**EDUCAUSE**

**2015 Winner:** EDUCAUSE

**Entry Title:** EDUCAUSE Digital Badging Program

**Project Overview/Elevator Pitch:**
In 2014, EDUCAUSE implemented a badging program to build the profession of higher education IT. Those individuals who meet established criteria earn digital badges in recognition of their engagement with the association. When members earn, display and share badges, they help draw attention to their community involvement and professional development experiences. In addition, badges are an important new way to extend EDUCAUSE's brand. Badges are awarded in five categories:

- **Community Service** B**adges** recognize efforts to serve their professional community and those who engaged in professional development programs.
- **Communications Badges** recognize efforts to share knowledge or lend expertise, through online or face-to-face events.
- **Leadership Development Badges** recognize initiative and commitment through an intense, participative learning experience focused on both professional and personal growth as a manager and leader.
- **Leadership Awards Badges** recognize standout community leaders honored through the EDUCAUSE awards program.
- **Subject Matter Badges** recognize learning and the development along specific and relevant content areas through verified engagement and participation.

**Project Goals/Objectives:**
The badging program supports a key association goal to building the profession and sub-goal to model and promote innovative practices to improve leadership, teaching, learning, community building and engagement by providing a highly visible way for members to engage with the EDUCAUSE program and professional community.

The 2014 project that launched the badging program had four primary goals:

1. Assess member attitudes and interest in badging for professional portfolios and career development.
2. Educate and create interest about badging through programming and events.
3. Develop a strategy for badging operations at EDUCAUSE.
4. Develop a badging constellation for events listed, aligned with strategy and member needs.

**Strategy:**
- EDUCAUSE used multiple channels to assess needs, educate, and engage the community.
- A marketing and communications push in late spring up led up to the fall Annual Conference; publications and presentations were produced to educate on the value of a digital badge and the opportunities available for earning badges at EDUCAUSE.
  - o Public badging program website
  - o Promotional video
  - o Public badging resource library
  - o Community-led discussion forum: Microcredentials and Badge Constituent Group
  - o 7 Things You Should Know about Badging for Professional Development
  - o E-Live! Webinar: The Value Proposition in Badging
  - o ELI Online Course: Digging Into Badges

- o Streamed Conference Session: Badging to Support Professional Development and Career Building
  - o External presentations, including Digital Badges and Micro-credentialing (2014 ASAE Annual Meeting) and Badges: New Currency for High-Value Credentials (BbWorld, July 2014)
- Community input was gathered through a focus group, in presentation polls and surveys, and in conversation with the Professional Development Advisory Committee, community leaders, and individual members.
- 22 events were badged, which included all of those identified in the project charter plus seven other opportunities that emerged as the project progressed.
  - o 5 Institute Programs; 3 Connect events; 10 online channels, from webinars to three-day focused programming; a co-branded MOOC; the ELI Annual Meeting and EDUCAUSE Annual Conference.
- An independent annual badge issue schedule was developed for badges not associated with events those (e.g. program and advisory committees, proposal reviewers).
- Provided instructions online for accepting, displaying and sharing EDUCAUSE badges.

**Success Metrics:**
- Number of badges issued:
  - o 2,654 badges were issued in 2014
  - o The quantity of badges issued and community members involved represent a dramatic expansion of badge participation.
- Badge acceptance rate:
  - o 42% were accepted by badge earners (overall average), a 6% increase over the 2013 badge pilot average.
  - o Relatively strong across all badge categories.
  - o Badges with the most significant commitment or effort required—for example, Connect facilitator, advisory committee, program committee, institute program, proposal reviewer plus, and stacked subject matter badges—were accepted by 50% or more of badge earners.
  - o By category, leadership development and awards had the strongest acceptance rate, followed by community service, subject matter expertise and communications categories.
- Badge activity (defined as the total number of times a badge is seen, clicked, shared or viewed across Credly and all Open Credit enabled apps and sites. It is a metric for badge impact; a measure of impressions made):
  - o Increased from less than 24,000 in February 2014 to more than 331,000 badge impressions by January 2015.
  - o Increased from 74% (of 24,000) to 87% (of 331,000) on LinkedIn.

**Learn More:**
http://www.educause.edu/badging

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