Badges

Recommended Standards

The following standards are recommended, at a minimum, for all types of non-academic educational offerings (e.g. CEU's, Badges, Certificates) provided by the University of Minnesota:

1. Use of an enterprise system or a platform integrated with University tools.
   (see: https://it.umn.edu/portfolio/all-technologies/)

   When possible, use an enterprise system or platform integrated with University tools. This ensures the system or tool has been vetted to meet the needs of the University's teaching and learning goals, operates reliably and is managed in conformance with technology, privacy, and policy standards.

2. Adherence to University branding standards
   (see: https://university-relations.umn.edu/our-brand)

   The University of Minnesota is a large and complex organization, and our diverse audiences are inundated with marketing and communications messages from all directions. The brand platform reflects the University's mission, attributes, and benefits statement, distinguishing it's value proposition. Branding standards also provide consistency and alignment in messaging.

3. Adherence to the standards set forth by relevant accrediting bodies.

   Adherence to these standards allows credential earners to be admitted to practice and/or admission to membership of, or association with, the professional body.

Definition

What is a badge?

A digital badge is a clickable graphic that contains an online record of the following items:
1. an achievement,
2. the work required for that achievement,
3. evidence of such work, and
4. information about the organization, individual, or entity that issued the badge.

Digital badges certify that skills have been acquired by the badge earner, using either formal or non-formal assessment as determined by the badge issuer.

Example Badging Situations

Suitable for Digital Badges	Unsuitable for Digital Badges
Presenting at a conference or workshop (evidence = presentation or other materials)	Passive attendance of a conference or workshop
Training where some sort of skill is assessed	Watching or reading a job aid or training manual without any practice or assessment tied to the activity
Professional development activities that include a follow-up activity submitted to an organization for review (reflection, assessment, etc)	Professional development activities that are passive (such as watching a video, reading an article, attending a monthly meeting, etc) that have no tangible outcome being assessed

Best Practices and Resources

In addition to the minimum recommended standards, badges should include data that shows criteria for earning, evidence of completion, assessment type, and minimum requirements.

Badge Creation Checklist

The following Badge Creation Checklist is meant for individuals/units who are new to digital badges and help them create a badging plan for noncredit programs. The checklist is intentionally detailed and broad, as it encompasses the many aspects of developing and implementing a badge (or multiple badges).

The complete checklist is listed below. To create your own customized, 'fill in the blanks' version, make a copy of the Badge Creation Workbook. Each section in the checklist (example: Badge goals, Competencies) links to its own sheet in the workbook.

1. Are you looking at creating a single badge, or are you looking at creating more than one badge often referred to as a suite of badges or badging constellation?
   - Single badge
   - Constellation
   - I don't know
2. Badge goals
   - Why might a learner earn/complete your badge(s)?
   - Estimate the number of learners you expect to badge annually
3. Competencies
   - Describe what competency(ies) you plan to badge. (Note: if you plan to award more than one badge, use one row for each badge.)

- The linked sheet asks for information on the following details: Badge title, description, criteria for earning, evidence of completion, assessment type, minimum requirements, completion time, does it align with any other standards, etc.

4. Maintenance, Lifespan, and/or Expiration
   - Define the expiration timeline and renewal policies. Will the badge expire for learners?
   - How frequently will your department review and update the badge (description, performance indicators, standards, graphic, technology)?
   - Determine the individual/s and/or roles who will be a part of badge implementation and ongoing review and approval. (Note: depending upon the complexity of your badge program, this may involve only people in your department or it may involve higher-level approval.)

5. Platform
   - What University-approved registration system will you use as an entry point for your badging program? Where should learners start? Where will you record learner information (i.e. learner registration, badge evidence, activity completion, etc)
     - Determine what platform you plan to administer your badges:
       - Some departments and colleges that use Destiny One for a registration system are using Credly/Acclaim (recently merged platforms).
       - Some departments and colleges that use Canvas for the course content are using Badgr through an LTI available with Canvas.
     - Brainstorm your own departmental solution for keeping track of evidence of completion (could be some sort of spreadsheet, see example)
       - Describe any special needs or considerations your unit may have that would require a different platform.

6. Roles/team
   - Identify a technical implementation person (the person who will manage the technical side of Credly and/or the registration system)
   - Identify a person responsible for badge content/evidence assessment (the person who will sign off and say yes, this person has met the required competencies to receive the badge)
   - Identify who will support badge earners (communication channel(s), support point person)

7. Tentative design plan
   - Identify badge designer
   - Review brand standards (guidelines in this document)
   - Set internal deadlines for badge design and approval
   - Accessibility concerns with badge?

Review and Approval

After you have completed your version of the Badge Creation Workbook, send it to your college or department contact listed on the Non-Academic Standards: Issuance of CEUs, Certificates, Badges, Professional Credits website.