CONTEXT:
Credentialing Today
“Paper Silos”
Issues with certification today

Transparency issues
- “Dumb” paper often needs other documents, e.g. syllabus
- Proxy only - not the “whole story”
- Easy to forge

Recognition issues
- Lack of granularity
- Lack of context
  - no links to supporting evidence
- Experiential learning not valued
- Lack of alignment, transfer, articulation (“stackability”)

Physical issues
- Difficult to share, easy to lose
Gaps in preparation, perception
Need for applied learning, soft skills disconnects

Applied Learning

<table>
<thead>
<tr>
<th>Activity</th>
<th>Much more likely to consider</th>
<th>Somewhat more likely to consider</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internship/apprenticeship with company/organization</td>
<td>94%</td>
<td>60%</td>
</tr>
<tr>
<td>Senior thesis/project demonstrating knowledge, research, problem-solving, communication skills</td>
<td>87%</td>
<td>39%</td>
</tr>
<tr>
<td>Multiple courses involving significant writing</td>
<td>81%</td>
<td>27%</td>
</tr>
<tr>
<td>Research project done collaboratively with peers</td>
<td>80%</td>
<td>24%</td>
</tr>
<tr>
<td>Service-learning project with community organization</td>
<td>69%</td>
<td>21%</td>
</tr>
<tr>
<td>Field project in diverse community with people from different background/culture</td>
<td>66%</td>
<td>22%</td>
</tr>
<tr>
<td>Study abroad program</td>
<td>51%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Soft Skills

<table>
<thead>
<tr>
<th>Skill</th>
<th>Employers</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working with others in teams</td>
<td>37%</td>
<td>64%</td>
</tr>
<tr>
<td>Staying current on technologies</td>
<td>37%</td>
<td>46%</td>
</tr>
<tr>
<td>Ethical judgment and decision making</td>
<td>30%</td>
<td>62%</td>
</tr>
<tr>
<td>Locating, organizing, evaluating information</td>
<td>29%</td>
<td>64%</td>
</tr>
<tr>
<td>Oral communication</td>
<td>28%</td>
<td>62%</td>
</tr>
<tr>
<td>Working with numbers/statistics</td>
<td>28%</td>
<td>55%</td>
</tr>
<tr>
<td>Written communication</td>
<td>27%</td>
<td>65%</td>
</tr>
<tr>
<td>Critical/analytical thinking</td>
<td>26%</td>
<td>66%</td>
</tr>
<tr>
<td>Being innovative/creative</td>
<td>25%</td>
<td>66%</td>
</tr>
<tr>
<td>Analyzing/solving complex problems</td>
<td>24%</td>
<td>57%</td>
</tr>
<tr>
<td>Applying knowledge/skills to real world</td>
<td>23%</td>
<td>59%</td>
</tr>
<tr>
<td>Awareness/experience of diverse cultures in US</td>
<td>21%</td>
<td>48%</td>
</tr>
<tr>
<td>Staying current on developments in science</td>
<td>21%</td>
<td>48%</td>
</tr>
<tr>
<td>Working with people from diff. backgrounds</td>
<td>18%</td>
<td>55%</td>
</tr>
<tr>
<td>Staying current on global developments</td>
<td>18%</td>
<td>43%</td>
</tr>
<tr>
<td>Proficient in other language</td>
<td>16%</td>
<td>34%</td>
</tr>
<tr>
<td>Awareness/experience of diverse cultures outside US</td>
<td>15%</td>
<td>42%</td>
</tr>
</tbody>
</table>
70:20:10 Rule
Not all learning takes place in the classroom

Estimated time spent in school and informal learning environments.
Best available statistics for a whole year basis on how much time people at different points across the lifespan spend in formal instructional environments.
(Reproduced with permission of The LIFE Center.)

Continuing Education learning delivery model at DeakinPrime (Australia)

“Balances the need for you to practise and learn in the workplace while providing you with the foundational understanding required to reposition your mind.”
Employers will need their workforces to gain new skills quickly, and training to competencies is faster, easier and cheaper than ‘going back to school’ to earn a new credential.

TO BE SUCCESSFUL, WE MUST:

- Gather information through pilot projects
- Respect provincial jurisdiction over education and training
- Have patience – take the long-term view
- Recognize competencies through a variety of pathways
- Assess workers’ prior experience
- Be aware of potential concerns of the major stakeholders
Trends in Professional Credentialing

- Use technology to:
  - reduce waste (paper, effort)
  - increase quality

- Re-use credential information for:
  - onboarding
  - HR planning
  - performance review
  - Accreditation
  - Quality Assurance, systemic analysis

- Enable “continuous credentialing”
Co-Curricular Records
Example
A transcript for graduate employability

Employers don’t want another piece of paper!
Why not the whole story... online?

- Experienced Learning
  - Work Experience -past -current
  - Unapproved Co-Curricular Activities
  - Personal Life Experience -past -current
  - Accredited Experiential Learning
- Formal Learning
  - PLAR/RPL
  - Open Courses, PD
  - Thesis / Capstone Project
  - Degree Courses
- Co-Curricular Record
- Academic Transcript

ePortfolio
Your “Accidental ePortfolio”
Tracking your digital footprints - study

Employers who would...

- Monitor the candidate’s activity on Twitter
- Research the candidate on Facebook
- Use Google or other search engines to research candidates

Some of the search activity happens before candidates are even called for a job interview.

n = 2,775   US/Canada   July 2013   cb.com/18xbgez
Open Badges
“micro-portfolios”
What is an Open Badge?
Micro-credential - portable record of learning

A digital representation of an accomplishment, interest or affiliation that is visual, available online and contains metadata including trusted links that help explain the context, meaning, process and result of an activity.

As an open artefact, the earner can present the badge in different contexts from which it was earned.

Clear progress markers
- motivating learners, supporting advisors

Flexible learning pathways
- granular, incremental, multi-source, laddered, remixable

Visual branding
- issuers and earners

Online trust system
- demonstrate skills & capabilities
- proof of performance
- backed by issuer
A new skills ecosystem
Open Badges, micro-portfolios in social networks

Going digital helps...

<table>
<thead>
<tr>
<th>assessing</th>
<th>“valorizing”</th>
<th>combining</th>
<th>sharing</th>
</tr>
</thead>
<tbody>
<tr>
<td>validating</td>
<td>aligning</td>
<td>deconstructing</td>
<td>searching</td>
</tr>
</tbody>
</table>

www.badgealliance.org/why-badges/
Open Badges & Social Media

Curated in ePortfolio

LinkedIn Profile

Facebook timeline

Interactive criteria

Pulled from Backpack
What is an Open Badge?
Different perspectives...

**TECHNICAL DESCRIPTION**
A portable “smart” graphic with an embedded description and links to supporting information

**FORMATIVE ASSESSMENT**
A reward for positive (prescribed) behaviour
A marker on a development path

**SUMMATIVE ASSESSMENT**
A micro-credential
A discrete record in a modular transcript

“...a simple digital standard for recognizing and sharing achievements, skills and performance over networks.”
Some uses of badges can be combined...

Motivate learning
- “Game mechanics”
- Set goals (missions)
- Track progress

Assess & Recognize Learning
- Formal, non-formal, informal
- Fill recognition gaps not currently well-served

Set goals
- Learning pathways

Recognize Status
- Reputation
- Group affiliation

Keep artefacts
- Souvenirs of experience

transformingassessment.com/TA_webinar_5_mar_2014_Simon_Cross.pdf
Simple, versatile, agnostic...
Small pieces can build powerful systems

- **smaller**
  For motivation and feedback and tied to smaller behaviours or achievements

- **foundational**
  Provide the core or entry-level framework for acquiring skills

- **pre-requisites**
  To unlock higher level badges

- **larger**
  Used for certification purposes

- **meta-badges**
  Represent more complex literacies or competencies

- **imagine yours!**
  The ideas are limitless

Julian Ridden
Open Badges: Lifelong, Lifewide Learning

LOW STAKES
- Membership
- Workplace Engagement
- Formative Feedback
- Volunteer Experience
- Red Cross, Cadets, Scouts, etc.
- After School Programs
- Classroom Engagement
- Awards, Achievements

ADULT
- Awards, Achievements
- Conferences
- Workshops
- MOOCs
- Communities of Practice
- Continuing Education
- Work Placements
- E-learning Courses
-PD
- “Soft” Credentials
- P/T & Summer Jobs
- Admission to Higher Ed

HIGH STAKES
- Career Transition
- Recognition of Prior Learning
- Employee Development
- Employability Portfolio
- Job Hire
- Professional Credentials
- Admission to Post Grad Schools

YOUTH
- Membership
- Workplace Engagement
- Formative Feedback
- Volunteer Experience
- Red Cross, Cadets, Scouts, etc.
- After School Programs
- Classroom Engagement
- Awards, Achievements
How do Open Badges support recognition?
Early Trends - Summary

- c. 10 million badges, thousands of issuers
- Early adoption:
  - After school, community programs (youth)
  - Professionalization and PD
  - Product training (esp. ICT)
  - Business Soft Skills
  - Continuing Education
  - Testing Recognition
  - Pre-employment
  - (In-course game mechanics)
Business Soft Skills
Business soft skills training

http://bit.ly/1LhzYTp
“If you add up all the time undergraduate students spend in their four years at college, only about 8 percent of their time is on the curricular, and 92 percent is on everything else.

....the light really went on when we saw how well the service learning students picked up on this opportunity to earn badges and showcase them in their eportfolios, at the same time truly highlighting, as never before, their co-curricular experiences.”

G. Alex Ambrose
Professor of Practice, Associate Ass. Director of ePortfolio Assessment
Kaneb Center for Teaching and Learning
University of Notre Dame

campustechnology.com
Recognizing Co-Curricular Learning
University of Michigan

- Community Service
- Cross-Cultural Experiences
- Entrepreneurial Mindset
- Ethics
- Intellectual Curiosity
- Leadership
- Professional Development
- Science & Engineering Research

Diagram:
- Eearer
- views
- decides
- applies for badge?
- reflects
- yes
- issues badge
- no
- provides evidence
to reviewer
- review & resubmit
-耳朵er decides which badges to share via
- Mozilla Open Badges Backpack
- earns displays badges

External.png
“Communication is the fundamental generic skill needed to attain employment and to engage in professional written, oral and interpersonal communication with colleagues, clients and the general public.”
Deakin University
Displayed on Social Media

t.co/ior8y5pbqe
“CORE measures 15 competencies on a badge system, which is based on a nationally respected and Fortune 500-proven competency performance model—the Polaris Assessment System. Companies already utilizing this system include Nike, PetSmart, Disney, Mars, Wendy’s among many others.”
DeakinDigital: Credentials for your career

Recognition of Professional Practice

Targeted at mid-career professionals; an alternative to traditional higher education

Lower cost, less time commitment

Modular evidence-based credentials for capabilities achieved through independent learning, experience and employment

Meaningful to employers

Used for continuous career development
What’s happening in Canada?
Emerging in Canada
Early Adopters (#badgeCAN)
Leadership Training - BC

Certificate of Authenticity

For more information about the work required to earn this badge, please visit Our Badges.

The Leader’s Discipline™: A Coaching Approach to Leadership
Issued to: Ted Kouri

Issued: 02/18/14

Description: Utilizes a coaching approach to leadership to create a personal operating system for building a culture of accountability, marked by ever-increasing levels of performance, learning and engagement. Participants notice how mental state influences performance, learning and engagement, practice and build on their ability to coach leaders and teams of leaders; investigate when coaching is most effective, increase their ability and confidence in giving and receiving honest feedback.

Criteria: Contact hours: 21 hours (2.5 days)

ENDORSEMENT:

Issued: 952
Accepted: 220
Accepted on LinkedIn: 92%
Little/no support needed

Badges
A Powerful Tool to Recognize Skill and Achievement

Sir John Daniel, O.C.
February, 2014

I commend Roy Group for choosing Open Badges to certify the skills and knowledge acquired at its learning events.
Humanitarian PLE - across the career lifecycle

Other MSF LMSs such as:
- OCB
- OCA
- OCP
- e-Campus

Other Humanitarian LMSs such as:
- UNICEF
- Oxfam
- disasterread.org

Workplace Assessments & Achievements

Other External Learning
- MOOCs, Open Ed Resources, Personal Learning Network, Communities of Practice

External Performance Support
- Google, YouTube
- External repositories

Performance Management System

Skills Demand

Skills Marketplace

Badge Passport/ePortfolio

Digital Credentials

Coaching and Mentoring

Team Building

Recruitment Induction

Formative Assessment

Gap Training

Talent Management

Experience

Achievements

Professional Development

Career Development

Leadership Development

SME Specialization

Outplacement

Career Change

New Mission?

New MSF role?

New Career?

External Recognition

Badge Backpack

External repositories

OCBA

OCG

OCB

OCA

OCP

HRIS/ERP Systems

Talent Management System

OCBA, OCG e-Campus

OCB, OCA, OCP
What does all this mean?
Benefits of a new skills currency
Open Badges, ePortfolios & “Badge Passports”

**Visually efficient and appealing**
Engages, builds confidence, provides continuing feedback

**Trustable, easy to understand**
Transparent criteria, evidence, issue/expiry date

Flexible alignment to frameworks, requirements, training plans

Issuing organization is validated and branded by the badges it issues; maintains ongoing connection to earners

**Individual pathways, multiple sources of learning**
Formal↔non-formal↔informal learning

Modular, stackable, diverse, re-mixable, portable, shareable

Programs not completed can be partially recognized and recombined

Add evidence, reflection as appropriate

Drill down to specifics or roll up into larger outcomes

Combined in *badge passports* and ePortfolios

Common standard for skills exchange

*Learner centred, employer friendly*
How do I get started?
Getting started
DIY versus Supported

Do It Yourself
- Explore: earn a badge, display it
- Immerse: research, LPP (lurking) in badge community
- Experiment: design a badge, design a small badge system
- Pilot, build internal support, implement, maintain and improve

Supported
- Workshops: awareness, train the trainer
- Design & implementation support
- Technology support

Technology choices
- Make/adapt your own (FOSS)
- License & install proprietary SW
- Software as a Service
Badge Solution: Open Badge Factory
Innovative cloud-based credentialing platform

Link to more detail

openbadgefactory.com
New: Open Badge Passport
Expanding the Open Badge ecosystem

Flexible alternative to Mozilla Backpack

Micro-portfolios: pages with badges & other evidence

Connected to Open Badge Factory and Mozilla Backpack

Free for badge earners

Much easier for new users

Collaborate with:
- Companies
- Educators
- Trainers
- Professional bodies
- Sectors
- Associations
- Regions

Exciting road map: Badge communities

Seek:
- Badge earners
- Badges to earn
- Badges wanted
- Badges endorsed

Share, discover, search, match & cluster badges

Build skills maps for organizations and communities

Map personalized badge pathways, learning plans

2 models:
- cloud service
- open source

Open Badge Passport
Open Badge Ecosystem Road Map
Open skills exchange - modular, flexible, interoperable

Global Badge Community
Issuers, earners, consumers

Open Learning
Massive Open Online Courses (MOOCs)
Open Educational Practices (OEPs)

Other display alternatives
- ePortfolios
- Personal Websites
- LMS
- ERP/HRIS

Mozilla Backpack
Store, Share, Display Open Badges

Open Badge Ecosystem
Issuer Groups
Earner Passports
store, share, connect skills passports
badge communities “badge analytics”

Open Badges Factory
Create, Issue, Manage Open Badges

Open API

Current
Manual
LTI
Future
xAPI
SCORM

New & future plug-ins to:
- eLearning Platforms
- ePortfolio Platforms
- WordPress (CMS)
- Community Platforms
- SAP, Oracle (ERP/HRIS)
Cloud: tiered subscriptions

- 2 month trial (Premium level)
- Free tier
  - Maximum 2 badges
- Basic: € 120 per year (c. $180 CAD)
  - Maximum 10 badges, other limitations
- Premium: € 600 per year (c. $900 CAD)
- Custom installations for needs not met by the public cloud

Option: Badge Passport

- Free for earners, subscriptions for issuers (pricing TBA)

Coming to Canada in 2015

Request account at openbadgefactory.com
More info at Getting Started: Open Badge Factory
Don Presant
don@learningagents.ca
Twitter: donpresant
Skype: dpresant

bit.ly/openbadges4he