Sharing Success: A Digital Badging Initiative Strategic Story
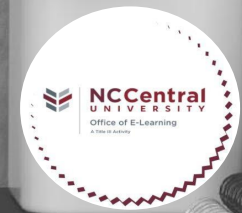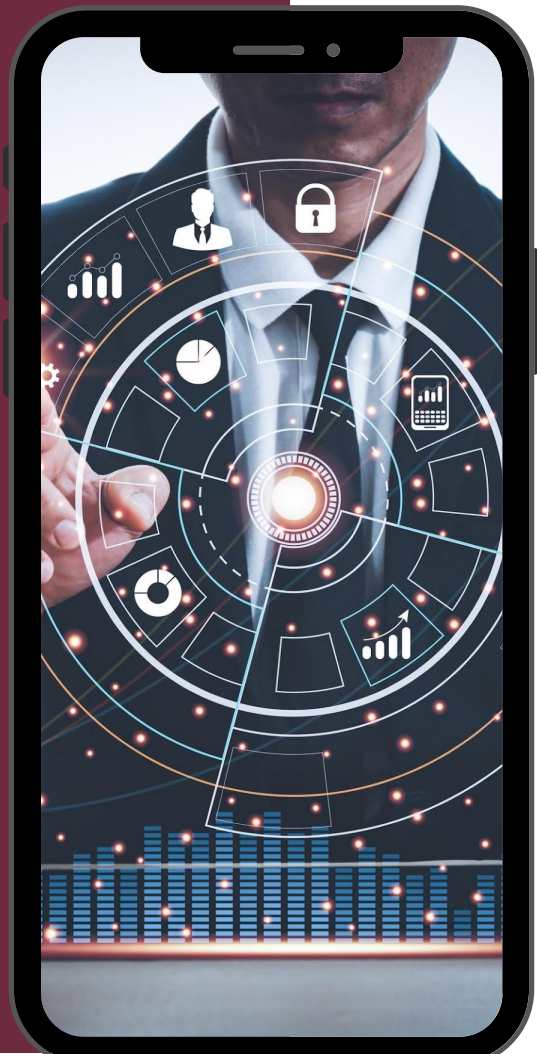
Racheal Brooks, Ph.D.   Zakaria Jouaibi, Ph.D.   Charlotte Russell Cox, Ed.D.

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QM Connect

November 8, 2022

Session Objectives

- Explain digital badging benefits.

- Identify badging implementation strategies.

- Describe how badge metadata aligns with QM Standards.

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What is a Digital Badge?

- "Digital badges are electronic symbols used to document performance and achievement" (Carey & Stefaniak, p. 2018).

- Digital badges are useful for continuing education and professional learning development.

- Badges are used to motivate learners to master a specific **goal(s) or competency.**

- Badges are helpful for students to persist with a course or program.

Carey, K. L., & Stefaniak, J. E. (2018). An exploration of the utility of digital badging in higher education settings. Educational Technology Research and Development, 66(5), 1211-1229.

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Motivation Theories

- "The inherent nature of digital badges lends itself well to principles of self-efficacy, goal attainment, achievement, and motivation."

- "Ryan and Deci's (2000) Self-Determination Theory (SDT) investigates people's tendencies and needs underlying their self-motivation and personality integration."

Extrinsic Motivation

Amotivation

Intrinsic Motivation

Carey, K. L., & Stefaniak, J. E. (2018). An exploration of the utility of digital badging in higher education settings. Educational Technology Research and Development, 66(5), 1211-1229.

Ryan, R. M. and Deci, E. L. (2000). Self-Determination Theory and the Facilitation of Intrinsic Motivation, Social Development, and Well-Being. American Psychologist, 55(1), 68.

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Digital Badge Testimonial Video

Google Doc Collaboration

Google Docs: Sync, Edit, Share
Open in the Docs app
OPEN

← Google Doc Collaboration... ✏️

DIGITA

Question 1: Do you have a digital badge initiative within your organization?
Example: Name of institution or organization: North Carolina Central University (NCCU)
What stage of the badging initiative is your organization experiencing? January 2021, NCCU started gathering digital badging research and

Edit with the Docs app
Make tweaks, leave comments, and share with others to edit at the same time.

NO THANKS   GET THE APP

Do you have a digital badge initiative at your organization?

tinyurl.com/nccubadgeinitiative

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Badge Metadata

- Badges are digital assets used to communicate a learning achievement or credential.

- Badges are a standard to recognize and verify learning with a trusted issuer (organization, university, or school system) and display platform for viewing.

- Badges can be issued for certifications/credentials, professional development, and/or technical training.

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Badge Metadata

Every badge has metadata. Badge metadata is the content you create to represent the badge, credential, certification, course, or designation. Each digital badge contains:

- **Badge Name**
- **Badge Description**
- **Skills**
- **Badge Criteria**

- **URL to Additional Information**
- **Standards (optional)**
- **Recommendations (optional)**

Badging at NCCU

NCCU Badges Virtual Launch Party!

DIGITAL. VERIFIED. SUCCESS.

#NCCUbadges

- Office of e-Learning (OeL) and Continuing Education partnered with Credly.

- Four digital badging platforms evaluated by core committee.

- OeL issuing to faculty/staff and Continuing Education issuing to learners.

Badging Benefits

- Represent your skills as a badge online.

- Digital badges are verified micro-credentials in real time (paper certificates are not shareable to social networks)

- Colleagues, peers and employers can see evidence of what you had to do to earn the digital badge.

- Skills-based hiring levels the playing field among candidates and makes it easier for hiring managers to eliminate bias, identify skills, and hire efficiently.

- Most digital badges are shareable on the Internet to maximize views. Common badge outlets include:

  LinkedIn
  Facebook
  Twitter
  Via email
  Embedded in a website

-Credly, Digital Credentials are the Future of the Workforce

Displaying Digital Badges

- Credly Platform

- Badges displayed in one location

- https://tinyurl.com/badgesdrcrc

  - Share skills on social media such as LinkedIn to showcase training/certifications.

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Badge Design Information

SHAPE

The shape of a badge is typically the first thing that your recipients will see. I can be used to convey meaning and evoke feelings.

COLOR

Color is an easy way to differentiate your badges and impart meaning. We recommend starting with a limited palette of three to five colors, as too many colors can make your badge designs feel disjointed and chaotic.

ICONOGRAPHY

Iconography is a great way to differentiate badges within your system. Decisions about illustration style and imagery should be made in conjunction with your brand and audience.

TEXT

The inclusion of text in a badge should be well thought out. Text only works if it is large enough and short enough to fit into the badge image.

PROGRESSION

Progression can be communicated through combinations of badge elements that visually represent progress, tiers of achievement, and leveling up.

-Badgr, Knowledge Base

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Badge Graphic Examples

Badge Graphic Examples

Continuing Education

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Intentional Badging Strategy

- Senior leadership was supportive of launching the badging initiative (buy in) for NCCU faculty and staff.

- Badges contribute to the process of evaluation, promotion, and tenure for faculty members.

- Digital badge research articles were reviewed. Created a literature table as reference point.

- Conducted a needs assessment with an interview protocol tool.

- NCCU core digital badging team was established: Racheal Brooks (System Lead), Zakaria Jouaibi (Content Development Lead), Charlotte Russell Cox (Project Manager/Lead), and Clayton Mack (Continuing Education Lead).

- Attended demonstrations/Webinars of significant digital badging platforms in higher education to learn about each of the potential badging platforms.

- Researched professional organizations such as Quality Matters, Educause, and Online Learning Consortium (OLC) have badging initiatives with Credly.

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Digital Badging Platforms

- [Credly](#)

- [Open Badge Factory](#)

- [Badgr](#)

- [Accredible](#)

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Intentional Badging Strategy

- Presented digital badge overview presentation to specific Division of Extended Studies stakeholders as well as future badgable content. Outlined next steps for the badging initiative.

- Created a badge table with Credly, Badgr, Accredible, and Open Badge Factory with notes about each platform.

- Searched for third party reviews to help select the final badging platform.

- Created a digital badge platform decision matrix. NCCU core digital badging team used the badge table to complete the decision matrix and select the most appropriate badge platform.

- Narrowed platform decision to two platforms-Credly and Open Badge Factor based on the decision matrix scores.

- Contacted Credly and Open Badge Factory references.

- NCCU signed Credly contract. Kickoff call held with Credly and met with our Customer Success Manager.

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Intentional Badging Strategy

- Narrowed platform decision to two platforms-Credly and Open Badge Factor based on the decision matrix scores.

- Contacted Credly and Open Badge Factory references.

- NCCU signed Credly contract. Kickoff call held with Credly and met with our Customer Success Manager.

- Digital badging initiative website was launched. Email to badge earners was drafted and sent to all earners.

- Badge Issuing: September 15, 2021 the (pilot) first retroactive digital badge was launched

- (Interaction and Engagement badge).

- Digital badge kickoff celebration recorded webinar.

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Intentional Badging Strategy

- Created hashtags #nccubadges and #flyingto125 to help improve acceptance rates.

- Sent a follow up email to badge earners to remind them about accepting their retroactive badge.

- Presented to the deans council meeting.

- Participated and completed Credly credentialing education program course.

- The completed implementation workbook was required for successful completion of the credentialing education program and also strengthen the badging initiative.

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Digital Badging Acceptance

Step 1: Accept Your Badge

You earned a digital credential from the Office of e-Learning and received an email from admin@credly.com. Click on "Accept your badge" within the email message.

Step 2: Create an Account

Create your Credly account or sign in (if you have already created an account).

Step 3: Claim Your Badge

Once you sign in your account, you will be able to claim your badge. Click on "Accept Badge."

Step 4: Customize Your Profile

Make sure to customize your Credly profile.

Step 5: Share Your Badge

Share your digital badge on social media, especially your LinkedIn profile. Looking for instructions? Check the resources here.

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Badge Analytics

Analytics

Credentials   Templates

📅 All Time   Collections   Templates   More

All Time   Export

296
CREDENTIALS

● Accepted   163
● Pending   133
● Rejected   0

55%
Acceptance Rate
Credly average is
67%

35%
Share Rate
Credly average is
47%

1.90
Views per Share
Credly average is
3.28

0.11
Clicks per View
Credly average is
0.31

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Acceptance Rates

- Pre-launch email to all badge earners

- Identify the purpose (initiative contributes to the process of evaluation, promotion, and tenure for NCCU faculty)

- Deans will have "read" permissions in Credly platform

- Email (admin@credly.com) from Credly to "accept the badge"

- Social media acceptance rate campaign (#flyingto125)

Have you accepted your digital badge?

- Digital badge initiative infographic

- Reminder email directly from Office of e-Learning

- Digital badge survey

Badge Initiative Planning

- Created badge intake form for other units on campus.

- Created digital badge approval form for new badges.

- Created metadata for five new badges (issued February 2022).

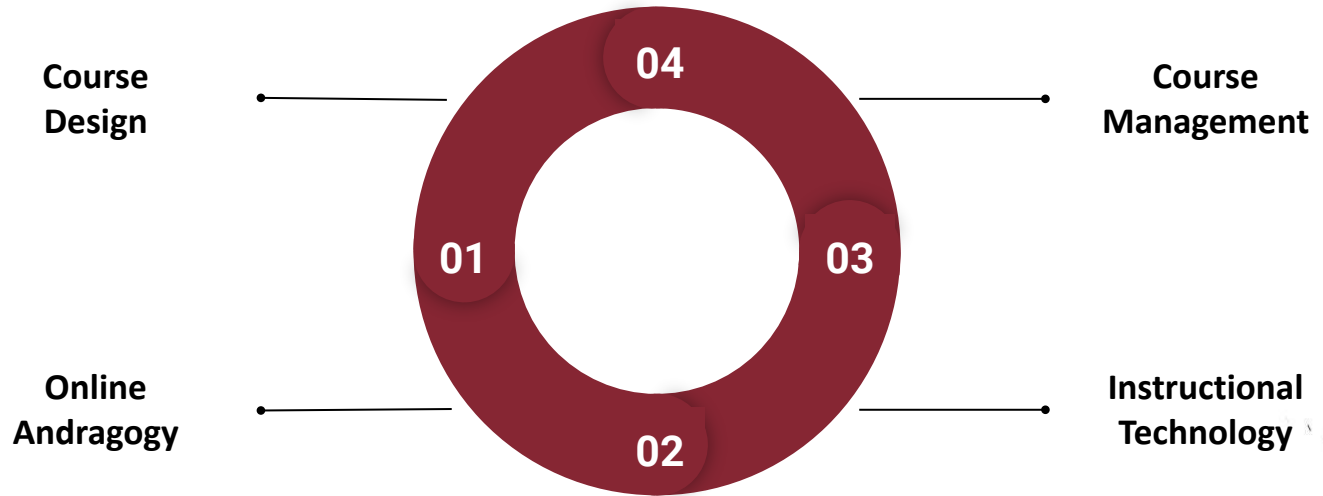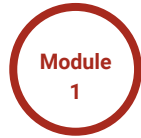- Held informational workshop session on digital badges.

Next Steps:

- Expand governance committee with delegates from across academic units.

- Issue badges for current professional development (self-paced training modules).
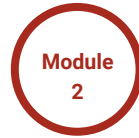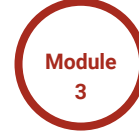
Competency-Based Badges

Course Design

Course Management

Online Andragogy

Instructional Technology

04

01

03

02

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Self-Paced Training Modules

Module 1

Online Course Design Fundamentals

Module 2

Crafting Effective Learning Objectives

Module 3

Designing Meaningful Assessments

Module 4

Utilizing Purposeful Instructional Materials

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Self-Paced Training Modules

Module 5
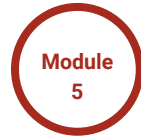
Module 6

Module 7

Promoting Interaction & Engagement

Enhancing Usability & Accessibility

Managing Your Online Course

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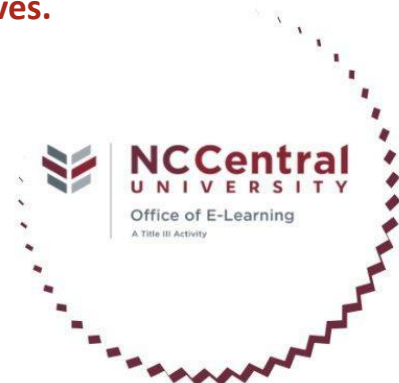Office of E-Learning
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Module 2: Crafting Effective Learning Objectives

By the end of this training module, you should be able to:

1. Explain the importance of creating effective learning objectives.
2. Describe the characteristics of effective learning objectives.
3. Differentiate between course-level objectives and module-level objectives.
4. Identify the steps of crafting course-level objectives.
5. Apply QM Standards **2.1, 2.2, 2.3, 2.4, and 2.5.**
6. **Construct effective course-level and module-level objectives.**

How Will We Measure that Competency ?

Authentic Assessment

QM Rubric

Meaningful Feedback & Mentoring

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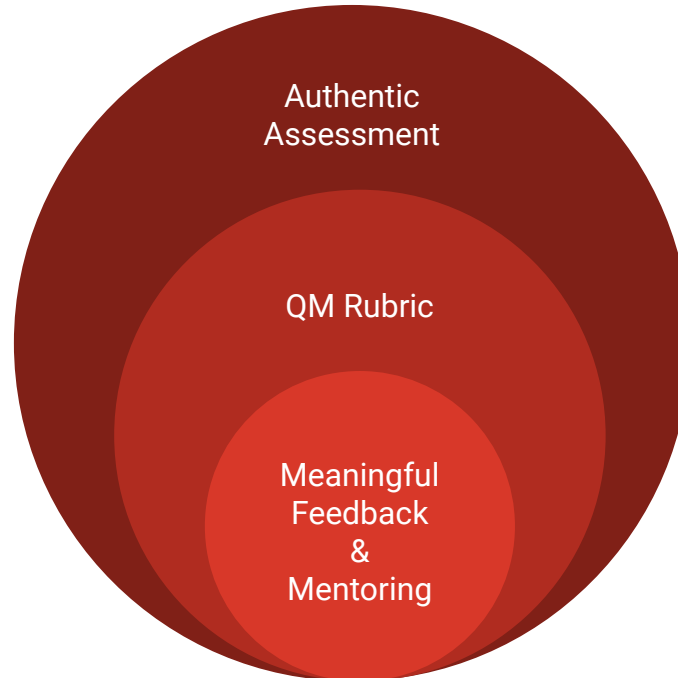
NCCU QM Badging Alignment

PROFESSIONAL DEVELOPMENT AT A GLANCE

A total of 130 colleagues have completed official Quality Matters training focusing on best practices in online course design.
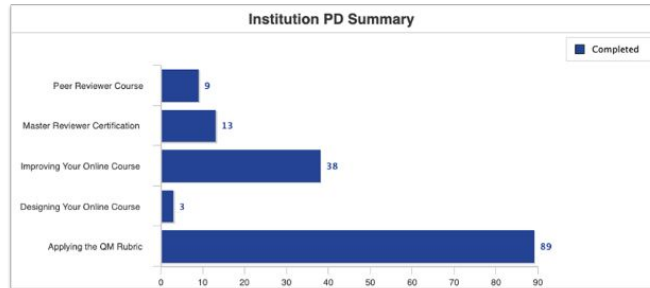
SOARING WITH QUALITY

Many NCCU colleagues have successfully acquired advanced QM training to further support scaling high-quality online learning at NCCU.

Institution PD Summary

Course	Completed
Peer Reviewer Course	9
Master Reviewer Certification	13
Improving Your Online Course	38
Designing Your Online Course	3
Applying the QM Rubric	89

Current Individual Role Holders Summary

Role	Approved
K12 - Peer Reviewer	1
HE - Certified F2F DYOC Facilitator	2
HE - Certified F2F IYOC Facilitator	2
HE - Certified F2F Facilitator	5
HE - Certified Online Facilitator	2
HE - Master Reviewer	5
HE - Peer Reviewer	9

Think-Pair-Share

What types of professional development currently issue badges (or brainstorming about badging) at your organization?

How can Quality Matters align with digital badges that you propose issuing?

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Additional Information & Questions

- [NCCU Digital Badging Initiative Webpage](#)
- [Digital Badge Example](#)
- [Office of e-Learning Website](#)
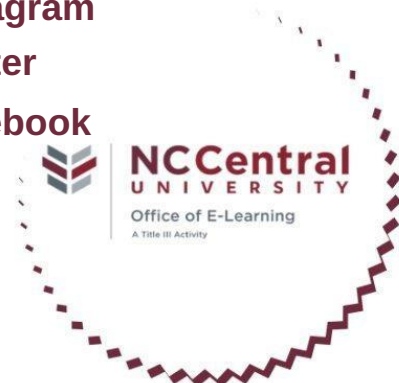- Follow us on social media:

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  NCCU OeL Instagram

  NCCU OeL Twitter

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References

- [Badgr, Knowledge Base](#)

- Carey, K. L., & Stefaniak, J. E. (2018). An exploration of the utility of digital badging in higher education settings. *Educational Technology Research and Development, 66*(5), 1211-1229.

- [Credly, Digital Credentials are the future of the workforce](#)

- Ryan, R. M. and Deci, E. L. (2000). Self-Determination Theory and the Facilitation of Intrinsic Motivation, Social Development, and Well-Being. *American Psychologist, 55*(1), 68.

- Pangaribuan, C. H., Hidayat, D., Putra, O. P. B., Aguzman, G., & Febriyanto, R. (2021). Digital Badge from the perspective of Self-Determination Theory *PalArch's Journal of Archaeology of Egypt/Egyptology, 18(1)*, 116-128.

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Contact Us

Racheal Brooks, Ph.D.

Director

Badge Initiative Program Manager

rmbrooks@nccu.edu

Zakaria Jouaibi, Ph.D.

Senior Instructional Designer

Badge Initiative Content Developer

zjouaibi@nccu.edu

Charlotte Russell Cox, Ed.D.

Instructional Designer

Badge Initiative Project Manager

ccox33@nccu.edu

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