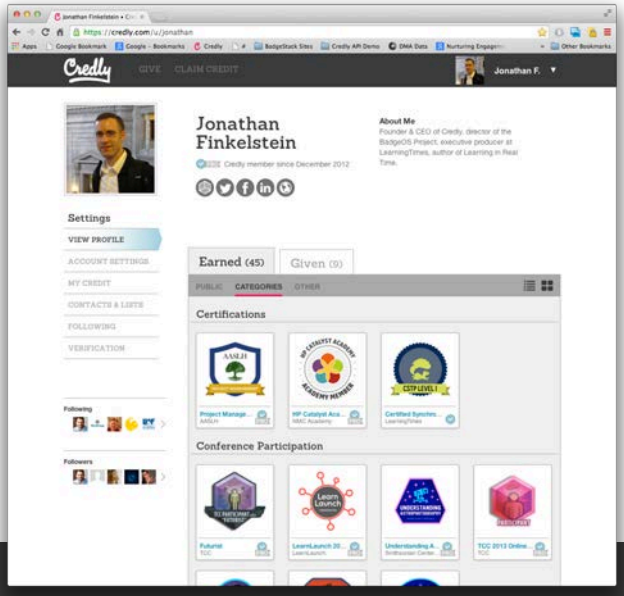
## Earners of badges own their achievements.

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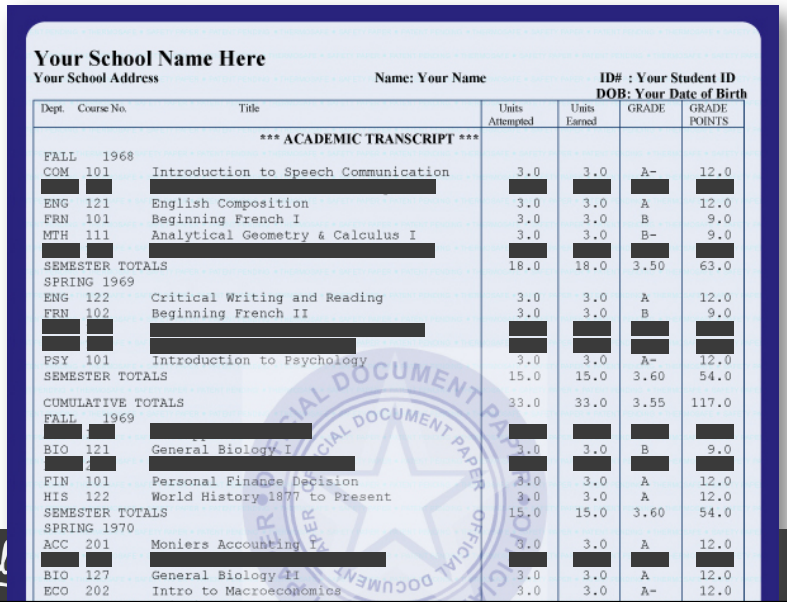
## Each person decides what they want to share.



**Your School Name Here**
**Your School Address**

**Name: Your Name**

**ID# : Your Student ID**
**DOB: Your Date of Birth**

| Dept. | Course No. | Title | Units Attempted | Units Earned | GRADE | GRADE POINTS |
|---|---|---|---|---|---|---|
| | | *** ACADEMIC TRANSCRIPT *** | | | | |
| FALL | 1968 | | | | | |
| COM | 101 | Introduction to Speech Communication | 3.0 | 3.0 | A- | 12.0 |
| [redacted] | | | | | | |
| ENG | 121 | English Composition | 3.0 | 3.0 | A | 12.0 |
| FRN | 101 | Beginning French I | 3.0 | 3.0 | B | 9.0 |
| MTH | 111 | Analytical Geometry & Calculus I | 3.0 | 3.0 | B- | 9.0 |
| [redacted] | | | | | | |
| SEMESTER TOTALS | | | 18.0 | 18.0 | 3.50 | 63.0 |
| SPRING | 1969 | | | | | |
| ENG | 122 | Critical Writing and Reading | 3.0 | 3.0 | A | 12.0 |
| FRN | 102 | Beginning French II | 3.0 | 3.0 | B | 9.0 |
| [redacted] | | | | | | |
| PSY | 101 | Introduction to Psychology | 3.0 | 3.0 | A- | 12.0 |
| SEMESTER TOTALS | | | 15.0 | 15.0 | 3.60 | 54.0 |
| CUMULATIVE TOTALS | | | 33.0 | 33.0 | 3.55 | 117.0 |
| FALL | 1969 | | | | | |
| [redacted] | | | | | | |
| BIO | 121 | General Biology I | 3.0 | 3.0 | B | 9.0 |
| [redacted] | | | | | | |
| FIN | 101 | Personal Finance Decision | 3.0 | 3.0 | A | 12.0 |
| HIS | 122 | World History 1877 to Present | 3.0 | 3.0 | A | 12.0 |
| SEMESTER TOTALS | | | 15.0 | 15.0 | 3.60 | 54.0 |
| SPRING | 1970 | | | | | |
| ACC | 201 | Moniers Accounting I | 3.0 | 3.0 | A | 12.0 |
| [redacted] | | | | | | |
| BIO | 127 | General Biology II | 3.0 | 3.0 | A | 12.0 |
| ECO | 202 | Intro to Macroeconomics | 3.0 | 3.0 | A- | 12.0 |

OFFICIAL DOCUMENT PAPER

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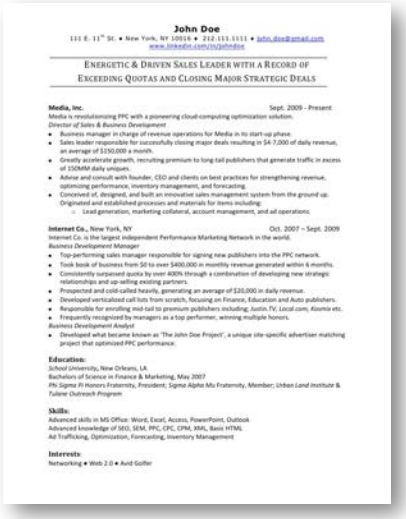
Think of each line on a résumé as **verified** by its source and **independently sharable.**



**John Doe**

ENERGETIC & DRIVEN SALES LEADER WITH A RECORD OF EXCEEDING QUOTAS AND CLOSING MAJOR STRATEGIC DEALS

**Media, Inc.** Sept. 2009 - Present

Media is revolutionizing PPC with a pioneering cloud-computing optimization solution.

*Director of Sales & Business Development*

- Business manager in charge of revenue operations for Media in its start-up phase.
- Sales leader responsible for successfully closing major deals resulting in $4-7,000 of daily revenue, an average of $150,000 a month.
- Greatly accelerate growth, recruiting premium to long-tail publishers that generate traffic in excess of 150MM daily uniques.
- Advise and consult with founder, CEO and clients on best practices for strengthening revenue, optimizing performance, inventory management, and forecasting.
- Conceived of, designed, and built an innovative sales management system from the ground up. Originated and established processes and materials for items including:
  - Lead generation, marketing collateral, account management, and ad operations

**Internet Co.**, New York, NY Oct. 2007 – Sept. 2009

Internet Co. is the largest independent Performance Marketing Network in the world.

*Business Development Manager*

- Top-performing sales manager responsible for signing new publishers into the PPC network.
- Took book of business from $0 to over $400,000 in monthly revenue generated within 6 months.
- Consistently surpassed quota by over 400% through a combination of developing new strategic relationships and up-selling existing partners.
- Prospected and cold-called heavily, generating an average of $20,000 in daily revenue.
- Developed verticalized call lists from scratch, focusing on Finance, Education and Auto publishers.
- Responsible for enrolling mid-tail to premium publishers including; *Justin.TV, Local.com, Kosmix* etc.
- Frequently recognized by managers as a top performer, winning multiple honors.

*Business Development Analyst*

- Developed what became known as 'The John Doe Project', a unique site-specific advertiser matching project that optimized PPC performance.

**Education:**

*School University*, New Orleans, LA

Bachelors of Science in Finance & Marketing, May 2007

*Phi Sigma Pi Honors Fraternity, President; Sigma Alpha Mu Fraternity, Member; Urban Land Institute & Tulane Outreach Program*

**Skills:**

Advanced skills in MS Office: Word, Excel, Access, PowerPoint, Outlook

Advanced knowledge of SEO, SEM, PPC, CPC, CPM, XML, Basic HTML

Ad Trafficking, Optimization, Forecasting, Inventory Management

**Interests:**

Networking ● Web 2.0 ● Avid Golfer

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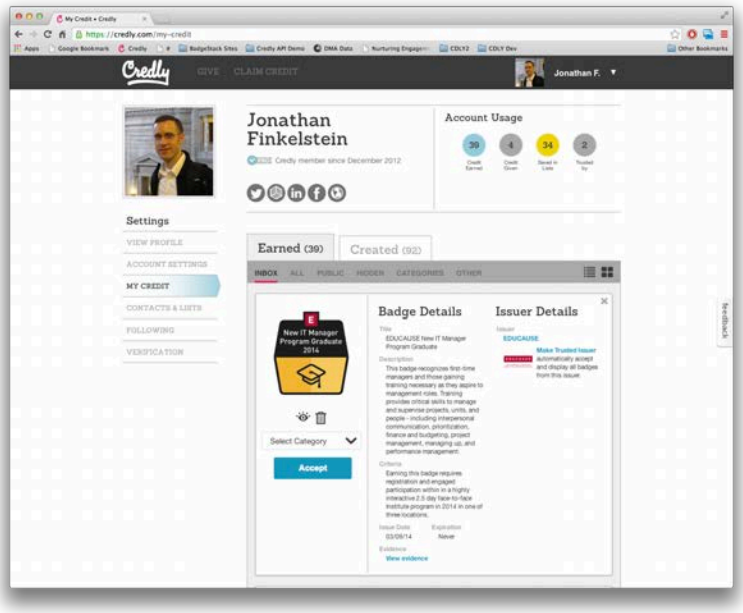


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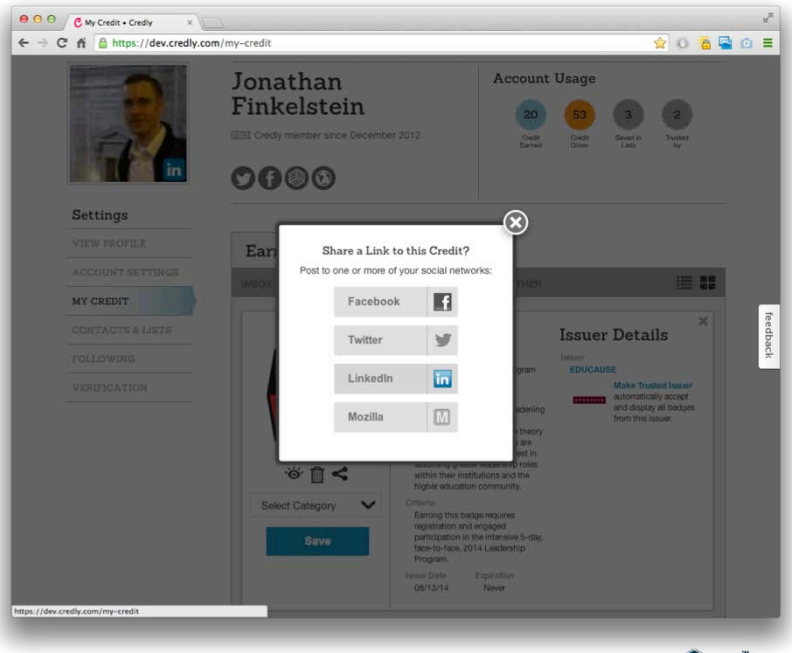
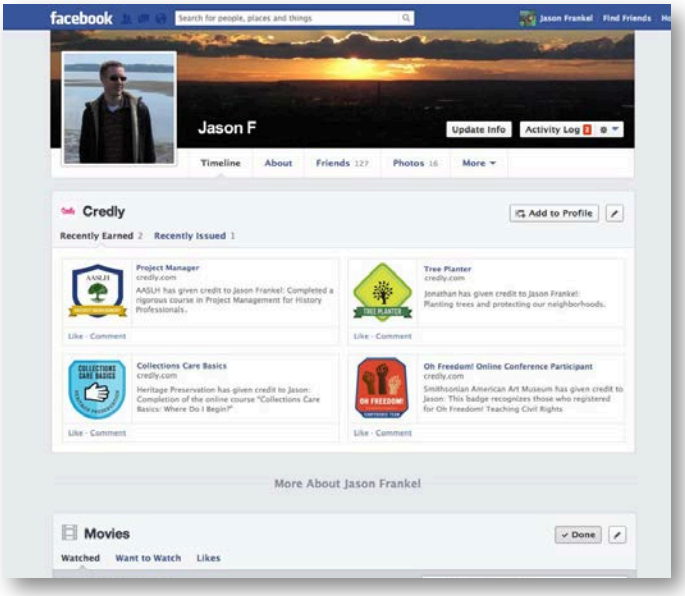



mozilla OpenBadges


facebook
Jason F
Update Info
Activity Log
Timeline
About
Friends 127
Photos 16
More
Credly
Add to Profile
Recently Earned 2
Recently Issued 1
Project Manager
credly.com
Tree Planter
credly.com
Collections Care Basics
credly.com
Oh Freedom! Online Conference Participant
credly.com
More About Jason Frankel
Movies
Done
Watched
Want to Watch
Likes

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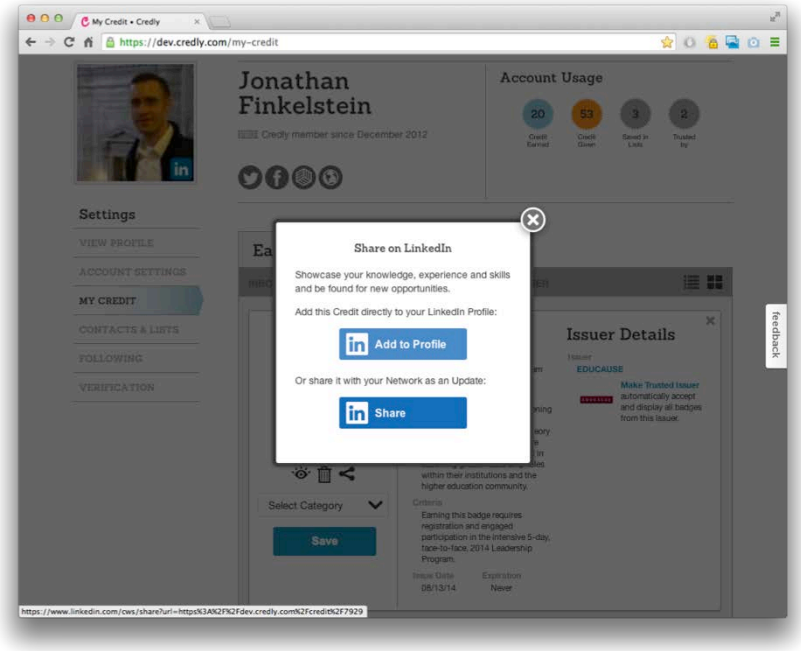
Twitter, Inc. [US] https://twitter.com/StefMorgante
Home
Notifications
Discover
Me
StefaniaMorgante @StefMorgante · Apr 7
Catalysts: Artists Creating with Sound Video, and Time fb.me/3nBWdHn92
Hide details
Reply
Retweeted
Favorite
More
Credly
Catalysts: Artists Creating with Sound Video, and Time
Stefania Morgante
RECIPIENT
The Museum of Modern Art
ISSUER
Congratulations, Stefania, on your contributions during The Museum of Modern Art online course: Catalysts: Artists Creating with Sound Video, and Time. Well done!
View on web
RETWEETS
2
2:41 PM - 7 Apr 2014 · Details
Flag media
Reply to @StefMorgante
LearningTimes @LearningTimes · Apr 7
Congrats, @StefMorgante, on your "Catalysts" digital badge from the Museum of Modern Art. credly.com/credit/109812 #openbadges
View details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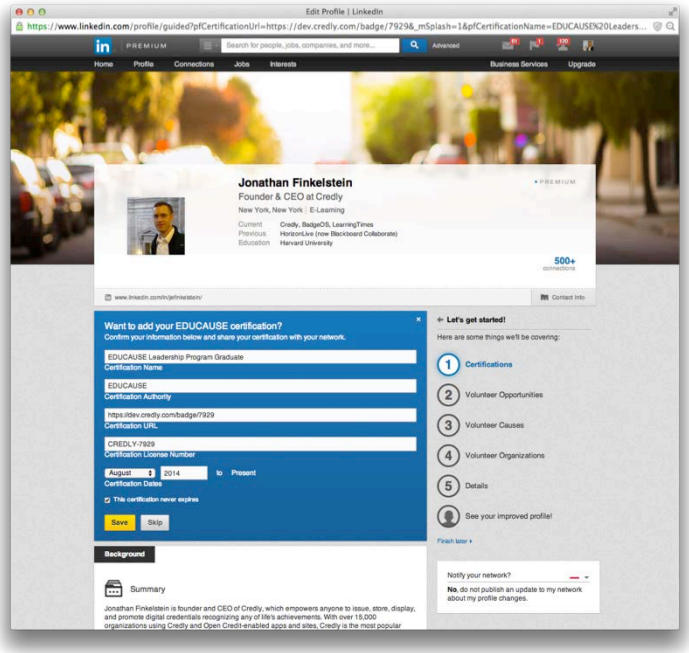
https://dev.credly.com/my-credit
Jonathan Finkelstein
Credly member since December 2012
Account Usage
20
53
3
2
Settings
VIEW PROFILE
ACCOUNT SETTINGS
MY CREDIT
CONTACTS & LISTS
FOLLOWING
VERIFICATION
Share on LinkedIn
Showcase your knowledge, experience and skills and be found for new opportunities.
Add this Credit directly to your LinkedIn Profile:
Add to Profile
Or share it with your Network as an Update:
Share
Issuer Details
EDUCAUSE
Make Trusted Issuer
automatically accept and display all badges from this issuer.
Select Category
Save
Issue Date
08/13/14
Expiration
Never
feedback
https://www.linkedin.com/cws/share?url=https%3A%2F%2Fdev.credly.com%2Fcredit%2F7929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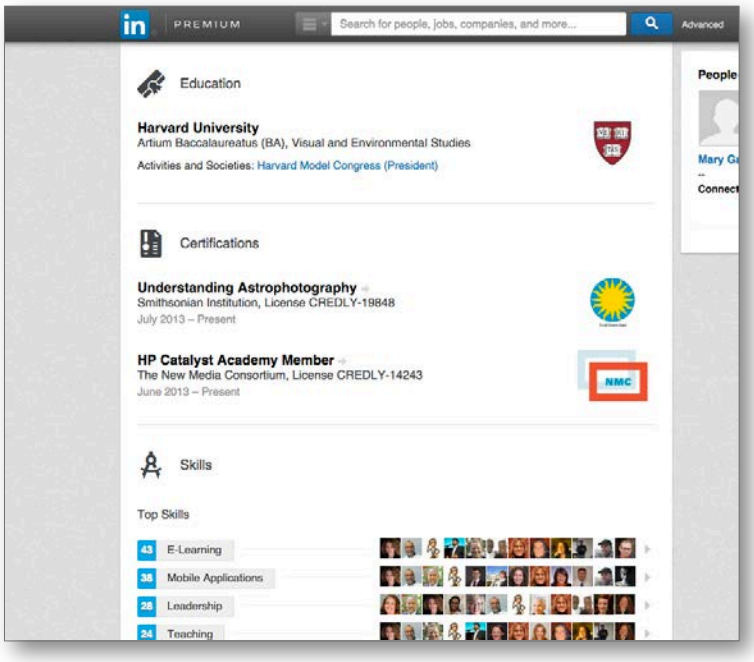
PREMIUM
Home
Profile
Connections
Jobs
Interests
Business Services
Upgrade
Jonathan Finkelstein
Founder & CEO at Credly
New York, New York | E-Learning
Current Credly, BadgeOS, LearningTimes
Previous HorizonLive (now Blackboard Collaborate)
Education Harvard University
500+
Want to add your EDUCAUSE certification?
Confirm your information below and share your certification with your network.
EDUCAUSE Leadership Program Graduate
Certification Name
EDUCAUSE
Certification Authority
https://dev.credly.com/badge/7929
Certification URL
CREDLY-7929
Certification License Number
August
2014
to
Present
Certification Dates
This certification never expires
Save
Skip
Let's get started!
Here are some things we'll be covering:
1 Certifications
2 Volunteer Opportunities
3 Volunteer Causes
4 Volunteer Organizations
5 Details
See your improved profile!
Finish later
Background
Summary
Jonathan Finkelstein is founder and CEO of Credly, which empowers anyone to issue, store, display, and promote digital credentials recognizing any of life's achievements. With over 15,000 organizations using Credly and Open Credit-enabled apps and sites, Credly is the most popular
Notify your network?
No, do not publish an update to my network about my profile changes.


PREMIUM
Search for people, jobs, companies, and more...
Advanced
Education
Harvard University
Artium Baccalaureatus (BA), Visual and Environmental Studies
Activities and Societies: Harvard Model Congress (President)
Certifications
Understanding Astrophotography
Smithsonian Institution, License CREDLY-19848
July 2013 – Present
HP Catalyst Academy Member
The New Media Consortium, License CREDLY-14243
June 2013 – Present
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Top Skills
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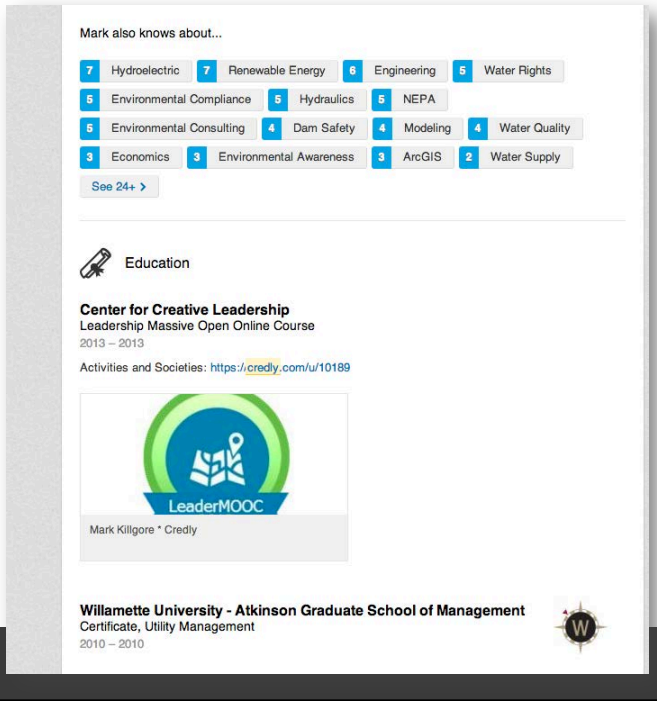
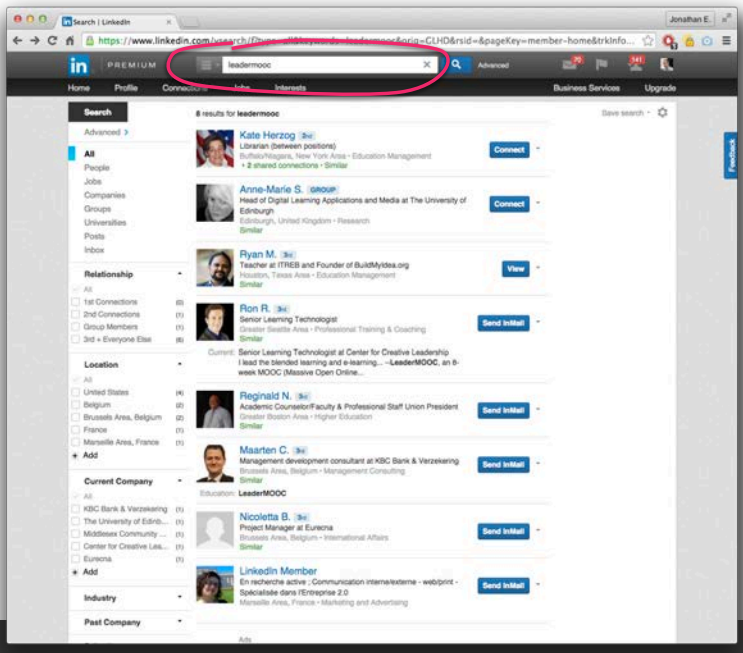
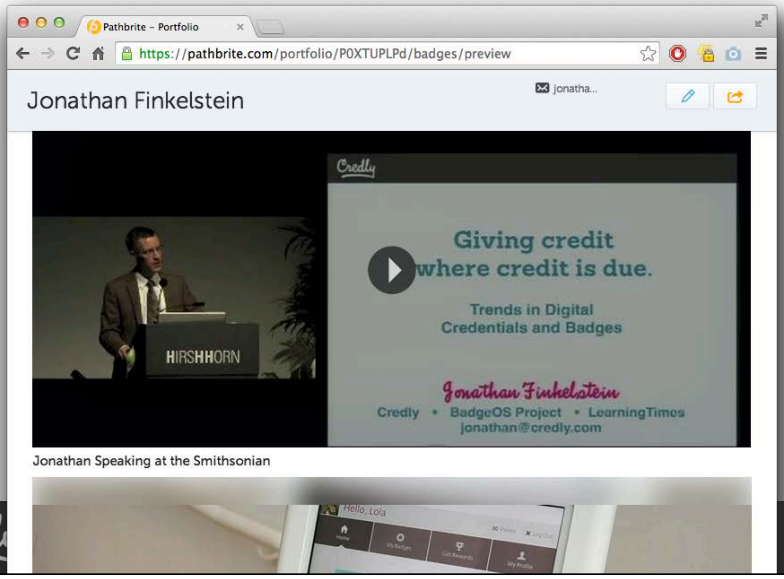
38 Mobile Applications
28 Leadership
24 Teaching


Mark also knows about...
7 Hydroelectric
7 Renewable Energy
6 Engineering
5 Water Rights
5 Environmental Compliance
5 Hydraulics
5 NEPA
5 Environmental Consulting
4 Dam Safety
4 Modeling
4 Water Quality
3 Economics
3 Environmental Awareness
3 ArcGIS
2 Water Supply
See 24+ ›
Education
Center for Creative Leadership
Leadership Massive Open Online Course
2013 – 2013
Activities and Societies: https://credly.com/u/10189
LeaderMOOC
Mark Killgore * Credly
Willamette University - Atkinson Graduate School of Management
Certificate, Utility Management
2010 – 2010




## Using verified achievements to tell our story and be discovered for new opportunities

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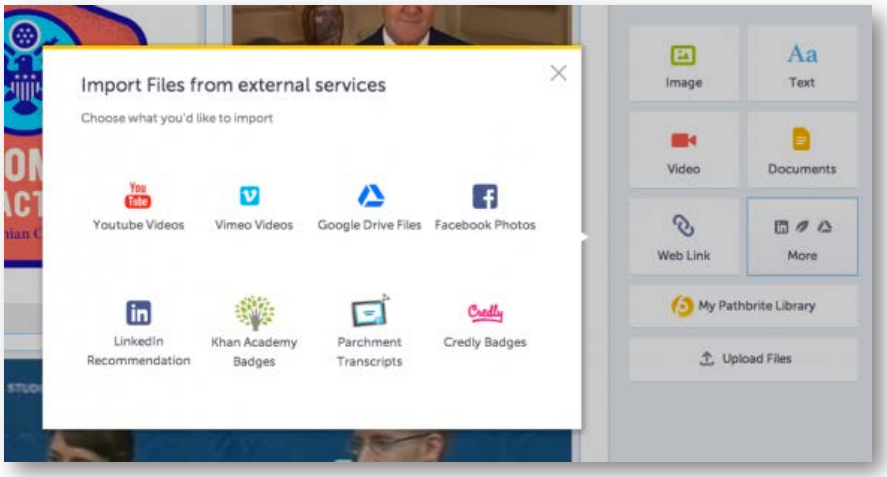
## Adding Verified Badges to Portfolios

Pathbrite

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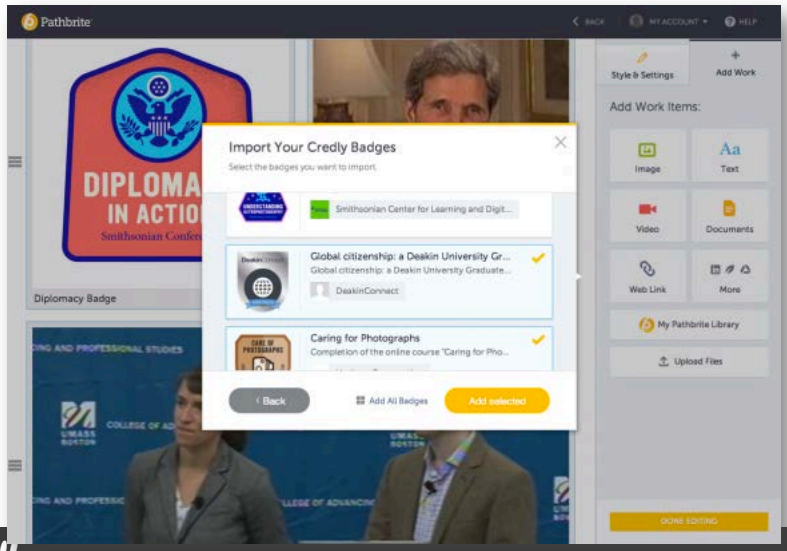
Pathbrite

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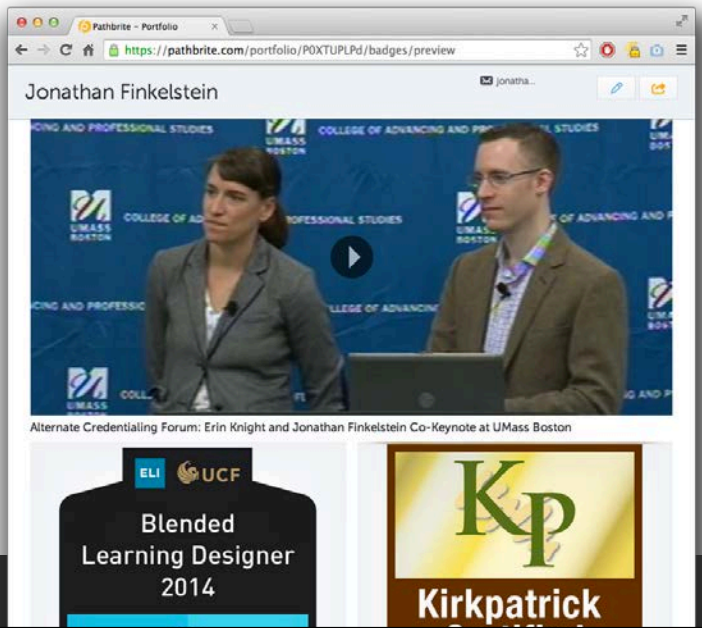
## Adding Verified Badges to Portfolios

Pathbrite

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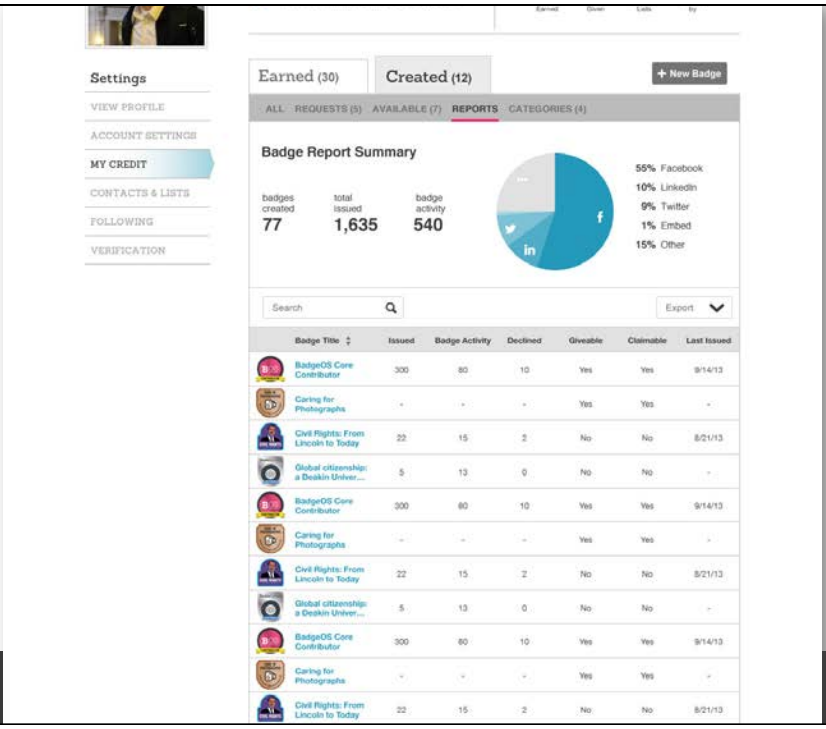

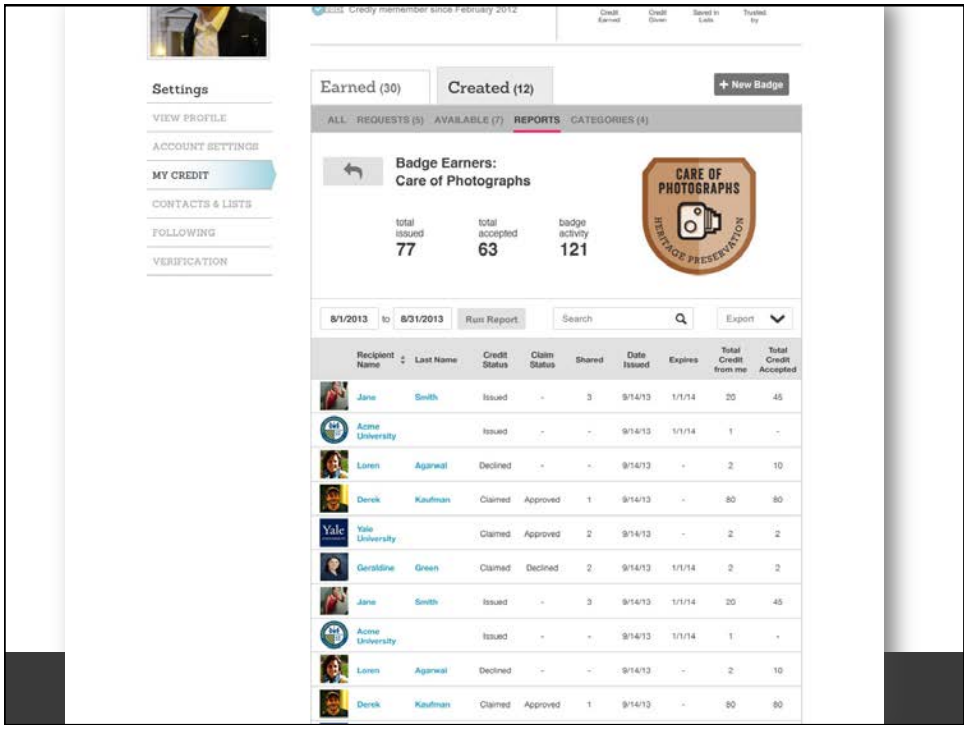


## Nothing has to change, but …

**While we are re-inventing the form recognition takes …**

**… why not think differently about assessment, too?**

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## Embedded and Authentic Assessments

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## Embedded and Authentic Assessments

- Participation / presence / check-in
- Membership / interest group
- Geolocation-based
- Role-based
- External data source(s) correlation
- Group Badges through Individual Work
- Organizational Badges
- Given / Discretionary
- Previously assessed / Retroactive badges
- Expert review
- Peer review
- Self review
- Self-Claimed with Evidence
- Evidence submission or confirmation
- Triggers
- Meta-triggers
- Test, quiz or assessment

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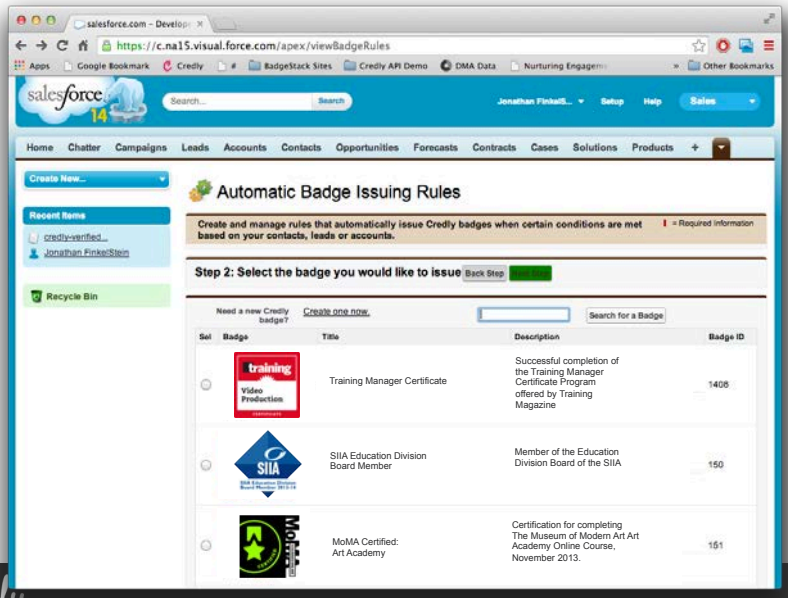
## Transforming Achievement Data into Credentials

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## Earning Digital Badges based on real time, contextual activities

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## Embedded Earning and Display

WordPress · facebook · moodle
MailChimp · Salesforce · Yardstick (Testing and Training Experts)
uCertify · twitter · Eventbrite
haiku learning · LinkedIn · BadgeOS
Drupal™ · BuddyPress · LearnDash

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## Acknowledging Soft Skills:
### A Good Fit for Digital Badges & Credentials

- Contextual and embedded assessments
- Meta skills from across a curriculum or multiple settings
- Achievements that "stack" or add up to credentials
- Alternate pathways

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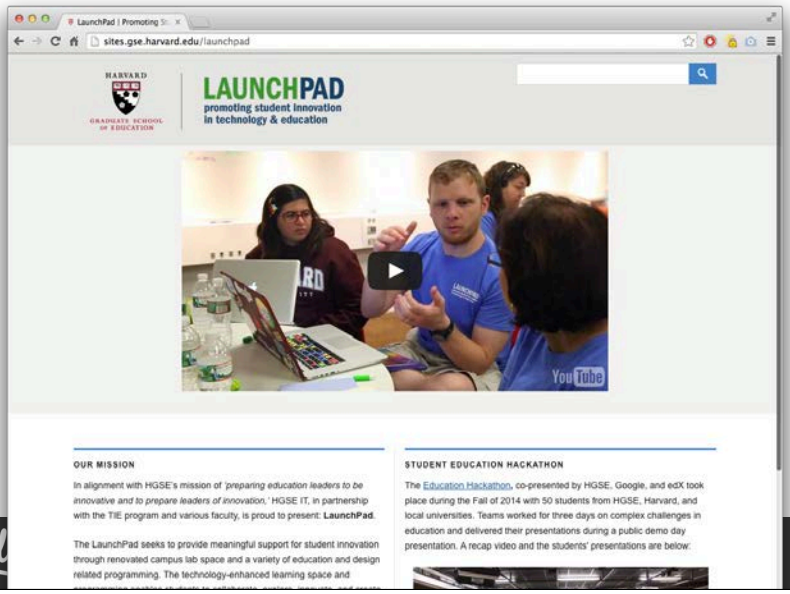
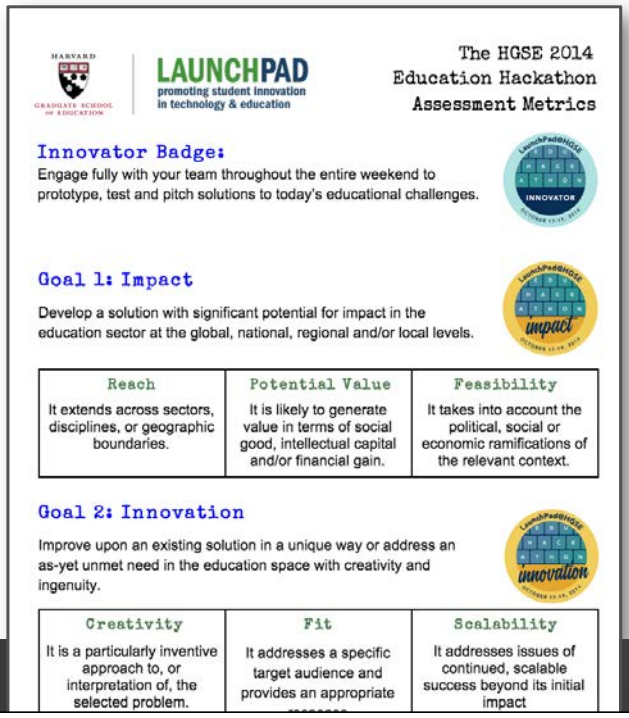
## Students demonstrate entrepreneurial skills at a hackathon.

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## College students learn valuable Info Lit skills outside any single curriculum.

University of Central Florida

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## Developing Standards for Soft Skills & Badges that Address Workforce Needs

ACT

BRANDMAN University
CHAPMAN UNIVERSITY SYSTEM

COOPER HEWITT
Smithsonian Design Museum

ETS

PARSONS THE NEW SCHOOL FOR DESIGN

HIVE FASHION HOUSE

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## Competency-Based Education

BRANDMAN University
CHAPMAN UNIVERSITY SYSTEM

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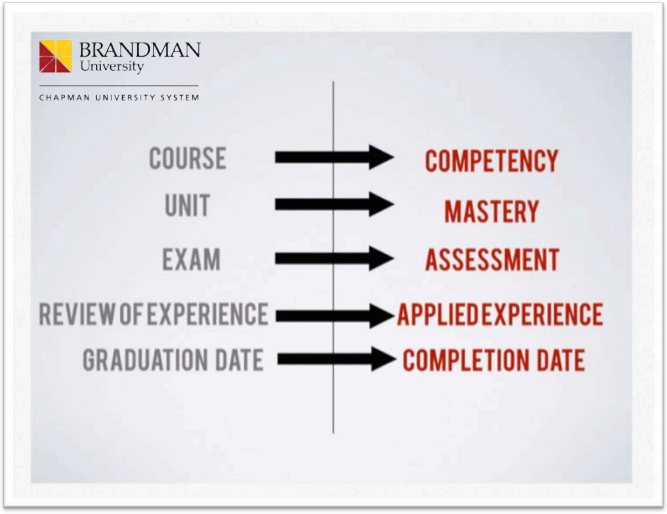
Source: http://www.ecampusnews.com/top-news/students-digital-badges-632/

## Competency-Based Education

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Source: https://www.brandman.edu/cbeducation

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BRANDMAN University
CHAPMAN UNIVERSITY SYSTEM

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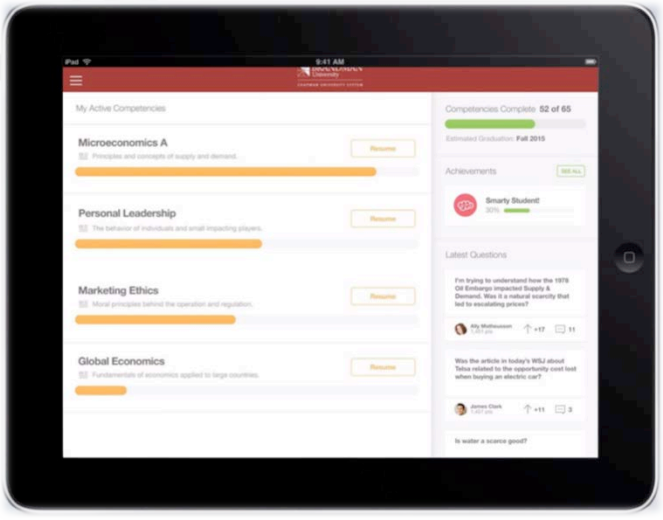
Source: https://www.brandman.edu/cbeducation

BRANDMAN University
CHAPMAN UNIVERSITY SYSTEM

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Source: https://www.brandman.edu/cbeducation

**Students participate in volunteer, service learning or other out-of-school programs.**

Smithsonian
Cooper-Hewitt, National Design Museum
DesignPrep

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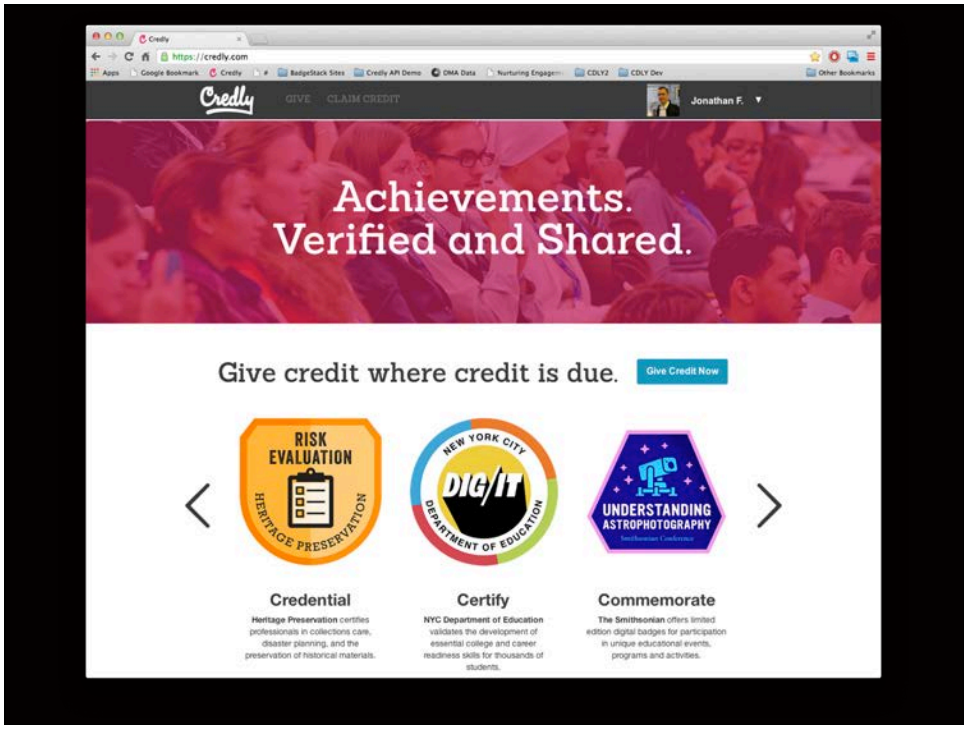


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FEDERAL RESERVE BANK OF BOSTON™

## A New Vision for Workforce Preparation:

# Digital and Open Badges: The Future of Credentials

**Jonathan Finkelstein**

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